



# The NRWA Connection

Linking Our Members ... Keeping Them Current

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## Greetings from the NRWA Marketing Chair



Hello ,

It's that time of year again that makes most of us nostalgic. In that vein, I've been pensive and revisiting my role as marketing chair for this past year since my

tenure of service is over this month! Your new marketing chair is [Tina Nicolaj](#). She is a real dynamo! Help me [welcome her](#) to this very important role.

Serving as marketing chair has been a real eye-opener! I learned about the crucial importance of having tough but fair leadership, especially in a non-profit association. I further became aware of how unselfish the people behind this organization are, contributing hours, equal to or greater than a part-time job -- without complaining and while they juggle their own small businesses. I was reminded about how important this association is to me as a résumé writer, working alone in a little home office in Florida! (sniffs.) Moreover, I learned how generous our entire community is!

For the past year, our inaugural marketing committee has focused on improving our newsletter, engaging you via the e-list, supporting your branding efforts, and bringing new members into our fold via [Twitter](#), [Facebook](#), and [LinkedIn](#). We wish to continue that campaign because our presence online is crucial in spreading The NRWA's brand and strengthening its membership. As a non-profit, our association is only as good as our membership and our volunteers. So, I encourage you to volunteer, [email your president](#) if you have any concerns, and get involved! This is YOUR association!

Hats off to current president Marie Zimenoff, the board, regional reps, committee members, and admin team: Thank you for all you do! I further want to thank the volunteer writers and proofreaders who have carved out time in their very busy schedules to bring you value through [The NRWA Connection](#). What a great community we have here!

Ideally, I would love to see every position contested in the years to come. That would mean we are paying attention and caring about the people we put in place to run this association on our behalf and with our hard-earned funds. Don't choose friends -- vote for fair leaders! With that said, I will wrap up as we have a lot to share with you in this newsletter. It is a bit longer than usual because the next newsletter won't be issued until 01/08/2013. Happy Holidays: Here's to a great 2013 and to [seeing you in Chicago!](#)

[Rosa E. Vargas](#)



### Gifts for You This Holiday Season

In the spirit of the holiday season, these wonderful leaders have generously donated great digital products and deep discounts that I am sure you will love! On behalf of our membership, thank you for your kindness!

#### The NRWA Board:

Membership Promotion: Renew for 2 years for \$250, a \$50 savings! Offer expires 03/31/2013. [Renew now!](#)

#### The NRWA Board:

Deep Discounts at OfficeMax: New for members of The NRWA! Preferred pricing on copying, printing, binding, finishing and more with the Preferred Plus Program, through OfficeMax®. [Download the Retail Connect card here!](#)

#### The NRWA Online Training:

Online Training Discount: Purchase 5 Online Training Segments, a value of \$130.00 for \$65.00 only! Offer expires 03/31/2013. [Email](#)

#### Susan Whitcomb, The Academies:

Webinar: Super Shift: How to Move Clients From Uncertainty & Procrastination to Clarity & Persistent Action *With Susan Whitcomb*

Do you work with people who aren't certain about what they want? Or people who know what they want but don't have the courage or confidence to go for it? We all get "stuck" at times. Susan will share a new 4-part model that will give you a sure framework to help people tap into both the motivation and the practical action steps to find success! Link: [www.TheAcademies.com/NRWA](http://www.TheAcademies.com/NRWA)

Certification Discount: One Choice of the following [Certified Career Management Coach program](#) (\$900 savings), [Certified Job Search Strategist program](#) (\$600 savings) or [Certified Get Clear, Get Found, Get Hired! \(G3\) Coach program](#) (\$500 savings). Offer expires 01/25/2013 | [Email](#) or 877-659-3769 ext. 4

#### Evelyn Salvador, Career Catapult:

Free Resume Samples: <http://tinyurl.com/c9s3n9f>

Ebook: 100 Components of an Exemplary Résumé: How Does Your Résumé Fare? [Download your e-book here.](#)

#### Bridget Weide Brooks, Be A Resumewriter:

Ebook: 75 Pinterest Best Practices | Link:



## A Recruiter's and a Prospective Employer's Dream Résumé



Guest Post By [Wendy Gawlik](#), CPC, Regional Partner and Recruiter

*We asked Wendy Gawlik to list the top 10 problems she sees on résumés. Here is what she wrote exclusively for the NRWA marketing team.*

A well-formatted and written résumé is a dream to many of us in the recruiting industry. Let me start with the top of the résumé and work my way down!

