



The NRWA Connection

Linking Our Members ... Keeping Them Current

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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

By Shauna Bryce, The NRWA Ethics Chair

Hello members of The NRWA!

I'd like to encourage you all to review our bylaws, the standing rules, the code of ethics, and the elist guidelines. Please take a few minutes to review them since, as members of The NRWA, we've all agreed to be bound by them.

Below is the code of ethics as revised by last year's bylaws committee and approved by the board:

As a member of The NRWA, I agree to:

1. Maintain professionalism when dealing with the public, clients, and colleagues.
2. Accurately advertise products, services, qualifications, and affiliations.
3. Ensure that my website and promotional materials, as well as the website and promotional materials of any business with which I work that displays The NRWA logo or otherwise claims association with The NRWA, prominently identify by name the individual member(s) in good standing of The NRWA associated with the business.
4. Remain up-to-date on résumé, employment, market, hiring, and other relevant trends.
5. Share confidential client information only with express written consent from the client.

6. Not discriminate based on race, gender, religion, or other protected status or class.
7. Comply with relevant client agreements, laws, and regulations, including copyright protection.
8. Respond promptly and appropriately to ethics-related communications from any member of The NRWA board of directors.
9. Be accountable under The NRWA's bylaws, standing rules, grievance procedures, e-list procedures, and other policies.

Please pay particular attention to number three, which is an entirely new rule that may require some members to update their websites. (Please also make sure that you're displaying our current logo!)

Thanks again to the members of the committee for their hard work, valuable suggestions, and dedication to the continual improvement of The NRWA.

What's Happening in Region One?



By Suzette Jolly, CDS, CPRW, JCTC, MBTI
Willimantic CTWorks, Willimantic, CT

Representative for Region One: States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and New Jersey, as well as Europe and Northeast Canada.

Greetings to all members and happy spring! It looks as if it has been a busy time again for our region, and I am sure for all of our NRWA members. There are lots of conferences and activities happening. Kudos to all and keep up the good work. Our members are everywhere!!

Arnie Boldt, CPRW, Managing Partner of Arnold-Smith Associates in Rochester, NY, recently presented to art therapy graduate students at Nazareth College of Rochester and aspiring school administrators at the Rochester City School District on the topic of "Developing A Winning Résumé." Arnie also continues to consult with the Simon Graduate School of Business Career Management Center at the University of Rochester on résumé development for MBA students.

Wendy Gelberg, Gentle Job Search/Advantage Résumés, Needham, MA, gave a presentation at the Center for Workforce Development Conference in early March on using LinkedIn to connect with employers. In addition, one of her clients was featured as a "LinkedIn Success Story" in a US Department of Labor newsletter. Finally, Wendy's advice and job-search strategies were included in an article by Barbara Safani: "Introvert vs. Extroverts: Which is Better for Your Career?" on AOL jobs.

Kimberly Schneiderman, City Career Services, New York, NY, is excited to be speaking at The NRWA conference this fall on creating a hard-hitting one-page networking résumé for your most accomplished clients! Also, she recently interviewed Ellen Dolan (aka Detective Margo Hughes from *As the World Turns*) for her newsletter. Here is a link to the page:

<http://www.citycareerservices.com/category/blog>. And Kimberly is pretty busy implementing many new ideas that she had thrown at her from some of the experts in our industry: new services to offer clients, new strategies for working with clients, and new ways to market services!

Louise Kursmark, Your Best Impression, Reading, MA, reports that she had a

marvelous time at the Career Thought Leaders Conference that she co-led with Wendy Enelow on March 14-16 in Baltimore. They spent three intense days with some of our industry's brightest and most dedicated professionals (résumé writers, career coaches, career counselors, university career staff), including many NRWA members.

Louise is very excited about the "Résumé Writers Master Class," a pre-con workshop she will be offering the day before The NRWA conference begins in Portland in September. She has actionable, creative ideas to help résumé writers create the tight, lean, high-impact résumés that are so essential in our fast-paced multimedia culture.

Louise and Wendy recently announced "Entrepreneurial Elegance," a four-part teleseminar series that will run Mondays in June. They will cover business-building fundamentals and advanced strategies to help résumé writers/coaches get more business, sell at higher prices, improve profitability, and boost their confidence as entrepreneurs.

In addition, Louise recently finished updating the third edition of *Expert Résumés for Managers and Executives*, featuring more than 40 all-new résumés. The book will be published in late spring, joining the recently published third editions of *Expert Résumés for Teachers & Educators* and *Expert Résumés for Computer and Web Jobs*. Next up: a new edition of *Best Résumés for College Students and New Grads*.

Louise Garver, Career Directions, Broad Brook, CT, is working on a new job-search book and is looking for people to contribute. For specifics on writing contributions, you can contact her directly at Louise@careerdirectionsllc.com.

