



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

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

[Changing Your Perspective](#)

[Updated Study Guide](#)

[New and Renewing Members](#)

[Affiliate Spotlight](#)

Quick Links

[The NRWA Website](#)



February 6, 2013
Vol. 7, Issue #2

Executive Greeting



Hello ,

Will 2013 be the year YOU become a Nationally Certified Résumé Writer?

We're one month into 2013, and if you're committed to enhancing your career or taking your business to the next level, beginning the NCRW certification process is a good way to start! This credential is for independent résumé writers, career coaches, college

and university career services counselors, TAP consultants, outplacement staff, and anyone else who wants to promote his/her credibility within the industry.

The first step in the NCRW certification process is the sample submission. We ask all candidates to submit a sample résumé and cover letter, which are evaluated by two NCRW graders. The goal of the sample is to verify that you are ready to proceed to the NCRW Review. It is our goal that every writer who *takes* the NCRW Review *passes* the NCRW Review. For this reason, the graders will provide detailed comments and recommendations in your sample documents. If your sample complies with the Study Guide, you are ready to proceed to the Review!

To submit a sample, follow these steps:

1. First, you must earn 10 CEUs within 3 years. This demonstrates that you are committed to learning about trends and best practices. We offer many options for earning CEUs.
2. Next, you must study the NCRW Study Guide and take a short (free) review to show that you have learned the concepts presented.
3. Finally, prepare a sample résumé and cover letter. These must be self-authored documents, and they must comply with the NCRW Study Guide and The Gregg Reference Manual, 11th Edition.

More details can be found on The NRWA website at <http://www.thenrwa.com/certificationprocess>. Call 877-THE-NRWA (877-843-6792) to get started!

[Michelle Swanson, NCRW, CPRW](#)

The NRWA 2012-2013 Certification Chair

What's Happening in Region Six?

By [Jessica Dillard](#), Dillard and Associates, Anaheim Hills, CA

Representative for Region Six: Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada, Oregon, Australia, Hong Kong, Japan, Washington, Western Canada



Tim Cunningham, Fast & Focused Resume Service, Vancouver, Canada, shares the biggest lesson of his early career, which occurred during the time he committed to helping a young lady who wanted to go into public relations for high-end hotels. Although she had recently graduated with the appropriate credentials, she lacked the hands-on experience many employers require.

During an in-person interview, it quickly became clear to Tim that this client might have related experience that would be relevant. His job would be to ask the right questions, which led to the following exchange:

Q: "Did you ever put on or help put on any kind of event?"

A: "Well, I helped with a couple of conferences, and I ran an art gallery exhibit."

Q: "Tell me about the conferences."

A: "Some importers from country X wanted to import Chinese goods and some exporters from X wanted to export their goods to China."

Q: "And what did you do?"

A: "Set up the PowerPoint, got the food, set up the chairs."

Q: "And the art exhibition?"

A: "Some country X painters were introducing their work to the Greek scent . . ."

Q: "Wait a second; was this an official X embassy-sponsored event?"

A: "Yes."

Q: "What did you do?"

A: "Well, I booked the gallery, hired the caterer and the wine merchant, worked with the artists to set up their work, and acted as hostess on the night."

Q: "How did you land this job?"

A: "My father was the Ambassador to Greece from country X."

Q: "Did he say anything to you after it was all over?"

A: "Yes, 'Well done.'"

Tim says, adding "Commended by Ambassador for job well done." to her résumé's description of this temporary assignment won his client five interviews in 16 days!

Tim says he learned this lesson: "Don't rely exclusively on a client questionnaire to get the information you need; instead always try to interview in person or by Skype whenever possible. It was seeing how this lady conducted herself as I talked with her that put that critical first question into my mind."

Jennifer Hay, Information Technology Resume Service, Seattle, WA, received a career innovation award at last year's Career Directors International conference for her new product -- a social-enabled résumé that embeds a person's last five tweets into her Word document.

Twitterresume creates a living, real-time document that is quickly and easily customized throughout the job search.

Twitterresume provides a fast and easy way to customize a résumé on the fly to fit particular positions, opportunities, and circumstances and to determine a culture fit for the organization. The only alternative way to add a RSS Twitter feed to a Word document is by linking to a web page, a link that requires action by the reader and substantially reduces the probability that real-time communications will be viewed. On the other hand, embedding an updatable tweets field in the résumé creates a stronger message by putting the current tweets in a prominent place on the résumé.

Last December, Jennifer filed her patent application (61/728,209) and is revving up to get started. Currently, she is working on writing an e-book explaining how to use Twitterresume in a job search.

Jennifer also shares an article posted on Forbes.com titled "2013: The Year of Social HR" adding, "I almost think that we are past that point, and an HR department that has not embraced social media is already behind the times. More importantly in the article, the author mentioned that the traditional résumé will be replaced by the breadth and depth of your personal brand. I believe that this is very true but it's not just about having a social presence, it's about embedding that presence into your résumé. That is what Twitterresume does."

More information about the product is available at <http://twitterresume.com>.

Cherie Heid, Competitive Edge Resume Service, Carlsbad, CA, is happy to report that since starting her business part time in 2004, she now has more clients and work than she can handle. She attributes her success to writing great résumés that sell clients to potential employers, earning her numerous referrals and great reviews on Yelp, as well as hiring a professional company with SEO expertise to create her website.

In response to the increased business, Cherie has hired a part-time assistant to answer phones, reply to general emails, send out mail and address other administrative duties, which she says frees her up to write more résumés.

