



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Welcome!

Greetings!

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!

Sincerely,

The NRWA Board

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Executive Greeting



As The NRWA celebrates a 15-year anniversary, I find myself reflecting upon my years as a new résumé writer. I had no idea where to start to open my business, where to find clients, or how to meet others in our community. I knew I loved to write and I knew I was somewhat good at it (ahem); however, trying to launch my career was no piece of cake. That is, until I stumbled upon The National Résumé Writers' Association and had a "slice" of comradeship.

At The NRWA, I discovered a thriving community of mentors, colleagues, and friends who were...and still are...writers with the same passion I have for the written word and a penchant for helping others.

What we do is invaluable! Our writing creates employment opportunities so the head of a household can keep making mortgage payments and an executive can reach across a continent with a new technology that might be the answer to sustainability and growth. That is what we, résumé writers, do; we knit sentences together to craft successes--not "just" résumés.

So, friends, continue to take full advantage of your membership by sharing stories and

advice via our e-list (email to NRWA-List@yahoogroups.com to send a message, or email adminmanager@thenrwa.com to be signed up); by networking with your colleagues on [Facebook](#); by following us on [Twitter](#); discussing trending topics on [LinkedIn](#); and by taking our educational teleseminars and online résumé writing training [here](#). Plan to earn your NCRW credential and raise your service rates this year! Email CEUAdmin@thenrwa.com to get started. Invest in yourself and meet your colleagues in person for some serious education and socializing at the annual [conference](#)!

We encourage you to [download](#) this new beautiful logo and proudly display it on your website; link back to The NRWA's home page www.thenrwa.com and help us celebrate this milestone. Let your visitors know you are a true professional who is committed to raising the bar in the résumé-writing industry. Congratulations to all the volunteers behind the organization and to you, our members!

[Rosa Elizabeth Vargas](#)
Marketing Chair

Whose Hat Do You Wear To Write Right?

By Certified Professional Behavioral Analyst, [Jane Roqueplot](#)

We've all heard the "know your client" business adage. How well do you know your client? Is the person you described in that well-written résumé and cover letter the same person that walks into the interview room? As your client's cover letter is being read by interviewers, they perceive traits and qualities and begin, often unknowingly, to draw conclusions for the "who" they expect to meet. Is the style they perceived truly the client's style or someone else's? Could it be your style, as the writer?

It is critically important that our client, upon being interviewed, appears to be the same person we made look so good on paper. A "disconnect" here can spell disaster for the client and that "disconnect" must also give us pause as writers. We must ask ourselves if we have done our absolute best for our client and if we have properly positioned our client for the interview.

As professional résumé writers, we must meet important challenges by writing powerful and dynamic résumés and cover letters that reach beyond experience to project a persona...and do this while captivating the reader with a marketing message that says, "Here is the person you have been seeking." An interview is the natural consequence of such marketing material.

Our success requires that we understand our client's communication style. It's been said that we naturally "connect" with only about 25% of the people we meet. It takes knowing how to adapt our styles to meet the motivational needs of the remaining 75% to establish effective relationships with all. That doesn't mean changing who we are; it just means we need to deliver information in a way that is going to best suit and/or match others' communication needs. And communication isn't restricted to words or phraseology, but also includes ingrained behaviors and personal attributes as well; it comes down to who we are. The "who" our clients are must be the person described by the writer who is wearing the client's hat and "writes right."

Is it possible to understand clients enough to confidently communicate in their individual voice? Perhaps you can make assumptions, count on your intuition, trust using your powers of observation, or hope your client can explain their style. Albeit a risk, these methods are better than not trying to know your client's style.

The goal for the second part of this article is to share information on the alternative many professional résumé writers use to adapt their style. To avoid the risks of guessing and with no crystal ball to guide them, many professionals have learned ways to be certain they "write right" by reflecting their client's communication style.

Watch for *Part Two* next time.

Certified Professional Behavioral Analyst, Jane Roqueplot, leads the team at her career advancement firm, [JaneCo's Sensible Solutions](#), in delivering positive results providing career management materials and services. Since 1995, job-seeking and professional development clients learn "people-awareness and -sensitivity" as a key in developing effective relationships while realizing their interpersonal strengths, their natural and perceived communication styles, and gaining an appreciation of the behavioral style preferences of others.

STOP! Don't Turn the Tassel Yet!



By [Cheryl Minnick](#), Ed.D, Internship Coordinator & Career Advisor

It's a tough economy and scary time for college seniors as unemployment for new graduates is 8.9%, according to the *New York Times* (January 5, 2012). More unfavorable data was released by Pew Research Center indicating slightly more than half (54%) of college-aged Americans (ages 18-14) have jobs; the lowest employment rate since 1948 for this age group.

