

Dear <<First Name>>, This edition of The NRWA newsletter is jam-packed with industry news, education, and *How to Write a Book Without Even Trying!*

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The NRWA March 2016 Newsletter

Register NOW for The NRWA's new instructor-led resume writing class

Writing Excellence:
Moving from Mediocre to Magnificent!

Starts April 6. Limited spots available.

Learn resume writing best practices, prepare for the NCRW exam, and gain skills to make your clients happy with truly exceptional resumes.

[Register Here](#)

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Follow The NRWA



The NRWA Conference Sets Anchor in Annapolis, MD

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 make 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. Stay tuned for more details and save **September 21-23, 2016**, on your calendar... we will see you there!

[April Webinar](#)

★ **Quizzes for 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)**

"So what? Make me care! Do it fast!"

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 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:
fast!"

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!



Beth Colley, Education Director
Owner of Chesapeake Career Management Services

Hello Colleagues:

I'm honored to serve as your Education Director. My title is a little misleading because we offer several educational opportunities for our membership, but my primary responsibility is in coordinating, scheduling, and facilitating our topic-focused monthly educational webinars. If you've missed any of the great webinars we've done this year, you can purchase the recordings from the **webinars** page on The NRWA website along with several other previously recorded webinars and teleseminars.

Our webinars offer an extremely affordable and convenient method for staying current on writing trends, job search strategies, business management practices, and all things relevant to the careers industry. We transitioned from teleseminars to webinars about half-way through 2015, so I'd like to address some of the most common questions we receive:

- 1. How do I access the webinar?** After registering for an upcoming webinar, you will receive an email with instructions for accessing the webinar. Upon joining the live online meeting, you will be able to see the presenter's computer screen. You can access audio directly through your computer, or you can call in on the number provided in your registration confirmation.
- 2. Will I receive a recording if I can't attend?** Yes! ALL registrants are emailed a link to the recording of the live webinar. You may download this recording and save it to your computer or even your mobile device.

Our upcoming 2016 line-up includes:

April 29, Deb Dib: Ruthlessly Edit Your Way to Powerhouse

May 20, Ruth Pankratz: Tech and Engineering Résumé Bullets Formats .

June 17, Pat Criscito: CV/Résumé Formats for Medical and Academic Professionals

July 22, Michelle Dumas: Advanced Résumé Design Strategies – A Hands-on, How-to Demonstration on Incorporating Graphics, Graphs, Charts, and More Into a Résumé.

I'm still looking for at least three to four more topics and presenters to round out the year, so if there's a topic you would like addressed, a favorite trainer you would like to recommend, or if you ever have an issue with a webinar, please feel free to contact me at education@thenrwa.com.

Our webinar series, conferences, and other educational programs we offer are designed to promote learning, camaraderie, collaboration, and community. My (virtual) door is always open, so please don't hesitate to share your ideas, concerns, or kudos. I'm here to serve you and I'm excited about what we can achieve together. Precision

What's Happening with the New Business Owners Industry?



By: Michelle Robin
Director, New Business Owners Industry

What's Happening in the New Business Owners Industry

insights on pricing with our members. I want to give a special thank you to Bridget Weide Brooks for sharing her pricing data and tips with the group.

Many new business owners are experiencing increased business, as well as new marketing opportunities during the first quarter of 2016.

Holly Genser, HollyGenser.com, West Palm Beach, FL, recently completed her Certified Career Transitions Coach training through Coach Training Alliance. She is also a Certified Coach with a total of 104.5 International Coach Federation credits.

Kiersten D. Troutman, Second Glance Résumés, Canton, OH, says her business is booming. She secured a contract with an executive search firm who now channels all their candidates through her company before proceeding. Kiersten also updated her website and increased search engine optimization (SEO) efforts.

Karen E. Springer, Spring Forward!, Providence, RI, had an article about her business published in *Providence (Rhode Island) Business News* regarding her excellent customer reviews and community outreach. She was also named 2016 Best Business Writer in Providence, RI, by Write Way Consulting.

Kam Khare, CStarter LLC, Washington, D.C., was recently a panelist at the University of Virginia for a joint event between the Batten School of Leadership and Public Policy and the McIntire School of Commerce. Kam enjoyed the community exposure and sharing about his business and what it takes to be a successful entrepreneur with the 40+ students.

Wendi Weiner, The Writing Guru, Miami, FL, has been featured in various publications this year. January began with a publication in *The Huffington Post* of her article "How to Make 2016 Your Best Year for Job Searching," and continued with features in *Monster* and *Fortune Magazine* regarding the recent trend of Millennials in quitting their jobs via text; she was also featured on CareerBuilder for interview tips. As a member of Forbes Coaches Council, Wendi received multiple press features in recent Forbes articles regarding career accomplishments, daily work habits for young leaders, challenges introverted leaders face, cover letter advice, and pursuing your dream job.

