



The NRWA Connection

Linking Our Members ... Keeping Them Current

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November 8, 2012
Vol. 6, Issue #21

Executive Greeting



Hello ,

This will probably be my last article as The NRWA Certification Chair. As Marie Zimenoff announced at the conference, Michelle Swanson will soon be taking over the position of the NRWA Certification Chair.

Since its inception, I have been on The Certification Commission either as a grader or as Chair. Shortly after The NRWA was formed, Pat Kendall, the first Certification Chair, set the process in motion. She wrote The Study Guide as a booklet of writing concepts. She did such a great job with it that 99% of it is still our Study Guide. Pat set up the grading process that we use today. To top it off, she initiated what has grown into the [Online Training Program](#); we had it automated so more people could participate in it and learn. All ten of the segments were written by NCRWs.

Our emphasis has always been training and teaching in everything we do. We don't just review sample submissions, we provide extensive suggestions and recommendations to help you improve your writing. When you take the test, we grade it, but we do more than that. We offer suggestions for you to use. No one has ever gotten their passing test back without some grader comments.

We have developed and facilitated numerous [teleseminars](#) over the years, from "How to Get Your Certification" to "Writing Tips and Tricks from the NCRWs."

The [Online Training Program](#) was written by some of the best and the brightest résumé writers in this industry. The segments are reviewed periodically to keep them current.

In winding down, I thank everyone who has helped and supported The Commission, including our presidents, current and former board members, current and former graders, and the Commission Advisory Board, as well as Edie Rische our Certification Commission Administrative Manager and

Stephanie Shaw, part of The NRWA administrative team.

In closing, we would have no purpose if it were not for you, the members, who recognize and appreciate the value in a [credential](#) that is earned and reflects the high quality standards of The NRWA.

Michelle Swanson will be an outstanding certification chair. She has a passion for "difficult" résumés. Her favorite clients are retiring or separating veterans, stay-at-home parents returning to the workforce, and small business owners, but she gets particularly excited about clients in unusual career fields. She has written résumés for race-car drivers, former MLB players, ranchers, global agricultural consultants, alternative medicine practitioners, and ship captains.

Michelle dropped out of college and joined the Air Force at the age of 17 to become an air traffic controller. There were some mix-ups in her processing, and she became a Chinese translator instead. After nearly two years of training in California and Texas, she was stationed in Hawaii and worked as a translator and intelligence analyst. After separating from the military, she moved to Illinois to finish her degree.

She is married to Mike Swanson, an attorney in Illinois, and they have two children.

Sincerely,
[Sally McIntosh](#), NCRW
The NRWA Certification Chair

Proven Techniques to Combat Interview Nerves

By [Kris Plantrich](#), ResumeWonders

Just the word "interview" makes most job seekers nervous. During an already stressful time of changing careers or losing a job, the process of career management usually adds to the stress. Job seeker preparation is key to mastering interviews that produce offers that are rewarding and lucrative.



Updating Documents: Updating career documents, so they represent your client's current job focus and showcase adequate skills, experience and accomplishments is the crucial first step toward finding a new job. Once your documents are in order, it is time for your client to tackle the job search as if it is their only job.

Planning: Help your clients develop a business plan for securing a new job. Make sure they update their plan and track progress daily. As they are contacted for interviews, they should treat all of their interview opportunities as a competition or a race, because it is! Advise your clients that they will gain an advantage by researching the company, industry, position, work ethics, projected future goals, and any current major activities or expansions. The more they are familiar with the company, the more they will understand and know whether this is a company worth competing to be part of.

Interview Practice: Next, it is imperative to practice responding to interview questions by writing down and rehearsing answers aloud. Rehearsing how to answer interview questions is your client's best defense against nerves. Have your client practice mock interviews. Videotaping the mock interview can assist your client in improving verbal and non-verbal skills.

Remind your clients that prepping for an interview is for their benefit as much as it is for the company. They also need to find out information about the company and its environment to see if this is even a place where they want to work.

Visualization: Another trick to reduce interview stress is to visually rehearse the interview. Have your client go through the introduction, the actual interview including questions, small talk, and imaging the job being offered with the right salary. The mind cannot distinguish between real and imagined events. Visualization will help reduce stress often felt during the interview by giving them confidence and helping them feel familiar with the situation.

Positive Self-Talk: It is always helpful to psyche oneself up and build self-confidence. Repeat positive statements aloud. These mantras will help your client change negative thought patterns. My rule of thumb is the harder the mantra is to say to myself aloud, the more I need to correct that thought pattern. So encourage your client to repeat 50 or 100 times a day "I am a great communicator" or "I deserve a great job" or something you come up with, and see what happens.

Kris Plantrich is a Certified Career Coach, Résumé Writer and the owner of ResumeWonders Writing and Career Coaching Services. In her 9th year as a coach and writer, Kris helps candidates understand their current goals and works with them to create a job search plan and self-marketing materials, that help them reach those goals quickly. Certifications include CCMC, CPRW, CEIP, and CISJE with current work toward ICF's ACC coaching credential. Visit www.resumewonders.com for additional information.



