

Dear <<First Name>>, In this edition of The NRWA Newsletter:
Find out how to increase your revenue stream with 2 webinars
scheduled in January

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The NRWA December 2015 Newsletter

January Webinar

**How to Maximize Your
Time, Income, and
Growth-Potential with
Group Programs**

Bridget (Weide) Brooks,
Résumé Writers'
Digest/BeAResumeWriter.c
om

**Friday, January 22,
2015**

11:30 a.m. Eastern to 12:30
p.m. Eastern (1 hour)

Résumé writers have the
opportunity to expand their
income-earning potential by
offering group programs,
paid teleseminars and
webinars, live workshops,
mastermind programs, and
membership sites.

[Register Here](#)

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FREE January Webinar!

**Reflect Your Client's
Communication Style with
DISCstyles™ Online
Behavioral Reports**

January 15, 2016 at 11:30
AM Eastern

Enhance your professional
writing and coaching
services with the bonus of
an additional income stream
by attending the FREE
DISCstyles Report Webinar.

[Register Here](#)

Executive Greeting-Shauna Bryce



members whose efforts during 2015 have been transformative, and have helped ensure a prosperous future for our organization. Their impact will be felt for years.

Brenda Cunningham



With Brenda's cultivation, our membership base is larger and stronger than ever.

As Membership Chair, she led our Directors of Industry (our board members devoted to a particular constituency in membership, such as new business owners) in several outreach projects that significantly grew our membership. For the first time, we met—and exceeded!—the 600-member mark.

In addition to outreach to bring in new members, Brenda led outreach efforts to our existing members. She ensured that, as a board and an organization, we were aware of and responsive to member needs ranging from educational opportunities to business building and technological questions. Brenda has been a tireless member advocate who has helped us provide greater member value

During turbulence in our administrative support positions, Brenda also fulfilled many of the admin functions associated with our membership support. She spent countless hours over several months patiently training admins, including The NRWA's current admin. This significantly reduced the impact on our membership of our sudden admin turnovers, as well as on other board members.

Throughout, Brenda created a positive, interactive, and supportive culture within our organization and our membership base.

Mary Jo King



Forming a new Governance Committee under her role as Secretary, Mary Jo combed through our bylaws, standing rules, organizational chart, and other documentation that had become fractured over the years. Gaps and redundancies were challenges to the foundation of The NRWA.

Over an intense period of months, Mary Jo led the review of our organizational structure and the overhaul of all these governing documents, making detailed recommendations to the board. These recommendations included restructuring some board roles and creating job descriptions for new board positions, the Sponsor Relations Chair and the IT Chair.

She also created a Board of Directors Reference Manual that was the basis for creating an orientation for incoming board members. Both the reference manual and the orientation are firsts for The NRWA, and help ensure smooth board transitions and operations. These projects are critical to the success of our board and, therefore, to the very success of the organization.

In addition to serving as a very active executive board member, Mary Jo's good spirits and sound counsel have been invaluable to our leadership.

Both Brenda and Mary Jo went far beyond their elected roles in order to make The NRWA better. Thank you.

Congratulations and thank you to all the board members, volunteers, and members who worked so hard this year! It was a pleasure to serve as your president.

Shauna Bryce

The NRWA President 2015

January Webinars

**Announcing a new affiliate partnership for
The NRWA Members and their clients!**

DISC Styles Online Behavioral Reports

**Learn more by signing up for the FREE
webinar on January 15, 2016
11:30 am Eastern Standard Time (EST)**

Register at:

www.thenrwa.com/event-2105015

**DISCstyle Report is an indispensable tool for
crafting résumés that work and cover letters
that position candidates for interviews.**

FREE Webinar!

**Reflect Your Client's Communication Style with
DISCstyles™ Online Behavioral Reports**

résumé and cover letter the same person that walks into the interview room? Often it's not.

The DISCstyles Communication Style and Behavioral Strengths Report helps to ensure that we, as ghostwriters, write in our client's voice and accurately glean their interpersonal skills. Plus, the reports are a great way to increase your income!

The DISCstyles Communication Style and Behavioral Strengths Report helps to ensure that you, as the ghostwriter, write in your client's voice and accurately glean interpersonal skills. Plus, the reports are a great way to increase your income!