As for me, I had two résumés published in Wendy Enelow and Louise Kursmark's new book, *Modernize Your Resume, Get Hired...Get Noticed*. I was also recently asked to become a monthly blogger on careers for *Target Marketing* magazine. Next month, I will be speaking to the North Shore Executive Networking Group on the Anatomy of a Winning Résumé.

How to Write a Book Without Even Trying



By Brenda Bernstein
The NRWA Marketing Chair

Why Write a Book?

Writing a book is an incredible way to market yourself. You can publish your book on Amazon and iTunes, or even just give it away on your website as a way to build your elist.

Books lead to speaking opportunities. Potential customers almost automatically trust you when you've authored a book on the type of services you're selling. I even had a new subcontracting writer come to me because she liked one of my books. The possibilities are endless.

You probably know the value of publishing a book already, and maybe I didn't even need to lay it out for you. But maybe writing a book sounds like such a daunting proposition that you would rather not get any of the benefits above than face sitting down and writing. I must admit, even though I've written three books I am still intimidated by the idea! But I will tell you a secret: I wrote my three books (almost) by accident.

How You Might End Up Writing a Book

When I launched my first website for TheEssayExpert.com, my web designer said these famous words: You should write a blog. Everyone is writing them.

And then I started writing a blog. Every week. For seven years.

I started out writing about mistakes people were making on LinkedIn. There were a lot of them. In fact, there were so many that I started compiling them into a book. I knew that having a book filled a need: building my elist. So I spent hours and hours one vacation at my family's house in Austin writing, and organizing, and writing, and organizing all my past blog articles about LinkedIn. The resultant book, originally titled "LinkedIn Power Tune-Up," gave me something to give away to people in exchange for joining my list.

I then started getting speaking opportunities as my elist grew and grew.

You could do this too!

Becoming an Amazon Best-Selling Author

After a couple of years of giving my book away and putting many, many more hours into revising its content, I decided it was time to make some money on this thing and found someone to format it for Kindle. Before I knew it, *How to Write a KILLER LinkedIn Profile* was a best-seller on Amazon. Since I chose a topic that constantly changes, I have been updating the book ever since and am currently working on the 13th edition.

Where did I get the material for my updates? From my blog of course!

If you want to write a book and are dreading it, here's my advice: Start with a blog. Force yourself to write an article each week on content you care about.

Writing a book does take time, but it doesn't have to be "hard." You can do it one step at a time, one blog article at a time, and then put a bigger chunk of time into organizing those smaller articles into a bigger piece of work. I must admit I've been having a difficult time carving out that time for my next book (on leadership and personal growth), but I promise it will happen!

What do you see as possibilities for your own publication? Is there a book in you that you didn't know was there? If you were to start small what would you create?

I'd even go so far as to suggest that perhaps you've already written a book without realizing it.

John Hornyak, Wheeling, West Virginia
Jonya Phillips, Job Match Re-Employment Project, Suitland, Maryland
Brooke Fisch, Darien, Connecticut
Danielle Jernigan, Ardmore, Pennsylvania
Alan Beale, Tugun, Queensland
Crystal Chisholm, Bloomfield, New Jersey
Keshia Levingston, Bossier City, Louisiana
Juliet Freyermuth, Rohnert Park, California
Elaine Lien, Revive Careers-Strategic Brand Building, Golden, Colorado
HeatherMenchine, Huntington Beach, California
Laura Bashore, Anew Resume and Career Services, Escondido, California
Kristen Smith, Coventry, Rhode Island
Nichole Johnson, Bowie, Maryland
Beatrice Smith-Redd, Chicago, Illinois
Elizabeth Link, Atlanta, Georgia
Milton Kiang, Channel Resume, Vancouver, British Columbia
Stephanie Donaldson, Lake Clear, New York
Tiffany Cruz, Power Writers USA, Phoenix, Arizona
Amy Lasher, Keene, New Hampshire
Sandy Burnette, Carson City, Nevada
Joe Carroll, Joe Carroll Career Enterprises, Woodstock, Georgia
Gina Pujols-Johnson, Revealing Resumes, Forest Hills, New York
Sheila Murray, VentureReady, Upper Darby, Pennsylvania
Scott Singer, Insider Career Strategies, Hallandale, Florida
Justina Butler, The Write Career Guide, Rancho Cordova, California

