

Dear <<First Name>>, This edition of The NRWA newsletter is jam-packed with industry news, education, and **Résumé Real Estate: Maximizing Your Potential by Optimizing the High Impact Zones**

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The NRWA April 2016 Newsletter

Writing Excellence: Moving from Mediocre to Magnificent!

SOLD OUT!

Stay tuned for the next opportunity to register and learn résumé writing best practices, prepare for the NCRW exam, and gain skills to make your clients happy with truly exceptional résumés.



In This Edition:

- The NRWA Conference Sets Anchor in Annapolis, MD
- April Webinar
- Nonfiction Writers Conference-NRWA Discount
- Executive Greeting-Pat Criscito
- What's Happening with the Experienced Business Owners Industry Eastern Region-Virginia Franco
- Résumé Real Estate: Maximizing Your Potential by Optimizing the High Impact Zones
- Top NRWA Social Media Posts
- New & Returning Members
- Affiliate Spotlight-Career Enlightenment

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**The NRWA Conference
Annapolis, MD
September 21-23 2016**



Gather all ye mateys and board the conference ship as we set anchor in Annapolis, MD, which is one of our most popular conference locations. We'll be at the Annapolis Westin right in the heart of the historic district and close to all of the delightful shops and the quaint waterfront which makes Annapolis so special. The conference program committee is working hard to secure some riveting speakers and presentations that will not only help you guide your clients in 2016 and beyond, but also run a better, leaner business too.

[Hotel Accommodations](#)
[Conference Agenda](#)
[Activities](#)

[Register Here](#)

April Webinar

Ruthlessly Edit Your Way to Powerhouse Precision Bullets
★ Qualifies for 1 Continuing Education Credit

Save the Date and JOIN US for this fun hour of education!



Deb Dib, **Executive Power Brand**

Friday, April 29th, 2016

11:30 AM – 12:30 PM EST (1 hour)

As rude as that phrase may sound, it's here because the market commands it. With dwindling attention spans and information overload our brains scream for clear, swift communication that cuts through the incoming and reads clean on a handheld screen.

That's why the most effective business and career communications are shrinking—fast.

As career writers on the cutting edge, we already know how to simplify content—to transform paragraphs of client notes into bottom-line-it-for-me bullets.

Now we're challenged to get those bullets even more focused, concise, and powerful—and Deb Dib, a co-founder of The NRWA and a pioneering precision writer, is here to help.

Join Deb for a fun hour of serious bullet-craft. New and seasoned writers alike will learn strategies and tips on how (and why) to:

1. Start with the Why-Buy-ROI.
2. Identify "essential vs. important vs. everything else."
3. Front load for impact (and how to decide what to front load!).
4. Ruthlessly "slash, dash, and trash" a path to powerhouse precision.

Let's get going and get ruthless!



The NRWA has partnered with the Nonfiction Writers Conference to bring our members an exclusive event discount. **You can save 30% off registration with this code: NRWA30**

The 6th annual Nonfiction Writers Conference returns May 4-6, 2016. This event is completely virtual; attendees participate via phone or Skype, with 15 speakers over three days. Speakers for NFWC 2016 include:

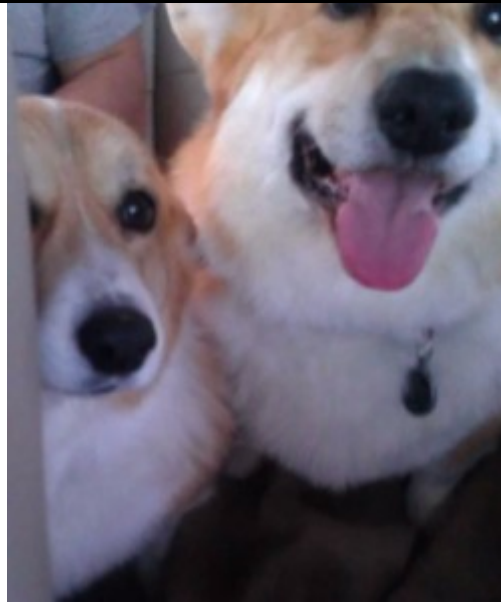
- **Pat Flynn** – Passive Income for Authors

