



The NRWA Connection

Linking Our Members ... Keeping Them Current

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January 25, 2011
Vol. 5, Issue #4

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



Use Determination to Propel Your Success By Marcia Baker

In spite of the economy, The NRWA membership increased during 2010. This increase is partly due to people who dared to make a career change and follow their dreams. We've all heard stories about how best-selling authors self-published their first novels and sold them out of their cars until they were discovered. Or stories about penniless movie stars who spent their last dollar on a bus ticket to Hollywood for a chance at fame. Determination is clearly the one common thread in these situations. It's the attitude that drives you to actions leading to success in your business.

Whether your business is new or established, if you're not satisfied with your income, you may need an infusion of determination----the solid foundation of many successful businesses. Determination encompasses a love of the task at hand and the will to see it through using whatever honest methods are available to get you there.

Know Who Your Customers Are

Know who your ideal clients are and, no, that's not everybody. They're the people who will buy from you again and again or generate word-of-mouth referrals for you. Don't let their purchases be your last interaction with them. Stay in touch with them, educate them, and in their eyes, you will be known as a career industry expert.

The Internet offers a great opportunity to create interest in your new or established business. The costs of having a website and growing social networks are low in comparison to yellow-pages advertising or hiring a sales team. A simple thing such as

adding your branding statement to your outgoing emails can create interest.

I Don't Have Time for Marketing

Marketing is everything for the survival of your business. Consider hiring someone to assist you with your online and offline marketing efforts to gain new perspective for attracting your target audience. Be open to resources and tools that will benefit your business. Don't eliminate technologies such as Facebook or Twitter because you don't understand them. Take the time to see how your colleagues are using these tools to win business and determine what can work for you. It doesn't necessarily mean that you have to have an in-depth knowledge of how these applications work. Once you see the value, hire someone to manage the process for you. Meet your prospects where they are and understand that a large majority of them are checking you out on the Internet before they'll do business with you.

Keep Learning

Download The NCRW study guide, use the résumé writers' toolbox, and listen to past teleseminars/webinars to propel the learning process. Knowledge is truly king! The more you know, the more valuable you are to your business and the business of helping your clients. This process takes time, and time can feel like the enemy unless you are determined to see your business through. Are you keeping up with what's new in the careers industry? Are you embracing the trends? Can you really provide the services your clients need if you don't? You can either lead the way or be a follower, but doing neither will get you nowhere quickly.

Remember the Vision

Your ability to see the vision for your business will help you refrain from giving up even when the possibility of success looks slim. Write your vision down. Place it someplace where you will be constantly reminded to stay on course. Use resources shared on The NRWA website and the e-list to help you get past obstacles. There will be setbacks; put them in perspective and continue to move forward. You have nothing to fear. Success is in your future. You can do this!

What's Happening in Region Four?

By Travis Wilson, Rochester, MN

Representative for Region Four: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.



Greetings NRWA colleagues!

Region Four has been very active in the past couple of months, building upon personal and professional successes. I'm sure you'll be as impressed with their accomplishments as I am!

Angie Jones, CPRW, CEIC of Haute Résumé & Career Services, LLC, Lincoln, NE, was recently featured as an industry expert in Chris Perry's new book *Launchpad: Who Stole My Career?* (vol 4), and one of her résumés was selected for inclusion in David Noble's new book *Gallery of Best Résumés* to be published by JIST in 2011.

Barb Poole, CCMC, CLTMC, CERW, CPRW, PHR, BS of Hire Imaging, LLC, Fifty Lakes, MN, is among the first in the world to earn the G3 (Get Clear, Get Found, Get Hired) coach certification through the Job Search Academy by Susan Whitcomb and Deb Dib.

Patti Rock, CPRW, CEIC, of Hoff Résumés & Career Counseling Services,

Davenport, IA, provided résumé writing and career coaching to a company that recently got bought out. She is happy to report that, using a combination of resumes, LinkedIn profiles, and good old-fashioned networking, three individuals got job interviews within one week of layoff.

Faith Sheaffer-Polen, CCMC of CareerCurve, LLC, Cleveland, OH, presented "Put on Your Big-Kid Pants and Get in the Driver's Seat: Career Management for 2011" to the North Canton Executive Networking Group and has been asked to present it at another local professional group in February.

As for me, I was asked to extend my contract with Gale-Cengage, contributing résumé and cover-letter samples as well as blog posts for their Career Transitions project.

Featured Article

Are you Accountable?

By Amanda Collins

As an entrepreneur----and especially if you're a solopreneur----you're used to going it alone. You do the paperwork, the taxes, the marketing, and the fulfilling. Sometimes that can work really well. It can certainly save on expenses. But what's the cost of your sanity? And how can working in a vacuum help you to stay on task?



My advice for you in 2011 is to build some accountability into your business. There are myriad ways this can be achieved, so you have to choose one that works best for you. Look to your significant other, family member, best friend, colleague, or business coach. Even putting notes on your desk or a whiteboard can help you to stay on task---but getting someone else in the mix will be much more helpful.

Why?

Well, our natural inclination is to please others. When you know you have to answer to someone, you're more likely to hold up your end of the bargain. The owner of a multimillion-dollar sign business in the Phoenix area brought in a silent partner JUST to hold him accountable! The partner does little other than check in with the principal to make sure he's on task. That might be going a little farther than you'd like to go, but it's just one example.

Another----possibly more drastic----approach is to write a check to an agency you don't support. Make it something you can afford but that's big enough to make an impact. Then declare that, if you don't complete the task at hand by a specific deadline, the check will be mailed. If you're vehemently pro-gun control, sending a check to the NRA will be painful, and it will keep you on task.

And, of course, if you're an employee, that doesn't mean you shouldn't have your own accountability measures. Sure, your boss will have quota and expectations, but setting up your own internal system of checks and balances not only goes a step farther, but it also gives you more ownership over your outcomes.

Affiliate Spotlight of the Week

This week, we spotlight Win The View



www.WinTheView.com™ is a powerful interview preparation and presentation tool that is designed to help job seekers determine the critical hiring requirements and formulate the key points they wish to articulate during the interview. This step-by-step process features several content libraries to help the candidate generate accomplishment stories, personal success factors, personal branding terms, a 30- to 60-day action plan, and a "why hire me?" summary page. A PDF file may then either be emailed in advance or printed for distribution at the interview to impress the hiring team.

WTV enables the job seeker to prepare a private, online portfolio of interview presentations, follow-up letters, and accomplishment stories. This data is kept online and may be accessed at any time for future career opportunities. Career experts offering this innovative tool (at a very reasonable investment) are able to add value, increase revenues, and differentiate their client services. To learn more, please contact Ken Diamond at kjdiamond@wintheview.com or call 215-948-3722.

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

Quote of the Week

"No snowflake in an avalanche ever feels responsible."
~ George Burns

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