1. Call me. Maybe. Overlooked details in the résumé's contact information could result in a missed opportunity for the candidate. Maybe it's an incorrect digit in the phone number. An old cell number the candidate forgot to change or a typo in the email address. Candidates often miss an interview because the employer couldn't reach them!
2. E-mails are a window into one's personality. Some are fun and harmless like "fatherbear," "a.teamplayer," and "mixednuts." Others are completely unacceptable like "sexybabe." In reality, all of them are inappropriate for a résumé... much less a job search.
3. Show me what I really want to see. Fold the first page of the résumé in half. Then unfold it. The Summary of Qualifications should occupy only the top half of the page and end at the crease so that employment can begin on the first page. The first thing recruiters want to see is where the candidate worked. Countless résumés come across my desk with lengthy blocks of text covering the entire first page, forcing the actual work history to start on the second page.
4. No camouflaging. When the months are missing from the start and end dates, recruiters are concerned about cover-ups. This has been an enduring practice by candidates trying to camouflage gaps between employers or to "artificially" extend tenures. Employers are wise to this, and they yell at recruiters who send in résumés with the missing months.
5. Accomplishments, yes! Clichés, no. If the candidate is "firm but fair" "people-person" with a "hands-on management style" and an "open-door policy" then congratulations! His/her résumé sounds like everyone else's. Recruiters and employers want real, measurable accomplishments. For instance: "Increased sales by 10% year over year." "Lowered costs by 5% in six months." "Improved turnover by 15%." "Won Manager of the Year 2010."
6. The devil is in the details. Especially when it concerns grammar and spelling. Hundreds of candidates are competing for each available position. One misspelling or poorly phrased sentence can brand a candidate. Example: "In-Attentive to Detail."
7. What do Monster, Careerbuilder, and LinkedIn have in common? These venues are virtual billboards for jobseekers to advertise their candidacies. Recruiters are pulling résumés from these sources, and when a name sounds familiar, they will cross-reference. Therefore, it's important that the candidate's employers, dates,

accomplishments, and education are the same on the résumé posted on The Ladders as in the one posted on Indeed, for instance. Wildly different versions of the same résumé show up all the time -- and those candidates don't receive interview calls!

8. Once upon a time, there was a one-page résumé. This old wives' tale has a thread of truth. Though a single-page résumé is far from required...a concise and compact résumé is food for a recruiter's soul. Hobbies and high school can be left off. References available on request equals space wasted on that line. Forget the "Objective;" employers need to know what the candidate can do for them -- not what the candidate wants from them.

9. Lost in translation. It is essential to fight the temptation to abbreviate or use industry-specific acronyms. Recruiters and employers want to see everything spelled out on a résumé. If it's not easy to understand, it will be easy to set aside. Of course, I'll laugh hysterically at the résumé that features everyone's favorite abbreviation of Assistant Manager.

10. Frozen in time. After suggestions #1 through #9 are addressed, the candidate may want to protect his/her investment. Leaving a résumé in MS Word makes it vulnerable to accidental changes as it passes through multiple sets of hands. It's highly suggested the candidate create a PDF version to send to recruiters and employers. Converting to PDF doesn't have to be expensive; it is free using <http://www.dopdf.com/>.