The good news is the Bureau of Labor Statistics reports college graduates fare better at a 4.1% unemployment rate. It's true, a college degree has a vaccination-effect against unemployment, but it's still a tough job market. So, before your clients turn the tassel, here are a few critical reminders:

- Remove "Confidentiality Hold" on transcripts so universities can verify for prospective employers or loan companies the degree earned and graduation date. If the confidentiality hold remains, the university cannot release any information and will report there is no record of your attendance. Confidential holds must be released in person with a signed authorization and official identification.
- Update "Diploma Mailing Address" that was provided by seniors at their freshman orientation, along with permanent and local mailing addresses. Empty diploma covers are received at commencement and diplomas mailed after final term grades and degrees are posted a few months later. Diplomas are official documents and critical to have, as sometimes employers will request a copy prior to hire or require a copy to be on display in your office.
- Confirm "Student Loan Servicer," the organization handling student loan billings, to explore repayment options and confirm they have a current address. The National Student Loan Data System (www.studentloans.gov OR www.nsls.ed.gov) lists servicers, grace periods, loan types/totals and outstanding principal/interest. If a graduate fails to make her repayment schedule, she could wind up in default, which has serious consequences. It is a rare employer who wants to hire someone who cannot manage his/her own finances.

More critical reminders next time.

Conference Chatter

While in Charleston, SC for The NRWA's 2012, September 19th-22nd, I would like to encourage all attendees to extend your stay and make it an "educational vacation"--in both the careers' industry and U.S. history.

Historic Homes in Charleston, SC

Two of the most prominent historic homes in the heart of Charleston are the Aiken-Rhett House and the Nathaniel Russell House. I had the opportunity to tour both homes, and they are uniquely different.

Both of these homes have been preserved by the Historic Charleston Foundation. You can watch a video describing the history of both homes at <http://bit.ly/wBinYG>.

The Aiken-Rhett House



Located three blocks north of Calhoun Street (one of the main streets in Charleston), The Aiken-Rhett House, built in 1820, showcases urban life in antebellum Charleston. It was formerly the governor's mansion.

It is one of the few homes where the interior has not been "historically recreated." It retains original painted finishes and worn furniture from the many generations of family members who lived in the house.

On the exterior, it features a distinctive "piazza"--a Charleston term for a double verandah. All of the out-buildings are preserved in their natural state, as well.

The Aiken-Rhett House offers an excellent, self-paced audio tour which covers the history of the home, the family, and the era.

The Nathaniel Russell House

In stark contrast to The Aiken-Rhett House, the grand Federal townhouse of Charleston merchant Nathaniel Russell was built in 1808 and is located near the High Battery. It is completely restored to its original splendor with beautiful plasterwork ornamentation and a fantastic free-flying staircase (not attached to the wall).



When walking up to the property, you pass through ornate, formal gardens to the gift shop where you purchase your tickets. Once the tour begins, you are invited through the grand front door into the parlor and wait to be accepted as guests--just as individuals were in the 1800s. As you travel from room to room, a personal tour guide covers the family's history, and provides a thorough explanation of the architecture and restoration process. It is one of the most

beautifully restored homes I have ever had the pleasure of touring.

There are so many great, historical places to visit in Charleston, SC. Sign up for The NRWA 2012 Conference today.

I promise you won't be disappointed in the "Cosmopolitan City with Southern Charm!"

[Kathy Sweeney](#)

Conference Planner

The NRWA 2012 Conference

Join the conversation on Twitter by following @TheNRWA and using the hashtag #TheNRWACConf.

It's OK to Say No



By [Dawn Bugni](#), MRW, CPRW

You've dealt with difficult clients, customers who had a bad day, and decided to take it out on you. They're good customers and usually, these little "tiffs" blow over. That's normal when you're in business. Not everything goes smoothly every time. However, there are customers who can suck the life out of you. You know what I'm talking about.

You've tried and tried to please this job seeker. You've bent over backwards for him. Guess what? Follow your instincts! A business relationship should be symbiotic in that you provide a service to the client and he values the service you provide. When an individual stops valuing what you do or what you offer, it becomes an adversarial relationship.

As a business owner, you get to choose. It is OK to fire a client. It's OK to say no! It's OK to decline a project or refer him to someone better equipped to handle him. A while ago, I heard a news story about a Sprint store in Boston, MA, that "fired" more than 1,000 subscribers for repeated (50 or more a month!) calls to their customer care lines. These individuals were tying up lines, preventing customers with real problems from getting through, abusing the customer services reps, and costing Sprint thousands of dollars. Internet blogs lit up, and editorials abounded when this news broke—mostly in support of Sprint's decision.

