

Dear <<First Name>>! In this edition of The NRWA Newsletter,
Learn How to Get Sponsored for The NRWA Conference

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The NRWA July 2015 Newsletter

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Are You Ready for The 18th Annual NRWA Conference?



On September 16-18 The NRWA Conference will have breakout sessions about:

- How Adopting a Ghostwriter's Mindset Can Improve Your Résumé Writing
- How to Build Your Résumé Business through Speaking Engagements
- Best Practices for Résumé Review and Mock Interviews: A College Perspective
- Brain-Based Strategies for Confidence and Perseverance in the Job Search

Check out the [conference agenda](#) to view all of the scheduled sessions.

Here's Brenda Cunningham, our Membership Chair, telling us about what the NRWA means to her! Take a look!



Executive Greeting-Brenda Cunningham

Greetings, to the most amazing members of The NRWA!

It is finally my turn to greet you, and what a perfect time it is! We are right in the middle of our big member outreach push. Why? Well, the beauty of it is, it's not because we need the money. Rather, we want more career professionals to have affordable access to our member benefits and programs. Even today when I speak with prospective members, I find some of them don't realize that The NRWA is a nonprofit organization, and our entire board of directors is made up of volunteers. That's right. We just love you and this organization so much that we are willing to donate our time.

You may have seen some of our board testimonials boasting the goodness of The NRWA. I know for me, my business has already surpassed 2014 totals thanks in part to The NRWA. What has The NRWA done for you? Please be sure to comment when you see the posts making the rounds.

We've heard from you. We know you LOVE the e-list, and you really love the camaraderie that we all show to one another as colleagues — not as competitors — especially at the conference (I know I'll see you all there, right?)—where there are opportunities to strike up new subcontract opportunities and further solidify relationships with your peers. We have such fun, informative, and network-building activities in store for you. The bottom line...get involved, stay involved, keep developing, and don't ever feel like you're an island. Why? Because you're a part of the greatest family of résumé writers and career professionals; you're a part of The NRWA. See you in Charlotte, NC!

Brenda M. Cunningham

Director, Membership Chair



Recognizing Outstanding Achievement in Résumés (ROAR)

Calling all résumé writers! The NRWA is officially accepting your submissions to its first résumé-writing competition: *Recognizing Outstanding Achievement in Résumés (ROAR)*. Members and non-members can submit entries under one of the following business categories:

1. Experienced Business Owners (more than 5 years in business)
2. New Business Owners (up to 5 years in business)
3. Military/Government Career Services Professionals
4. Higher Education Career Services Professionals

You may enter up to three résumés within your business category that represent any profession or industry. Include a strategy paragraph for each résumé, explaining why you structured it as such. Client names, addresses, and company info should be fictionalized. Résumés that have won other contests do not qualify for this completion.

Each entry will be scored by three qualified judges, based on the following criteria: (1) design, style, and originality; (2) positioning, strategy, and creativity; (3) technical writing accuracy and grammar; (4) layout and readability for both the human reader and the computer/ATS; (5) branding and unique positioning; (6) keyword optimization for the target; (7) value/sales focus with specific accomplishments. Refer to **The NCRW Study Guide** and **The Gregg Reference Manual** for résumé writing concepts and strategies.

The competition closes on August 14, and the winners will be announced at the conference in Charlotte. The first-place winners from each business category will receive a free one-year membership to The NRWA. Following the conference, we will issue a press release announcing all the winners and runners-up and feature their names and entries on The NRWA website.

The price for entering a résumé in the competition is \$20 (per résumé) for members and \$35.00 (per résumé) for nonmember. No refunds will be given once payment is made.

Members and non-members, get ready to ROAR!

[Click Here to Register](#)

Mind Your Subcontracting Business With These 5

By: **Cheryl Cooper**

There is a lot to running a résumé-writing business. New writers may find that, in addition to conducting client intakes and actually writing the résumé, time must also be devoted to advertising, marketing, accounting, networking, and other business functions. With managing clients, writing time may be divided and lent to helping unfocused clients set clear targets. These non-writing activities can be a lot to deal with for writers who primarily want to focus on one thing, résumé-writing.