- **Patrick Schwerdtfeger** – Keynote Mastery: Become a Highly Paid Speaker
- **Nathan Munier** – Find Success and Profits with Shorter e-books and Online Courses
- **MJ Rose** – Author Buzz: Book Reviews and Online Promotion Strategies
- **Gina Carr** – Periscope, Blab and Other Social Media Trends
- **Stephanie Chandler** – Marketing and Monetizing: Online Promotion and Revenue Streams for Authors
- **Ray Ortega** – How to Start and Promote a Podcast
- **Penny Sansevieri** – Sell More Books on Amazon
- **Shelley Hitz** – Improve Your Writing Productivity: Write More, Faster!
- **Marika Flatt** – Winning Book Publicity Strategies
- **Dennis Yu** – Facebook Advertising that Works
- **Helen Sedwick** – Protecting Your Rights and Your Wallet: Copyright, Trademarks and Other Legal Details for Authors
- **Angela Bole** – Self-Publishing and Distribution Options

Pull up a seat on your couch and join us as 15 industry leaders cover how to publish, promote, and profit with nonfiction books! For details and registration click below, and remember to use this discount code: **NRWA30**

[Details & Registration](#)

Executive Greeting-Pat Criscito



I was working on this article a couple of weeks ago and, instead of babysitting my now-teenaged grandsons, I was dog-sitting two of my daughter's four dogs while she was on spring break with her family. Her boy Welsh corgi is twice the size of my little girl Corgi, so his habit of always sitting at my feet had major consequences. When I turned around after putting a plate in the microwave, Hank was an obstacle I couldn't miss.

After landing on my left knee, I knew I was in trouble. Thank goodness my husband was home at the time to help me get up and into a chair, but what if I didn't have a husband and lived alone? Because of the instant swelling and bruising (not to mention the pain), I knew I needed to go to the emergency room. To make a long story short, yes, it was broken. Not a terribly bad break and it didn't need surgery, but the tendons and ligaments were also injured. I was in bed and needed help with everything for nearly three weeks.

That prompted me to think about people like us whose income makes the difference between being able to pay the rent or not. I remember the days when I had to take a calculator to the grocery store to make sure I didn't buy more than I had money to cover. I always had to put things back on the shelf. Back then, I charged \$8.00 per hour. Don't forget, I've been doing this since 1980, but even then, \$8.00 was way too little to cover my skills and overhead.

There wasn't much support for home-based workers 36 years ago, and hardly anyone was doing writing, editing, and typesetting from home. You were more likely to find Tupperware or Mary Kay ladies or Amway salespeople. Without the support of an organization like The NRWA with its e-list, webinars, and annual conferences, it was difficult to know what to charge or even how to write a résumé. In fact, it was after my first NRWA conference in Chicago in 1997 that I doubled my hourly rate for the first time, and I've increased my billing rate in October of every year, right after returning from each conference.

cushion in my savings account to see me through three weeks of bed rest. But what if you are living alone and don't have someone to fetch your laptop, get your laser prints from the networked printer in the office, bring food and drink to you several times a day, help you to the car, and take you to the doctor's office? Do you have a "village" of friends and neighbors willing to spend days with you? Probably not.

I was in an empty waiting room at the orthopedic surgeon's office last Monday when a woman about my age entered the room holding her left arm close to her body. Tears were streaming down her face, and I just happened to have a fresh packet of Kleenex in my purse, so I dug out a few and handed them to her. She apologized for being so upset, but she had just been told that her arm was badly broken and she needed surgery for pins. She lived alone, couldn't afford not to work, and didn't have medical insurance, so she told the doctors she couldn't do it. They said she didn't have a choice. Her first worry was how she was going to open the lids on her bottled water and soda. Little did she know how many other things would be impossible for six to eight weeks.

