



The NRWA Connection

Keeping Career Industry Writers Current

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Executive Greeting

It is hard to believe that summer is almost over and the stores are already showing fall and winter clothes. What does this mean for us as résumé writers and career coaches?



It is time to go back to the end of December or the beginning of January. What were our professional goals for the year? How many of them have we accomplished? How many do we still have to work on?

One of my goals was to raise my rates, make more money, and work less. How am I doing on that one? I raised my rates and make more money, but I am not working less. I need to raise my rates more or work faster.

Another goal was to attain more professional development. How am I doing on this one? After September, I can say that I am doing well by attending the [conference](#), but not as well as I would like. There are a number of teleseminars that I have not had the time to listen to. I want to learn more about a lot of other things, too. Why haven't I? Not enough hours in a day. Back to the issue of raising rates.

As a home-based business, I missed the camaraderie of being with other

In This Issue:

[Executive Greeting](#)

[Small Business Marketing](#)

[Writing Résumés for the Military Spouse Niche](#)

[Membership Moments](#)

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

[Teleseminar](#)

[New & Returning Members](#)

[Affiliate Spotlight](#)

professionals during the day, so I rented office space from an executive office suite company about a month ago. My idea was to be with other people, and I am – lawyers, accountants, an event planner, and so on.

My other goal was to work more productively by sticking to a schedule. Working at home, I found myself bored and wasting a lot of time. The building I am in now is a mile from home and has Starbucks in it, as well as a Panera's / St. Louis Bread Company a few steps away. It's a tough life. This goal is going well, and is in progress. I am also trying to determine how much business I get by virtue of being in an office. So far, none.

Goals I have not started on yet? Being closed on Sunday and meaning it. Checking email less frequently. Writing a résumé and not stewing over every word. Giving less information away for free. Remembering to create a to-do list each evening for the next day.

A parting thought:

You (or your clients) can pick any two:

GOOD -- QUICK -- CHEAP

[Sally McIntosh](#), NCRW
Advantage Résumés in St. Louis

Small Business Marketing

By [Cheryl Cooper](#), Marketing Chair



Marketing can be the most daunting task for a small business. Making time can be a significant factor, but even more importantly, creating an effective marketing strategy can be agonizing. But it doesn't have to be. The key is to minimize your frustration by starting with basic tools in marketing and slowly expanding from there.

Today, it is considered pretty much a requirement for a business to have an online presence to be effective in reaching new clients. Many prospective clients use the Internet to research companies and service offerings so not having an optimized web presence can immediately eliminate your business from the game. In establishing that presence, having items such as free information, fresh content, and interactive tools will go a long way to engage potential clients and draw them in to the beneficial services you provide.

To increase the effectiveness of online marketing, there are numerous marketing platforms available. Again, the key is not to search out and attempt to use them all, but rather to determine what works best for you and your business. A good approach might be to start with the most commonly used

ones, (such as your own company blog, Facebook, Twitter, and LinkedIn), and develop a plan to provide frequent, informative content to drive traffic to your website. Following these efforts, you may want to periodically review new sites and tools to determine how effective they would be for reaching your target audience. Just because something is the newest, hottest thing doesn't mean that it will be great for you and your business, especially if you are unable to manage it.

Other things to keep in mind and to slowly integrate are offline efforts such as creating business cards and flyers with new client specials, utilizing local community billboards, varying your answering service message, and more.

Once you have established your basic marketing plan, take the opportunity to investigate and branch out to more advanced strategies such as multimedia, mobile apps, building your network, partnering with organizations, and more.

And finally, changing your marketing plan from time to time will help you to discover new methods that will work for you. Not every strategy works for every business. To keep your message fresh and to determine which ones are best for you, establish your goals and a system to measure success for your marketing efforts.

Happy marketing!

Cheryl Cooper, MBA, CPRW has been a writer for more than ten years and is the owner of *Professional Best Writing Services* outside of Atlanta, GA. She serves as the Marketing Chair for *The National Résumé Writers' Association* and is a member of the *Georgia Career Development Association*.

Writing Résumés for the Military Spouse Niche Part I

By [Amy Schofield](#), Schofield Strategies

Military spouses are faced with numerous employment challenges. Multiple moves typically result in searching for new jobs, possible gaps on résumés, and certification issues from state to state (as well as internationally). Because of this, military spouses oftentimes have a difficult time obtaining employment and moving up in their careers, making it even more vital to discover ways to portray their accomplishments on a résumé.



I work with numerous military spouse clients and, often, hear the all-too-familiar story of how they've volunteered with their family readiness groups, USO, or Navy-Marine Corps Relief Society but haven't worked in several years due to multiple moves and holding down the home front while their spouses are away. Most military spouses turn to volunteering as a way to meet new people in new duty stations and keep busy while their spouses are on

deployment. Many don't realize the actual career benefits of volunteering.