For résumé writers who enjoy the writing process, subcontracting can be an attractive alternative to getting knee deep in tedious business processes. With freelance services, all of the extra tasks can be eliminated, and the writer can focus solely on developing résumé strategies for various clients. At least, that's the idea. However, once writers get started in contracting their services, it's not too long before they realize that subcontracting is still a business. And as with any business, there are things outside of the main task that the owner must do to attract and sustain a business.

Here are a few things that may remain the same or actually become more challenging in running a subcontracting business.

1. **Increased Number of Clients Per Project.** With subcontracting, the threshold to client satisfaction is actually greater. The writer now has two clients per project rather than one. The subcontractor not only has to produce great documents that satisfy the candidate, but the business owner as well. Pleasing both clients can mean an increase in repeat business while displeasure from either can stop the flow of projects.
2. **Quality Service.** Unfortunately, I've heard countless times that it is hard to find good résumé writers, even though there are a lot of résumé writers available. Product quality can lack so much that the business owner has to spend additional hours editing the subcontractor's work to the point where hiring help is no longer beneficial. As subcontractors, writers should treat all projects as though they were contracted through their own company. Viewing projects as if the subcontractor's reputation depends on it is the best perspective to have, whether working with the candidate directly or not. To please all clients, higher levels of professionalism should be taken when interacting with candidates and when submitting completed documents. The happier the candidates are, the happier the business owners will be, and the better chances of building a profitable subcontracting business.
3. **Project Management.** With a direct business, the owner works one-on-one with each client's project. In offering freelance services, writers may work with multiple résumé businesses, so the need to effectively manage multiple projects increases. In addition to the actual product, there is now a requirement to manage

4. **Accounting.** In running a small business or offering freelance services, one constant that remains is accounting. There's no way of getting away from invoices, tax matters, and money management. When subcontracting with multiple clients, money management practices may not be aligned. Some owners may have their own system for tracking and submitting payments while others may require for the subcontractor to send invoices. Developing the right process to manage individual situations is critical.
5. **Brand Development and Partnership.** Whether subcontractors work directly with the candidate or as ghostwriters, their work helps business owners build and maintain a brand. Consider subcontracting as a partnership with the business owner, and you are sure to forge a long-lasting business relationship that benefits both parties. Business owners are apt to value subcontractors who produce quality work that does not require a lot of re-editing, and that brings high levels of customer satisfaction. This is what writers strive for in their own business and should be the same in subcontracting.

The bottom line is, subcontracting is still a business, and there is no way of getting around non-writing tasks. While there may be less time in certain marketing activities, such as social media marketing and advertising, many business activities remain present but may be in a different form. In starting my career in subcontracting, I take pride in my work and continue to develop my craft to assist résumé-writing business owners, so that we both find success. With subcontracting, I'm able to focus more on the writing, but like it or not, there is still a business side to contend with. My perspective is, the better I build and manage my subcontracting business, the greater the success I can contribute to business owners.

Cheryl Cooper, MBA, CPRW, NCRW, has been a writer for more than ten years and is the owner of Professional Best Writing and Media Services, LLC in Atlanta GA. In addition to services as résumé-writing subcontractor she provides writing services ghostwriting projects, business articles/white papers, and corporate training materials with voice-over. She is also a former Marketing Chair for The National Résumé Writers Association.

How to Get Sponsored for The NRWA Conference

By Cassie Olson



For those of you looking forward to The 2015 NRWA conference in Charlotte, NC, September 16-18, but don't know quite how you are going to pay, **listen up!**

If you are the founder and CEO of your *résumé*-writing or career-services business, then investing in yourself can be one the last things on your mind. However, if you aren't **investing in yourself**, then you aren't fully investing in your business. I encourage you to take the plunge and devote some time and money into advancing your knowledge and skills with all of the incredible sessions and workshops available at The NRWA conference.

