



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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## Welcome!

Hello ,

Welcome to this week's edition of *The NRWA Connection*.

The intent of this newsletter is to keep you current about both our association and our industry. We hope you enjoy this membership benefit!

## Quick Links

[The NRWA Website](#)



## Executive Greeting

### Board Bytes

By Donna Tucker, The NRWA Secretary

Attending the March 21 NRWA executive board meeting were Charlotte Weeks (President), Kimberly Schneiderman (1st VP), Jean Whalen-Raymond (2nd VP), Pat Criscito (Treasurer), Donna Tucker (Secretary), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), Marie Zimenoff (Marketing Chair), and Shauna Bryce (Ethics Chair).



Charlotte called the meeting to order at 5:02 pm and reviewed the approval of the March minutes decided by email during the previous month.

**1st VP's Report:** Kimberly Schneiderman reported that regional reps are excitedly planning several teleseminars and using LinkedIn to communicate. Kimberly asked if regional teleseminars can be counted toward CEUs and Sally McIntosh said yes, if the teleseminar is at least an hour long, there are two NCRWs on the call, and the topic of the call is related to writing. Kimberly also volunteered to manage The NRWA Facebook page. She announced a new Region Three Rep, Jaime Cooper of Jaime Cooper Consulting, Naples, Florida.

**2nd VP's Report:** Jean Whalen Raymond reported on the progress of the 2011 conference: registrations are coming in, the marketing plan is in place, the precon should be announced any day, and sponsorships are being solicited. Jean told us

about the events planned for attendees: On Wednesday evening, the welcome reception will be hosted by the regional reps; Thursday evening will feature a lobster bake on the premises; Friday evening, buses will take attendees to and from Old Port; and Saturday, after the conference, Jean has a bus tour to L.L. Bean planned. Details will be posted on the website soon.

Suzette Jolly, Region Three Rep, and Jean represented The NRWA at the 5th Annual New England Workforce Professionals Conference March 3, 2011 to promote The NRWA and the September conference.

**Treasurer's Report:** Pat Criscito presented the financial statements for The NRWA as of February 28, 2011. She reported that certification income is lower than expected this year.

Conference income is up 182.2% from last year, membership income is up 26.1%, and teleseminars/webinars are up by 18.1%. Total income is up 18.7%, which is not bad for this time of year. She also mentioned that total expenses are down 17%.

**Secretary's Report:** Donna Tucker reported that the teleseminar schedule is growing:

- Edie Rische on April 8: "Commas, Clauses, and Caps, Oh My!" 1 CEU; NCRW related
- Norine Dagliano on April 29: "When to Include the Kitchen Sink: Résumé Strategy; What to Put In and What to Leave Out" 1 CEU; NCRW related
- Patti Rock on May 6: "I Don't Want to Talk About It. How to Recognize Grief in Your Clients and Write Better Résumés"
- Barbara Safani on May 27: Title to come (on Résumé Design / Grouping)
- Travis Wilson on June 10: "Creating Presentations with Impact"
- Laura Orsini (non-member) on June 24: "How to Create a Great Facebook Fan Page"
- Marie Zimenoff on July 15: "Writing Branded, Sales-focused Summaries" 1 CEU; NCRW related
- Pat Criscito on July 29: "How to Overcome Writers' Block and Burn Out"

Donna is planning conference preview teleseminars in August.

**Certification Chair's Report:** Sally McIntosh reported that in February, no members submitted samples and no one took the NCRW test.

**Ethics Chair's Report:** Shauna Bryce had nothing to report this month.

**IT Chair's Report:** Marcia Baker presented a list of action items she accomplished: All RRs have now been set up as managers for their regional LinkedIn subgroups; set up a company listing on LinkedIn for the NRWA; uploaded the latest version of the Study Guide and updated web pages pertaining to the NCRW certification; updated subcontractor links on the website.

Scheduled and distributed multiple tweets for teleseminars and announced new members via Twitter; approved more than 40 requests to join The NRWA LinkedIn group; hard coded the NCRW designation to deter manual placement in member profiles; changed text on job seekers' page to encourage search by specialty. Soon links will be updated for books on Amazon site (recommended reading by categories).

**Marketing Chair's Report:** Marie Zimenoff reported that the nSphere agreement is completed; she needs to send link(s) to those who opted in so they can see information posted once it is up. She is following through on the marketing plan for

the 2011 conference as well as the overall marketing plan. She is recruiting for college, workforce development, and military SIGs.