How to use Anchor Text in your Blog Posts for Good SEO



By [Amy Adler](#), The NRWA Marketing Associate

What Is Anchor Text?

Anchor text is the keyword phrase that links to a blog post or article. For example, if we are writing about something published at the Bureau of Labor Statistics site, we might use the phrase "Bureau of Labor Statistics" as the anchor text that links to the particular page. That tells Google and other search engines very clearly that the information on our page is directly related to the information posted on the Bureau of Labor Statistics site.

How to Create Anchor Text with a Hyperlink

Creating valuable anchor text that Google loves is easier than you think. The HTML for creating anchor text reads as follows:

```
<a href="http://www.targetsite.com/page">anchor text here</a>
```

First, open your article or blog post for editing in HTML view. Find the text you have written from which you want to link out to a target page. Substitute the HTML above,

inserting your target page between the quotation marks and keyword-laden anchor text for "anchor text here." Save the page, refresh your browser, and test your link. It is that easy.

Why Hyperlinking Anchor Text Is a Valuable Strategy

On the one hand, in your own blog or website, you may find it useful to interlink various pages on your site. The anchor tags give Google a "heads up" about what the target page is about. If your anchor text is spot on about the content of the target page, Google gives the target page a small boost in the rankings for that keyword phrase.

The same is true for pages from other sites. When you use keywords as anchor text and link to a page on someone else's site, you're sending a message to Google that those keywords adequately reflect the content of the page, also giving it a small nudge in the rankings for that keyword phrase.

Last, despite what you may think, linking out to another site does not necessarily hurt your own rankings in the search engines. You might have heard that it's a bad idea to leak page rank and Google juice via outbound links, but there is no proven negative effect on your page rank due to few strategically selected, moderate, carefully placed outbound links, if they are truly relevant to your page content.

Also, unrelated to Google but in a true social sense, when you link to another's article, often publication of the link will alert the authors of your target page that you are reading and referencing them, enabling you to start a dialogue. Hopefully, those authors will return the favor and hyperlink some good keyword phrases back to your site.

Amy L. Adler, MBA, MA, CARW, is the CEO of Five Strengths Career Transition Experts, headquartered in Salt Lake City, Utah. Amy is also a member of The NRWA marketing team.



What's Happening in Region One?

By [Suzette Jolly](#), MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT

Region One includes the following: Connecticut, Eastern Canada, Maine, Massachusetts, New Hampshire, New York, Europe, Rhode Island, Vermont.

As I write this article, I reflect on the destruction that Hurricane Sandy brought to the United States and its impact on so many. Personally, I was lucky that the storm did not affect me much at all. The governor of Connecticut closed down the state and said that "non-essential" employees were not to report during the worse predictions of the storm. Because I am an employee of the Department of Labor, I am not essential. Ha...little does he know! We are important at all times for our unemployed and underemployed. At any rate, we got two paid days off from work.

I asked Region One members how they made out with Hurricane Sandy. Some of their responses:

Beate Hait, Résumés Plus, Holiston, MA, shared: "At my house in Holliston, MA (about 25 miles southwest of Boston), strong gusts of wind and driving rain over 36 hours brought down a small tree and many branches, and power went out only long enough to trigger the need to reset clocks. Today between intermittent rain and



sunshine with temperatures in the mid-60s, I took the time to play "pick-up sticks." She said that she feels very fortunate.

Roger A Ford, A-Better-Resume-Now, Franklin, NH, wrote that his region of New Hampshire was spared any great damage by Hurricane Sandy. He also shared that other parts of NH were hit, and there have been 200,000+ without power, but thankfully he was not among them.

Jean Cummings, A Résumé For Today, Concord, MA, reported that she lost power for about 10 hours and was very concerned for those more directly in the hurricane's path.

Arnie Boldt, Arnold-Smith Associates, Rochester, NY, said that all was calm in Rochester, NY. They sustained heavy rain, strong wind, and some power outages. On Tuesday, things were mostly back to normal. He offers prayers for others harder hit.

Barbara Safani, Career Solvers, New York, NY, wrote that the storm was uneventful in her neighborhood. She said that all members were fine in New York City and that our members on Long Island were safe as well.

Natalia Xiomara-Chieffo, Principal, Employment Resource Team, LLC, New Haven, CT, who lives on the shoreline in Connecticut, had power outages, lots of damaged trees, and water that came up to her driveway. Many of her neighbors were evacuated. Natalia wishes everyone who was affected by the storm speedy recovery!

I want to thank all of our members who responded to my concerns about their well-being during the storm and wish you all well. Just about everyone who responded to me was more concerned about others than themselves and wished everyone well.