If you are employed with a large university or a small nonprofit, ask your company to sponsor your professional development. As the old saying goes, "There is no harm in **asking**." Then the second old saying, "What's the worst they can say? No."

Choosing to discuss with your employer the idea of sponsoring your professional development shows that you are willing to take the steps to becoming the best employee for your company.

You may want to compose an email to your company letting them know **what specific workshops you plan to attend** and **include the descriptions of each**. You can [view the entire conference agenda here](#).

The following is some sample wording you could use when composing your request:

Dear _____,

First, let me give my heartfelt thanks for allowing me to make a difference in our [clients/students] lives by working for such an incredible organization. As a [*job title here*], I am always seeking opportunities to improve my knowledge and skills in order to best assist the [clients/students] I work with daily. My dedication to advancing my expertise has led directly to my clients gaining employment, which reflects positively on the organization. I am requesting that you consider sponsoring my attendance at the September 2015 NRWA conference.

maintain my certification, I must earn five continuing education credits (CEUs) every three years. The NRWA awards ten credits to conference attendees. [OR if you are NOT a Nationally Certified Résumé Writer you could say something like...]

- To become a Nationally Certified Résumé Writer, I must first earn ten continuing education credits (CEUs) to submit my writing sample and start the rigorous process to get certified. This certification will help me become a stronger writer and will add a valuable credential that reflects well on the company.
2. The conference would provide me with networking opportunities with résumé writers and recruit more volunteers to help us with federal resume writing and mock-interviewing.
 3. I plan to attend several presentations and workshops that will help me with my professional development and will have a significant impact on my growth and ability to contribute even more to the organization and the people we serve.

Following are descriptions of the presentations I have selected to attend:

1. **NCRW Boot Camp**: In a first-of-its-kind training, Norine Dagliano, NCRW, will coach you through exercises that will whip you into shape to pass the NCRW exam. If getting certified is a goal you have set, then this **intensive, hands-on workshop** is for you! During this workshop, you'll get an **inside look at NCRW grading standards** and scoring; **learn to identify and avoid common errors**; practice evaluating a candidate's experience to **assess what to put in a résumé and what to leave out**; learn how to take a cover letter from bland to attention-getting; see how to format Word documents for visual appeal, and so much more. *Recommended for résumé writers with one year or more of paid writing experience.*
2. **Racing towards the Future**: Despite numerous predictions over the last several years the résumé is neither dead nor dying; it will be quite some time before HR practitioners and hiring managers stop requesting them. There has, however, been an **evolution in the expectations of those who are looking to hire**. Today's résumé must reflect not only the job seeker's successes, contributions to their field, and achievements, it should also be supported by a **social media presence** that enhances the CV. It's not a matter of either/or...it's a matter of both! In this session, we'll explore what HR professionals, "gatekeepers," and **hiring managers really look for when reviewing a résumé** and how the use of technology has changed the process. You'll learn the challenges faced by new graduates and job seekers with "transferable skills" and answer the question "is a cover letter necessary?" A well-crafted résumé is an effective introduction and marketing tool for job seekers; while the résumé is still "in," mundane and boring are out!

résumés, even a little more quickly, without sacrificing quality? In this presentation, Bridget Weide Brooks, CPRW, will give you tools and resources to help you reduce the amount of time it takes for you to write a résumé, while simultaneously **improving the effectiveness of the résumés you write**.