*Wendy Gawlik, CPC is a Regional Partner and Executive Recruiter for Gecko Hospitality, where she handles a variety of searches for restaurant, hotel, and casino clients. Wendy has successfully placed professionals in hospitality disciplines including Operations, Culinary, Sales, Finance, and Human Resources. Wendy earned her Certified Personnel Consultant designation in 2008. She is on the National Registry of Staffing Professionals. And she is a member of the National Association of Personnel Services (NAPS).*



## Are You an Enchantress of Technical Careers?

By [Kim Mohiuddin](#)

Oil refineries, global computer networks, pharmaceutical labs -  
- they're all very different, aren't they?

Not from my perspective as a résumé writer. The commonality in them is that they are complex systems within distinct industries, and the people who work with them tend to be too close to the science, systems, and industry-specific jargon to see the big picture that will get them hired.



What is the big picture? It's the same perspective we résumé writers should always bring to the table as the personal marketing experts for our clients. We look at how their work contributes to the goals of the organization. How much revenue did the new compound generate when it went to market? What was the strategic advantage of being the first to integrate those two kinds of systems? How much money did you save the company by retrofitting the refinery? Did that mean the difference between profitability and bankruptcy? What makes your approach different from that of your colleagues?

This might sound like Résumé Writing 101. Though these are basic concepts to most of us, even a veteran résumé writer can get caught up in a client's excitement about the technical aspects of their work. The problem is that focusing on the technical details at the expense of their business impact lessens the candidate's market value. He or she becomes a commodity to be compared with other candidates to see who can be hired for the lowest compensation.

Last week there was a Google Doodle featuring Ada Lovelace (1815-1852). She changed the course of the computer, not with her technical expertise, but with her vision.

She understood the significance of the work of her husband, Charles Babbage (1791-1871). He invented a precursor to the computer. Babbage's "Analytical Engine" was meant to calculate numbers. But in her notes on his work, Lovelace described the engine's potential to impact many areas of human experience, including music. He called her the "Enchantress of Numbers." I think she would have made a great technical résumé writer!

Like Lovelace, our job is to identify trends in our clients' work and explain their significance in the marketplace. The candidate who demonstrates business value will get more interviews and command more pay -- and so will his résumé writer!

#### Related Bonus: Tips for Writing Technical Résumés

As per NCRW guidelines, "front-load" accomplishment bullets with the business results. But give some technical details further on so that a technically inclined person can read more deeply if they'd like.

Use bolding, conservative color, white space, or other design elements to highlight overall business results so that an HR person or recruiter can locate the information that is important for them even with a casual reading. The hiring manager or other technical readers can explore the fine points if they wish.

Limit the amount of technical information in the résumé itself, using just enough jargon to make a connection with people in the candidate's field or industry. Use a technical addendum for details about technical expertise, machinery worked with, publications, patent details, etc. This addendum provides enough meat for the technically minded reader.

As a general rule, the more senior the candidates, the less their résumés should highlight specific technical details. Strategy is most important for senior executives. However, if they have a technical background, a nod to that early career and the understanding it gives them is appropriate.

*Kim Mohiuddin, chief career storyteller at [Movin' On Up Resumes](#), is known for her creative approaches to marketing her clients. Kim is former certification chair of the NRWA, holds NCRW and CJSS certifications, has been published in several career books, and has been featured in multiple media outlets including Yahoo! News, NBC Chicago, Good Morning Texas, and Time Out New York. She lives in the greater Chicago area with her husband and two children.*



## Giving Your Résumé Legs



By [Jason Stauffacher](#)

I was flying to Southeast Asia last spring for a long holiday and a cheap getaway. I really needed it. I had a layover in Japan I really did not expect, so after being processed through international customs, I had nowhere to stay the night. I was stuck at the airport.

Therefore, I was walking up and down the baggage areas when I found people congregating at pay-per-minute kiosks for

Gmail and Internet. Ah! I found my safety net. I looked up on Google-Japan website places to stay that were close by and, just my luck, all the pamphlets around me were in Japanese. Even Google was in Japanese. I then did what I so often tell my clients to do, "talk to people," "network," "look to people, not technology." I walked to the subway station down the way and talked with a local American expatriate about my hotel options. He was a man from Ohio in the subway, an English teacher, who had been living in the Tokyo area for years. He knew exactly where I should go.

