



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!

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.

Region 2 members love The NRWA, and we enjoy the opportunity to connect with NRWA members whenever possible. However, if you reach out to us on May 21st, we'll have to graciously ask that you "leave a message." That's right, we have plans for the morning of May 21st; we will be gathering for a regional teleconference, our first in a long time. Yea!!!! I'm excited just thinking about it. We have a lot of connecting, catching up, and planning to do, and what better day to do so than May 21st----National Memo Day. So, we'll take lots of notes and update you with all the exciting details from our teleconference soon.

For now, we'll start by extending a grandiose Region 2 welcome to Beth Lovell of Employment Issues! in Lancaster, PA. We're delighted to have you join us, Beth, and we look forward to hearing your voice on our May 21st conference call.

And, now here's what's been happening in Region 2: Torski Dobson-Arnold of Your Career Confidence, LLC, in Mechanicsville, VA, has been selected to deliver power job-seeker workshops in collaboration with Monster.com and workforce investment boards all across the country. Her first workshops will be hosted on the campus of Miami Dade College in conjunction with

the South Florida Workforce Investment Board. In early 2011, Torski also had the opportunity to present at the PMPI (Potomac Chapter of Meeting Professionals International) regional conference hosted at the National Gaylord Convention Center, where she facilitated a workshop on "Résumé Building for the Event Planner" for 100+ attendees.

On the home front, Torski is preparing to celebrate the graduation of her daughter from high school and her son from two years of volunteer service in Americorps. Somewhere in between, she is also planning an updated relaunch of her website, yourcareerconfidence.com

Terri A. Kent of Kent Résumé Service in Wallingford, PA, just launched a new blog "Get It Write!" Although very new, Terri's blog is already chock-full of great advice and resources for today's job seekers. Terri's conversational tone and intriguing headlines leave readers eagerly anticipating the next post. You can check out Terri's blog at: <http://getitwriteresumes.wordpress.com/>.

Michelle A. Riklan CPRW, CEIC of Riklan Resources in Marlboro, NJ, is excited to announce the publication of a new book that she co-created with David Riklan. The book, *101 Great Ways to Enhance Your Career*, is a thoughtful collection of 101 unique chapters from leading career experts with impressive backgrounds and credentials. The contributors represent published authors and television personalities to coaches, business owners, and heads of associations. All are stellar educators who have shared information on topics that are personally relevant. They use their expertise to inspire and motivate readers to discover what they need to have successful careers. This book can be used as a traditional reference guide and networking tool; contact information for all experts is included. It can be read from cover to cover or out of sequence; each chapter stands on its own. It is already receiving rave reviews. For more information or to order a copy, go to: <http://www.selfgrowth.com/greatcareerbook.html>.

As for me, I've been busily plugging away on two new projects. The first is a series of 13 training sessions to help job seekers take charge of their job search. The series is based on the concept of becoming the CEO of You Inc and approaching the market as a business owner with a viable product or service offering. From this vantage point, the résumé is a very targeted response to a potential employer's RFP (job posting), the job search becomes analogous to a business prospecting for clients, the interview is a presentation, and the job offer is the acquisition of a client. The use of this paradigm helps to take a lot of the emotion out of the search and creates the business objective of finding a way to make the job seeker's board of directors (family and significant others) happy.

My second project is the creation of an association to promote the professional development of social media professionals. Although still in its infancy, I've been getting a lot of support and encouragement around this effort. If anyone out there has done something similar, I'd love to get your input.

Well, that concludes our Region 2 updates for now. Happy flip-flops season to all!

Featured Article

Add It Up

By Amanda Collins, The Grammar Doctors

In the summer time, many businesses slow down considerably. While that might provide a welcome reprieve for some of us, others need to earn an income regardless of the season. But how can you keep the business busy during the off season?

Teach a Class or Workshop

Many community colleges offer summer enrichment courses for lifelong learners and others not enrolled in a degree program. Perhaps checking to see if you can put a course on the roster for résumé writing or job seeking can garner some interest. If teaching a class isn't possible, how about hosting your own workshop? Rent a conference room and get out there and show off your talents. You could even create a multipart program for additional revenue opportunities.



Touch Base with Past Clients

If you haven't spoken to a client for a year or more, it's could be time for an update. Start reaching out to previous clients to offer a résumé refresh or similar service to help keep them on track in their career progression. You might be surprised at how many people will take you up on it if it's offered at the right price point.

Review Your Product/Service Line

Is there anything you can add to what you currently offer to generate more interest? How about a partnership with a related professional, such as a career coach for a résumé writer? You may find this is a good way to add to your number of items sold per transaction.

Reevaluate Your Goals

How are you doing with the goals you set for yourself back at the start of 2011? Down time is a great time to assess where you are and what changes you might need to make to get back on track. Knowing where you stand can be a great inspiration to move forward in the right direction...or it might let you know you can take some time off and enjoy the down time.

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

Save the Date

The National Society of Hispanic MBAs (NSHMBA) will be holding their National Conference and Career Expo October 12, 13, and 14 in Anaheim, CA. They are expecting 8,000 professional participants and MBA students and will be seeking members of The NRWA to provide résumé reviews, career coaching, and mock interviews.

Stay tuned for more information on this exciting opportunity!

Affiliate Spotlight

Fast Track Transition
→
Career Research

This week, we spotlight Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign. 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](#).

Quote of the Week

"It's never too late to be what you might have been."
~ George Elliot

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

