



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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## Executive Greeting

Hello ,

As 1st Vice President of The NRWA, I help the regional representatives reach out to and support our members.

During our monthly meetings, many of them tell me that they have a hard time getting members to respond to their outreach efforts. As so many of us are independent business owners, or perhaps may be the only résumé writers

within our organizations, I firmly believe we need to get to know other NRWA members on a personal basis for education, encouragement, and support. Your regional representatives are the best place to start.



As each regional representative is responsible for close to 100 people, I encourage you to reach out to them and respond to them when they contact you. They have all volunteered their time to support you and this organization and want to help!

Region 1: Suzette Jolly, [jolly.suzette1@gmail.com](mailto:jolly.suzette1@gmail.com)  
*Connecticut, Eastern Canada, Maine, Massachusetts, New Hampshire, New York, Europe, Rhode Island, Vermont*

Region 2: Jaushina Johnson,  
[jjohnson@GetTotalSolutions.com](mailto:jjohnson@GetTotalSolutions.com) (replacing Victoria Kidd)  
*Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia*

Region 3: Troy Johnson, [troydean2@verizon.net](mailto:troydean2@verizon.net) or  
[troy.johnson.1@us.af.mil](mailto:troy.johnson.1@us.af.mil)  
*Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virgin Islands*

Region 4: Michelle Swanson,  
[michelle@resumeresultsonline.com](mailto:michelle@resumeresultsonline.com)  
*Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota,*

Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Region 5: Bob Janitz, [bjanitz@yahoo.com](mailto:bjanitz@yahoo.com)  
Arizona, Colorado, Kansas, Missouri, New Mexico,  
Oklahoma, Texas, Utah

Region 6: Cheryl Minnick, [cminnick@mso.umt.edu](mailto:cminnick@mso.umt.edu)  
Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada,  
Oregon, Australia, Hong Kong, Japan, Washington, Western  
Canada, Wyoming

Some meet on a regional basis to share ideas and truly get to know each other. I know of groups in Arizona, Colorado, and St. Louis, but there is definitely room to grow! As one of my friends often says, "There is plenty of business to go around." By joining a national organization, you have already made a good first step to affiliate yourself with some of the best résumé writers in the world. Now get to know them personally and you will not be sorry! We have much to learn from each other.

During our conference in September, the regional representatives will be making a concerted effort to get people in their regions together. If you are attending the conference, please join in. If you are unable to attend this year, consider reaching out to members on your own and get to know them. You can find other members in your area by following this link:

<http://www.thenrwa.com/JobSeekers/JobSeekers.asp>.

[Ginger Korljan](#)

The NRWA First Vice President

## Does Your Facebook Page Create Relationships?



By [Laura Labovich](#), MLRHR

Community in social media goes beyond blog comments or Twitter followers. It goes beyond "likes" on your Facebook page or connections on LinkedIn. Community is about a dialogue and shared sense of purpose. Before you begin to actively build a community on your blog or FB page, you have to determine the purpose and direction you hope to foster in your readership. What role do you want your ideal member to play on your site? How often would you want them to engage and interact with you and your team?

In our book, *100 Conversations for Career Success: Learn to Network, Cold Call and Tweet Your Way to Your Dream Job*, Miriam Salpeter and I conducted a good deal of research on power-users of the various social media sites, and we found an exciting best practice that really works.

We tapped Laurie Baggett, social-media consultant to the medical community and a self-proclaimed "promoter." As a "natural promoter" of people, products, and services, Laurie has become a go-to resource for her Facebook friends and a significant ally to her local businesses. Although articulating a specific strategy eluded her ("It's just authentic for me, so it's hard to outline a plan"), she did recognize that her intention is

to help other people succeed.

This strategy landed Laurie strong support and friends in the community and a job with a medical practice in Norfolk, Virginia. "I am constantly staying on top of what's out there--reading blogs and frequenting local, lesser-known establishments. I'm curious by nature; when I go into a place, I talk to people, I survey the environment, I become curious, and I parlay what I learn on Facebook. I'm always out there looking for the next great thing, person, company, product, or talent. If I find a great web programmer, I'll promote her, period, and not because I expect anything in return, but because I believe in her ability and want the world to know about her."

