

# The NRWA June 2015 Newsletter

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## Share Your Favorite Articles Here:



## Are You Ready for The 18th Annual NRWA Conference?



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

about:

- Visual **Résumé**
- LinkedIn Profile Writing
- Using Technology to Increase Your Productivity
- Writing for Millennials, and much more.

Check out the **conference agenda** to view all of the scheduled sessions.

## Executive Greeting



Greetings members! I've had the pleasure to meet many of you since I joined The NRWA in 2008, and I'm convinced that our members are the finest **résumé** writers in our industry. I'm pleased to announce The NRWA's first annual **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
2. New Business Owners
3. Military/Government Career Services Professionals
4. Higher Education

Individuals may enter up to three résumés within their business category that represent any profession or industry. Résumés that have won other contests do not qualify for this completion.

Each entry will be scored by three judges, based on the following criteria:

- (1) Design, style, and originality
- (2) Positioning, strategy, and creativity
- (3) Technical accuracy and grammar
- (4) Layout and readability for human and computerized reader
- (5) Differentiated and branded
- (6) Targeted keywords and optimized for position
- (7) Value/sales focus in content with accomplishments

Three graders from each category will score entries.

**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 and add the winners and runners-up 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 non-members. Interested writers can register for the competition and submit payment from a dedicated page on The NRWA website after June 15. Details about how to submit a résumé will also be included on the website. No refunds will be given once payment is made.

Members and non-members Let's hear you *ROAR!*

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## What's Happening in the Experience Business Owners Industry, West



**By: Ruth Pankratz**

**Director, Experienced Business Owners Industry**

It's been a delight to support The NRWA Experienced Business Owners Industry. Based on several conversations with colleagues, many business owners are experiencing increased business, as well as new business opportunities during the first half of 2015.

**Brenda Bernstein**, The Essay Expert LLC, Madison, WI, will be releasing a print version of *How to Write a KILLER LinkedIn Profile* and *18 Mistakes to Avoid* during the month of June! She is also launching a brand spankin' new website that will (fingers crossed) be live by the time you receive this newsletter!

**Marie Zimenoff**, Executive Director of Career Thought Leaders and Resume Writing Academy, Fort Collins, CO, spoke at the National Association of Workforce Development Professionals conference in May and is gearing up to present at the National Career Development Association and Alumni Career Services Network conferences in June and July. Marie was excited to be quoted in *Forbes* along with John O'Connor, Melanie Lenci, and Louise Kursmark.

**Brenda Cunningham**, ROYAL Resume Services, Laveen, AZ, has been asked to return and teach a two-day career readiness class for the Doctor of Pharmacy students at Midwestern University. She has also recently taught a networking class to the members of the Kingdom Business Association at Faith Christian Center Church in Phoenix, AZ. Brenda was honored to be elected as the new president of the *Résumé Writer's Council of Arizona*, a group of about 20 local résumé writing professionals who care about building their professional networks and continually improving their skills.

This year I've been very busy with an increase in client business while also providing contributions to AARP's Life Reimagined programs and Dick Knowdell's Job & Career Development Coach training program. I was honored to be selected as the co-editor for the *Career Planning and Adult Development Journal* released in June 2015.

**Ruth Pankratz**

**Director, Experienced Business Owners Industry**

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## Taking the Leap of Faith into Your Business

By: **Wendi Weiner, The Writing Guru**



I remember the precise moment when I first heard my life-changing statement. I was running in the early dawn on a Saturday as part of my training for the New York City Marathon. It was nearly 90 degrees in the dead of summer in Miami. The humidity was horrific, and I repeatedly questioned my sanity for awakening at the ungodly hour of 4:00 a.m. to run over 14 miles.

My coach was beside me. I mumbled to her, "This is really hard." She turned to me and said, "Of course it's hard. Life begins at the end of your comfort zone."

That statement resonated within me at that particular time, and it resonated for me those last few painful miles of my first marathon. After I had crossed the finish line with my body on empty and my mind completely delirious, I knew what it was like to push beyond my limits and to feel really uncomfortable. So uncomfortable that I had to become comfortable with being utterly and totally uncomfortable. It was a feeling that was indescribable. The pain was worth the glory of achieving something truly amazing.

