



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[What's Happening in Region Three?](#)

[Upcoming Teleseminar](#)

[Contribute!](#)

[Featured Article](#)

[Affiliate Spotlight](#)

[Quote of the Week](#)

August 16, 2011
Vol. 5, Issue #33

Welcome!

Hello ,

Welcome to this week's edition of *The NRWA Connection*.

The intent of this newsletter is to keep you current about both our association and our industry. We hope you enjoy this membership benefit!

Quick Links

[The NRWA Website](#)



Executive Greeting



By Sally McIntosh, NCRW, NRWA Certification Chair

Your Certification Commission is hard at work improving your member benefits. Segments 1-5 of the online training have been rolled out and have been converted to a more stable software. So far, we have not had any complaints about glitches. The member price for the training is five segments for \$130, or \$30 each. Every segment passed is worth two CEUs. If you take and pass all five segments, you will have the 10 CEUs necessary to begin the certification process. Just contact Edie Rische to record your CEUs and get you started on the road to Certification.

The five segments cover the following topics:

The Résumé as a Marketing Tool

The focus of this segment is on marketing concepts that are used in résumé writing. You will learn how to sell benefits instead of features and emphasize successes, contributions, and achievements. Learn how to incorporate design elements and write compelling content to effectively market your resume clients.

Writing Concepts

A good advertising copywriter knows her audience. She knows what consumers want, and she knows what product features and benefits to write about to persuade consumers to buy. As résumé writers, we must do the same. Learn how to think like

a copywriter and create résumés and cover letters that generate a "call to action" for your clients.

Common Grammatical Errors

This segment covers grammatical errors commonly found on résumés and cover letters. It includes capitalization, number usage, plurals, and possessives.

Energizing Job Descriptions

One of the distinguishing features of an excellent résumé is its job descriptions. Like a good headline, the first sentence should pique the reader's attention and draw him into the copy that follows. Our goal as résumé writers is to get the potential employer's attention. We do this by energizing our job descriptions and focusing on relevant accomplishments.

ASCII Résumés

This segment covers ASCII résumés and related issues such as the definition of ASCII résumés, step-by-step instructions for converting a résumé to ASCII, with and without line breaks, and how to correctly use ASCII files in a job search.

Find out more [online](#).

If you started taking these segments when they were on the old platform, you can finish them on the new platform. If you have any problems, please contact one of our administrative managers: Yvette Campbell or Stephanie Shaw at adminmanager@thenrwa.com or (877) 843-6792.

I look forward to receiving your sample résumés.

What's Happening in Region Three?

By Jaime Cooper, JMC Résumés, Ltd., Naples FL

Representative for Region Three: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and the Virgin Islands.

Despite economically trying times, the résumé-writing industry continues to flourish as we assist professionals in getting back into the workforce, taking their next logical step, or simply marketing themselves more competitively in challenging times. The region reports that networking and keeping up with social media are great for business.



Robin Schlinger, Robin's Résumés, and Kathy Harber, Career Keys to Open Doors, both from Atlanta, GA, met recently for lunch to discuss résumé writing and other topics. They found it great to meet other people in the region to network and share information on the profession and industry of résumé writing, and both are looking forward to the convention in Portland this September.

Dawn Bugni, The Write Solution, Atkinson, NC, reports a steady influx of business in spite of economic uncertainty. She is diligently expanding her professional network via social media and face-to-face events. She is learning about new technology, particularly Google+, and how to leverage it to grow her business and simultaneously help job seekers. In spite of tenuous employment around the country, she has celebrated news that many of her clients have landed new jobs in recent months!

Lastly, I, Jaime Cooper, JMC Résumés, Ltd, Naples FL, have rebranded my website and business name. I have also just acquired Resume2Hire.com, an ecommerce résumé website offering an affordable alternative to my custom-built résumé service and am focusing on administering and managing résumé offerings. After a serious illness suffered by a close friend, I am also spending more time in the Asia-Pacific, doing outreach work in the developing world.

Upcoming Teleseminar



Facebook Fan Pages, Advanced

Presenter: Laura Orsini

Date/Time: August 19, 2011, 1 pm ET

NOTE: Facebook Fan Page Basics is a prerequisite for this class.

This advanced class will pick up where Facebook Fan Page Basics left off. Advanced class participants have grasped the value of a Facebook Fan Page and the fundamentals of creating one. Now they will learn, in detail, how to create a personalized Fan Page with images, colored text, and text links.

