



The NRWA Connection

Keeping Career Industry Writers Current

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Executive Greeting

Are there guarantees in life? Do you guarantee the résumés you write? If a writer guarantees the résumé will result in a job, is that a good or a bad sign? Recently, I've talked with several prospects dissatisfied with services from a previous résumé writer and wanting to know my guarantee policy.



Within our competitive industry, I understand that clients are spending money and expecting the results to be powerful. When asked about my guarantee policy, I instantly know that the client has reservations that may have been created through prior interactions with another provider. By vetting résumé writers, prospects are doing their best to avoid negative outcomes and that's not a reflection on my abilities or client results.

Consider the following ways to help prospects know they can trust your service:

- **Testimonials and Recommendations**—The best way to understand service value is by recommendations from others who have experienced positive results.

In This Issue:

[Executive Greeting](#)

[Video Content Marketing for Your Business](#)

[A New Career in the New Year](#)

[New Member Benefit](#)

[What's Happening in the New Business Owners Industry?](#)

[Webinar](#)

[New & Returning Members, NCRW Renewals](#)

[Affiliate Spotlight](#)

- **Certifications**–Yes, certifications do add value and show prospects that you have training and expertise.
- **Résumé Samples**–What better way to show prospects that you understand résumé writing and can articulate current résumé trends.
- **Clear Processes**–Easy-to-understand processes provide clarity on expectations and boundaries for both the prospects and the résumé writer.

After reviewing a prospect's résumé, I feel comfortable providing the prospect with a guarantee that I can improve the look, quality, and branding of his or her document. I can also guarantee the grammar and mechanics of the résumé I write.

So what's your résumé guarantee? Do you feel comfortable guaranteeing that your résumé will generate results and assist the prospect in finding work? Do you guarantee a better job and higher pay? Maybe you guarantee your product will be delivered on-time and will be provided in certain file formats. And maybe you guarantee to not offer questionable guarantees.

Shameless Plug–Well, I can guarantee that [The NRWA conference in Denver](#) will provide opportunities to learn new skills and meet wonderful people!

[Ruth Pankratz](#)
Conference Program Chair
The NRWA

Video Content Marketing for Your Business

By **[Chonce Maddox](#)**

My one-year anniversary of being a member with The NRWA is quickly approaching, and I can't believe how fast time has flown by. I have learned so much from everyone involved with this organization, from the workshops at the conference last year to the interactive group emails and support that are sent out every day. I've been helping out with the newsletter for a few months, and when I was asked to submit a marketing article for this month, I seriously didn't know what to say.



Well, of course, yes. I was excited to share, but quite nervous; I didn't really know what I could share that would be of value. I thought long and hard the other day, and then it hit me. I've been working in marketing and public relations for some time, and I've learned a lot about new-age marketing tactics along with innovative ways to help businesses reach new crowds.

Today's business owners should really jump on the video content-marketing bandwagon and take advantage of this digital marketing tool. I'd like to talk

mainly about YouTube, as it is the leading digital resource. According to comScore, 45.5% of Internet users claimed they viewed at least one online video over the course of a month. About 100 million users said they watched an online video each day.

While this information clearly proves how effective videos are for capturing attention, it's not solely about the number of people who are watching videos but more about the reasons they are watching. Maybe your video attracts an individual who is interested in your services but hasn't been able to call and seek out more information. Maybe an individual who is struggling in his/her job and seeking information that may help with the situation comes across your video and finds it useful. Marketing videos are a great way to pitch oneself to potential customers and bring in leads. Videos are quite easy to make and are a great way to attract a whole new market of customers. You can dedicate as much or as little time on video content marketing as you deem necessary.

YouTube

YouTube is not solely filled with silly videos of singing cats and aspiring singers. It's the second most utilized search engine in the world (second to Google). People everywhere are using YouTube to search for products, services, and information. Your YouTube video could intercept some of the traffic and use it to your advantage. Videos can also be used in blogs, emails, social media, and even directories.

The first step is creating a YouTube account for your business (if you haven't already). At first, it may be hard to think of a résumé business making videos, but, contrary to that belief, there are plenty of things you can do to create marketable video content.

Create a How-to-Video: How-to videos are very popular today, and you can associate them with a variety of topics, including résumé-writing and career-coaching tactics. Think of a problem or issue that some of your clients may have and create a video of you actively solving a similar problem. This would be great approach for clients who aren't tech savvy and respond better to visuals.

