



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

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

[Ask the Proofreaders](#)

[Upcoming Webinar](#)

[Featured Article](#)

[Affiliate Spotlight](#)

[Quote of the Week](#)

May 24, 2011
Vol. 5, Issue #21

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](#)
[2011 NRWA Conference](#)



Executive Greeting



I Want to Be a Lion
by Pat Criscito

I like to tear out articles from the business magazines I read every time I have a free moment (doctor's office, riding in the car with my hubby, sitting on the you-know-what...you get the idea). Recently, Pat Wiesner of *ColoradoBiz* magazine wrote an article that really spoke to me, and I wanted to share pieces of it with you.

He started his article with a column discussing his safari in Africa. His group was in a Jeep photographing a pride of lions. The animals ignored them completely, except for one male lion who decided to take a rest on the road in front of the Jeep. He lay down without paying the slightest attention to the females. He just lay there and yawned a few times.

The three females of the pride, on the other hand, were the hunters. They suddenly leapt into a large clump of bushes and exited with a springbok. It was brutal, final, bloody, and natural. The male yawned once more and joined them after the hard work was done (hmmm...interesting analogy...I think I've seen this somewhere else but not in Africa...just joking).

We can't hear the word "lion" without thinking about the strength, persistence, frightening power, and resolve of these magnificent animals.

While being interviewed at the Olympic Games in Vancouver, Apolo Ohno was asked why he yawned repeatedly while getting ready to race. He said that it relaxed him and that he had seen lions do it, so, "I want to be a lion." Perhaps that thinking is why he became one of the most decorated Americans in any winter Olympic Games.

Self-image is part of what we all bring to the table every day. We need to decide who we want to be and then set specific goals to get there. If you read *The Secret* or saw the DVD by the same name (from a secular perspective) or read a Bible or other religious texts, they teach us that "we are what we think." We accomplish what we think we can accomplish. We have the personality that we see in ourselves.

Even more important is the effect we have on the self-image of others around us. There is nothing more fragile than a person's self-image, and we have the power to affect how we feel and how the people surrounding us feel. I'm sure you've seen the insurance TV commercials about passing on good, positive, honest actions as we go about the normal activities of our day. This idea is extremely powerful.

So, how do we take these ideas and use them to drive our success? Try experimenting with an audio or video recorder that captures a typical client phone call. Record your normal conversation. Then do it again with a different client but with a constant smile on your face. You will be amazed at the difference. If you are having a particularly "down" day, and you just flat out don't want to smile, do it anyway. Fake it until you feel it.

If we want to be successful as entrepreneurs, managers, or employees in our own business "jungles," we must picture ourselves with the strength to achieve our goals. We must see ourselves in light of our strengths and then build our experience and abilities to make us into the men and women we want to be. You are in charge of every action, nonaction, and word that you speak, so find your strengths, set your goals, and fake it until you make it!

Warm regards,
Pat Criscito, NRWA Treasurer

What's Happening in Region Three?

By Jaime Cooper
Jaime Cooper Consulting, Naples FL

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

A warm welcome to two new members this month: Stephanie Chemli of CEOdevelopment in Atlanta, GA, and Gail Murphy of Goodwill Industries of Central North Carolina, Greensboro, NC.



Dawn Bugni, MRW, CPRW of The Write Solution, NC, continues to stay wonderfully busy with clients and writing projects. Recently, she had the opportunity to speak to two career classes at a local private college. During the two hours she spent with the students, she was struck by how eager the students were to learn about job-search realities. Many stayed long past their normal time of departure to hear more. Another interesting fact Dawn learned was that prevalent job-search "myths" just won't die. It was a great reminder for her about how much of a career professional's job entails educating clients.

Kathy Harber of Career Keys to Open Doors, Atlanta, GA, is delightfully swamped with requests for her mini-workshop on both résumé writing and interview basics. And she is excited to be heading to France May 18-June 1, when she will meet with Danielle Savage, an NRWA member in Paris. They were matched two years ago to support each other in pursuit of their NCRW certification. Email is great, but nothing beats the face-to-face they anticipate.

For Debra O'Reilly of RésuméWriter.com, Brandon, FL, attendance at the Career Thought Leaders conference in March was the kick-off to an intense six-week effort. Her journey from Florida to Baltimore, Washington, DC and on to Connecticut included job-search coaching, résumé writing, first-time experience as a grandmother [Ember Rose is the world's most precious granddaughter!], and collaboration on a new job-search e-book [details coming soon]. Thank goodness for a "portable" business model!

As for myself, Jaime Cooper, CPRW of Jaime Cooper Consulting, Naples FL, I have been working on expanding my business by subcontracting to job boards, which is keeping me very busy. I also purchased a small résumé-writing website with a partner this month. We will be marketing primarily via Google Adwords. I am also working actively with Denise Egan-Stack of the OCD institute of Boston in a nonprofit effort to conduct workshops for people with OCD on getting back into the workforce.