4. The New Résumé: Who Needs an Online Portfolio and Why?: Résumés are no longer static pieces of paper. Advancements in technology and new hiring preferences have paved the way for online visibility through **real-time portfolios, infographics, visuals, and social résumés**. In this session, you will learn **how to help clients incorporate visual content** into their arsenal of career materials—and how to best use this content to stand out from the crowd of job seekers.
5. From Writer to Ghostwriter: How Being a Résumé Ghostwriter can Improve Your Career: Imagine a résumé-writing approach that delivers **maximum client satisfaction, completion of most of the writing in a single session, and little to no re-work**. Certified ghostwriter and résumé writer Laurel Kashinn will explain how adopting a ghostwriter's mindset can improve your résumé-writing career. Kashinn, who has written hundreds of résumés over more than 18 years, will share her collaborative résumé-ghostwriting technique. An experienced graphic designer, Kashinn will also demonstrate how to use **Adobe InDesign for creation of the résumé** and presentation in PDF, and then how to export the document to Word for a client-editable version.
6. How to Build Your Résumé Business through Speaking: Public speaking is the easiest way to share your expertise and **attract new customers** to your résumé business. It is a great way to **promote your business, build your customer list**, and even become another source of income. Learn which groups need to hear your message and how to reach out to meeting planners. You will also receive a simple script to use at the end of every speech to book more résumé clients.
7. Brain-Based Strategies for Confidence and Perseverance in the Job Search: You've written knock-out résumés, cover letters, and LinkedIn profiles for your clients. You've crafted solid strategies for their job search. You've turned your clients loose to execute ... but they don't follow through. What's wrong? There's a strong possibility that they are in fight-flight-freeze mode! And no matter how smart the search strategy, they won't succeed until they shift to calm-connect, peace-possibility, and ease-action. The question is "How?" Join us and come away with **practical, proven brain-based strategies to help your clients be bold, buoyant, and better prepared to succeed in the search!**
8. Writing Powerful LinkedIn and Résumé Headlines: The most important part of the client résumé and LinkedIn profile is usually the first thing readers see: the headline. The first line the reader sees should instantly communicate what your job-seeking client has to offer. This session will teach you **strategies for writing powerful headlines for your clients' résumés and LinkedIn profiles**.

NRWA website, but what exactly does that mean and what responsibility do we have as professional writers to uphold that mission? In this session, Joseph D. Keefer, Ph.D., and Director of the Center for Excellence in English Usage, will engage The NRWA members in a discussion of **how written communication has changed, what impact this has in the job search and workplace**, and how we can help our clients impress potential employers with well-crafted documents. You won't want to miss this session and the valuable insights and information Dr. Keefer will share about the importance of writing well!

10. Operation Federal Résumé: Applying Battlefield Phases to Create Targeted

Resumes: In this session, Bruce Benedict will show you how to help **transitioning military, veterans, and federal government employees tailor and target their résumés** to specific job announcements. Taking a unique approach that resonates with current and former military personnel, Bruce identifies the hiring manager as the “enemy” and the vacancy announcement as the “battlefield.” In order to win the “war” you must complete each objective on the “battlefield” (vacancy announcement), phase by phase. Using battlefield illustrations and descriptions for various types of vacancy announcements, this session will **guide you in applying the fundamentals of the military and battlefield process to any federal government and USAJOBS vacancy** announcement—so you can accurately **aim/tailor the résumé to the high-value target and secure the interview**.

11. Helping Clients Optimize their Job Search Efforts and Outcomes: With expertly written résumés in hand, your clients are assured of job-finding success. Well, maybe not. Sadly, too few know how to conduct an effective job search and may even blame the documents for their lack of progress. Why not give them an edge on the competition with **job-search tips, forms, and coaching**? This session provides **time-tested strategies and materials for maximizing the job seeker's time and productivity** through a proactive and accelerated approach. You will **receive guidance, materials, and resources** for helping your clients cover all the job-search bases and for organizing their job search activities.

12. Build a Résumé Service that Rewards Your Expertise While Delighting Clients:

Whether in private practice or working within an organization, many résumé writers struggle to build a résumé service that is consistently busy, sufficiently rewarding, and largely free of difficult clients. In this session, two of the industry's top experts, authors, and entrepreneurs will share success secrets from their combined 60+ years of running thriving career practices! In a lively, engaging presentation that will appeal to new and experienced résumé writers alike, the presenters will **reveal their recipe for success and happiness in the career services industry**.