Running a marathon changed my life. It made me realize that I could do anything I put my mind to

In 2010, I incorporated The Writing Guru. I did a handful of seminars at local schools and had a few clients here and there every other month. I had a basic website with limited information.

The idea to go full-throttle with my writing business came to me when I realized that I reached the top of where I wanted my legal career to go, and yet it wasn't enough for me personally. My friends and family thought I was crazy for thinking that a six-figure salary, company car, 401K, and no pressure for billable hours was simply not enough for me. I was miserable. I fell into a depression. I felt trapped by Corporate America. I needed the paycheck, but I didn't want the headache, stress, or anxiety that went along with it. I realized that my career was meant to take me elsewhere other than practicing law.

I am an all-or-nothing person by nature. When I make a decision, I stick to it. I took that stubbornness and bottled it up into the idea of becoming a top résumé writer. I knew my public speaking background would help me gain speaking engagements. I also knew that my educational and academic background would give me credibility as I put myself out there on the national circuit. So, I jumped in, head first, and hired a programmer to create an interactive website. I obtained my CPRW to increase my credibility in the résumé writing world. I joined as many local professional associations as I could, and I joined The NRWA as well as other organizations for résumé writers. I put in late nights, weekends and even spent my lunch break sitting in my car returning calls to potential clients. I read articles, took webinars, and trained myself how to market via social media. I was on information overload, but I knew I was going to hit the jackpot.

When did I know I had something bigger than I had dreamed of? It occurred on a Sunday morning when I received my first direct sale. At that point, I was charging \$900 for a résumé, cover letter, and LinkedIn

something on my website drew him to hit the “Buy Now” button. He eventually ordered two separate résumés from me. He became my biggest client, and it seemingly happened overnight.

Months later, I was booking speaking engagements left and right, I had clients on two-to-three-week waitlists for résumés, and I was getting multiple calls a day from professionals from all over the United States.

A year after I generated The Writing Guru as a successful part-time business, I made the decision to go full-time and leave my, “Corporate America,” job with a smile on my face. It was scary. It was nerve-wracking. Yet, something told me this was my destiny. Within a matter of weeks of moving into the full-time sector with my business, I was booking more clients than ever. I was also taking my speaking engagements to a national presence, blogging for other career sites, and I began the process of obtaining my NCRW.

It has been said that “Doubt kills more dreams than failure ever will.” We all deserve to revel in something that resonates our passion and skills. If having a résumé-writing business is your dream, do it. Step out of the comfort zone. That’s where it all truly begins.

**Wendi Weiner**, creatively known as The Writing Guru, is an Nationally Certified Résumé Writer (NCRW) and Certified Professional Resume Writer (CPRW) with over 15 years of expertise in professional résumé writing, essay writing, and professional editing. Wendi's background spans from graduating from a top 100 law school, teaching college writing for over seven years, and practicing law for over ten years in both insurance coverage and appellate practice. She is known for her knack of public speaking and presentation skills and commands a presence at local and national seminars and conferences for business writing, résumé writing, interview skills and college admissions essays. With advanced knowledge and training on cutting-edge techniques in the writing

frequently interviewed and quoted in online and written publications for these areas of expertise, including *The Huffington Post* and *Business News Daily*. She is also the author of "*How to Get the Highest Paying Job in Your Field*," a book dedicated to top résumé-writing strategies.

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## 21 Tools to Help Manage Your Resume Writing Workload

By Mill Montejo



As a résumé writer and business owner, you handle many different areas of your business. You may still write some résumés and develop LinkedIn profiles for your customers, but you cannot forget about the marketing and advertising piece of the puzzle. This area of your business brings in the clients and guides them through your sales funnel. You can delegate this to a trusted employee, sub-contractor, or even an outside agency if you can afford it.

However, if you are just starting out or you like to manage your own marketing, then you will love this list of 21 tools to help you manage your résumé-writing business workload. I have compiled and curated a list of online tools and resources that I have personally used to help me market my career assistance products and documents. While some tools are



As a résumé writer and LinkedIn profile developer at **The Talent Mill & HelpWriteResume.com**, I have been helping client build websites since 2001. I am in a unique position being both a résumé writer and a web developer, and I use the following tools to help me keep up with the fast-paced marketing and PR world. They can help you tremendously if you learn how to utilize them to your advantage. If anyone needs additional personalized assistance, I can help other résumé writers by remotely signing into their computers and guiding them in the process.