During my consultation with military spouses, I point out that their time spent volunteering actually leads to learning new talents, sharpening current skills, filling employment gaps on résumés, and introducing them to resources in new areas. I also show how their volunteering expands their networking opportunities and, most importantly, helps them develop confidence and a stronger sense of self because they are giving back to their communities.

I then take it to the next step and demonstrate to them that they are able to translate the knowledge, skills, and abilities gained from these volunteer positions into paid positions across various fields worldwide, wherever they may have to move to next.

Stay tuned for part II coming in next month's newsletter!

Amy Schofield has been in the recruitment, career coaching, résumé writing, and volunteer management fields for the past several years. She has a Master Certificate in Human Resources Management from Villanova University. She is the founder of Schofield Strategies, a personal and professional branding company that works with individuals, nonprofits, and small businesses worldwide. Amy was featured on Army Wife Talk Radio, has served as an Employment Readiness Consultant with a national military-affiliated nonprofit, and is currently a finalist for the Military Family Member Community Heartbeat Award.

Membership Moments

Norine T. Dagliano, ekm Inspirations

I wanted to share the round-about way I picked up a new client today. He indicated that he went out and bought a box of Southworth Résumé Paper with the intention of writing his résumé. He found inside the box a marketing piece about The NRWA. Since he had never heard of the organization, he decided to check it out. When he did, he discovered a listing of NCRWs (something else he had never heard of before), so he checked that out. There he found some NCRWs that had complete profiles and photos, and others who only had names and contact information. He decided to go with those that had completed profiles and a photo -- and gave me a call. I immediately closed the sale.

Things you may not know or may not given much thought to:

Southworth is a loyal supporter and conference sponsor for The NRWA. Members who take the time to complete their profile and add a picture to their listing on The NRWA site get more attention than those who don't (it's a simple marketing principle that for whatever reason, some choose to overlook). Members with an NCRW are listed separately on The NRWA site (one more reason to pursue earning your certification)

The above facts contribute to a large percentage of my new business. Anyone who thinks there is little ROI from being a member of The NRWA and from being a NCRW may want to look inward to see if there is something more they can do to get the highest possible return. It was and still is the best business investment I have made.

Hope to see a crowd at the [conference](#) next month!

Marie Zimenoff, The NRWA President

Did you know that your membership could be free? Simply use the Office Max Retail Connect card to buy your office supplies at Office Max! Yesterday I saved \$4 (30%) on a box of file folders for my client files!

What's Happening in Region Two?

By **Bob Janitz**

Interim Representative for Region Two: States of Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.



Laura M. Labovich, MLRHR, of The Career Strategy Group, Bethesda, MD, has been contracted by Johns Hopkins University to speak at Fall orientation, and deliver a series of job search/career workshops to their Fall and Spring masters-level student cohort. Additionally, Laura has recently been quoted in a Yahoo! Education article on [High Paying Jobs for Ambitious People](#) and has been heard on multiple BlogTalkRadio channels. In addition, her book, (with Miriam Salpeter) *100 Conversations for Career Success*, has remained in the Top 100 Job Hunting Books on Amazon.com since its release (September, 2012).

Angela Zimmer, All Write Résumés, Jackson, NJ, says that her business has been doing very well this summer in comparison to the last few years. She has added teaching entry-level Microsoft Word and typing classes to clients who are interested, and it seems to be a popular undertaking, particularly with doctors and nurses.

Diane Irwin, CPRW, DYNAMIC RÉSUMÉS, Cherry Hill, NJ, reports that The South Jersey/Philadelphia area members have continued to meet bimonthly for lunch for many years now. Diane says that it's wonderful to have each other as resources for new ideas and as advisors for our individual business/client issues. They continue to miss Eleanor Farmer who was a lively, consistent, member of their "local lunch group." They compiled everyone's lovely comments about her from the e-list and created a laminated "memorial booklet" that was sent to her husband, Bill.

Diane is excited about her website overhaul this summer. While it is a bit overwhelming, she felt it was time to elevate the site to a more cutting edge, interactive site, more in line with her image and brand.

Kimberly Schneiderman, CLTMC, NCRW, CEIC, City Career Services, South Orange, NJ, is excited to be speaking to the FBI National Academy Associates in Orlando during their annual training conference this summer. She just finished conducting one-on-one coaching sessions at the Association for Certified Fraud Examiners Conference in Las Vegas, and looks forward to speaking to the ASIS International members at their annual conference in Chicago in September. This summer has been amazingly busy so far and Kimberly is really pleased with the direction of her business (and her revenues, of course!).