So, I did not use technology to solve this problem -- I used my voice and tenacity. (By the way, I intentionally do not plan my layovers; I like to live dangerously).

How does this little international story translate into helping our clients? Gleaning jobs and an organic career track involves talking to people, getting direct phone numbers, and not relying solely on technology.

The human network creates a better net of options. Computers and iPhones don't hire -- people do! However, these instruments can connect you to the right people. It's a great technology to have and use, but it's not the cure for getting the links and connections that your client needs for a career that best fits her.

Always have your clients hand deliver their résumés or email directly to a hiring manager. After you create a top-notch professional résumé and cover letter for your client, the next major goal should be to meet hiring managers at companies by networking with real people. It's the old-fashioned networking option. That's what I did. I took myself to the subway and looked around. I didn't rely on Google's GPS. I did what I had to do: I hit the pavement hard. Move, act, and think that networking is a living and breathing system to be grasped and mastered. Not just one email and then pray they get it.

A great way to increase the odds of meeting a hiring manager is to pick up the phone, call, and then walk down for a spontaneous informational interview with a résumé in hand. Give it to the front desk person. You don't know what will happen. But give it a go.

For those of you on Twitter who wish to pass this advice along, here is some (ready-to-tweet) career advice for your clients:

Never just email your #resume and leave it at that. Never.

If H.R. is not available, request to leave #resume with the receptionist.

Delivering #resume is a huge advantage over other candidates who simply

email it.

## What's Happening in Region Four?

By Michelle Swanson, Résumé Results, Edwardsville, IL

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

Region Four would like to welcome its newest member, Laurel Kashinn, Write Stuff Resources, Glendale, WI. "Design," Laurel writes, "should enhance but never trump communication." A professional writer with a B.A. in Journalism and more than 18 years of experience, Laurel is excited to join The NRWA and connect with other writers. She is actively seeking creative partners for her new business, which offers résumés, other ghostwriting services, and journaling-for-health workshops. Located within Greensquare Center, a large integrative health center on the north side of Milwaukee, she is promoting the résumé service as one aspect of wellness.



"Restoring and enhancing our work lives reduces stress and is a significant part of a holistic approach to wellness," she writes. Being part of Greensquare allows her to refer clients to other practitioners who may be helpful to the client, and vice versa. It also allows her to pursue a lifelong passion for health and spirituality.

Brenda Bernstein, The Essay Expert, Madison, WI, reports that she had a blast at The NRWA Conference in Charleston! Since then, she released the 4th edition of her e-book, "How to Write a KILLER LinkedIn Profile," which incorporates most of the changes recently made to LinkedIn.

Brenda has also had several radio appearances recently, including:

- A full one-hour interview on résumé trends, Wisconsin Public Radio
- Two-day segment, "Résumé Expert Shares Her Secrets," Milwaukee Public Radio
- "Tips to Make Your Résumé and Cover Letter Stand Out," WGN Radio
- "Social Media Secrets -- How to Maximize LinkedIn," The Digital Insider
- "How to Jazz Up your LinkedIn Profile," *Outside the Box with Mitch Henck*, WIBA

Sandra Ingemansen, Résumé Strategies, Matteson, IL, is proud to report that she won two first-place TORI awards (Best Technical Résumé and Best Military Transition Résumé) and one third-place TORI award (Best Cover Letter). She will also be featured in the upcoming book, *Knock 'em Dead: Secrets & Strategies for First Time Job Seekers*, to be published in March 2013.

Kristin Johnson, Profession Direction, Madison, WI, while celebrating her business' second anniversary, learned that she won a second-place TORI award for Best Creative Résumé! She also contributed to the job-seeker guide, 100 Conversations for Career Success: *Learn to Network, Cold-Call and Tweet Your Way to Your Dream Job*.