31 Returning Members. Welcome Back!

Cliff Flamer, BrightSide Résumés, San Francisco, California
Kevin Morris, Naples, Florida
Annette Picora, New York, New York
Sophia Marshall, MeSheet Resume Writing Services, Lake Ridge, Virginia
Gail Frank, Frankly Speaking - Resumes That Work!, Tampa, Florida
Jeffrey Daduk, Triple Play Resume Service, Davie, Florida
Andrea Cano, Refined Résumés LLC, Honolulu, Hawaii
Antonio Arguello, Resumation LLC, Norton, Massachusetts
Lidia Arshavsky, Jersey City, New Jersey
Larcenia Martin, Cordova, Tennessee
Myriam-Ross Kohn, JEDA Enterprises, Santa Clarita, California
Jacqueline Brown, Projections Resume Writing Service, Hephzibah, Georgia
Stephanie Gammon, Career Vantage, Milford, Ohio
Deborah Schuster, The Lettersmith, Troy, Michigan
Michelle Cook Kaufmann, MCK Resume Service, Palm Harbor, Florida

Marie Zimenoff, A Strategic Advantage, Fort Collins, Colorado
Krista Bogertman, Eastern Nazarene College, Quincy, Massachusetts
Logan Wimer, N/A, Glendale, California
Patti Rock, Hoff Resumes & Career Counseling Services, Clinton, Iowa
Sara Lensch, DFW Résumé, Dallas, Texas
Dayna Feist, Gatehouse Business Services, Asheville, North Carolina
Barbara Safani, Career Solvers, New York, New York
Ruth Pankratz, Gabby Communications, Fort Collins, Colorado
Amy Schofield, Schofield Strategies, LLC, Jacksonville, Florida
Michelle Robin, Brand Your Career, Buffalo Grove, Illinois
Kris McGuigan, Professional Courage, LLC, Broadview Heights, Ohio
Jan Melnik, Absolute Advantage, Durham, Connecticut
Lauren Markon, Career Connections, Livingston, New Jersey
Denise R., Hemphill, Select Resume Solutions, Houston, Texas

Affiliate Spotlight | Profiling Pro



Whose Hat Do You Wear To Write Right?

Adapting your style to reflect your client's communication style

How well do you know your client? Is the person described in that well-written résumé and cover letter the same person walking into interviews? As interviewers read cover letters, perceptions about traits and qualities are formed to draw conclusions for the "who" they expect to meet. Is that perceived style the client's style or the writer's style?

It's important that our client is the same person we made look good on paper. A "disconnect" may result in failure. Have we properly positioned our client?

We meet challenges by writing powerful and dynamic résumés and cover letters reaching beyond experience and project a persona, while captivating readers with effective marketing messages.

Success requires understanding our client's interpersonal strengths to deliver information that matches our client's style. Communication isn't restricted to words or phraseology, but also includes inherent behaviors and personal attributes; the "who" the person is! The "who" is accurately described by writers wearing the "client's hat to write

Colleagues “write right” and reflect their client's style with confidence and accuracy using a DISC report, ensuring they know their clients’ so well, they are often lightheartedly accused of having crystal balls!

Beginning in 1995, Certified Professional Behavioral Analyst, Jane Roqueplot, long-time NRWA member, leads the team at her career advancement firm delivering positive results in career advancement, while using a DISC assessment with every client. In 2001, Jane launched a business division, ProfilingPro, which has successfully served her NRWA colleagues and others, by providing services, materials and support with DISC reports.

Many NRWA members enjoy the benefits of the widely-used DISC reports, as Authorized DISC Administrators and Behavioral Consultants through ProfilingPro. The NRWA and ProfilingPro are excited about their new partnership, giving all NRWA members’ access to the trusted and well-known Résumé and Cover Letter Communication Style and Behavioral Strengths DISC Report. The DISC will help members:

- Adapt their writing styles to fit individual clients
- Tap a profit center by including the DISC assessment as the first step. Make 100% profit per report. Partner with an Authorized DISC Virtual Coach for more income with additional DISC-based services
- Learn more about clients in minutes than could be learned in countless attempts to understand preferences/strengths for developing talking points.

Your credibility is important to The NRWA. The DISC assessment is validated, reliable, and meets EEOC and Adverse Impact Compliance. The proven-accurate DISC report is a value-added service as a resource and provides tangible evidence with language/phrases for branding, bios, profiles, and effective interview preparation.

All NRWA members can access the DISC assessment:

<http://www.profilingpro.com/NRWA.html>.

Profiling Pro services provided by JaneCo's SENSIBLE SOLUTIONS: Add another income stream to your career business by becoming a DISC Administrator. JaneCo's Sensible Solutions provides The NRWA members with a highly useful and revenue-generating online behavior assessment tool. Used in more than 40 countries, the DISC module is founded on the fact that people with similar styles tend to exhibit specific types of behavior. Being made aware of this is an advantage for the individual as well as career-development professionals and prospective employers. Resume writers, career and interviewing coaches, and job-search consultants can all use one or more types of the DISC profiles to assist individuals or groups. DISC profiles help you write better resumes,

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