That's where good medical coverage and disability insurance come into play. Granted, most disability policies make you wait a certain number of days or weeks before beginning to collect payments, but disability insurance is a critical piece of your security plan. Good medical insurance should cover the gap, and many policies offer home healthcare. Without both types of insurance, you could be stuck staring at a bottle of water trying to figure out how to open it or confined to bed without water at all.

It's at times like this that I am thankful for what I've learned over the years from The NRWA. But I am most thankful for the years of price increases that allowed me to afford good insurance and for my wonderful husband who has always been there for me. I hope you will take advantage of the resources The NRWA has to offer, raise your prices, stash some money away every month, and find a good partner (if you don't already have one)!

Regards,

Pat Criscito, Treasurer

What's Happening with the Experienced Business Owners Industry-Eastern Region?



By: Virginia Franco

Director, Experienced Business Owners Industry | Eastern Region

Hello The NRWA Members:

It's hard to believe the first quarter of 2016 has come to a close. Where did the time go? Winter is in our rear-view mirror with spring well on its way. Before Spring Fever hits in full force, I'd love to take the opportunity to encourage you all to make plans to join us at this year's annual The NRWA conference in September.

If this year's event is anything like last year's, you are sure to walk away with strategies for writing, as well as running and growing your business, while gaining support from colleagues along the way.

It is clear The NRWA Experienced Business Owners have hit the ground running this year. I'd like to highlight a few of their accomplishments to date:

Brenda Bernstein, The Essay Expert, Madison, WI, launched a new website for her LinkedIn book **How to Write a KILLER LinkedIn Profile** available in multiple college bookstores. It will be reviewed in the 2016 Career Planning and Adult Development Network Journal's annual book review edition. She has also made significant revisions to her website @ www.theessayexpert.com.

Carol Camerino, Camerino Consulting, New York, NY, has begun providing career coaching, résumé writing, and job-search strategy assistance for NetExpat, a firm that serves expat partners arriving in the NJ/metro NYC area. In addition, she has begun offering pro bono résumé consulting at a local nonprofit and has joined the Forbes Coaches Council.

Melanie Lenci, Résumé Relief, Plymouth, NH, was recognized by the University of Denver with the **2015 Alumni Award for Mid-Career Achievement** and presented "**Packaging Portfolios with Personality**" at the Career Thought Leaders

Kris McGuigan, Professional Courage, Cleveland, Ohio, launched her new website, www.professionalcourage.com, obtained her ACRW certification and sponsored a Toastmasters International Career Management Advanced Club.

In addition, she joined a local chapter of the Society of Human Resource Management (SHRM) and was elected to serve on the nonprofit board of directors for Dress for Success.

Shauna Bryce, Bryce Legal, Annapolis, MD, updated her website, www.brycelegal.com, and is happy to recommend a website designer or SEO expert should anyone need it!

Jan Melnik, Absolute Advantage, Durham, CT, presented on numerous occasions before a wide range of audiences. She presented a job-search program for interns and upcoming graduates at the University of North Carolina, co-presented the closing keynote address with Louise Kursmark at The NRWA conference in Charlotte, presented a two-hour super session on "Act 2/Act 3/Preretirement and Retirement Planning for Career Practitioners" at the Career Thought Leaders conference in Denver and teamed up with Louise again at the same venue to present "*Strategies to Vault Your Resume Writing from Good to Great.*"

She was re-elected in November as a Planning and Zoning Commissioner in her hometown and elected as an executive officer on that board (after serving more than 26 years on this commission).

Jan is excited to announce that her first novel, *Telling Tales: On Merlin's Island*, is available to purchase on Amazon.

Kimberly Robb Baker, Movin' On Up Resumes, Chicago, IL, also launched a new website, ThisLittleBrand.com, and spoke in April to the Organizational Design Network's Chicago Chapter on "Inside Talk: Nurturing Your Teams with Thoughtful Communications."

Louise Kursmark, Best Impression Career Services, Boston, MA, relaunched her website and moved it from www.yourbestimpression.com to www.louisekursmark.com. She is thrilled to be back working with individual clients after years of training and professional development for résumé writers and career professionals.