In new business, Charlotte reported that she has been in contact with Sue Martin of Southworth Paper; they are starting a blog that will be open to The NRWA members; more to come in the newsletter. Sally is working with Sue on more appropriate templates for posting on the Southworth site.

In old business, the upgraded wording on The NRWA website to facilitate finding members by geographic region was approved by board members. The board agreed to change the date of the next board meeting to April 11.

## What's Happening in Region Two?



By Vandette Anderson, Your Social Résumé, Plymouth Meeting, PA

*Representative for Region Two. States of: Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia, and the District of Columbia.*

I must admit I felt a bit like a sci-fi writer as I began compiling the updates from Region Two for this edition of *The NRWA Connection*. Our region has been engaged in new launches (websites), exploration into the blogosphere, DISC profiles, and activities that sound more like an episode of *Star Trek* than a résumé writers' group update. (And if that's not enough, we have a new member from Moon Township.)

Many of us are digital immigrants, yet we are adopting and adapting to this new digital world. We are learning how to get our messages out there better and faster than ever before. We are creating a digital footprint, and we are gaining an understanding of the importance of having a strong digital presence. But we are not letting technology replace our softer side; we are still taking the time to make those one-to-one connections; we're stepping away when it is needed to care for family, we're attending conferences and sharing ideas with our colleagues; and we're presenting to audiences and helping people to find their way in this ever-evolving job market. We are on the move both in the real world and in the virtual world, and we're making a difference for ourselves, our families, and our clients. We are excited to share our journey with you.

We'll start by extending a warm "Captain Kirk" welcome to Becky Felix of Felix Résumé Group in Sayreville, NJ and Barbara Keene of Keene Writer LLC in Moon Township, PA. We are delighted to have them aboard.

Shauna C. Bryce, Esq., of Bryce Legal Career Counseling in Riva, MD, is very excited to announce the launch of her revised website. In addition to offering expanded content, the website incorporates lessons that Shauna has learned about branding and marketing, both of which are essential for success in today's market. You can visit Shauna's new website at: <http://brycelegal.com>.

Beth Colley of Chesapeake Résumé Writing Service in Crownsville, MD, recently launched a new blog offering job seekers encouragement from a faith-based perspective. She has also enrolled in the CCMC class with Susan Whitcomb through the Career Coach Academy. You can visit Beth's new blog at: <http://inirons.wordpress.com>.

Norine Dagliano of ekm Inspirations in Hagerstown, MD, reported in our February 22<sup>nd</sup> edition of *The NRWA Connection* that she had decided to make 2011 her best business year to date, and she is working hard to make that affirmation a reality. Norine recently spoke at the Career Thought Leaders Conference & Symposium in Baltimore, co-presenting with Louise Kursmark, founder and director of the Résumé Writing Academy, and Lesa Kerlin, owner of LEK Consultants. Norine and her colleagues led conference participants through a day of discovery as they shared their strategies and processes for creating powerful résumés, cover letters, LinkedIn profiles, and other career communications for a diverse cross-section of clients. It looks as if Norine will be making 2011 a great year not just for herself but for her clients as well.

Diane J. Irwin, CPRW of Dynamic Résumés in Cherry Hill, NJ, recently attended the Career Thought Leaders Conference in Baltimore. She came away energized and filled with great new ideas. We'll look forward to hearing more as she puts those ideas into action.

Terri Kent of Kent Résumé Service in Wallingford, PA, is on the verge of launching a new blog. Once launched, the blog will go viral through the use of networking sites such as Facebook and Twitter. In other news, Terri has decided to return to school full time and finish a degree program. Kudos to you, Terri!

Victoria Kidd, MBA, CPRW of OMP Consulting Group, LLC in Winchester, VA, has a wonderful success story to share. She contacted the business writer for her local newspaper and asked if he wanted to run a story on an unusual job. (Good hook, Victoria!) Upon learning that Barbara is a professional résumé writer, the newspaper representative was quite excited. The story recently ran in her local paper, *The Winchester Star*. Within 24 hours, Victoria received nearly 10 inquiries for service. In addition to increasing local awareness of her business, the article also generated revenue- -and all for the cost of a phone call.