### Task and Social Media Channel Management

1. **Buffer**. We selected this app for monitoring and posting **The National Résumé Writers Association** social media channels .
2. **Hootsuite**. Allows you to schedule your tweets, Facebook posts, and ad campaigns in advance, and it helps you maximize your exposure at different times of the day.
3. **Asana**. An excellent tool for managing your tasks as a team. Collaborate with colleagues and keep all of your communications in one accessible place. Asana is also available as a phone app to help you keep up while you are on the move.
4. **Rapportive**. This tool helps you to view all of your clients details directly in your Gmail. This helps you to easily remember and identify your clients, which aids in communications.

### Content Sharing

5. **Scoop.it**. Similar to Pinterest, Scoop.it lets you create information boards that you can share; get inspired and re-create exciting content to publish online.
6. **Feedly.com**. Great content aggregating mobile app for posting to your social media channels on the run.

### Engagement

7. **PicMonkey**. Picmonkey helps you turn ordinary photos into shareable images and infographics. This and similar websites are a must-have tool for anyone in marketing.
8. **Powtoon**. A great platform for creating impressive presentations, Powtoon will help you create different ways to grab attention through visual, audio, and graphic options.
9. **Mention**. Never miss a thing online that is related to your target audience. Mention helps you by allowing you to see the source of any name across the web and social media alike. This tool helps you stay in the know about what people are saying, so you can respond immediately and engage your potential customers.



10. **Phonto**. This nifty phone app allows you to put text on photos quickly. When you are out, you can discover new ways of using visual media to inspire and promote your upcoming ad campaigns.
11. **Pixabay** You can copy, modify, distribute and use the images, even for commercial purposes, without asking permission and without paying attribution. However, depicted content may still be protected by trademarks, publicity, or privacy rights, so make sure to read the fine print.
12. **Free Digital Photos**. If you need free, professional business photos, this is the place to go.

### Writing Assistance

13. **Grammarly**. A perfect tool as a second set of eyes to help you catch grammar mistakes.
14. **GrammarCheck.me**. Enter your text to analyze it for errors.

### QR Codes

15. **QRStuff.com**. Create free QR codes using this tool.
16. **GoQR.me**. You can generate *free* QR codes on this website.

### Websites and Blogs

17. **Wix**. Easy to customize website building with no coding skills needed.
18. **Moonfruit**. A free website host and editor with a plethora of fresh designs and detailed editing options.
19. **Weebly's**. Online website designer is a little easier to use than Moonfruit's. You are giving up some design elements from what Moonfruit offers; many of Weebly's themes are the same as those offered by WordPress.
20. **GoDaddy**. Free domain with an annual plan, 300 business and personal themes, unlimited pages, 10 GB disk space, 500 GB bandwidth, business email from Office 365, free for a 1st year, mobile site.
21. **Wordpress**. WordPress.com is optimized for SEO and getting your site in front of searchers on all of the major search engines.

These are just a few of my favorite tools I use on a weekly basis to tackle my marketing and business tasks. Companies are popping up every few days offering some great new

overwhelming and bogging you down. If the learning curve is too deep, try another source. Feel free to send me emails with tech questions and I will always try to help. You can reach me at [Mill@HelpWriteResume.com](mailto:Mill@HelpWriteResume.com) or [Mill.Montejo@gmail.com](mailto:Mill.Montejo@gmail.com)

**Mill Montejo**

Social Media Manager  
The NRWA

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## June Webinar

### **Minimizing Our Risk of Failure: Applying Risk Management Strategies to Résumé Writing**

Michelle L. Aikman, NCRW, Skilled Assets

**June 19, 2015**

**11:30 a.m. – 12:30 p.m. EST**



How often do you encounter a client with a challenging history or profile? Are you worried that if you disclose too much or too little information that the client's résumé will not help him be successful? Are you hesitant to use creative techniques that could help your clients because you are concerned that they may demand refunds or spread bad publicity about you?