Using Laurie's strategy, here are a few fabulous tips to garner similar support, recognition and, overall, a loyal following:

1. Recommend an event you attended.

*Absolutely the best thing I've witnessed all year! SO glad I didn't miss out on this great event! Next time I'll be sure to participate.*

2. Endorse a local, favorite establishment. Start by making a list of every business you want to target. And remember, when you like a page, it is almost as good as "liking" an individual person. Targets could include:

- Your clients' businesses.
- Your business vendors.
- Your family's businesses.
- Your friends' businesses.
- Local businesses you frequent.

3. Identify and "like" pages associated with any person or organization you have on your target networking list. Keep in mind, if you create a business page on Facebook, these companies may choose to reciprocate and "like" your page!

*Love this place! Every woman needs a visit here! @TheFullCupVirginiaBeach.*

*Have you eaten at @TheGrill? If not, you are missing out! It's my go-to, favorite place for lunch or dinner.*

4. Share a job opening that isn't a fit for you.

*Don't miss out . . . and don't forget to submit your cover letter: Grow Interactive is looking for an interactive developer (front-end focus).*

5. Give a shout-out to a new contact.

*So excited to finally have met Drew Ungvarsky of Grow Interactive! Yes, it's true. I'm a "stalker" of game changers, and Grow Interactive is one of those companies that creates brilliance and inspires me daily! Keep up the great work, Grow Interactive!*

*Laura M. Labovich, MLRHR, Job Search Makeover Coach, and Founder of Aspire! Empower! Career Strategy Group. Co-author, 100 Conversations for Career Success: Learn to Tweet, Cold-Call and Network Your Way to a Dream Job (published by LearningExpress, LLC - Fall, 2012) [www.aspire-empower.com](http://www.aspire-empower.com)*



Have You Made Your First Million Yet?

By [Laura Smith-Proulx](#)



At the 9.5-year point in my own résumé writing business, I'm just getting started generating my SECOND million dollars.

Yes, that's from résumé writing. Yes, I'm open to telling you how I did it.

If you're like many résumé writers and career coaches, you have a passion for helping others. Unfortunately, this may not translate into helping yourself, especially when it comes to your own business and its profitability. The good news is that a change in your thinking can affect your bottom line!

One thing I learned very quickly (and that put my business at multi-six figures much more rapidly) was to heavily discount the myths surrounding our industry.

Listening to my own instincts has allowed me to attract a steady stream of clients, while building credibility and steering clear of paths with lower ROI.

Here are some of common myths in our industry that should be challenged:

**Myth #1: You must serve a niche market to be successful.**

While it's helpful to narrow your focus, I've personally found that my "niche" is a personality type, *not an occupation*.

My clients come from different industries, but they are almost exclusively leadership professionals in a tactically focused area (operations, IT, finance, etc.) who struggle to tell their career story at a strategic level.

Keep in mind that your best clients thus far are already showing you where your niche could be. Who have you served best, and in turn, what types of clients are among your most lucrative sales?

Figure out where this group hangs out and how they learned about you. Then, do more of what brought them to you in the first place.

**Myth #2: Your clients are focused on price.**

Interestingly enough, clients are thinking more about value... but it's YOU that's thinking about price!

My pricing is among the highest in our industry. Rather than shying away from the pricing question, I've found that being open about what I charge is more effective.

In addition, a buying decision often has significant emotion tied to it.

Why are clients buying from you now? What drives them to close the sale with you? Answering these questions can give you insight into ways to tap this emotion... and allow you to increase your fees without worry.

**Myth #3: Your clients expect fast turnaround from a résumé service.**

If I had a dime for every person that needed it yesterday, but then waited weeks to get on my schedule... I would have paved my driveway with gold by now.

My wait list is typically anywhere from 2+ weeks to upwards of 5 weeks.

Clients who are driven to find the best provider for their careers will take the time to learn about and invest in your services, no matter the wait or the investment involved.

It's all a matter of building credibility, which is critical to your business and helps your clients realize the value of engaging your services.

So, as you can see, there are many ways to drive your business from struggling to multi-six-figure. All it takes is a shift in your thinking to generate better results and create a thriving practice.

Laura Smith-Proulx will present at our 15th Annual Conference in September. Learn more strategies to turn your business into a six-figure generator. Follow this link for details: <http://thenrwa.com/Conference/preconference-program>.