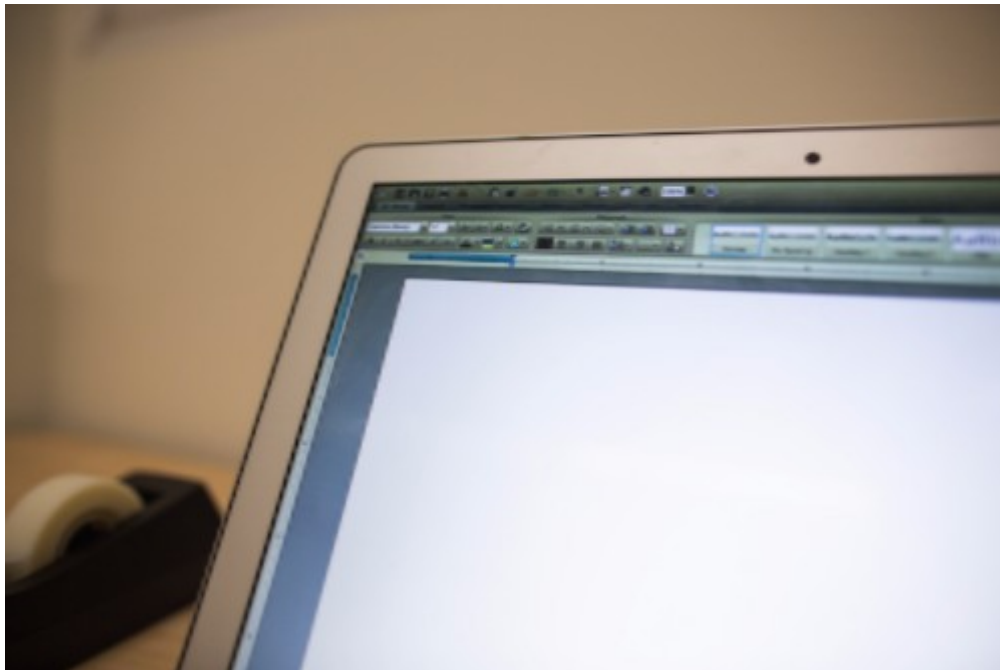
Job Week interviewed her, and her article is set to be published. Brenda was voted the favorite speaker of the day at the LinkedIn Success Summit based on her "How to Profit from Your Personality" presentation, and she spoke in April for the Wisconsin PMI

In addition to speaking at the 2016 Career Thought Leaders annual conference, Louise partnered with Wendy Enelow to create **Emerald Career Publishing**, an e-commerce website and new publishing entity.

Louise wrote and published *Modernize Your Resume* that shares strategies, samples, and best practices for writing résumé today and coauthored the second edition of *Best Keywords for Resumes, Cover Letters, and Interviews*.

Virginia Franco,
Director of Experienced Business Owners Industry | Eastern Region

Résumé Real Estate: Maximizing Your Potential by Optimizing the High Impact Zones



By Todd W. Zabel, CPWR®

Résumés are a job seeker's gateway to happiness and fulfillment. Many job seekers who have invested a lot of time in perfecting their résumés feel frustration after a series of rejections. Many of these applicants have beautifully organized and formatted documents containing very strong writing and solid evidence of their capabilities and qualifications for the jobs they seek.

highly qualified candidates. Some of them include all of the relevant information and others include all of the best information in the right places. Let me explain, according to esteemed **Executive Career Coach, Martin Buckland**, the average recruiter spends 5-7 seconds looking at a résumé. I can personally vouch for this statistic; a corporate hiring manager may receive dozens if not hundreds of applications for a single role. Hiring one role is very time-consuming when you consider the application review process, a series of interviews, candidate calibrations with a hiring committee, the offer process, etc. One way to manage and reduce the required time is to establish a set of clear principles, values and requirements which form a minimum threshold for a candidate to advance to the next round. At the résumé-review stage, this means that a recruiter or hiring manager is looking for a few key things in a very short amount of time. So, what are they looking for, and where?

