



# The NRWA Connection

*Keeping Career Industry Writers Current*

**November 6, 2013**  
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## **Executive Greeting**

Although we may give thanks throughout the year, November is a month when many of us place a special focus on gratitude. We are always grateful for our families and friends, healthy lives, food, and shelter. If we're truly fortunate, then we are also grateful to earn a living in a job that we are passionate about.



Many of us have had clients who may have felt indebted to us for the development of career-focused documents that were key in securing quality interviews or reaching the next level in their careers. Highly professional résumés that they could not write themselves, let alone develop a sound strategy. However, when the project has been completed and the client calls back with a good report, we are left with a warm feeling that makes us smile as if we had been done a favor. That's because we have been fortunate enough to help another individual reach their dreams.

During this time of year, I believe that feeling is just as important as being thankful for the things we have received. We should also be thankful for the things that we are able to give. If you are able to give to someone else, that means you have been blessed with a certain asset that someone else doesn't have. While we are like many in the corporate world who may have talents and hone those skills through training and professional

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development, we are fortunate that the application of our skills helps individuals directly in achieving a level of satisfaction. Our impact helps others gain more financial freedom and security, as well as increase their quality of life. In a time when many people may hate their jobs, how awesome is it to be able to earn a living through something that you love to do that also helps others to achieve their dreams? Even with a few PITAs sprinkled here and there, overall, I'd say that's something to be grateful for this November.

**Cheryl Cooper**

Marketing Chair  
The NRWA

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## **Selling Yourself in Interviews**

By **Jason Stauffacher**

While we may write stellar résumés, it is the interview that will win the job offer for our clients. We must ensure that they are aware of this fact. Many job seekers think highly of their career backgrounds and what they can offer a potential company. To get them to think beyond the document, at the end of the day, we must ask them, "Would you honestly hire yourself?" Most say yes, but is that the best answer? Let's explore from our clients' perspective.



To answer the question honestly and in their best interest, it is crucial for job seekers to take a few moments to reassess the image they convey when they walk in, converse, and even shake hands with the human resources manager. Even small aspects of discussion, like how the candidate takes a lunch break, could also be considered.

Our clients need to think about two imperative questions. One will be surprised at how considering logical concepts will lead one to the right conclusion. A job seeker may need to consider the following questions:

1. **What really sets you apart from the competition?** Ask yourself: Can I convey my skills in the interview better than the next guy?
2. **Am I ready to take on this job?** Ask yourself: Is this company a good match for my overall personality and long-term goals?

Each interview is different from the previous one and will not be the same as the next one. No company is the same, because it operates under a unique corporate culture. That is true. Candidates should keep in mind that various interviewers have different styles for conducting meetings. An interview is, in some sense, just another business meeting. Some HR managers conduct meetings in a more aggressive and to-the-point manner, while others are more laid back and more sociable. I'll now answer the two questions above in reverse

order.

In the interview, the candidate should sell his or her skills, plain and simple. In addition, we should direct our clients to take time during the interview to discern whether the position is a good fit rather than just focus on supplying reasonable answers to the interviewer's questions. Is the company a good fit culturally (meaning the corporate culture)? Are most employees eating at their desks while on lunch? Candidates should ask for a lunch-time walk-around of the office, if the job is of interest, to find out if the company culture cultivates working lunches. In this walk, if office workers are doing that dreaded "working lunch," the jobseeker should assume that he or she will do the same if hired. This discernment, in turn, will help the client to determine company fit.

Here is the answer to that second question your clients need to think about. In the interview, candidates should strive to know more about the company than the interviewer. In addition, the jobseeker should share specific points on why he or she is the best candidate for the job and should be selected. Here, I'd suggest your clients have an elevator speech that covers 20 to 25 seconds of career highlights. Following these suggestions will set your client apart from the competition in the interview.

**Here are some take-a-ways to put on your Twitter feed for your potential clients:**

- Company walk-around to see if employees take lunch breaks or have working lunches. Who wants to work during lunch?
- Interview well by knowing more about the company than the hiring manager.
- Love your job or hate your job? Be sure the new one is not just like the old one.
- Interview: Be sure to send in a thank-you letter after your interview. A must!
- Interview: Don't just answer all the questions and go on your merry way.

***Jason Stauffacher** has more than 15 years of experience in public relations and résumé writing. In his current position at RazorRésumé, Jason leads résumé writing, interviewing, and career-development activities for each client. Previously, Jason has held positions in government, public relations, legal training, and overseas assignments. While working and living in South Korea, India, Malaysia, Singapore, and Thailand, he gained an understanding of global markets and issues in relating skill sets to modern globalization. He is also very knowledgeable of Web 2.0 and social media and the roles they play in search engine optimization on LinkedIn pages and profiles.*

**Meet the Newest NCRW... Michelle Aikman**

Michelle Aikman is a cutting-edge career consultant, professional résumé writer, trainer, speaker, and entrepreneur who is on a mission to improve the hiring and advancement process for high-performing professionals. Through her company, Skilled Assets, she draws upon her unique background in process improvement and risk management to provide innovative career-strategy solutions for high-performing professionals and trailblazing corporate clients. Whether they are happily employed or making a difficult transition, Michelle helps her clients to reach the next step in their careers.



