



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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March 21, 2013  
Vol. 7, Issue #5

## Executive Greeting



Hello ,

As résumé writers, we perpetually encourage, educate, and advise our clients to target their search towards a specific position, company, and industry. Our job is to lead with credible advice, credentialed writing, and distinctive marketing strategies.

When a candidate's marketing strategy is spot on, he/she increases the chances of obtaining interviews for "right-fit" positions! When the marketing strategy is loosely targeted accompanied by ambiguous branding, the odds for success in connecting with recruiters and hiring leaders lessens.

Branding... ah, it is near and dear to my heart and something that can make or break all of our businesses if taken lightly. It is the core of how we are seen by our clients long before picking up the phone to call us for services.

As the 2013 Marketing Chair, I have taken the first three months to observe, analyze, digest, discard, and repeat the process to acutely ascertain how I might be able to help our community of writers and coaches through my position. It boiled down to one simple common denominator, attracting "right-fit" clients is simple when we have "right-sized" branding!

Throughout the duration of 2013, my commitment to our members, marketing team volunteers, peers, and future members is going to focus on elevating how we can improve our branding to our customers. We will post tips, reminders, challenges, and topics through our social media avenues to help you create your targeted focus to attract the right clients for your services.

If you have any feedback, ah-ha moments, questions, answers, or random thoughts throughout the year, I

encourage you to post openly and transparently in our social media venues. I firmly believe that branding starts with the image that the world sees through our websites, our posts, our attitudes, our willingness to grow with industry pressures, and our ability to take risk (within reason) to grow our businesses and our individual brands. Engage yourself in our social media sites; [LinkedIn](#), [Facebook](#), and [Twitter](#) and don't forget to share your best tips on our e-list!

So buckle up! Plug in! Charge your batteries! 2013 is going to be an amazing year for you to take your marketing to the next level. Let's make this the "year of branding!"

[Tina Nicolai](#)  
2013 Marketing Chair

### April Teleseminar



Planned, Purposeful, and Productive Networking  
5 Tips for Networking via Social Media

Heather Rothbauer-Wanish  
Feather Communications  
Friday, April 19, 2013 - 1 p.m. EST

Résumé writers and their clients both need to understand the importance of networking via social media. Today's environment demands people who are tech-savvy, can easily make connections online, and understand the importance of an online identity. From joining groups on LinkedIn, scheduling Facebook posts, and participating in Tweet chats, online networking is an important part of marketing yourself.

If you are looking to build your résumé business, enhance your online personality, or help your clients with branding themselves online, join Heather Rothbauer-Wanish as she provides concrete tips and methods you can implement immediately.

- Joining groups on LinkedIn (with suggestions on possible groups to join).
- Participating in Tweet Chats (with suggestions for Tweet Chat opportunities and guidelines for participating).
- Following people on Twitter (how to find new people to follow and increase your own following).
- Commenting on Blogs (why it is important and what you can get out of commenting on other sites).
- Scheduling Facebook posts for your business (tips for successful posts and why scheduling is important).

[Register Here](#)

**No man is an island... no man stands alone...**

By [Ginger Korljan](#), NCRW, CCMC, Take Charge Coaching

I have always loved that song, as it stresses how important it is for people to connect with and support each other. As most of us are solopreneurs and are often isolated in

front of a computer, it is really important to build relationships with others who understand what being a résumé writer is like. As one of my mentors, Donna Tucker, often says, "There is more than enough work to go around." We should not consider ourselves competitors but rather colleagues. I have grown so much by getting to know many of you during my years as a member of The NRWA and want to encourage each of you to "reach out and touch someone." Send an email, participate on the e-list, attend the annual conference, reach out to members in your region, attend the conference, or (gasp) pick up the phone and call someone you'd like to get to know.



I'd like to spotlight a few members of The NRWA who have been a true encouragement to me.

When I lived in St. Louis and was considering entering the résumé writing profession, Sally McIntosh was my first introduction to The NRWA. I found her through the yellow pages (yes this was a while ago), emailed her and asked lots of questions about her business, The NRWA, the importance of certification, and advice for me as a new business owner. We exchanged emails, spoke on the phone, met at the St. Louis résumé writers networking group, and have been friends ever since.

After getting close but not passing the samples review for certification, Norine Dagliano offered to serve as my mentor. We met numerous times during the next year, and she gave me wonderful insight, gentle correction, and great camaraderie as we worked through grammar, strategy, and formatting issues. When she said I was "ready" to go through the process again, I was more confident and better prepared. Norine is also one of those people who makes me smile just to see her.