Job seekers are becoming more diverse because of ever-evolving employment trends, which complicates the résumé-writing process. If you struggle to write résumés for these challenging clients, then a risk-management plan can improve your résumé-writing process and provide vital protection for you and your client.

Risk management is the systematic process of understanding, evaluating, and addressing risks to maximize the chances of achieving objectives. In this webinar, Michelle will explore the various ways to implement good risk-management practices so you can help your challenging clients without putting your credibility and profession on the chopping block.

- Use risk-management strategies to protect your professional credibility and your business.
- Recognize and assess the risks and benefits of various résumé techniques.
- Reduce your risk of failure through improved decision making.

This webinar qualifies for one CEU.

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

**Save the Date, for the July webinar**

On Friday, July 17 at 11:30 a.m. EST, Jan Melnik of Absolute Advantage will be offering a webinar on Marketing and Writing the Value-add 30-/60-/90-day plan: "From Interview to Offer."

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## **Introducing Our Newest NCRW-Michelle Robin**



Michelle Robin started Brand Your Career two years ago after over 19 years in the B2B marketing environment. Her resolve was to use her marketing expertise to promote individuals, and in turn, escape the corporate world for something more flexible. Brand Your Career is an all-inclusive company that does everything from résumé writing to personal-brand coaching. Michelle specializes in marketing and sales executive résumés. To Michelle, the résumé is, “the ultimate direct marketing piece because it is directly selling a person’s value/skills to a company.” She is truly passionate about helping people find jobs and enjoys the unique challenge that every client brings.

S. described the certification as, “Getting your master’s in résumé writing.” Michelle knew right then; it was something she wanted to pursue after getting some experience under her belt. Ultimately she decided to pursue the prestigious NCRW certification as a way to stand out from other writers and add to her credibility.

Michelle plans to use her certification to stay up-to-date on the latest résumé trends. She also plans to attend The NRWA Conference in September after having attended the prior two years. In the near future, she’d like to develop a training program specifically for sales and marketing professionals. It’s her mission to abolish the words “responsible for” from all résumés!

Michelle says that the NCRW process is challenging, but not impossible. For her, the grammar portion was far more stressful than writing the materials for the mock client. For those who may be hesitant to pursue the NCRW certification, Michelle says, “You shouldn’t have to feel you need to wait until you have years and years of experience. It definitely helps to talk to current NCRWs and share your work to get some guidance along the way.” If grammar isn’t your strong point, Michelle highly recommends studying the Gregg Reference Manual and The NRWA self-study courses.

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## New & Returning Members

Welcome to our **30 new and 22 returning members** for the month of May! 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.

**30 New Members, Welcome!**

Melloni, Banks, Antioch, California  
Hollie Baker, Custom Resume Writer, Tyler, Texas  
Samantha Carroll, Once Upon A Brand, Gaithersburg, Maryland  
Antoinette Bell, Lake Land College, Mattoon, Illinois  
Patti Long, Tyler, Texas  
Kathleen Killins, Jacksonville, North Carolina  
LaKeidra Veal Hill, Soulé Communication, LLC, Suwanee, Georgia  
Carla Thomas, Bedford, Texas  
Susan Motley, The Resume Nerd, Richmond, Virginia  
Orinthia Marks, Oakville, Ontario  
Renita Harley, Zultimate Resume & Career Services, Grimesland, North Carolina  
Elizabeth Foster, The Resume Writing Coach, LLC, Sioux Falls, South Dakota  
Kate Quinlan, Kutztown, Pennsylvania  
Brittney Geathers, Richmond, Virginia  
Edy Rhodes, Middlebury Institute of International Studies, Monterey, California  
Charmaine Pocek, Houston, Texas  
Barb Meyer, Everett, Washington  
Megan Goforth, Vinton, Virginia  
Holly Genser, Lake Worth, Florida  
Cathleen Garner, Pearland, Texas  
Shereeta Williams, N. Babylon, New York  
Bryant Dolbow, San Diego, California  
Meghan Oliver, Northfield, Vermont  
Kathryn Provost, Norwich University, Northfield, Vermont  
Olukayode Aina, Kett Associates, Abuja, Nigeria  
Onika Richards, Brooklyn, New York  
Kellie Carnahan, Adrian College, Adrian, Michigan  
Charley Holden, Anderson, South Carolina  
Emma, Campbell, Pendleton, South Carolina