Michelle Aikman, Skilled Assets, Maryville, IL, launched her first major marketing campaign, "Project Bag Head," a creative project to educate potential clients on the benefits of her process. Her company is teaming up with a local nonprofit clothing boutique that resells women's work attire at reasonable prices. As the organization launches its sister store, Skilled Assets will host an infant and child clothing drive and

offer ongoing employment strategy workshops.

As for me, Michelle Swanson, Résumé Results, Edwardsville, IL, I am sad to report that this will be my last newsletter contribution as the Region Four Representative. What a rewarding role! I am grateful that I got to interact with so many of the supportive and talented writers in this region. On January 1, I will be stepping into the NCRW Certification Chair role, and I look forward to continuing to serve The NRWA members.

Mary Jo King, Alliance Writing Service, Racine, WI, as the incoming Region Four Representative, is committed to earning her NCRW in 2013. She promises to report on her progress throughout the certification process and hopes her efforts will inspire other members to pursue certification as well.

2013 will find Mary Jo more active in her local business network as its president, and she is developing a series of job-hunting lectures for presentation at her local library. She sends best wishes to The NRWA membership for a happy and prosperous New Year!

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## Don't Forget Your Sales Hat, Part II



By [Rosa E. Vargas](#)

*Please see newsletter archives for last newsletter, which includes Part I*

Convert Online Visitors into Customers and Customers into Fans

Web surfers are not all the same. Some like to place their order online, driven by desire to take control right away (impulse). Others like to "dip their toes in the water first."

- Make two options available by (1.) creating a way for clients to order online (PayPal, Authorize.net, or QuickBooks) and (2.) providing submission forms for them to safely inch closer to you.

Through the online submission form, they can submit their résumé, share their challenges, and ask you questions. You see, the act of completing a form makes them feel a bit more committed than a two-second impersonal email. Additionally, you can engineer your form to secretly screen your prospective client. The right questions online can deter the "tire kicker" and pre-qualify the job seeker before you actually pick up the phone to call them.

You can ask your web designer to create a form for your website or you can use one of these easy web form creators: [www.emailmeform.com](http://www.emailmeform.com), [www.formstack.com](http://www.formstack.com).

- Provide a la carte services and packages so that visitors have options. Some clients hate to figure it all out. Really. So, figure it out for them. Create a solutions package that has everything they need to conduct a successful job search.
- Call your website visitors to action! Tell them to order online. Don't just place the order button on your web page. Ask for the sale and reassure your future clients that once they click that order button and make payment, they will be happy they did and they won't regret it.



The sales process ends when your client has left you as a raving fan and will tell another person about you.

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## Affiliate Spotlight

This week, we spotlight Certified Resume Writers.com



This week, we spotlight [CertifiedResumeWriters.com](http://CertifiedResumeWriters.com). [CertifiedResumeWriters.com](http://CertifiedResumeWriters.com) is established as an essential resource for serious job seekers wanting to connect with résumé-writing experts. We are happy to be a supporter of The NRWA by leading these potential clients to your business.

CertifiedResumeWriters.com is the only independent website promoting and strategically marketing diverse certified résumé-writing professionals. We serve as a dynamic marketing vehicle for credentialed writers, while also being an educational resource to the public and our listed member writers.

We offer you vast opportunities to continually expose your writing and industry expertise, build your credibility as a professional résumé writer, and attract clients who appreciate and understand the significance of working with a credentialed career professional.

Providing you with the tools and opportunities to get in front of your target audience and access qualified client leads is our objective. Thousands of monthly visitors--YOUR potential clients--come to our website in need of résumé-writing help, and we can point them in your direction!

Website visitors search our database of member writers by specific criteria to gain immediate access to YOUR website link, phone number, email address, personal and business profiles, résumé articles, and sample work. It's all at their fingertips!

Learn more about the lifetime membership benefits and read testimonials here: <http://tinyurl.com/5nzuhq>.

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The next newsletter won't be until January 8, 2013 so see you next year!

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board