Michelle launched her startup based on first-hand experience in successfully navigating job searches, re-entering the workforce after time away, executing major career changes, and attaining career advancement, all while pursuing a fulfilling engineering career as an active-duty military spouse. She provides both full-service, premium branding packages and do-it-yourself methods. She is a 2012 recipient of a National Military Family Association, Joanne Holbrook Patton Military Spouse Scholarship and contributes to *Military Spouse Magazine*. She is the career expert for Mothers & More and helped launch the Mothers Work Initiative. Michelle holds a BS in engineering from the Colorado School of Mines, with a minor in public affairs for engineers, and a MS in engineering and technology management.

Being a self-proclaimed expert in résumé writing, Michelle decided that she wanted to validate her expertise for herself and her clients by obtaining a résumé writing certification from a reputable organization that upholds the highest industry standards. She chose the NCRW certification. Michelle plans to use her certification in her bio, profile, marketing materials, her “Why Choose Us” page, as well as other marketing opportunities. “Not only is this a huge boost to my confidence, this certification is my ticket to work that was never accessible to me before,” she said.

For other résumé writers who are considering the NCRW certification, Michelle states, “This is an earned certification. Be prepared to put a lot of time and energy into the process. Welcome constructive criticism. The certification committee designed the process to educate you and make you a better writer so you can eventually meet the standard.”

Congratulations to Michelle Aikman!

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## Membership Moments

### [Marie Zimenoff](#), The NRWA President

The NRWA has a resource for you!

Thanks to Norine Dagliano, the writing resources section of The NRWA website now has a list of recommended fonts and font sizes that are compatible with

every version for MS Word (.doc and .docx formats), which members can reference as they develop documents.

<http://www.thenrwa.com/writingresources>

There are also many other writing (and business) resources in the members' area -- check it out!

## What's Happening in Region Five?

By [Brenda M. Cunningham](#)

*Representative for Region Five: States of Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, and Utah.*



### The NRWA - Region 5 Updates

Following the wave of excitement of two industry conferences, there is a lot of growth, development, and industry recognition stirring in Region 5. Here is a taste of what's happening...

**Michelle Aikman, NCRW of Skilled Assets, Spokane, WA**, reported that The NRWA St. Louis group teamed up with Rung, a local nonprofit resale boutique with a mission to bolster the confidence of professional women local domestic violence shelters by offering them professional attire. The NRWA group also provided the women with free access to local expert résumé writers and related career professionals to help them achieve their employment goals. Three members provided presentations on self-esteem, interviewing, and how to conduct a job search. Four members of The NRWA donated résumé and cover letter preparation services valued at more than \$3,600 for nine women. Participants included: Michelle Aikman, Diane Allen, Shirley Kuppinger, Sally McIntosh, Sari Neudorf, and Michelle Swanson.

**Rabbi R. Karpov, Ph.D., CPRW of Bespoke Résumés and Career Coaching, Oklahoma City, OK**, attended CDI's Summit in Orlando and is currently in The Academies' *Get Clear, Get Found, Get Hired!* (G3) coaching class with Reach 360 Branding, taught by Deb Dib and Susan Whitcomb. She also expects to take the Job and Career Transition Coach (JCTC) course with Dick Knowdell.

**Laura Smith-Proulx, CCMC, CPRW, CIC, TCCS, CPBA, COPNS of An Expert Résumé, Arvada, CO**, won four Toast of the Résumé Industry awards and spoke at the CDI Summit. She was interviewed by *The Chicago Tribune*, *BBC Capital*, and *CIO.com* and quoted by *SmartBrief*. Laura also developed a comprehensive article on LinkedIn profile privacy.

**Cassie Olson of Career Confidence, Colorado Springs, CO** recently joined

The NRWA's marketing team as the leader for our Pinterest social media account. She also became a volunteer for the Women's Resource Agency of Colorado Springs, CO.

**Donna Tucker of CareerPRO Résumé Center, Phoenix, AZ**, has joined REA Partners in Transition as a Career Consultant, assisting the trailing spouse of transferring corporate personnel with employment and assimilation services.

**Marie Zimenoff, NCC, M.Ed., NCRW, CCMC, CELDC of A Strategic Advantage, Fort Collins, CO** was quoted in Yahoo! Education and Business News Daily. She was also hired by a local college to provide resume and LinkedIn classes for a professional program!

