



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

## In This Issue

[Executive Greeting](#)  
[What's Happening in Region Two?](#)  
[Feature Article](#)  
[Affiliate Spotlight](#)  
[Quote of the Week](#)

## Quick Links

[The NRWA Website](#)



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## 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!

## Executive Greeting



NRWA Board Bytes

By [Kimberly Schneiderman](#)

Lately, I have been reading a lot of professional development/career management-type books. My goal is to learn from others to ultimately help my clients in their careers. As an added benefit, I always develop a new skill that I can bring to my own practice. Some of the interesting takeaways from my recent reads include:

- *First Day to Final Grade* by Anne Curzan & Lisa Damour: This is a great book for new college instructors. One of my favorite tips is on running a discussion. This chapter helped me think about different ways to approach the seminars I give; everything from how I want the room set up to how to ask questions to elicit participation.
- *The Silent Language of Leaders* by Carol Kinsey Goman: This is Goman's second book on body language. I really love what she says about "reading" someone's body language in many different situations. Just this week, I was able to tell when a client disagreed with what I was saying simply by reading his pursed lips!
- *Negotiating Your Salary: How to Make \$1,000 a Minute* by Jack Chapman: Now in its seven (!) edition, this down-to-earth, realistic approach to the dreaded salary conversation is a must-have for coaches and job seekers. I love what Chapman says about "going first" in naming the desired salary. I've long been a proponent of approaching the salary conversation from a matter-of-fact perspective, and his advice supports much of my reasoning.
- *Endless Referrals* by Bob Burg: Networking is often a curse word for job seekers. They know they have to do it, but it causes no end of stress for most people. Burg's advice on creating conversations and posing phrases that keep the other person talking is sure to help job seekers feel more comfortable when talking

with someone new.

- *Career Planning & Adult Development Journal*, Volume 26 Number 1: In this volume, many ideas about tackling the mid-life career crises are explored by a number of authors. One of my favorites is Chapter 5 by Maher. He discusses strategies for finding the job with the right fit. So often, we concentrate on duties/responsibilities that we forget to prioritize things like work expectations, environment, career path, and professional development opportunities.

Each of these books has so many more takeaways that I could go on for several pages. I love reading and learning from authors who can express their ideas concisely and clearly, with plenty of examples. My practice is richer (pun intended) because of what I have learned from these talented professionals. What books are making you richer?

## What's Happening in Region Two?

By [Vandette Anderson](#), Your Social Résumé, Plymouth Meeting, PA

*Representative for Region Two. States of: Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia, and the District of Columbia.*



As my term as Region Representative draws to a close, I'm reflecting on how much I've enjoyed the opportunity to speak with, exchange ideas with, and learn from so many of our region's members. I've also reflected on just how busy my daily life has become, and I'm taking the time to reevaluate my priorities and responsibilities. In doing so, I've come to the realization that I have to let go of some of the activities that I enjoy but simply no longer have the time to do. I'm learning to become less optimistic about just how much I can fit into one day and acknowledging that I probably won't be able to squeeze two résumés, laundry, housekeeping, an article for *The Examiner*, car repairs, a visit to my salon, and an outing to the arboretum with my two younger children into next Saturday's schedule. I'm slowly adjusting to the notion that sometimes less is better, and I don't have to fill every waking moment with tasks to feel productive. I'm learning from my husband that it really isn't so bad to just sit in front of the TV and veg out every now and again. So, for those of you who are also feeling the strain of over commitments and constant running around, I invite you to join me in de-cluttering your calendar just a bit. My guess is that we may find more joy and less stress in doing less.

And, now here's what's been happening in Region 2:

Becky Felix, of Felix Résumé Group, Sayreville, NJ, is looking for subcontracting work to expand her revenue stream. [Contact Becky](#) if you are interested in working together.

Valerie Ramos of Upscale Résumé Services in Woodbridge, VA, has been conducting résumé-writing workshops for the federal government and local educational institutions. Since September, she has completed workshops for the Department of Veterans Affairs, Strayer University, George Mason University School of Law, and several government employees attending the Federal Asian-Pacific American Council one-day career advancement seminar held at the Department of Health and Human Services. The workshops have been beneficial for the business, and Valerie has received several new clients. Valerie is currently focusing on business development by seeking additional workshop opportunities and attending vendor events which allow her

to distribute company information.

As for me, my family is welcoming my 23-year-old daughter back home. She is building a successful social-media business, and her excitement and enthusiasm are contagious. I've taken on a new full-time role as a recruiter for a large healthcare network in Allentown, PA, and I'm delighted to be a part of a team that is passionate about their work and dedicated to ongoing process improvement.

For the past month or so, I've started my days off reading excerpts from an inspiring little book, *Notes from the Universe* by Mike Dooley. I'll leave you with today's message:

""Reality' is not that you are weak and dream of becoming strong, poor and dream of becoming rich, alone and dream of having friends, but that you're already strong, rich, and among friends...yet, at times, dream that you're not."