Create a Weekly Tip vlog: As an expert in your field, you can use your industry knowledge to market your business through a video. A vlog is a video version of a blog. Each week you can create a 60-second video where you provide clients and potential clients with a weekly tip about résumé writing, job interviews, common mistakes job candidates make on résumés, or anything you've learned in the career services industry. Be sure to assign a catchy name to the weekly segment and send it out to everyone via email or social media.

Upload Videos of Public Speaking Events: If you speak at seminars or events, be sure to have someone videotape your speech so you can upload your presentation to your business' YouTube page.

Respond to an insightful teleseminar via video with your comments and

feedback on the material covered for interesting content. Videotaping a **mock interview with a volunteer participant** could also add to the video marketing of your business.

As always, you should include your business' information and mission in all of your videos and share them on social media. You'll be sure to observe that through the videos you'll not only be able to capture your audience's attention and make them remember your brand, but you'll motivate them to research more information about your company and turn to you when it's time for a résumé.

***Chonce Maddox** is a senior journalism major at Northern Illinois University. Her skills and expertise include writing résumés and cover letters for peers, creating dynamic keyword optimized LinkedIn profiles, and developing/monitoring social media brands. She is currently seeking a certification in résumé writing from The National Résumé Writers' Association.*

A New Career in the New Year

By [Katrina Brittingham](#)



Typically, the beginning of a new year is a time when we consider our current status in life and resolve to make changes. For many, a transition to a new career may be one of those resolutions. VentureReady LLC would like to share a few ideas for clients to consider for getting the best results from their transitional career search in 2014.

Networking – Your clients will have a lot of competition when they apply for an advertised position. Tailoring their résumés or CVs to the job descriptions will help them stand out, but networking can give your clients a competitive edge over other candidates.

Suggest for clients to utilize any personal referrals and online contacts to connect with the hiring managers of their ideal companies. Jobseekers should join the same online communities and groups as their target companies and follow them on social media sites like LinkedIn, Twitter, and Facebook.

Clients could become acquainted with associates of their target companies through volunteer activities and professional associations. Your clients can gain the opportunity to make a positive impression with a hiring administrator while chatting with him or her during an association meeting or event. During a discussion, your clients should refer to their key job skills and their pursuit of new opportunities.

Interviewing - Mastering the interview is like mastering any other learned skill. The more your clients practice, the more confident and proficient they will become. Clients should research possible industry questions they may

encounter during the interview. Connecting with someone who knows the company/industry and inquiring about the company's current issues will be helpful. A mock interview with a friend or career specialist will also boost interviewing skills.

Jobseekers can show interviewers how well they've researched the available role and demonstrate how they can make a significant difference. VentureReady LLC's Readiness Consultants are advocates of bringing career portfolios to an interview. The portfolio will provide proof of your client's accomplishments and experience. A career portfolio should also have work samples that give the hiring manager a clear picture of what the candidate can bring to the company and the position.

Inform your clients that they must engage the interviewer by asking questions. This will show not only that the client is interested in the position, but also that they are attentive to the company's needs. Asking questions give clients a chance to gain more insight into the position and additional information that they cannot find in online research such as management style and company culture.

Connecting with Temporary Employment Agencies - Building a strong relationship with short-term employment agencies can ensure your client's success in securing a position. For a recruiter, your client must become the first person that comes to mind when a new assignment comes in. Your client can become that person through frequent face-to-face meetings with the agency staff. Clients must prove their reliability by first taking any assignment offered.

Blogging - If your clients want to gain exposure, build up contacts, and start networking, they may want to try blogging. As a subject matter expert, blogging will help jobseekers to share knowledge and to be viewed as an industry expert.

Enhancing LinkedIn - Suggest that your clients maximize their LinkedIn experience by joining groups and associations of shared professional interests on LinkedIn. Once connected, they should then contribute to the discussions.

Exercising Patience - Inform your clients that every situation is different, but that in many cases, candidates may have to take a salary cut before moving forward in a career transition. It is imperative for clients to see a career transition as a long-term process.

Relocating - When contemplating relocation for a position, clients must pinpoint how far they are willing to move. Suggest to clients that they should consider the areas of the country, or world, where they would or would not like to live. This decision will help your clients to narrow down their job search.