The NRWA is excited about providing you with the opportunity to have direct access to ProfilingPro's trusted and well-known DISCstyles Communication Style and Behavioral Strengths Report for Résumés.

Join us for a free DISCstyles Report Webinar on January 15, 2016 at 11:30 AM Eastern Time.

You will learn how to ...

- Wear your client's hat, ensuring you adapt your writing style fittingly to that of your client.
- Generate more profits by adding a DISCstyles Communication Style and Behavioral Strengths Reports to your client toolkit.
- Hone in on your client's strengths in just 15 minutes.
- Integrate DISC report into clients' résumés and cover letters, portfolios, branding statements, interviews and professional development.

Jane Roqueplot, from ProfilingPro, is uniquely qualified to ensure you will experience positive and profitable results by taking advantage of your exclusive The National Résumé Writers Association benefit. A Certified Professional Behavioral Analyst, Jane owns and operates JaneCo's Sensible Solutions, a National Career Advancement Firm. Since 1995, JaneCo's has delivered positive results for job-seeking clients by providing career advancement planning services, including professional résumé and cover letter writing, personal marketing tools for effective job search campaigns, and customized career management coaching to help job-seekers achieve career satisfaction. Every JaneCo client's first step is taking a DISCstyles analysis. Jane expanded her company in 2001 with its division of ProfilingPro to provide DISCstyles materials, services and support for colleagues to become Authorized DISC Administrators.

Want to get a head start? Don't wait until January 2016!

this link to order your next résumé client's DISCstyles

Report: www.profilingpro.com/NRWA.html

Enter your client's name and email address as requested and make your purchase with your own credit card. Be sure to enter your email address in the payment information section to receive your receipt with your special The NRWA member rate. You'll not want your client to see your receipt.

[Register Here](#)

How to Maximize Your Time, Income, and Growth Potential with Group Programs

Bridget (Weide) Brooks, Résumé Writers' Digest/BeAResumeWriter.com

Friday, January 22, 2016

11:30 a.m. Eastern to 12:30 p.m. Eastern (1 hour)

Résumé writers have the opportunity to expand their income-earning potential by offering group programs, paid teleseminars and webinars, live workshops, mastermind programs, and membership sites. The challenge is filling these programs.

In this webinar, Bridget (Weide) Brooks will teach you cost-effective enrollment strategies to fill your group program.

You will learn how to ...

- Identify the best strategies to fill the type of program you want to offer
- Understand the differences in enrolling participants for different types of programs
- Establish a promotional timeline to maximize program enrollment
- Design your own custom action plan to implement the enrollment strategies discussed

There have been many programs geared towards marketing individual career services, but few targeted towards helping career industry professionals enroll clients in group programs — group coaching, webinars/teleseminars, live workshops, membership sites, and mastermind groups. Expanding beyond one-to-one work allows résumé writers to expand their income without doubling or tripling their workload. This program will offer tips for both beginners and veterans on attracting and enrolling program participants.

- Resource guide (websites/systems/tools to implement strategies)
- A customizable template for filling a group program

[Register Here](#)

What's Happening in the New Business Owners Industry?



By: Debra Ann Matthews

It's been so good to have served as your 2015 New Business Owner Representative. Gala and I have enjoyed representing you, encouraging you, and serving as your representatives.

We welcome **Wendi Weiner** and **Michelle Robin** as your 2016 New Business Owner Reps. Great things are in store for you from them.

And to get started with the good news:

Wendi Weiner, of The Writing Guru, helped motivated listeners in a recent radio interview through Local Job Network: **Classroom to Boardroom - Choosing the Perfect Internship**. Wendi is also excited to record an episode via podcast with Marie Zimenoff for the Career Confidante on writing and LinkedIn profile development: **Make Your Résumé and LinkedIn Profile Stick**.

Congrats Wendi!!

Madelyn Mackie, of Activate Your Career Dreams, landed a contract to design and teach a résumé-writing curriculum and write résumés for the Contra Costa County Welfare-to-Work Program. She presented her dynamic tips during the NRWA Conference this year on How to Build Your Résumé-Writing

Debra Ann Matthews, of Let Me Write It For You, has been asked to present a résumé seminar for the City of Clarksville, Tennessee, community centers. Congrats me!