Now for some business news in Region One:

Arnie Boldt, Arnold-Smith Associates, Rochester, NY, recently presented seminars based on his books: "No-Nonsense Approach to Writing a Winning Resume" and "No-Nonsense Approach to Acing the Job Interview" at the Employment Alliance/RochesterWorks job fair in Rochester, NY. More than 300 people attended the job fair, which featured 30 local employers seeking technicians, customer service representatives, and call center professionals, among other positions.

Barbara Safani, Career Solvers, New York, NY, has been extremely busy! She won the CDI Career Innovator Award for the Career Solvers mobile job search app, won four CDI TORI Awards, was awarded CDI's Lifetime Achievement Award, was quoted in New York Daily News in an article about recruiter pet peeves, was interviewed by NPR on applicant tracking systems, launched a series of career management/entrepreneur videos, and led a performance management presentation at PepsiCo.

Natalia Xiomara-Chieffo, Employment Resource Team, LLC, New Haven, CT, reports that she joined the Board of Directors of The Center for Children's Advocacy, a non-profit dedicated to advocating on behalf of the region's neediest children. She was awarded the "2012-2013 Woman of the Year" by the National Association of Professional Women. She currently gives "Employment Marketing" workshops at the New Haven Public Library (July to December). Employment Resource Team, LLC will have a booth at the Greater New Haven Chamber of Commerce Business Expo on November 15th at the Toyota Center in Wallingford, CT. Natalia said that you can find information about Employment Resource Team, LLC at www.employmentresourceteam.com.

As for me, Suzette Jolly, Willimantic CTWorks, Willimantic, CT, I am on the mend from all of my mishaps this past year and have returned to work full time. I want to officially thank all the members who expressed their concerns about my recovery--it meant a great deal to me. At work, I have been helping many clients who are considered "older (more mature) workers" and will be presenting a three-hour workshop at Willimantic CTWorks called "Job Search for Older Workers." As a side comment, I prefer to refer to the workshop as "Concerns for Older Workers in Pursuing a Job."

Lastly, I wish all members of The NRWA a speedy recovery and clean-up from

Hurricane Sandy. My prayers and thoughts are with you.

Technology Highlight



If your site is built with WordPress.org, you can use this nifty plugin to back up your site. It is imperative that you routinely make a copy of your website, including databases and theme; especially, if you blog on a consistent basis.

This plugin is highly reliable, easy to use, and cost-effective. The last thing you want is to lose your content because you did not want to make a small

investment.

Once purchased you can easily install it into your WordPress site by going to your WordPress Admin Panel and clicking on Plugins, then Add New, find the plugin you want to install, then go back to Active Plugins and activate it!

<http://ithemes.com/purchase/backupbuddy/>

New and Renewing Members

Welcome to our 32 new and returning members for the month of October! Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or on our [e-list](#).

You can also send your twitter handle to 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](#).

4 New Members, Welcome!

Heather Black, Darden Career Services, Bethlehem, PA
Lydia Clark, Ashtabula, OH
Victoria Eaton, Southfield, MI
Greta Schneider, Hermosa Beach, CA

28 Renewing Members, Welcome Back!

Georgia Adamson, A Successful Career, San Jose, CA
JM Auron, Quantum Tech Resumes, Albuquerque, NM
Jean Austin, Grafton, WI
Melissa Cooper, Jaime Cooper Consulting, Naples, FL
MJ Feld, Careers by Choice Inc., Huntington, NY
Roberta Gamza, Career Ink, Louisville, CO
Bree Gurin, Creative Resumes and Business Writing by Bree Guri, Harwinton, CT
Beate Hait, Resumes Plus, Holliston, MA
Maria Hebda, Career Solutions, LLC, Trenton, MI
Sandra Ingemansen, Résumé Strategies, Matteson, IL
Kimberly Isaacs, Doylestown, PA
Caroline Jagot, A Better Résumé, Tallahassee, FL
Jaushina Johnson, Chesapeake, VA
Victoria, Kidd OMP Consulting Group LLC, Winchester, VA
Madelyn Mackie, Madelyn Mackie & Associates, Oakland, CA

Murray Mann, Global Diversity Solutions Group, LLC, Chicago, IL
Kimberly Matteson, Davenport, IA
Jeffrey Metzger, Your Resume Consultant, Newington, CT
Debra Mills, Pro-CV, Livingston, West Lothian
Dawn Rasmussen, Pathfinder Writing and Career Services, Portland, OR
Patricia Redman, Orlando, FL
Gary Sanchez, Newcastle, CA
Glady Sandor, ResumeProfessionalWriters, Westland, MI
Beth Stefani, Inspire Careers Inc., Hamburg, NY
Jill Walser, I got the job!, Bellevue, WA
Betty Williams, BW Custom Resumes, Manakin Sabot, VA
Linda Woodard, LDW Group LLC, Cleveland, OH
Leena Zachariah, Novi, MI

Affiliate Spotlight

This week, we spotlight TheHireRoad™.



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.

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

To check out a complete listing of The NRWA 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