Lorraine Wright, 21st-Century Résumés, Claredon, Eastern Canada, is just ending her very first year in business, and it's been much more successful than she expected. She remembers starting out last year, full of trepidation, after completing several of the courses offered by The NRWA. That first month, she was so excited to have ONE customer at a price so low she was embarrassed to say what it was. After all the hours she put in on that one, her hourly wage must have been about \$2! Now, one year later, she has as many clients as she can handle, including lots of satisfied customers and a few extremely high-level clients----so high level she was almost afraid to accept them. But in the end, they were extremely happy with the results and even sent her referrals. Now, as she is starting Year Two, she is working toward becoming an interview coach so she can start offering packages to her customers, since it's one thing to get them the interview, but another to help them get the job.

Through all of this, Lorraine credits The NRWA with much of her success. She reported that she was telling a friend recently that it was only once she joined, took the courses, and started reading the monthly newsletters and emails from colleagues that she started feeling somewhat confident and like a real professional. "So thank you. I couldn't have done it without you!" Congrats to Lorraine!

Danielle Savage, Career Counselor at The American University of Paris (AUP) and an independent résumé writer, organized AUP's Global Career Forum involving about 20 industry representatives and attracting more than 60 students and recent graduates. A professional networking brunch was scheduled the same day for alumni and graduate students. As opposed to more formal presentations organized in previous years, at the forum, students needed to approach professionals proactively and engage in networking. A workshop focusing on preparing for the event was scheduled the previous week, so students could plan questions in advance and know what to expect. Feedback was positive. "I think every student will get something from this event, even if it is just practicing how to approach employers and

professionals," one student wrote. And as career professionals know, the need for networking does not go away after landing that first job.

Deb Dib, the CEO Coach, New York, NY, announced that *The Twitter Job Search Guide* (2010, JIST, co-authored with Susan Whitcomb and Chandlee Bryan) was just nominated as a top-ten finalist for ForeWard's Book of the Year Award (in the career category), created to "spotlight distinctive books from independent publishers. What sets the awards apart from others is that final selections are made by real judges---librarians and booksellers---based on their experiences with patrons and customers." *The Twitter Job Search Guide* also received the Career Innovators Award.

Also, Deb recently co-presented the closing keynote at the Career Thought Leaders conference in Baltimore (with Susan Whitcomb and Elisabeth Sanders-Park) on the top-five emerging career-industry/coaching trends and how to leverage them for our businesses.

As for me, Suzette Jolly, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, I was a presenter for Project H.I.R.E at Manchester Community College, Manchester, CT on March 21st that I mentioned in a previous edition of *The NRWA Connection*. My presentation on effective résumé writing was well received. During a break, I was approached by a member of The NRWA and thought how great that was! She indicated that she saw my name on the flyer and looked me up to get connected. That was very awesome for me, as I am trying to become acquainted with as many members as possible in Region One.

I also had the privilege of being invited by Jean Whalen Raymond, Second Vice President of The NRWA, to represent our organization at the 5th Annual New England Workforce Development Professionals Conference, March 3rd! It was an ideal time to promote The NRWA and reach out to other vendors to consider sponsoring our annual conference this fall in Portland, ME. Jean presented an informative workshop called "Closing the Gap between Applicants and Employers." It was a dynamic workshop with a bit of "Jean humor" that those who attended last year's conference in Texas will recognize. I was posing as her client, which was off the cuff and so much fun. Thank you, Jean!

As far as LinkedIn is concerned, I sent out invitations to most of the members in Region One. I hope all of you will accept my invitation to our subgroup so that we can stay connected.

Member Benefits

Build Your Business

<http://www.thenrwa.com/businessresources>

This is a terrific section on The NRWA website that includes:



1. Information on Starting a Business. This is a soup-to-nuts reference guide on what you need to think about before opening your doors. Even if you've already started your business, this is a must read. It includes subjects such as state compliance, licenses, federal tax ID, Small Business Administration,

- purchasing a domain name, and much more. It was developed by Linda Meehan and Dawn Rasmussen.
2. **Marketing Methods and Tools.** This section provides ideas on how to market your business.
 3. **Co-op Forms and Contracts.** We have assembled a variety of forms that you are welcome to download. Each form is a Word document that can be used in a variety of ways. Take a look to see if you can use any of these documents.
 4. **Articles You Can Use.** Scan through member-written articles on topics that include résumés and cover letters, interviewing, and career- and job-search management. While you are welcome to use these articles on your website, in your newsletter, or on hard copy, please leave the author's byline intact. They are formatted in Word and are FREE.
 5. **A Marketing Brochure.** Great for sharing with prospective clients, this tri-fold brochure explains why someone would want to hire a professional résumé writer. You can use it on your website or with your general marketing materials. It was developed by Evelyn Salvador and Karen Hofferber.
 6. **Association Logos.** These can be downloaded and used on your website or promotional materials.