According to the **Nielsen Norman Group**, web users read in an F-shaped pattern. Applied to a résumé, this area is constituted by the applicant's name, a professional summary or objective statement, the first few bullet points of the first job, and then a straight (but ever-lightening) line down the left edge of the first page (i.e. company names and job titles). Essentially, if the job seeker fails to place the most impactful, impressive, and job-relevant details in these zones, they are throwing caution to the wind. Here are a couple of critical tips with respect to these studies:

(1) Job seekers often take up space at the top of the "F" with a vague or uninteresting Objective statement. This violates several principles of good résumé writing, but it is primarily an opportunity missed. Using the most critical zone to tell the recruiter or hiring manager what the applicant wants instead of explaining their key value proposition for the organization or role is a big mistake. Carefully crafting a Summary of Qualifications statement which reflects a strong understanding of the business need and how they can add value to the organization is a much better use of space.

(2) Organizing the job sections such that the most impactful, relevant and data-driven points are at the top is a great way to make the best use of the rest of this F-shaped, high impact zone.

So, the next time you write or evaluate a résumé, try an exercise covering everything outside of the F-shaped zone and ask yourself whether only the visible information would be enough to land the applicant an interview.



How to Write A Resignation Letter

(Example Template Included)



These 3 Career Skills Will Make You Invaluable to Your Employer



New & Returning Members

Welcome to our **19 new and 37 returning members** for the month of **March!** Feel free to introduce (or reintroduce) yourself on our **Facebook page** or the **elist**.

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

19 New Members, Welcome!

Lawrence Dresdner, International Scholarship and Tuition Services, Inc., Nashville, Tennessee