Exposing Health Issues - Last year, VentureReady LLC had a greater-than-average number of clients returning to the workforce after a long illness. These clients were concerned that they would have to reveal their health issues to the

employer. Our Readiness Consultants inform clients to reveal their illness only on a need-to-know basis. If your client has overcome a challenge, there is no need to bring it up. If there are gaps in their career history because of illness, your clients can mention them in the interview, but they should also let the interviewer know that the health concern is a past challenge.

Katrina Brittingham, M.B.A., MSA. is the owner of [VentureReady LLC](#). Katrina's skills and areas of expertise include résumé and cover/thank-you letter writing, interview training, career coaching, and building dynamic career portfolios. She received two masters degrees in Business Administration and Accountancy from Rosemont College and the University of Phoenix. Katrina is seeking certification in résumé writing from the National Résumé Writers' Association.

New Membership Benefit: Hertz Car Rentals

Traveling soon? The NRWA has secured a fabulous new benefit for members only! We have partnered with Hertz® to provide you with great discounts on car rentals, Hertz Gold Membership, upgrades, and more. These benefits apply in the U.S., Canada, and internationally, where permitted by law. The next time you need to rent a car, whether it is for business or for pleasure, take advantage of the negotiated savings! New will members receive the details of this perk, as well as others, in their benefits package when they [join](#) The NRWA. Existing members should check their email inbox on March 18, 2014 for instructions on using the new Hertz Car Rental benefit!



What's Happening in the New Business Owners Industry?

By [Steve Bouchard](#), CPRW, MBA

New Business Owners Industry Representative.

As your 2014 New Business Owners' Representatives (NBOR), Debra Ann Matthews and I would like to thank all the new business owners who participated in our recent survey. Based on your feedback, we're building a great program, so stay tuned for more details!



We face many challenges as new business owners, and one organization I have found particularly helpful in overcoming challenges during my own journey is "SCORE." Score is a nonprofit organization that provides **FREE workshops, mentorships, and resources for new business owners**. Visit the [Score website](#) to find your local chapter and more information on starting and building a business!

Steve Bouchard, CPRW, MBA
SRB Consulting Group, Milford, CT
www.srbcg.com

Speaking of "new business," here are updates from our new business owners:

Carol Camerino CCMC, CTCC, CCM, Camerino Consulting, LLC d/b/a Job Seekers - Looking For the On Ramp™, New York, NY, just earned designation as a Credentialed Career Master (CCM) through Career Thought Leaders. The CCM designation is earned through professional work experience within our industry and includes benchmarks for speaking, writing, professional development, and giving back via industry-related volunteerism. Congratulations Carol!

Amy Schofield, Schofield Strategies, LLC, Washington DC, appeared on Business Talk Radio in December 2013, and discussed "[Résumé Tips for Entrepreneurs Re-Entering the Workforce](#)." Amy also contributed to both the [GI Jobs](#) magazine for military job seekers, writing about social media in one's job search; and the [Reserve and National Guard Magazine](#) on the topic of résumé tips for veterans. Nice work Amy!

During our recent survey of new business owners, we received the question, "Does Tweeting have any real value?" To find the answer, I reached out to several experts in our industry for their comments.

Bridget (Weide) Brooks of [Résumé Writers' Digest](#), comments that *"Twitter is a great way to increase your visibility as a careers-industry expert, establish yourself as a thought leader, engage with prospects, and drive traffic to your website."* Brooks goes on to say that active participation is crucial for being a valuable member of the Twitter community. *"...you must be active on Twitter to get something out of it. People who really 'get' Twitter are those who are actively participating, not just reading or posting links to their blog posts."*

Gala Jackson of [Interview Snob](#), who works primarily with young professionals, believes that *"Tweeting definitely has real value."* Jackson says, *"It has been a great connection point to other business owners for potential partnerships that can lead to greater visibility for my business. Twitter, in general, is a great resource for learning from others and helps me stay abreast of important trends relevant to our industry."*

Miriam Salpeter of [Keppie Careers](#), who is a Social Media Strategist and the closing keynote speaker at The NRWA 2013 National Conference in Chicago, believes *"Twitter and social media are tools that allow business owners to demonstrate their expertise; grow networks of people who know, like, and trust them; learn new information; and attract clients and customers, instead of always having to look for them."* Salpeter references this [recent report by LinkedIn](#), which provides additional insight on how small businesses are leveraging social media. Salpeter closes by saying, *"In my estimation, if you're*

a small business owner NOT using social media, your peers and competitors will likely surpass you before you know it!"