Ask the Proofreaders



A Special Class of Nouns

By Donna Tucker, CareerPro Résumé Center

I was stopped in my tracks today when writing about "the public." Is *the public* singular or plural? I began researching to find the right answer, and as I should have known, it is a collective noun---like audience, jury, and family---and takes a singular pronoun and singular verb. Collective nouns are a special class of noun; they name groups (things) composed of members (usually people).

This is one of those times when what we say commonly in conversation is not appropriate for formal writing. (That includes one of my top-ten pet peeves: "their" used as a singular pronoun.) We so often hear "they" in relation to the public and family and team. But in formal writing, use the singular.

The committee meet each month; they make decisions on budget cuts.

Wrong

The committee meets each month; it makes decisions on extensive budget cuts. *Right*

If you have trouble deciding whether a noun is singular or plural, add *members* after it; then you can use plural pronouns and verbs without worry. (Or, when in doubt, refer to your *Gregg Reference Manual*.)

The committee members meet each month; they make decisions on budget cuts. *Right*

But as always happens when we use the Internet to find a particular answer, we find so much more (reminds me of the Bing! TV commercials).

We've all heard of a gaggle of geese, plague of locusts, and a pride of lions, but are you aware of the following collective nouns and their proper usage to describe groups of various types of animals? These are for real. They have been verified by *Webster's New Dictionary and Thesaurus*.

- lounge of lizards
- smack of jellyfish
- sleuth of bears
- murder of crows
- peep of chickens
- parliament of owls
- float of crocodiles
- crash of hippopotami

Who thinks of these things?

Featured Article

Yes, You Are a Marketer

By Amanda Collins, The Grammar Doctors

The other day, I gave a 10-minute presentation about myself and my company at my BNI (Business Networking International) meeting. It's hard to cram everything into 10 minutes AND make it interesting, but I apparently nailed it, as I received many kudos following the presentation. Phew!

One of the main goals of my talk was to define "marketing communications," which is what I say I do. I explained that, more than just a writer, I am a marketing writer, and part of the marketing writing I do includes résumés. That struck a chord with many of the 70-member audience. Résumés as marketing documents? Who'd've thunk?



In case you've ever wondered if you're a marketer or have had people question what you do, I'm here to clear it up: If you write résumés, you write marketing documents. Now, I doubt that a résumé writer would question this, but I often hear the surprise in prospects' voices when I say that all of the writing I do is marketing writing.

Whether you're selling a widget, a service, or a person, the approach is similar. I ask all of my clients who their audience is (What position are you seeking?), their ultimate goal with the piece (To get a job!), and the tone of the writing (formal is better for résumés). I then interview them to ascertain all of the nuances of what makes them or their product/service unique in the marketplace. I take all of that information and spin it into words that will appeal to the ultimate reader. That, my friends, is marketing.

So go out into the world today with your head held high! Buy a button that says "I'm a marketing writer!" Be sure that your prospective clients know that you take a marketing approach to moving them along in their career path. You may just educate some people along the way.

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 Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign. But compiling information from the Internet can be overwhelming and extremely time-consuming. Now you can offer accurate, comprehensive company and industry market intelligence to help your clients gain access to the hidden job market and accelerate their search. By incorporating Fast Track Transition Career Research© company/industry information into your menu of products and services, you can add value to your brand, differentiate your service from the competition, and enhance your repeat and referral business.

Two ways your clients can use this product:

- Request research on a specific company or companies. If a client wishes to target one or more companies, we can find comprehensive information including a company overview and history, historical financials, competitors, recent press releases and news articles relevant to the company, and key people and their executive bios. Clients can use this information to prepare for an upcoming interview, decide if a company is a viable option and/or a good fit, or to gain access to company decision makers.
- Request research on a particular industry(s). For clients who want to research potential targets within a given industry(s), we can support them by offering a list of all the companies that fall into the industry/geography requested. Each list includes company name, address, web address, revenues, and key contact name, title, and direct phone number.

Clients can leverage this information to create a personal marketing strategy that gets their resume in front of decision makers rather than recruiters or corporate gatekeepers. By focusing on decision makers, they direct their campaign towards a more productive job-search strategy and limit the amount of time spent on less beneficial search methods, such as posting online or working with recruiters.

Two ways you can generate income:

- Resale Program. Buy the Fast Track Transition Career Research© directly and set your own customer pricing. The cost to you can range from \$150 to \$250 per campaign depending on the parameters of the client's search. We recommend a resale price of \$300 to \$500.
- Referral Program. Refer the client directly to us and receive a \$75 referral fee for each campaign.

The turnaround time for report generation is two to four business days.

Members of The NRWA receive a 10% discount off any research package.

If you are interested in learning more about the service or receiving a sample report, please visit our website at www.fttresearch.com and contact us at info@fttresearch.com. You can also call us at 866-333-1800.

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

"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read."
~ Leo Burnett

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