Today, you have permission to decide to let a client go; not without cause, mind you. Yet, if you have someone in your life who's a drain on you and stealing away time you could be utilizing to help other clients, it's not worth the aggravation. Get out. Fire him. I've done it. It's empowering!

Dawn Bugni, Master Résumé Writer, Certified Professional Resume Writer; BS-Business Management, former recruiter, more than 25 years in corporate positions. Animal lover. <http://write-solution.com>



What's Happening in Region Four

Region Four includes the following states: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

As career practitioners, to help our clients differentiate themselves and boost their value in the workforce, we encourage them to constantly learn, grow, and share. Region Four members have been "walking the walk" this year as they earn certifications, publish or contribute to books, develop and present workshops, and more! Here are just a few of the many achievements from Region Four members in the first few months of 2012:

JoAnne Stadnicar, Schoolcraft College's Career and Transfer Center, Livonia, MI, earned the National Career Development Facilitator (NCDF) certification from Oakland University, Rochester, MI. She feels the knowledge she gained from this certification will allow her to better serve students, alumni, and the community, particularly in the areas of résumé writing, interviewing, job search techniques, and job placement.

Murray A. Mann, Global Diversity Solutions Group LLC and MulticulturalResumes.com, Chicago, IL, launched a comprehensive Online Career Management Center for the National Society of Hispanic MBA's (<http://www.nshmba.org/?page=CareerCenter>). The Center provides tools, resources, résumé assistance, and coaching for job seekers and careerists at all levels. Additionally, Murray served as a panelist at the National Association of African Americans in Human Resources live program/nationwide webinar on Diversity and Inclusion 2.0 in The New Economy: What's Now, What's Next?

Steven Provenzano, ECS: Executive Career Services & DTP, Inc., Streamwood, IL, continues to share best practices with the publication of his eighth book, *Blue Collar Resumes, 2nd Edition* (Cengage 2012), which is now available in stores and online.

Heather Stith, JIST Publishing, Indianapolis, IN, is pleased to announce that a new edition of the classic cover letter book *Gallery of Best Cover Letters* will be available in May. Author David Noble put the call out last fall for submissions, and, as always, The NRWA members delivered high-quality samples. Representing Region 4 with new contributions for this fourth edition are Michelle Swanson and Charlotte Weeks.

Faith Sheaffer-Polen, CareerCurve LLC, Alliance, OH, has been busy presenting job-search workshops for members of various local job clubs.

As for me, Michelle Swanson, Résumé Results, Edwardsville, IL, I recently earned the Nationally Certified Résumé Writer (NCRW) certification and am happily dealing with an increase in interest from potential clients.

New and Returning Members

Welcome to our new members, and welcome back to those who have renewed their membership with The NRWA!

New Members

Tim Cunningham, Fast & Focused Resume Service, Vancouver, BC

Jonathon Dunn, Dunn Editing, Copperas Cove, TX

Jeri Hird, Dutcher Workwrite LLC, East Grand Forks, MN

Nancy Gaither, Woodstock, MD

Melanie Greenwood, Solution Consultants, Inc., Jefferson City, MO

Eric O'Connell, Akron, OH

Kenetta Pierce, Midlands Technical College, Columbia, SC

Dianne Provost, West Springfield, MA

Sha' Ryan, Pierremont Executive Suites, Shreveport, LA

Amy Schofield, Schofield Strategies, California, MD

Mary Soroka, Pen Works, Ink, Thornton, CO

Francine Taitt, Toronto, ON
Carmen Velazquez, Best Resumes in Town, Casselberry, FL
Gayle Viersen, New York, NY
Kendra Walters, Wauwatosa, WI

Renewing Members

Deanne Arnath, Career Wizards, Inc., Arlington, TX
Dana Conway, Conway Career Consulting, Indianapolis, IN
Mary DeLuca, Preferred Resume Group LLC, Manhasset, NY
Wilson Elliott, INTRATEC-The Resume Professor, Cherry Hill, NJ
Gail Frank, Frankly Speaking - Resumes That Work!, Tampa, FL
Paul Freiberger, Shimmering Resumes, San Mateo CA
Sonja Heck, Spot-On Consulting, Canton, GA
Melanie Lenci, Resume Relief, Denver, CO
Kevin Morris, Naples, FL
Kris Pilarski, Medina, OH
Tammy Shoup, Breakthrough Resume Writing Service, Decatur, IN
W. Bill Smith, Oakland, CA
Ilona Vanderwoude, Career Branches, Den Haag, Netherlands
Vicki Walch, Impress Them! Resumes, Newcastle, WA

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. 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](#).

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