Delma Chavez, Alliance Worknet, Modesto, CA, uses the valuable information she receives from her membership with The NRWA to stay abreast of industry best practices, inform her co-workers and teach welfare-to-work recipients how to create résumés that will aid in their search to obtain productive, self-sustaining employment.

Raisa Betancourt, Resumes By Raisa, San Jose, CA, says January marks her one-year anniversary of providing free résumé services to individuals in affordable housing as a volunteer for LifeSTEPS. She finds it rewarding to know that her volunteered services have made a difference in the lives of so many individuals and families. Raisa applies the law of giving and receiving in her day-to-day practice; she gives of herself, her time, and her resources, and in return, she receives more client testimonials, more

industry exposure, and community recognition.

This past year has flown by for Raisa, but she's ready to do it again! She's currently collaborating with local adult school educators to develop beginning and advanced résumé writing workshops for individuals who are struggling with re-entering the work force or obtaining interviews. She's looking forward to rolling this out in the next six months.

As for me, Jessica Dillard, Dillard & Associates, Anaheim Hills, CA, I ended 2012 on a positive note, negotiating and earning my first corporate agreement to have my résumé services included as part of an employee severance package. This year, I am excited for the challenge and opportunity to serve Region 6 as your representative to The NRWA Board in 2013.

Changing Your Perspective



By [Sophia L. Marshall](#), M.A., ACRW

I know, I know...we are all busy. There are articles to write, résumés to create, emails to send, and workshops to facilitate. The 2013 list can become repetitious ever so quickly.

Here are three things you can do differently this year to change your perspective:

1. **Modify your process:** When you start a résumé, do you use the computer, pick up pen and paper, or use a white board? Have you always worked by email but are interested in conversing with clients instead? One way to make your routine more interesting is to make your next process a different process. I'm constantly experimenting and always open to suggestions. Be sure to evaluate your results.
2. **Form a personal coalition:** I read an article a few months ago which described the five types of friends needed in the workplace. Even if you do not work within a traditional workplace, you still need to have those friends. Find a group of individuals who will give you honest opinions and answers. The NRWA e-list can be a source but be sure to supplement that with other sources as well.
3. **Make time to volunteer or refine skills:** There are numerous causes that could use your support and clubs that can help with skill building. I've scheduled this to purposely remove myself from my work environment at least twice a week. I'm always rewarded by the interactions and new contacts that I've made.

Adding small changes to your schedule can often change your perspective. After all, we are here to provide a different perspective for our clients. Why shouldn't we do the same for ourselves?

Updated Study Guide

By [Michelle Swanson](#), NCRW, CPRW

The NCRW Certification Commission announced that an updated version of the Study Guide has been released and is available on the NRWA website. The new version is about 20 pages shorter and focuses more on resume writing concepts rather than grammar and punctuation skills. Members are encouraged to refer to the Gregg Reference Manual regarding grammar and punctuation rules.

New and Renewing Members

Welcome to our 32 new and returning members for the month of January! 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, 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](#).

17 New Members, Welcome!

Steven Bouchard, SRB Consulting Group, Milford, CT

Juanese Johnson, Bronx, NY

Saima Zuberi, Barrie, Ontario, Canada

Ethan Bloomfield, ZipRecruiter, Santa Monica, CA

Anne Anderson, Medford, OR

P. Michelle Slovak, MS, Chalice Coaching & Consulting, Stillwater, OK

Deborah Schuster, The Lettersmith, Troy, MI

Jennie Greenan, Midstate College, Peoria, IL

Gayle Keefer, TruMark Resumes, Jasper, GA

Marissa Letendre, Tampa, FL

Lauren Markon, Career Connections, Livingston, NJ

Mindy Thomas, Thomas Career Consulting, Media, PA

Lynn O'Connell, Alexandria, VA

Ross Harrison, Newport News, VA

Jessica Valadie, Chesapeake Beach, MD

Ann Torledsky, Goodwill Industries of the Conemaugh Valley, Inc., Johnstown, PA

15 Renewing Members, Welcome Back!

Emily Salazar, St. Edward's University, Austin, TX

Anne Kern, ReachHire Résumé Service, Waterford Twp., NJ

Danielle Savage, The American University of Paris, Paris, France

Carol Adams, Ideal Résumés, LLC, Lafayette, LA

Stephanie Staff, Résumés with Results, Glenmont, NY

Ann Baehr, Best Résumés of New York, East Islip, NY

Steven Provenzano, ECS: Executive Career Services & DTP, Inc., Streamwood, IL

Cynthia Funkhouser, Résumé-Editor.com, St. Petersburg, FL

Terri Kent, Kent Résumé Service, Brookhaven, PA

Gordon Walter, ReliableResumes.com, Saint Charles, MO

Nancy Rozum, Moon River Writing & Résumé Services, Commerce Twp., MI

Valerie Ramos, Upscale Résumé Services, Woodbridge, VA

Dayna Feist, Gatehouse Business Services, Asheville, NC

Kathy Keshenberg, A Career Advantage, Appleton, WI

Bob Janitz, Bob Janitz Writing and Career Services, Fort Worth, TX

Affiliate Spotlight

This week, we spotlight [ZipAlerts](#).

ZipAlerts specializes in helping resume-writing and other job-seeker services companies provide their customers a valuable resource and offers a tremendous new revenue opportunity. Our email job alerts pull jobs from leading sites like Monster, Careerbuilder, Beyond, and about 30 others. Our technology ensures that your clients receive the



most relevant jobs in their inbox each day -- from you! Our alerts are optimized for mobile users -- more than 50% of users read job alerts on their mobile devices. Implementing our solution can be done with our full API suite (for larger companies) or by simply using our "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.

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board