To listen to a conference preview, click here: <http://bit.ly/Li0s7Y>

### What's Happening in Region Two?



By Victoria Kidd, MBA, CPRW, CPCC -- Executive Director of OMP Consulting Group, LLC in Winchester, VA

*Representative for Region Two, which includes Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.*

*This will be Victoria's last "What's Happening," and we wanted to thank Victoria for all of her hard work and volunteer efforts in The NRWA!*

Norine Dagliano of *ekm Inspirations*, Hagerstown, MD, is busily preparing for presentations at two upcoming conferences. On August 23<sup>rd</sup> she will be delivering a presentation about LinkedIn for the National Capital Area Branch of the American Association for Laboratory Animal Science (AALAS) in Washington, DC. She is also slated to speak in October at the annual women's retreat of the Brethren Mutual Insurance Company in Hagerstown, MD; her topic is "Professional Networking: Your Long-Term Career Insurance."

Norine recently launched a LinkedIn tutorial accessible through her website. (She gives special thanks to Bridget Weide Brooks of BeAResumeWriter.com for her contributions to this effort.) She is also working with her virtual assistant to develop a collection of tips and advice for building a LinkedIn profile and managing a LinkedIn account. Norine hopes to have this ready to distribute at the AALAS conference in August.

On a personal note, Norine and her husband just returned from Seattle after visiting his new grandson. They learned upon their return that his other daughter is pregnant with her first! Norine and her husband are planning a trip to Buffalo the end of August for a family wedding (and yummy Western New York food!). No sooner will the dust settle and she is off again for The NRWA conference in Charleston! She looks forward to reuniting with old friends and making new ones, all while learning and sharing with the best of the best in the career-industry arena.

Debbie Shalom of *Amazing Résumés & Coaching Services*, Baltimore, MD, was recently interviewed for an article titled *Strange Interview Questions* that appeared in

the *Baltimore Sun*. Following its publication, she was interviewed on WBAL radio by one of her area's local celebrities, Mary Beth Marsden. She reports that these experiences were not only a lot of fun, but were also an unexpected vehicle to increased business!

Dana H. Dietrich of *Square One Professional Writing Services*, Cinnaminson, NJ, just celebrated her business's first anniversary! She is happy to report that she has gained a steady subcontracting income while securing her own local clients as well.

Kara Varner, President and CEO of *A Platinum Résumé*, Hampton, VA, has been busy this summer working primarily with transitioning military service members and spouses all over the country. She recently had the prestigious honor of having two of her cover letters published in the *Gallery of Best Cover Letters*, 4th Edition for 2012. This was especially exciting, as she just celebrated her first year in business this August! She has been contacted by two agencies to do subcontracting work and has signed on with one company that is expanding their reach through new affiliation contracts. Additionally, as fall approaches, she is looking forward to spending more time with her family and expanding her own business. She would like to thank all of the members of The NRWA e-List group for the great information and discussions that provide valuable resources and industry education for all of us!

Laura M. Labovich, founder of *The Career Strategy Group*, Bethesda, MD, reports that the book she proudly coauthored with Miriam Salpeter is now available for pre-order on Amazon! The book is called *100 Conversations for Career Success: Learn to Tweet, Cold Call, and Network Your Way to Your Dream job* (Visit <http://amzn.to/Sfw8cf> for more details). She reports that the book is getting early praise and is being touted as a "communications bible for the job seeker." It offers scripts, tips, and templates to take the fear out of communicating during a job search.

Laura is also getting ready to launch a new website: [www.thecareerstrategygroup.com](http://www.thecareerstrategygroup.com). The site will showcase her three distinct service models: private one-on-one job search coaching and career marketing development; outplacement; and speaking and workshops. She is incredibly excited for it to be official, as she will be changing her business name from *Aspire! Empower!* to *The Career Strategy Group*, as of September 1st.

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## Volunteer Opportunity

The National Society of Hispanic MBAs (NSHMBA) is again seeking The NRWA's support in recruiting volunteers to provide career coaching, conduct mock interviews, and/or critique résumés at its 2012 National Conference and Career Expo on October 4 - 6 in Orlando, Florida. NSHMBA expects approximately 8,000 professional participants including MBA students and more than 250 major corporate exhibitors.