Tina Sims, Spirited Career Services, Fredericksburg, VA, is transitioning into entrepreneurship after working for the Department of Defense for 12 years by launching her business Spirited Career Services. Tina recently completed the Entrepreneurial Elegance course with Louise Kursmark, Jan Melnik, and Wendy Enelow, learning all areas of small business start-up, growth, and ongoing operations. Tina hopes to be up and running by the end of the summer, offering résumé writing services targeting veterans, spouses, and DoD employees for both civilian and federal résumés. Her new website is www.certifiedresumeexpert.com.

Jane Roqueplot, CPBA, CWDP, CECC, JaneCo's Sensible Solutions, West Middlesex, PA, announces she has formed ProfilingPro's Charter Advisory Board. Many members of the ProfilingPro Advisory Board (PAB) belong to The NRWA. The PAB will leverage the behavioral strengths of these leading career services professionals to help steer ProfilingPro's future growth.

In assembling the board, Jane identified each board applicant's behavioral style as measured by one of the DISC-based assessments to ensure a diverse mix of natural strengths, communication and decision-making styles. Board appointments are for one year, with extension based on member's commitment to the ProfilingPro mission and desire to continue to serve. The board will meet virtually to address new developments and requests; exchange ideas; vote on proposed program, process, and policy changes; and help steer business decisions. Members will also assist ProfilingPro in networking, providing positive testimonials, and soliciting new associate referrals.

Amy Schofield, Schofield Strategies, California, MD, partnered with Military Spouse Portable Career Planning earlier this summer to present "Creating the Dream Résumé for Your Dream Job," a free training webinar for military spouses and veterans. During the webinar, one lucky registrant was picked for a live job search and résumé review. Amy is also happy to announce that her business is a finalist for the [2013 Military Family Member Community Heartbeat Award](#) for the work she does on a daily basis to help veterans and their families.

Norine Dagliano, NCRW, ekm Inspirations, Hagerstown, MD, reported that her contract with CareerBuilder has been extended in scope and length. Originally contracted to develop quality assurance (QA) guidelines for their résumé writing services, she has been asked to develop and facilitate webinars for CareerBuilder's team of contract résumé writers. Additionally, Norine is working with the career services manager to develop QA standards for the coaching component of CareerBuilder's services to online university graduates.

Karl Jahnke, The Hire Challenge, Northampton, PA, an Affiliate Partner with The NRWA, is pleased to announce his recent partnership with Peterson's Publishing, a leader in providing educational and career success resource materials and publications. The Hire Challenge is proud of its association with Peterson's and their selection of two of their publications; *The Hire Advantage*™ (for civilian job seekers) and *The Hire Tactics*™ (for military veteran job seekers). Available this September, both books are based on TheHireRoad™, the highly successful job search tutorial that introduces nontraditional strategies and techniques to help the job seeker stand out from the competition and succeed in today's highly competitive job market.

Teleseminar

How to Handle Business Growth

[Brenda Cunningham](#), CPRW

Friday, August 16, 2013 - 1 pm Eastern

[Register Today!](#)

Business is booming, what do I do now?

You've stepped out on your own and you're finally gaining some momentum in your business, but that momentum quickly becomes overwhelming. Can you handle the capacity of work that you now have? How do you start controlling and predicting the flow of business when you're a one-person show? This workshop will address the "growing pains" of small business growth and how to maintain your sanity through it all.

Participants will learn:

- How to keep growing your income with only one of you!
- How to consider ROI when investing in services for your home and business.
- How to build your subcontractor / VA team and what to delegate.
- How to control your schedule for a balanced life!

Brenda M. Cunningham, CPRW, wife, mother of two, and full-time business owner at ROYAL Résumé Services in Phoenix, AZ, has recently expanded her



team and revenues while attracting corporate professionals and ladder climbers to help them accelerate their career transitions. A recently published author, she has just released her first e-book, Your Résumé is Not Enough: How to Network Your Way Up the Corporate Ladder! Her background as an electrical engineer helps her to make sense of data trends and ROI calculation methods to ensure every choice is a good business decision. In addition to her duties as the Region 5 Representative for The NRWA, she is also the treasurer of her local résumé- writing organization, the Résumé Writers' Council of Arizona (RWCA).

One hour live teleseminar is \$19.99 for members and \$29.99 for non-members.

New & Returning Members, NCRW Renewals

Welcome to our **47 new and returning members** for the month of July! We would also like to take this opportunity to recognize **our NCRWs** that have renewed their certificates. Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or [e-list](#).

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

Be sure to take this opportunity to network with other members of The NRWA and non-members who are career professionals via our [LinkedIn Group](#).