Webinar

ATS

Pat Criscito

Friday, March 21, 2014 - 1 pm Eastern

More information coming soon! Stay tuned to the website for details and to register.

[Register Today!](#)

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

New & Returning Members, NCRW Renewals

Welcome to our **56 new and returning members** for the month of February! 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](#).

February NCRW Renewals

Rosa Elizabeth Vargas, Career Steering, FL, Since 2008

25 New Members, Welcome!

Tierra Hardin, Hardin & Associates Career Consulting, LLC, Washington, DC

Sheena Davis, 911 Résumés, Fort Washington, MD

Jennifer Shulte, Howell, MI

Jacqueline Brown, Projections Résumé Writing Services, Hephzibah, GA

Kelly Salassi, Cordova, AK

Ashley Murry, Tempe, AZ

Karen Brown, Dromod, IRE

Wendi Weiner, Aventura, FL

Larcenia Martin, Cordova, TN

Kimberly Hornback, The Write Choice, Monroe, NC

Danny Rose, Career Consulting Solutions, Winston Salem, NC

Brian Warriner, Englewood, CO

Laura Chen, Albuquerque, NM
Beth Lovell, Employment Issues!, Lancaster, PA
David Dunn, Dunn Career Services
Dominique Greer, RocRésumé, Rochester, NY
Lidia Arshavsky, Jersey City, NJ
Kelly Reilly, Fairfax, VA
Fonda Johnson, FJohnson Essential Résumé Service, Cincinnati, OH
Nicki Massman, Greenwood Village, CO
Barbara Rohlman, Writers Mill Co, West Linn, OR
LaSha Cox, Upper Marlboro, MD
Kok Soon Jason Low, CaliberLink-EFD, WDA, Singapore
Mark Conway, St. Petersburg, FL
Barbara P. Atchley, Cullman, AL

31 Renewing Members, Welcome Back!

Sandy Jackson, Logos Writing Services Center, LLC, Douglasville, GA
Daniel Dorotik, 100Percent Résumés, Lubbock, TX
Doretha Jamison, Peoria, IL
Rosa Elizabeth Vargas, Career Steering, Maitland, FL
Chonce Maddox, DeKalb, IL
Nancy Gaither, S.O.A.R. Career Consulting, Woodstock, MD
Sonja Heck, Spot-On Consulting, Atlanta, GA
Janelle Kilson, Los Angeles, CA
Gail Frank, Frankly Speaking - Résumés That Work!, Tampa, FL
Nirmala Gangadeen, Hollis, NY
Fred Frazier, Jr., SCPO, USN (Ret.), NCAC, Nashville, TN
Sarah Jewell, A Remarkable Résumé, St. Augustine, FL
Cliff Flamer, BrightSide Résumés, San Francisco, CA
Francine Taitt, Toronto, ONT, CAN
Lisa Jones, Specialized Résumé Services, Somers, CT
Ruth Pankratz, Gabby Communications, Fort Collins, CO
Amy Schofield, Schofield Strategies, California, MD
Mary Soroka, Pen Works, Ink, Thornton, CO
Myriam-Rose Kohn, JEDA Enterprises, Santa Clarita, CA
Ashley Watkins, Write Step Résumés, LLC, Moody, AL
Lisa Koch, Arlington, VA
Kris Pilarski, Professional Courage, LLC, Medina, OH
Patti Rock, Hoff Résumés & Career Counseling Services, Clinton, IA
Melanie Noonan, Peripheral Pro, LLC, Woodland Park, NJ
Kevin Morris, Naples, FL
Krista Bogertman, Eastern Nazarene College, Revere, MA
Deborah Schuster, The Lettersmith, Troy, MI
Michelle Cook Kaufmann, MCK Résumé Service, Palm Harbor, FL
Dilshani Senaratne, Résumé Tokyo Translations, Tokyo, JAP
Dayna Feist, Gatehouse Business Services, Asheville, NC
Bob Janitz, Bob Janitz Résumé Writing and Career Services, Fort Worth, TX

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 résumé to get 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 résumé preparation package.
2. Adds significant value to the professional résumé preparation services members provide.
3. Gives members a considerable edge over their competition.
4. Enhances the member's current coaching efforts.
5. Increases the number of referrals that members receive from satisfied clients.

Visit 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

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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