## End-of-Year Savings



The NRWA archives of previously recorded teleseminars and webinars are rich with tools and information to help you advance your skills as a writer and successful businessperson. Throughout December, The NRWA is offering a \$10 member-only discount on each and every program recorded prior to January 1, 2011.

If you have been wishing you had more time (and money) to invest in your professional development but just couldn't seem to fit it in, this end-of-year savings is an opportunity you won't want to miss! Purchase and download as many pre-recorded programs as you like; listen to them now or save them to your computer and listen later (as many times as you like!). Many of them will count toward your NCRW certification requirement.

And here is another incentive for taking advantage of this opportunity: Business-related teleseminar and webinar registration fees qualify as tax-deductible business expenses. Buy now and you may be able to write the cost off on your 2011 tax return!

Go to our website and select from the many valuable programs that are currently available for download.

Of course, you can still purchase and download all teleseminar/webinar recordings of programs that were presented in 2011, but you'll have to pay full price for these.

Here is a breakdown of your costs and potential savings for pre-recorded programs:

### Teleseminars

Recorded after January 1, 2011: \$35 members, \$45 non-members

Recorded prior to January 1, 2011: member discounted price - \$25

### Webinars

Recorded after January 1, 2011: \$45 members, \$55 non-members

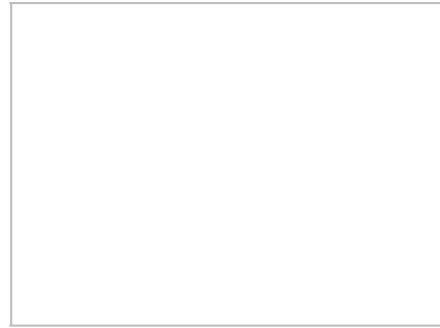
Recorded prior to January 1, 2011: member discounted price - \$35

## Feature Article

## Holiday Remembrances

By [Amanda Collins](#)

This time of year, we reflect on the past year and look forward to the coming turn of the calendar and how we can improve our lives and business. But have you really sat down and said thank you to everyone in your life who's been influential or helpful in 2011? Have you sent a note of gratitude and holiday well wishes to your client base? If not, you're missing a grand opportunity.



My approach to marketing my business changed three years ago this month. Having a background in marketing and sales, I should have known better when I started my business; it's about relationships, not about trying to push products and services down prospective clients' throats. In December of 2008, I took the Landmark Forum through Landmark Education. I was going through a rough time in that it was the first holiday season since my (now ex-) husband and I separated, and he and my son had headed back to Virginia to spend the holidays with his family. For all intents and purposes, I should have been crying in my cereal for two weeks, but instead, something amazing happened: I had a great holiday season.

On December 31, 2008, I chose to share my experiences with my clients and complete Constant Contact database through a simple, plain missive. I told everyone what was new with my life, wished them a wonderful new year, and even invited them to visit Landmark with me.

What happened next transformed my marketing approach. I received a number of phone calls and emails, along with a 38% open rate on that simple email (the average is 10-15%). From that point, I changed the way I approach communications with clients. Now, my son is a focal point of each monthly email newsletter, and my database has grown with him over the last three years. When I see people out in the community, they even ask about or comment on Patrick, my little celebrity.

This year, I will be sending holiday cards to my clients with pictures of Patrick through the years, in front of the tree or dressed in Santa apparel. I will express my gratitude for them individually while also sharing the most important part of me because I know that this relationship-development thing is ongoing, and during the December holidays, I have a prime opportunity to continue to nurture it.

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### Affiliate Spotlight



This week, we spotlight ProfilingPro.com

ProfilingPro.com services provided by JaneCo's SENSIBLE SOLUTIONS.

Add another income stream to your career business by becoming a DISC Administrator JaneCo's Sensible Solutions provides The NRWA members with a highly useful and revenue-generating online behavior assessment tool. Used in more than 40 countries, the DISC module is founded on the fact that people with similar styles tend to exhibit specific types of behavior. Being made aware of this is an advantage for the individual as well as career-development professionals and prospective employers.

Résumé writers, career and interviewing coaches, and job-search consultants can all use one or more types of the DISC profiles to assist individuals or groups. DISC profiles

help you write better résumés, develop branding statements, ensure cover letters are written in the client's voice, improve interviewing skills, or zero in on career alternatives for your clients.

Assessment results, customized to display your company information, are delivered to you and your client's mailbox within minutes, then clients are returned automatically to your website for follow-up action.

Visit [www.profilingpro.com](http://www.profilingpro.com) or call Jane Roqueplot at 888-526-3267 regarding administrator registration. Once registered, you'll be introduced to validity studies, marketing flyers, suggested uses, coaching worksheets, online help, and your customized Internet Delivery Service System to provide these widely recognized assessments to your clients.

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

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### Quote of the Week

"If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome."  
~ Anne Bradstreet

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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