July NCRW Renewals

Sally McIntosh, Advantage Résumés in St. Louis, St. Louis, MO, since 1997
Susan Whitcomb, Career Coach Academy, Fresno, CA, since 1997
Kim Isaacs, Advanced Career Systems, Doylestown, PA, since 1997
Beate Hait, Résumés Plus, Holliston, MA, since 1998
Cliff Eischen, Eischen's Professional Résumé Service, Fresno, CA, since 1998
Judy Friedler, CareerPro International, Mississauga, Ont, CAN, since 1998
Betty Williams, BW Custom Résumés, Manakin Sabot, VA, since 2001
Linda Matias, CareerStrides, Long Island, NY, since 2004
Kimberly Schneiderman, City Career Services, South Orange, NJ, since 2007

14 New Members, Welcome!

Leslie Chisholm, Charlottesville, VA
Myra Cummings, Alexandria, VA
Victoria Hill, Independent, Reston, VA
Dwan Thomas-Flowers, HIM Professional Excellence, Inc., Jacksonville, FL
John Stowe, Greenville, NC
Virginia, Franco, Virginia Franco Résumés, Matthews, NC
Marilyn Davila, Exce-D, Caguas, Puerto Rico
Heidi Zahner, The University of Iowa, Iowa City, IA
Stephanie Gammon, Career Vantage, Milford, OH

Greg Wood, The Hire Challenge, Phoenix, AZ
D. Dorothy Keenan, FutureWorks Training Inc., North Vancouver, BC, CAN
Tiffany Benitez, Placerville, CA
Matthew Tutty, Résumés To You, Moss Vale, AUS
Taunya Covington, The Brane Company, Redmond, WA

33 Renewing Members, Welcome Back!

Betty Geller, Apple Résumé & Career Services, Elmira, NY
Cathy Alfandre, Catherine A. Alfandre, LLC, Easton, CT
Carol Camerino, Job Seekers - Looking For The On Ramp, Flemington, NJ
Trish Garcia, Business and Office Solutions, LLC, Norfolk, VA
Judy Monaco, Monaco Writing & Consulting Services LLC, Pottstown, PA
Fran Kelley, The Résumé Works, Waldwick, NJ
Brenda Smith, Résumé & Career Services, Baltimore, MD
Kathy Warwick, Confident Careers LLC, Collingswood, NJ
Lynne Weatherholtz, Alvernia University, Reading, PA
Michelle Riklan, Riklan Resources, LLC, Marlboro, NJ
Lisa Parker, Parker-CPRW, Claxton, GA
Chad Loving, Plant City, FL
Jacquelyn Small, Southeastern University, Lakeland, FL
Posey Salem, Radiant Résumé Services, Beulaville, NC
Irma Rojas, Lakeworth, FL
Carol Montgomery, Custom Résumé Services, Woodstock, GA
Ashley Davis, Central Carolina Technical College, Sumter, SC Billie Jordan,
Advantage Résumés and Career Services, Maysville, NC
Emily Kapit, ReFresh Your Step, Miami, FL
Kimberly Spicer, University of the Ozarks, Clarksville, AR
Kelly Hibbs Massey, Precision Résumés, Inc., Orlando, FL
Kalindi Garvin, Career Communication Strategies, Cedar Rapids, IA
Erin Cambier, Superior Résumé & Career Services, Sioux Falls, SD
Carol Lucas, Gahanna, OH
Kara Varner, A Platinum Résumé, Colorado Springs, CO
Nadine Franz, Apex Career Services, LLC, Overland Park, KS
Carl Peterson, CJ's Quality Résumés, Kansas City, MO
Milan Truong, Hire Me 101, South San Francisco, CA
Veronica Zurdo, Edmonds Community College, Lynnwood, WA
Anindo Ray, Résumé Factor, Nasik, IND
Cherie Heid, Competitive Edge Résumé Service, Carlsbad, CA
Jared Redick, The Résumé Studio, San Francisco, CA
Christine Wunderlin, Wunderlin Consulting, Las Vegas, NV

Affiliate Spotlight

This week, we spotlight ZipAlerts.

[ZipAlerts](#) specializes in helping résumé-writing and other job-seeker services companies provide their customers a valuable resource and offers a tremendous new revenue opportunity. Their



email job alerts pull jobs from leading sites like Monster, Careerbuilder, Beyond, and about 30 others. Their technology ensures that your clients receive the most relevant jobs in their inbox each day -- from you! The alerts are optimized for mobile users -- more than 50% of users read job alerts on their mobile devices. Implementing the ZipAlerts solution can be done with the full API suite (for larger companies) or by simply using their "widget" on your web page (three lines of code installs a registration form directly on your site). In addition to all of this, partners like you earn revenue every time one of your clients clicks on a job listed in the email alert. The bigger your list -- the bigger the checks.

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

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