In 2011, 150 career management experts served almost 1100 attendees. Members of The NRWA and other colleagues who have participated in previous national conferences have called this event one of the best volunteer opportunities they have experienced providing not only an opportunity to build pro bono hours, but also to work with top talent at an exciting and vibrant event.

### CMC HOURS & VOLUNTEER SLOTS

Volunteer for half-day or full day slots for any of the following days:

Thursday, October 4	10:00 a.m. to 7:00 p.m.
Friday, October 5	9:00 a.m. to 6:00 p.m.
Saturday, October 6	9:00 a.m. to 1:00 p.m.

## VOLUNTEER BENEFITS

1. Half and full-day volunteers:
  - Extended refreshments or Lunch*
  - Parking*
  - Entrance to the Career Expo*
  - Access to Professional Development Day workshops*
  - General receptions and networking events during all three days of the conference*
2. Volunteers with 12 or more hours will have access to invitation only sessions and events.
3. Career experts may prepare a one-page handout with résumé or career tips and business contact information for distribution.

## VOLUNTEER OPPORTUNITIES

1. Résumé Clinic: HR and career management experts will spend approximately 10 to 15 minutes critiquing a job seekers résumé.
2. The Mock Interview Clinic: Formal interviews are scheduled for 20 to 30 minutes. Interviewers will be provided with interview questions and critique form.
3. Elevator Speech Area: Coaches will spend 5 to 10 minutes assisting individuals with their introductions for networking, Career Expo booths and formal onsite interviews.
4. Job Search Clinic: Coaches will spend approximately 15 to 20 minutes assisting participants on their specific job search needs.
5. Career Management for Professionals: Coaches will spend approximately 20 to 30 minutes assisting working professionals on their specific career management needs.
6. Career Management for Executives: Coaches will spend approximately an hour assisting Executives on their specific career management needs.
7. Entrepreneurial Clinic: Coaches will spend approximately 20 to 30 minutes assisting entrepreneurs on their specific business needs.

The CMC includes a computer center for users to edit and reproduce their résumés. NSHMBA will provide onsite instructions and resource material for each of the above services.

To learn more about the 2012 NSHMBA conference, click on the following link to the conference site (in progress): <http://www.nshmba.org/page/NationalConference>

For more information, please contact us at [CareerCoach@nshmba.org](mailto:CareerCoach@nshmba.org) or 312-404-3108. We look forward to discussing the details with you.

Best wishes,  
Murray A. Mann and Rose Mary Bombela  
Tobias NSHMBA Career Management Center Coordinators  
[CareerCoach@nshmba.org](mailto:CareerCoach@nshmba.org)  
312.404.3108

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## New and Returning Members

Welcome to our 60 new and returning members for the month! Feel free to introduce

(or re-introduce) yourself on our [Facebook page](#) or on our [elist](#).

You can also send your Twitter handle to [adminmanager@thenrwa.com](mailto:adminmanager@thenrwa.com), and it will be added to our weekly tweet rotation.

We would also like to take this opportunity to encourage you to network with other The NRWA members and non-members who are career professionals via our [LinkedIn Group](#).

#### 23 New Members, Welcome!

Delma Chavez, Alliance Worknet, Modesto, CA  
Kalindi Garvin, Cedar Rapids, IA  
Faye Katz, Jewish Community Services, Owings Mills, MD  
Posey Salem, Beulaville, NC  
Debbie Pedigo, Zap Résumés, San Antonio, TX  
Milan Truong, Hire Me 101, South San Francisco, CA  
Joyce Pleier, Regal Résumé, Cheyenne, WY  
Cynde Herman, Monrovia, CA  
Emily Kapit, ReFresh Your Step Career Development & Advisor, Miami, FL  
Patricia White, Covington, GA  
Angela Brooks-Young, Lake Park, FL  
Janis Humphrey, New Directions Career Transition Services, LLC, Copley, OH  
Vanessa Sierra, My Expert Resume Writer, Houston, TX  
Marjorie Rocha, San Leandro, CA  
Kristin Johnson, Profession Direction, LLC, Madison, WI  
Neely Raffellini, Splash Resumes, Montclair, NJ  
Mir Haynes, RTP Résumés, Bellevue, WA  
Tanya Gwinn, Greenville County WIA, Greenville, SC  
Tim Suddeth, Greenville County WIA, Greenville, SC  
Ashley Davis, Sumter, SC  
Emily Freeland, Sumter, SC  
George Ferguson, Airman & Family Readiness Center, JB Charlteston AB, SC  
Kelly Hibbs, Precision Resumes, Orlando, FL