Sponsorship Options:

- Conference Registration: \$449
- *Total=\$449*

Level 2:

- Allow for paid time off (PTO) from September 15th-18th
- Conference Registration: \$449
- Flight from DEN to CTL=\$404
- *Total=\$853*

Level 3:

- Allow for paid time off (PTO) from September 15th-18th
- Conference Registration: \$449.00
- Flight from DEN to CTL=\$404
- Hotel Accommodations at the conference hotel-**Le Meridien Charlotte** \$159/night X2 = \$318
- *Total=\$1,171*

Sincerely,
First, Last Name

It's important to lay out the different sponsorship opportunities for your employer. They may not be able to cover the entire conference, but they may be able to help you out with a few of the costs.

Cassie Olson
Director, The NRWA Marketing Chair

July Webinar

Marketing and Writing the Value-Add 30/60/90-Day Plan: "From Interview to Offer"

A Strategic Career Tool that Optimizes Interview Success

Jan Melnik, Absolute Advantage

Friday, July 17, 2015

11:30 a.m.-12:30 p.m. EST

increase the likelihood of getting to the offer? Would you like to learn how to market and write this powerhouse tool that can retail in the \$1,200–\$1,800 range?

Jan will teach you how to educate your clients about the value of the 30/60/90-Day Plan. You will learn how to market and price this strategic, add-on collateral. And, you'll learn effective client debriefing strategies and writing techniques essential in creating this customized plan for your clients.

Program Take-A-Ways

In this webinar, Jan Melnik will...

- Introduce the 30/60/90-day Plan.
- Show you how to promote it successfully to your clients.
- Share key strategies for profitably pricing this effective tool.
- Teach you the best techniques for debriefing clients in order to obtain salient interview details.
- Provide you with step-by-step instructions for writing a 30-/60-/90-day Plan.

This webinar qualifies for one CEU.

This one-hour webinar is \$19.99 for members and \$29.99 for nonmembers.

Note: The webinar is open to anyone, but the information presented may be better suited to advanced-level practitioners working with senior managers, executives, and chief officers.

Introducing Our Newest NCRW-Wendi Weiner

Wendi Weiner is creatively known as The Writing Guru. The idea to start a writing business came to mind during her seventh year of teaching college-writing courses. Wendi said, "Naming the business was the easy part—focusing on specific niches of writing was a different story."

Wendi provides an array of writing services, from résumés and career documents, to college admissions essays, web copy, and executive bios. She works with a variety of clients, but her true niche is with senior managers and executives. Wendi also shares with her clients the philosophy of following one's dreams and realizing that there are no limits on what we can do in our careers and life.

The NRWA was the catalyst which really opened Wendi's eyes to the possibilities that

possible, writing more, expanding her horizons, and getting nationally certified.

Wendi is also a CPRW and a Florida Bar attorney who has been quoted in *The Huffington Post* and *Business News Daily*. She has an article published by *The Huffington Post* blog and was nominated as one of the *Top 40 Under 40* in 2015 by *The South Florida Business Journal*. Recently Wendi spoke on behalf of the American Bar Association to more than 250 lawyers and law students about résumés and LinkedIn profile strategies. She also created her own ebook, "How to Get the Highest Paying Job in Your Field: A Job Seeker's Guide to Writing the Perfect Résumé."

Wendi decided to pursue the NCRW certification because she wanted to establish herself as an expert and one of the best in the résumé-writing industry. She believed it would strengthen her credibility and presence in the industry and allow her to leverage her skills to do more speaking engagements and national publications.

Wendi looked into other certifications but found that the NCRW certification is dubbed as the *crème de la crème*. The NRWA is an association that has been around for nearly 20 years, and is the true founding association for résumé writers. She has stated that while the other organizations offer great credentials and certification processes, she wanted a certification that was globally recognized. She also wanted one that was earned through hard work and an exam process similar to how she took the bar exam when she became a lawyer.