Alison Flynn Gaffney, Sounding Board 4 Life, LLC, Draper, Utah

Latoya Doucette, Georgia Department of Driver Services, Conyers, Georgia

Cynthia Jolicoeur, Sunnyvale, California

Maryann Akinboyewa, St. Petersburg, Florida

Amanda Thomas, Cincinnati, Ohio

Jashira Figueroa, HRA CTWorks, Hartford, Connecticut

La-Shanna D. Henry, LD Henry Consulting, LLC, Madison, New Jersey

Sharon Gibson, HR Pro Results LLC, Fairfax, Virginia

Tonia Derkos, Livonia, Michigan

Tayyab Hayat, www.cimeresumes.com, Lahore, Pakistan

Ron Parham, Parham Power Resumes, Menifee, California

Christy Manning, Career Management Consulting, Jonesboro, Arkansas

Susan Metzger, Owl of Athena Professional Writing, Fort Collins, Colorado

Sheri Whitmire, Bismarck, North Dakota

Alexandra Dixon, Job Path Pro LLC, Royal Oak, Michigan

Tina Fortuna, Beaver creek, Ohio

Cathy King, Cathy W. King Consulting, Aurora, Colorado

37 Returning Members. Welcome Back!

Kim Isaacs, Advanced Career Systems, Doylestown, Pennsylvania

Michelle Swanson, Swanson Career Solutions, Edwardsville, Illinois

Norine Dagliano, ekm Inspirations, Winchester, Virginia

Kathy Sweeney, The Write Résumé, San Tan Valley, Arizona

Sally McIntosh, Advantage Resumes in St. Louis, St. Louis, Missouri

Michelle Summers, Laurel, Maryland

Pat Kendall, Advanced Résumé Concepts, Beaverton, Oregon

Hampton Smith, CareerSource Brevard, Rockledge, Florida

Michelle Aikman, Skilled Assets, Fairchild AFB, Washington

Darlene Lowery Eaton, Sacramento, California

Lisa Mahar, Dianella, Australia

Elena Camp, Southfield, Michigan

Wendy Steele, BluePrint Résumés & Consulting, Atlanta, Georgia

Doretha Jamison, Peoria, Illinois

Lynn Green, Brand-You Résumés, Akron, Ohio

Kelley Dadah, Kelley Dadah, CPC, CPRW, LLC, Bedford, Massachusetts

Nirmala Gangadeen, Hollis, New York
Laureen McHugh, West Simsbury, Connecticut
Karen Springer, Spring Forward Resumes, Johnston, Rhode Island
Dodie Thompson, Peak Résumés LLC, Colorado Springs, Colorado
Stephanie Brown, Tascott, New South Wales
Betty Corrado, Career Authenticity, Naples, Florida
Linda Woodard, LDW Group LLC, Cleveland, Ohio
Deborah Olson, Match Résumés and Careers, Redmond, Washington
Cassandra (Sandy) Jackson, Logos Writing Services Center, LLC, Douglasville, Georgia
JeanAbreght, The Document House, York, Pennsylvania
Rosa Elizabeth Vargas, Career Steering, Maitland, Florida
Rhonda Bird Roehrig, Moraine Park Technical College, Fond du Lac, Wisconsin
Cathy Miclat, Resumes by DM2 Consulting, Warrenton, Virginia
Arno Markus, ResumeBuilds.com, Quadra Island, British Columbia
Michael McCarthy, Bakersfield, California
Brian Holihan, Brian Holihan, Sunnyvale, California
Laurie Smith, Creative Keystrokes Executive Resume Service, Gastonia, North Carolina
Sandra Anthony Bray, Workforce Investment Network, Memphis, Tennessee
Melanie Denny, Kissimmee, Florida
Tammy Shoup, Breakthrough Resume Writing Service, Decatur, Indiana

Affiliate Spotlight | Career Enlightenment



Your Client Capacity is Not Your Actual Business Potential

Bill Gates once said, “The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.” I found out just how true this is the hard way.

When my LinkedIn profile-writing business started to pick up, and I hired my first contractor, I was very excited. I could just sit back and enjoy the fruits of my marketing.

Well, this euphoria only lasted until my contractor became overwhelmed and left, my refund rate exploded, and I couldn't figure out what was wrong. I took a look at the spreadsheet I used to keep track of my customers and where they were in the process and

So, maybe I just needed more contractors! Right?

With four contractors, that spreadsheet quickly became unbearable, and had little effect on helping me manage on-time delivery.

So maybe I just needed better software! Right?

With the chaos of my operations, most of the software I looked at just seemed wrong.

I looked at project management software, but nothing let me manage communications between my contractors and clients. The task-management tools seemed like a lot of work to maintain and had no automations. And Infusionsoft was terrible at managing orders and cases, plus it was a maze to navigate with a steep learning curve.

Finally my MBA brain kicked in, and I had this thought, “Why don’t I figure out the best workflow to use to fulfill orders, *then* develop software that supports me.” The idea was to fix my own business processes first, then and only then find, make or customize software that supported how I do things. This was different than what I was doing and which is what most of us do--find some software and try to fit our business into its limitations.

First, I mapped out the best and most efficient way to deliver high-quality writing to clients with a team of eight contractors and an admin. The challenge was to minimize repeated tasks, batch similar tasks together, and create templates to reuse as much as possible. All of this while building in oversight so I could audit cases as well as understand and predict throughput.

This revealed five main workflow steps for both my LinkedIn profile orders and résumés:

1. New client, waiting for assignment (1 day timer).
2. Assigned waiting for first draft (3 day timer).
3. Draft sent to copy editor (1 day timer).
4. Draft sent to client, working on revisions (1 week timer).
5. Resolved, client has signed off on final draft (12 month timer).

With these steps in place, I found a technology partner who could build a solution that fit these needs. Each step automatically sends out repeated emails (and tracks responses), and shows me in a single glance where my orders stand. This is how my own case management tool, Writely, was born.

Selfishly, I have used Writely for almost a year (and didn’t tell anyone), allowing me to

the rest of the résumé writing community.

If my story resonates with you and you're interested to learn more about this project, please visit writely.io or email me at joshua@writely.io for more information.

Joshua Waldman is the author of *Job Searching with Social Media For Dummies* and founder of the award-winning career blog, CareerEnlightenment.com. His business delivers professional LinkedIn profiles for an international market. He's been a featured speaker for The NRWA Conference several times.

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