**22 Returning Members. Welcome Back!**

Danielle Rouson, Mobile, Alabama  
Ginger Korljan, Take Charge Coaching, Phoenix, Arizona  
Linda Gibson, Career Helm, Slidell, Louisiana  
Suzette Jolly, Danielson, Connecticut  
Laura Gonzalez, Masterwork Resumes, Plano, Texas  
Gulnar Mewawala, The Emphatic Resume, Voorhees, New Jersey  
Robyn Feldberg, Abundant Success Career Services, Frisco, Texas  
Flora Quick, Workforce1, Brooklyn, New York  
Sally Calloway, Sally Calloway International, Las Vegas, Nevada  
Shauna C. Bryce, Bryce Legal Career Counsel, Annapolis, Maryland  
Lawrence Nevins, Danville, Alabama

Judy Friedler, CareerPro International, Mississauga, Ontario  
Katrina Brittingham, VentureReady LLC, Upper Darby, Pennsylvania  
Judith Pratt, A Resume Works, Overland Park, Kansas  
Irene Marshall, Tools for Transition, Fremont, California  
Norine Dagliano, ekm Inspirations, Hagerstown, Maryland  
Cheryl Wingert, College of Charleston, Charleston, South Carolina  
Vivian VanLier, Valley Glen, California  
Nanette, Kirk, NetKi Enterprises, LLC, Towson, Maryland  
Debra Ann, Matthews, Let Me Write It For You: Job-Winning Resumes, Clarksville, Tennessee



## Affiliate Spotlight- FlexJobs

### Four Remote Jobs for Résumé Writers

*Brie Weiler Reynolds is the Director of Online Content at **FlexJobs**, the award-winning site for remote jobs and flexible work opportunities. With a background in human resources and career advising, Brie has 10 years' experience working with job seekers and employers, and over six years' experience in the remote work space. Follow Brie and FlexJobs on Twitter, @FlexJobs. The NRWA members receive a 30% discount off FlexJobs.*

Whether you've spent your life as a résumé writer or are writing résumés on the side, you've gained skills to help you find other great jobs. If you're looking to add a telecommuting position to your own résumé, here are four ideas for applying professional résumé-writing skills to other areas.

As you know, transferable skills can help position a person for a different career field, and résumé writers have them in spades, including excellent analytical skills, writing abilities, communication skills, attention

applied to other roles!

Here are four **remote jobs** for résumé writers.

### **Recruiting Copywriter**

If you've mastered the ins and outs of résumé writing and related areas like recruiting and hiring, a remote recruiting writer may be the job for you. Companies and consulting organizations hire professionals to write job descriptions and recruiting-related copy. These jobs require previous writing and recruiting experience, so it's a natural fit for someone who's worked with hundreds of job seekers (or more!). You understand how to speak to top candidates through well-crafted job descriptions and recruiting copy.

### **Data Entry Specialist**

Remote jobs in data entry are particular well-suited for the attention to detail and patience that résumé writers possess. These jobs require proofreading and editing, focusing on details, and working within time constraints. While some positions require particular knowledge of the data being manipulated, most look only for those transferable skills we've already established you have.

### **Proofreader**

Years of proofreading error-riddled résumés has prepared you for remote proofreading jobs. Knowledge of styles like APA, MLA, and the Chicago Manual will help you in these roles, as publications and online media outlets each have a preferred style. Also, think about your hobbies and expertise areas, because editing and proofreading jobs often seek people for particular subjects. For example, we've seen listings for topics like fine arts, alternative music, and freshwater aquariums.

### **Career Coach**

As colleges open virtual degree programs, they also add remote support functions like career advising. If you're a certified résumé writer as part of a career coaching practice, becoming a remote career advisor is an idea to consider. Communication skills are important in this



available through private organizations.

Résumé writers, take your own advice and use transferable skills to find the right remote job for you!

*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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## Keep Up With Us



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