The NRWA's Top Social Media Posts

8 Tips on How to Position Keywords on Résumés and Where to Find Them

3 Resources to Help You Write Thought-Provoking Content that Gets People Talking

10 Secrets to Achieving the Elusive Work-Life Balance, for those who work from home, and often work more than 8 hours per day!

New & Returning Members

Welcome to our **14 new and 24 returning members** for the month of **November**! Feel free to introduce (or re-introduce) yourself on our **Facebook page** or the **elist**.

You can also send your **Twitter** handle to **adminmanager@thenrwa.com**, and we will add it to our weekly tweet rotation.

Be sure to take this opportunity to network via our **LinkedIn Group** with other members of The NRWA and nonmembers who are career professionals.

14 New Members, Welcome!

Kathi Fuller, Ashland, New Hampshire

Gloria Aguirre, Phoenix Résumés AZ, LLC, Tempe, Arizona

Augustine Desrosier, Trenton, Illinois

Brittany West, Orlando, Florida

Alana Suarez, FastTrack RTW Services & Solutions, Bayonne, New Jersey

Jeremy Eudaly, Milwaukee, Wisconsin

Kathleen Wood, Delta Career Education, Tucson, Arizona

Maria Skoulaki, Athens

Fonda Johnson, FJ Resume Services, Smyrna, Georgia

Alaina DeWitt, Fast Track Return to Work Services and Solutions, Bedminster, New Jersey

Janice Dickson, Oxon Hill, Maryland

Peter Wilks, Bear, Delaware

24 Returning Members. Welcome Back!

Beth Colley, Chesapeake Career Management Services, Crownsville, Maryland

Freddie Cheek, Cheek & Associates, Amherst, New York

Kiersten Troutman, Second Glance Résumés, Canton, Ohio

Jeanne Knight, Career and Job Search Coach, Tyngsboro, Massachusetts

Betty H. Williams, BW Custom Résumés, Manakin Sabot, Virginia

Maureen Provost Ryan, MPRCC, Smithtown, New York

Joseph Perez, Seattle, Washington

Berva Arensdorf, Tryon, Nebraska

Igor Noskov, Kiev

Bettina Marshall, MPA, CJSS, Write Resume Inc., Chicago, Illinois

Gail Martin, Dream Chaser Resumes, Riverside, California

Eifron Brimble, Career Choice Resumes / First Place Resumes, Port Augusta, South Australia

MJ Feld, Careers by Choice, Inc., Huntington, New York

Adelle Dantzler, Dantzler Solutions LLC, Washington, District of Columbia

Laurel A. Kashinn, Write Stuff Resources, LLC, Cedarburg, Wisconsin

Gordon Heinrich, Absolute Best Résumés, Indianapolis, Indiana

Kathy Harber, Career Keys to Open Doors, Atlanta, Georgia

Madelyn Mackie, CCMC, Activate Your Career Dreams, Oakland, California

Suzanne Dubois, Lewiston, Michigan

Melanie Lenci, Résumé Relief, Schoharie, New York

Jean Austin, Talents Presented Resume Writing & Career Coaching, Melbourne, Florida

Dawn Rasmussen, Pathfinder Writing and Career Services LLC, Portland, Oregon

Victoria Kidd, OMP Consulting Group, LLC, Winchester, Virginia

Wendy Haylett, AboveAllResumes, Fairport, New York

Affiliate Spotlight | The Career Strategy Group



announce her partnership with the Forbes Coaches Council, an invitation-only community for top business and career coaches. Membership is exclusive: "each council has its own criteria for acceptance, including annual revenue, in addition to an application review process to ensure that only the highest caliber professionals are accepted," perhaps 10 percent of all applications received. Laura is eager to share her content on Forbes.com soon!

Laura's outplacement business is growing, with more than 50% of TCSG revenue coming from OP. As a result, this year Laura made some staffing additions! She recently hired a Managing Director for her new federal résumé writing practice, and a sales and marketing consultant!

Lastly, Laura has been selected as a featured career expert for the Michigan State Alumni Association (LENS). Go Green!

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