In this two-hour teleseminar, you will:

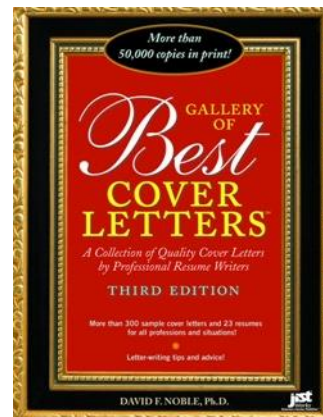
- Review the basics of creating a Facebook Fan Page.
- Create up to 10 tabs for your Fan Page.
- Use simple coding to bold, underline, and italicize words.
- Learn to add colors to your fonts.
- Learn to insert graphics into your pages.
- Learn to create text links on your pages.
- Learn to insert a PayPal "buy now" button on your pages.
- Learn what to put on your fan page.
- Learn how to promote your page and increase your "Likes."
- Get an overview of Facebook ads.

Laura Orsini is a skilled editor and marketing consultant who uses social media to promote her clients' businesses as well as her own. Working primarily with self-publishing authors, Laura specializes in teaching her clients low- to no-cost ways to increase their exposure, promote their books, and stand out as experts. Laura has been successfully using Facebook, LinkedIn, Twitter, and blogs for the last five years and continues to immerse herself in this rapidly advancing technology. She has a degree in nonfiction writing from the University of Arizona and is the author of the outstanding book, *1,001 Real-Life Questions for Women*.

Contribute!

JIST has asked David Noble to provide a Fourth Edition of his *Gallery of Best Cover Letters*. As in the past, he would like to invite NRWA members to submit examples of their documents to be considered for inclusion in the next edition. Publication in his books means free publicity for you, your work, and your business.

If you are interested in being represented in this new edition, you can contact David by e-mail at dnoble15@comcast.net, and he will provide guidelines for sending him samples of your work as e-mail attachments.



Featured Article



Stop Throwing Noodles at the Wall By Amanda Collins, The Grammar Doctors

Remember when your mom made spaghetti for dinner, and to test if it was done, she'd throw it at the wall to see if it would stick? If it stuck, it was done and ready to be served. These days, it seems like many companies are using the same strategy when it comes to their marketing initiatives: they just keep throwing things at the wall to see what sticks.

If you have an unlimited budget and just want to spend money like it's water, you can stop reading now. However, if you're like most of us and you need to watch every penny you spend and track ROI, read on.

Strategy should drive everything you do. While there will inevitably be some things you'll hope will work and you'll try them to see, be sure you have some kind of strategy before you move forward. That should start with knowing your target market. So many times, I speak with clients who have no idea who their target market is, and then they can't understand why they don't get a return on their efforts. Once you know your target, figure out where those people are. If you're looking for office fronts in a small town, social media won't reach them. However, if you want to reach small-business owners, blogs and Twitter can be great outlets.

Then figure out what you'll do first, second, third, and so on. How many "touches" do your clients need? What kind of drip system will you build? Will you only use social media or will you incorporate phone calls, mailings, and newsletters as well? What's your budget for this endeavor? What is your ultimate goal? As you can see, there are many questions you need to ask yourself before you build your plan...and you need a plan before you start your efforts.

If you're not quite sure how to create your own marketing-communications plan, work with a specialist, perhaps a marketing pro or business coach. You don't know what you don't know, and without that strategy, you might only end up with a bowl of pasta.

Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to newsletter@thenrwa.com.

Affiliate Spotlight



This week, we spotlight Compass

Compass Coach Renee works with people who want more in life, whether it be work/life balance, interpersonal skill development, motivation, turning dreams into realities, tuning into their spirituality, career change due to job loss, or career derailment- - -fostered by setting goals and creating action plans that get positive results!

Perhaps you are frustrated that you are not feeling very powerful or maybe you are consumed by the economic depression? Maybe you just know you could be doing much more in your personal and professional life! Take a few moments from your hectic day and sign up for 10 days absolutely FREE with Compass to get the support you know you need and deserve.

To learn more, visit [MyLifeCompass](#).

To check out a complete listing of our [Affiliate Partners](#) or for more information on becoming an Affiliate, [click here](#).

Quote of the Week

"A clear vision, backed by definite plans, gives you a tremendous feeling of confidence and personal power."
~ Brian Tracy

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