**Brenda M. Cunningham, CRPW of ROYAL Résumé Services, Phoenix, AZ**, had a fabulous time networking with colleagues at The NRWA's annual conference. Thanks to the NCRW review she received, she will submit samples in pursuit of her NCRW certification. She also registered for the Certified Job Search Strategists prep course that starts in November, taught by Susan Whitcomb. Additionally, as part of the local résumé writers group, the Résumé Writers Council of Arizona (RWCA), Brenda will volunteer with a local homeless shelter (St. Joseph the Worker) to provide career-focused transition assistance to ex-offenders who will soon be released from jail.

## Teleseminar

### **Back to the Basics: How to Turn Cold Calls into Hot Sales**

Adelle J. Dantzler

Friday, November 15, 2013 - 1 pm Eastern

[Register Today!](#)

*More Details Coming Soon!*

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

## New & Returning Members

Welcome to our **40 new and returning members** for the month of October! 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](mailto: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](#).

**17 New Members, Welcome!**

Cheryl Milmoe, Cardinal Expert Résumés, Malverne, NY  
Roslye Geuss, Rhinebeck, NY  
Jonya Phillips, Job Match Re-Employment Project, District Heights, MD  
Juan Santos, Dunellen, NJ  
Edwin Colon, Planned Systems International, INC, Hampton, VA  
Keith Shockley, Yorktown, VA  
Douglas Barnes, Miami Shores, FL  
Joan Tucker, City of Greensboro, Office of Workforce, Greensboro, NC  
Gerald Henthorn, Jerry's Résumé Service, Seward, NE  
Steven Starks, Phoenix, AZ  
Dianna Ross, Pima Medical Institute, Mesa, AZ  
Scott Anthony, Colorado Springs, CO  
Melissa English, Art Institute of Colorado, Denver, CO  
Natalie Kersten, Denver, CO  
Julie Swaner, University of Utah, Salt Lake City, UT  
Patrizia Hayashi, Lakeside, CA  
Kia Li Yeo, Singapore Workforce Development Agency (SWDA), Singapore

**23 Renewing Members, Welcome Back!**

Beate Hait, Résumés Plus, Holliston, MA  
Melissa Cooper, RezBiz, LLC/JC Résumés, Boston, MA  
Bree Gurin, Creative Résumés and Business Writing by Bree Gurin, Harwinton, CT  
Linda Matias, CareerStrides, Long Island, NY  
Victoria Kidd, OMP Consulting Group, LLC, Winchester, VA  
Kim Isaacs, Advanced Career Systems, Doylestown, PA  
Beth Colley, Chesapeake Résumé Writing Service, Crownsville, MD  
Jean Austin, Talents Presented Career Coaching & Résumé Writing, Melbourne, FL  
Caroline M. Jagot, A Better Résumé, Tallahassee, FL  
Kathy Harber, Career Keys to Open Doors, Atlanta, GA  
Alexia Scott, Alexia's Desktop, Montgomery, AL  
Maria Hebda, Career Solutions, LLC, Trenton, MI  
Laurel A. Kashinn, Write Stuff Resources, LLC, Cedarburg, WI  
Kimberly Matteson, St. Ambrose University, Davenport, IA  
Victoria Eaton, Southfield, MI  
Leena Zachariah, Novi, MI  
Karen Hughes, Jewish Family Services, Columbus, OH  
Sandra Ingemansen, Résumé Strategies, Matteson, IL  
Roberta Gamza, Career Ink, Broomfield, CO  
Greta Schneider, Wrought Ink Résumés, Los Angeles, CA  
Jill Walser, I got the job!, Bellevue, WA  
Carol Bergman, Newbury Park, CA  
Lynn Eischen, Eischen's Professional Résumé Service, Fresno, CA

## 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. Things have changed, times have changed, and times are tough. No longer can job seekers rely on their professionally prepared resume to get them in the door and in front of the hiring manager. They need more. To separate them from the competition they need a career transition program that provides **new tools, new strategies** and a **new approach** to this new reality. That program is TheHireRoad™.

TheHireRoad™ CD-based Job Search Tutorial offers NRWA members a unique opportunity to give their clients a significant competitive edge in their search for employment. Members receive the following benefits:

1. Increases revenue as a reseller – through individual sales of TheHireRoad™ tutorial, or as part of a resume preparation package.
2. Adds significant value to the professional resume preparation services members provide.
3. Gives members a considerable edge over their competition.
4. Enhances the member's current coaching efforts.
5. Members receive increased referrals from satisfied clients.

Visit [www.kellydonovan.com](http://www.kellydonovan.com) to see how a fellow NWRA member adds value with TheHireRoad™

To become a reseller for TheHireRoad™ please contact:

Karl Jahnke  
National Sales Manager  
(877) 439-5590 toll free  
(623) 203-0781 cell  
[karl@kttassociates.com](mailto:karl@kttassociates.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



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