#### 37 Renewing Members, Welcome Back!

Angela Zimmer, All Write Resumes, Jackson, NJ  
Carol Montgomery, Custom Resume Services, Woodstock, GA  
Cherie Heid, Competitive Edge Resume Service, Carlsbad, CA  
Charlotte Abel, Abel Resumes, Saint Louis, MO  
Cliff Eischen, Eischen's Professional Resume Service, Fresno, CA  
Carol Lucas, Gahanna, OH  
Irma Rojas, Lakeworth, FL  
Peter Lavelle, Edina, MN  
Wendy Gelberg, Gentle Job Search / Advantage Resumes, Needham, MA  
Martha Rockwell, A+ Resumes & Career Coaching, Scottsdale, AZ  
Kim Batson, CIO-Coach.com, Sammamish, WA  
Roleta Fowler Vasquez, Wordbusters Resume and Writing Services, Fillmore, CA  
Alicia Buzan, Job Author, Carmel Valley, CA  
Judy Monaco, Monaco Writing & Consulting Services LLC, Pottstown, PA  
Susan Whitcomb, Fresno, CA  
Debbie Shalom, Amazing Resumes and Coaching Services, Baltimore, MD  
Jared Redick, The Resume Studio, San Francisco, CA  
Diane Irwin, Dynamic Resumes of NJ, Cherry Hill, NJ  
Shekia Taylor, RightFit Resumes, Marietta, GA  
Marsha Leap, Leap Ahead Professional Development, LLC, Lakeland, FL  
Laurie Brown, Career RoadMap, La Mesa, CA  
Karl Jahnke, TheHireRoad/TheHireChallenge, Surprise, AZ



Robert Prock, A "Preferred" Career & Resume Service, Greenville, SC  
Dawn Bugni, The Write Solution, Atkinson, NC  
Linsey Levine, Ossining, NY  
Jane Sheridan, Your Resume Your Way, Seattle, WA  
Jennifer Fishberg, Highland Park, NJ  
Dennis Sparks, KAS Resumes and Career Services, Lorton, VA  
Dana Dietrich, Square One Professional Writing Services, Cinnaminson, NJ  
Ryan Ulm, Waukesha, WI  
Trish Garcia, Business and Office Solutions, LLC, Norfolk, VA  
Charlotte Weeks, Weeks Career Services, Inc., Chicago, IL  
Jason Davis, Royal Palm Beach, FL  
Gymmetta Brantley, FutureWorks, Springfield, MA  
Amanda Ambrose, Airman & Family Readiness Center, JB Charleston AB, SC  
Sally Cofer-Lindberg, Career Directions, Modesto, CA  
Ruth Fix, Frisco, TX

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### Affiliate Spotlight

This week, we spotlight TheHireRoad™.

Introducing TheHireRoad™ Job Search Tutorial, as featured at The NRWA's 2011 Conference.



TheHireRoad™ will be a sponsor at The NRWA's 2012 Conference, be sure to stop by their booth!

Job search success in our new economy requires creativity, a willingness to think outside the box, and innovative approaches to effectively meet the challenges of finding new employment. No longer can job seekers rely on their professionally prepared résumé alone to get them in the door and in front of the hiring manager. To separate them from the competition they also need a career transition program that provides new tools, new strategies, and a new approach to this new reality.

TheHireRoad™ CD-based Job Search Tutorial offers The NRWA members a unique opportunity to give their clients a significant competitive edge in their search for employment, including:

- Increased revenue as a reseller--through individual sales of TheHireRoad™ tutorial, or as part of a resume preparation package.
- Augmented value to the professional resume preparation services members provide.
- Enhanced existing coaching efforts.
- Improved client satisfaction and increase in referrals.

To learn more about TheHireRoad™ please visit [www.thehirechallenge.com](http://www.thehirechallenge.com).

To become a reseller for TheHireRoad™ please contact:

Karl Jahnke, National Sales Manager  
(877) 439-5590 toll free • (623) 203-0781 cell • [karl.jahnke7@gmail.com](mailto:karl.jahnke7@gmail.com)

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

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