Wendi felt the process was both challenging and rigorous, making her a better résumé writer. She also said that the feedback was incredible.

For those who may be hesitant to pursue the NCRW certification, Wendi suggests being prepared to work hard and be challenged, but it's supposed to challenge you! In Wendi's own words, "If it were easy, everyone would be an NCRW."

New & Returning Members

Welcome to our **15 new and 29 returning members** for the month of June! 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.

members of The NRWA and nonmembers who are career professionals.

15 New Members, Welcome!

Mary Nolan, Natick, MA

Dave Rosen, Levittown, PA

Claudia Cervantes, Carson City, NV

Candis White, Peachtree Corners, GA

Nancy H. Segal, Solutions for the Workplace, LLC, Evanston, IL

Zeneta McDougal, Career Clincher Career Coaching & Resumes, Grand Prairie, TX

Jenn Phalen, Billings Job Service, Billings, MT

John Bailey, U.S. Air Force, Holloman AFB, NM

Teresa Chiykowski, TLC Write, Nepean, Ontario

Sharyn Grose, Sharyn Grose, Sherman Oaks, CA

Jayan Pankhania, Centric Web Solutions, Canoga Park, CA

Kelly Sicina, Cary, NC

Youlisha Bundy, Stafford, VA

Maggie Mullikin, Elon University, Elon, NC

Daniel Taylor, Amazon Fulfillment, Rochester, IN

29 Returning Members. Welcome Back!

Mill Montejo, The Talent Mill, Clifton, NJ

Lynne Weatherholtz, Alvernia University, Reading, PA

Lynn Talarico, Missoula Job Service, Missoula, MT

Gayle Chiykowski, Ottawa, Ontario

Phaedra Brotherton, Arlington, VA

Jamie Wheeler, Frontier Nursing University, Lexington, KY

Mary Jo King, Alliance Résumé & Writing Service, Racine, WI

Ingrid Johnson, Lithonia, GA

Paula Daniel, Career Resources, Inc., Bridgeport, CT

Jacqueline Curtis, Department of Veterans Affairs, Veterans Health Administration, West

Palm Beach, FL

Pamela Duquette, New World Resume, Pelham, NH

Andrew Coston, Cecil College, North East, MD

Sue Montgomery, Resume Plus, Dayton, OH

Lynn Walker Levy, LWL Career Counseling, Milton, MD

August Cohen, GetHiredStayHired, LLC, Raleigh, NC

Daniel Usera, Kansas City, MO

Christopher Adelman, Springfield, VA

Cheryl Hall, Cecil College, North East, MD

Ellen Steverson, StartingBlock Career Services LLC, Summerville, SC

Constance Reece, Lock Haven University, Muncy, PA

Cheryl Cooper, Professional Best Resumes, McDonough, GA

Denise Edwards, New Leaf Career Solutions, LLC, Atlanta, GA
Bill Hampel, HRO - Total Career Services, Jacksonville, FL
Andrew Pearl, Precision Resumes, Inc., Longwood, FL
Laura Gonzalez, Masterwork Resumes, Plano, TX
Katie Anton, In Writing, LLC, Milwaukee, WI

Affiliate Spotlight-FlexJobs



FlexJobs is the leading online service for professionals seeking telecommuting, flexible schedule, part-time, and freelance jobs. With flexible job listings in over 100 career categories and opportunities ranging from entry-level to executive, freelance to full-time, FlexJobs offers job seekers a safe, easy, and efficient way to find professional and legitimate flexible job listings. Having helped over 900,000 people in their job searches, FlexJobs has been featured on CNN, the *Wall Street Journal*, *Forbes*, Good Morning America, among hundreds of other trusted media outlets. The NRWA members receive a 30% discount off **FlexJobs**.

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