I could go on and on telling stories of how so many members selflessly gave of themselves to me and to others: Kim Mohiuddin (who introduced me to the "joys" of subcontracting), Cliff Flamer (who took the time to teach me some amazing skills and techniques), Laura Smith-Proulx (who often emailed me privately about issues that were truly beneficial to my business), Susan Whitcomb (who trained me as a coach and became a valued friend), all the members of the [Résumé Writers Council of Arizona](#), Bob Janitz (who went above and beyond the call of duty as a regional representative), Michelle Swanson (who has graciously stepped in to reduce my workload on multiple occasions), and so many, many more of you that I can't list them all right now.

Getting involved in The NRWA, not just merely being a member, has paid for itself immeasurably. Please feel free to contact me at any time (602.577.9306) and get to know me as well. Will we see you at the [September conference](#)?

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### What's Happening in Region Three?



By [Troy Johnson](#)

*Representative for Region Three: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and the Virgin Islands*

Troy Johnson, CPCC, CPRW, CFJST, MacDill AFB Florida, has noticed an increase in active-duty service members separating and retiring from the military. Most of this is due to the downsize of forces; the United States Air Force has a Reduction In Force (RIF)

program scheduled. Many Airman, Reserve, and Guard members will not receive new orders placing them back of active duty.

This has increased the number of service members that now have to attend the mandatory Transition GPS Program which is now conducted twice a month, providing transition and employment services for over 300 a quarter, just for MacDill alone.

Many of these service members are not being provided with the appropriate amount of time to transition out and will need assistance finding employment once separated or retired, challenging us to provide the needed assistance.

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Dawn S. Bugni, CMRW, MRW, CPRW, The Write Solution-Resume Writing and Career Advising, has earned her Certified Master Résumé Writer (CMRW) credential through CDI this past summer and renewed her Master Résumé Writer (MRW) certification through Career Thought Leaders on January 1st of this year.

Last month, she was asked to host a booth at a young person's leadership conference. She was able to provide résumé information and job-search basics to many up-and-coming job seekers. She hopes that she has planted the seed that will highlight the value our profession brings to career management.

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[www.write-solution.com](http://www.write-solution.com)

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Laurie Mortenson, NCRW, CCMC, CP-OJSRM, Med, LegWork Résumés and Career Services, shares big news: she recently earned her credentials as a Nationally Certified Résumé Writer. She has wanted to get a résumé certification for years, and after attending The NRWA's conference last September, she found the motivation needed.

[www.legworkresumes.com](http://www.legworkresumes.com)  
[connect@legworkresumes.com](mailto:connect@legworkresumes.com)

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Debra Ann Matthews, of Let Me Write It For You, has been writing career and job-related articles for many sites since 2013 began. A few of her sites include: Career Thought Leaders Blog contributor, Career and Workplace Contributor for Clarksville/Nashville Career Advice for Examiner.com, Basic Plus Level Expert Author for Ezine Articles and Author, Local Job Network. In addition, she has been quoted in many other articles nationwide since January 2013; one of the best was written by Canadian author Tag Goulet: If a career change is on your list of goals for 2013, here's some expert advice to help you make it happen. (Thank you for your contributions to the article [Laurie Battaglia, Caroline Adams Millerand Debra Ann Matthews.](http://www.fabjob.com/calgarysun-2013-01-06.html))  
<http://www.fabjob.com/calgarysun-2013-01-06.html>.

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Kathy Harber, Career Keys to Open Doors, says the first quarter of 2013 has been a busy. She hopes others are similarly benefitting from an apparent uptick in the economy. And the influx of her new clients includes such faraway places as Afghanistan.

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[www.careerkeysopendoors.com](http://www.careerkeysopendoors.com)

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Kristi Seamon, The Resume Lab, is off to an exciting start! In January, she and her husband welcomed their second baby girl, Riley Jolee. She was also excited to earn her CPRW credential. As a newbie, she is dedicated to growing her business and sharpening her writing skills; she has been soaking up everything and look forward to learning from all of the other The NRWA members.

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Gala Jackson, Owner and Senior Consultant of InterviewSnob, will serve as a presenter at the 2013 NRWA conference in Chicago, IL, in September. The title of her session is "Guess Who: Helping Millennials Establish their Brand." Gala will provide practical ways to construct a brand for young professionals with limited or varied experience. When notified that she was a presenter, Jackson said, "I am so surprised and excited to have the opportunity to present at [The NRWA annual conference!](#) I enjoy being a part of an amazing network of talented professionals and helping to develop the profession." Jackson became a member of The NRWA in 2012 and was a first-time attendee at The NRWA conference last year in Charleston, NC.

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### Affiliate Spotlight

This week, we spotlight [Southworth Paper](#). You may think that Southworth is a paper company, and you're correct.



But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumé paper and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.

You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office?" Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

Southworth is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

*To check out a complete listing of The NRWA Affiliate Partners, or for more information on becoming an Affiliate, [click here](#).*

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board