Ask the Proofreaders

By Donna Tucker and Norine Dagliano



Earlier this year, I introduced you to *The Accidents of Style: Good Advice on How Not to Write Badly* by Charles Harrington Elster ([available on Amazon.com](http://amazon.com)). As Elster says, accidents of style can happen anywhere, anytime, to anyone---even me---so we need to recognize and correct faulty composition. Here are a few more accidents waiting to happen.

Incident, Incidences, and Instance

- An incident is something that happens, an occurrence, minor event, or episode. *A safety incident in the warehouse.*
- An instance is a case or example. *A rare instance of brilliance.*
- Incidence is the rate of occurrence referring to how often or to what extent something happens. *The incidence of client no-shows continues to rise.*

These get further confused when spoken, since they sound so much the same. Be especially careful of *incidences*. Elster writes "The plural *incidences* is acceptable only when referring to the rate of occurrence of several different things at once. *'The overall incidences of kidney, bladder, pelvis, and ureter cancers in Denmark increased on both sexes from 1944 to 2003.'* When used correctly, *incidences* is interchangeable with *rates*."

Elster goes on to say, "Don't be ridiculously redundant and use *incidence* and *rate* together." (*The incidence rate of traffic accidents declined in the summer.*---Wrong!)

Liabile and Likely
Very simple, really.

- Use likely for any event that might occur. *It's likely that I'll attend the conference.*
- Use liable for any unfortunate result that will probably happen. *You're liable to lose your luggage on that airline.*

"To avoid this accident of style," Elster says, "remember that whatever follows *liable* cannot be good."

Simplistic / Simple

"A *simple* explanation is plain, clear, and concise. A *simplistic* explanation is oversimplified, shallow, superficial." But sometimes we have a tendency to want to use bigger words (when a shorter word will do).

Elster also advises to avoid *too simplistic* or *overly simplistic* which are redundant because *simplistic* already suggests making something *too* or *overly* simple.

Are we helping you at all with our column? Let us know or if you have any specific grammar or punctuation questions, please email us at proofreaders@TheNRWA.com.

Upcoming Webinar

Creating Focused Résumés for an Unfocused World

You know how to write a résumé summary and accomplishment statements. You lace your résumés with keywords and you have a toolkit of résumé styles you use to showcase your clients' backgrounds. But are you writing résumés that suit today's fast-paced environment? Can your reader quickly find key information about your clients when they view résumés on their desktop, laptop, iPad, or smart phone?

During this one-hour webinar, participants will learn how to create résumés that suit today's world of speed, impatience, and disruption. Specifically, participants will learn:

- Three strategies for bucketing résumé content to improve messaging and focus.
- Methods for sourcing the right résumé keywords and optimizing their display.
- How to craft a summary statement that doubles as an elevator pitch.
- Design strategies that pop off the page, save space, and differentiate candidates.

Join Barbara Safani, owner of Career Solvers, for this webinar: May 27, 2011, 1:00 pm ET.

Featured Article

Would You Trust Your Future to a \$50 Résumé? By Amanda Collins, The Grammar Doctors

During a recent gathering of the Résumé Writers Council of Arizona, the topic of a nonmember selling \$50 résumés came to light. One person asked the poignant question, "Would you trust your future to a \$50 résumé?" Instantly, a blog topic was born!

The question is a good one. We all know the saying "You get what you pay for," and if you scour Craigslist, you'll likely find a few offers to write résumés for \$50---or even less! This kind of price cutting has made bargain hunters look for a well-tailored career-marketing document for less than the cost of



the outfit they'll wear to the interview.

While there *may* be some quality writers out there who feel they don't need the money as much as they want to help people, I would argue that every writer should take the stance that a résumé is an investment. If the document helps a job seeker increase his annual salary 10%, isn't that an investment? What about the woman who's been out of work two years? Is a few hundred dollars worth it to get her back in the job market?

As résumé writers, we don't have a spreadsheet with everyone's prices somewhere in the ether so that we can see if we're comparable. However, if you need a little guidance, some writers do post their prices on their websites. Some have a set price based on career level of the client, whereas others quote a price based on an hourly rate and the estimated time involved in the project. Regardless, you need to put a premium on your time and talents. Charge what you're worth and, if you get pushback, remind your clients of the investment and value provided.

For most of our clients, they only have to write a résumé every few years, if at all. They don't know what needs to be included and how to differentiate themselves in a competitive job market. Although they may think \$50 is a reasonable price for a résumé, the truth is that the investment in their future should be worth so much more to them. You shouldn't have to defend your price to the bargain hunters, because they aren't judging based on your experience and the quality of your work; they are just looking for something as close to free as possible.

So the next time someone makes a comment that your prices are too high or asks you for a discount, just ask him the question, "Would you trust your future to a \$50 résumé?" If he says yes, he might have bigger challenges than you can fix.

Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to newsletter@t henrwa.c om.

Affiliate Spotlight



This week we spotlight ProfilingPro

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 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.

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

Quote of the Week

"Action is the foundational key to all success."
~ Pablo Picasso

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