Barbara Romano, of BJR Career Services in Wayne, NJ, has made it her business to care for her husband for the past nine months. Barbara's husband suffered a massive brain bleed in June 2010. Barbara credits The NRWA newsletters and posts by other members of the organization for keeping her informed of happenings in the résumé business while she has been on this unexpected hiatus, and she extends her appreciation for emails she has received from her résumé writing colleagues. Barbara hopes to get her business up and running again in full speed in the near future. We wish both her husband and the business a full and speedy recovery.

Jane Roqueplot, of JaneCo's Sensible Solutions in West Middlesex, PA, was recently quoted in *The Youngstown Ohio Business Journal* about the growing demand from job seekers for professional résumé writing, including Internet job-search coaching services. *The Business Journal* boasts that its special January 2011 edition is its most comprehensive reference guide published on businesses within the five-county areas of NE Ohio and NW Pennsylvania. JaneCo is featured in this unique reference guide as one of the local businesses experiencing a growth in the demand for services during the past year. As a professional behavioral consultant, Roqueplot is recognized annually in this publication as an expert in her use of communication style profiling for developing résumés, cover letters, and personal branding statements and for her coaching in online social networking as an effective job-search strategy.

Additionally, The JaneCo staff is currently conducting research on the value of emphasizing a job seeker's interpersonal skills by including the job seeker's specific communication and behavioral strengths using visual aids on résumés and/or cover letters. Because the personal strengths are determined using validated, accurate,

and highly recognized professional assessments, the résumé writer can easily add a bar graph or an illustration pulled directly from the client's DISC assessment as an attention-getting talking point. JaneCo has been using quotes from the assessment results, which they have used since 1995 as the first step in their information-gathering process with clients, with successful results. They also recently began using visual aids. The outcome of the research is being implemented into the continuing-education process for ProfilingPro's authorized DISC administrators/behavioral consultants.

Betty H. Williams, NCRW, CPRW, CEIC of BW Custom Résumés in Manakin-Sabot, VA, reports that she is swamped with both new and repeat business. I guess we won't be sending the coast guard out to rescue Betty; we'll just congratulate her as she enjoys the seas of success.

As we conclude this update, we thank you for your time and interest and we invite you to join us on the holodeck, where refreshments will be served when you envision them.

### Calling All Bloggers!



Gain Exposure to 2 million annual visitors with Southworth Paper's Blog

In May, Southworth is launching its new corporate website, which is designed to be more community-oriented. As part of this initiative, they are introducing a blog.

The subject matter will be varied as weekly topics will be rotated to encompass each of their product categories and will feature guest bloggers. The articles will discuss topics associated with business, legal, specialty, certificates, social stationery, and of course, résumés. Southworth is reaching out to The NRWA as the experts in the field.

This would obviously be a great help for Southworth, but it would also be a wonderful opportunity for individual contributing members and for The NRWA as a whole. In the past four years, [Southworth.com](http://Southworth.com) has attracted an average of 2 million visitors annually, and they only expect the numbers to increase. This is great exposure for The NRWA and would benefit members with another opportunity to get published.

Southworth would like to develop a pool of bloggers that they can rotate. They are planning to start with two entries per month and would like to review sample blog articles in April.

If interested, contact Susan Martin at Southworth at [smartin@southworth.com](mailto:smartin@southworth.com).

### Upcoming Teleseminar

"Commas, Clauses, and Caps, Oh My!": What certification candidates need to know about punctuation and grammar

Curious about the most common errors graders find in sample submissions? Edie Rische, NCRW, certification committee member, and CEU administrator, will uncover the mistakes most noted on résumé sample submissions during her eight years as a grader and two years as CEU Administration Manager. Sign up for this



presentation on grammatical and mechanical aspects of good résumé writing and learn to:

- Recognize dangles, faulty parallelism, unclear and possessive pronouns, and run-on sentences.
- Understand the proper use of commas connecting clauses, introducing information, expressing a series of three or more, and setting off non-essential information.
- Learn what to capitalize and what not to in department, organization, position titles, and academic degrees.
- Master turning "I" in the cover letter to an employer benefit.
- Perfect the use of numbers, percentages, abbreviations, time, and money.

This teleseminar is worth one CEU toward the ten you must earn to submit samples.

Date: Friday April 8, 2011, 1:00 pm ET

This Teleseminar is \$35 for members and \$45 non-members.

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### Featured Article

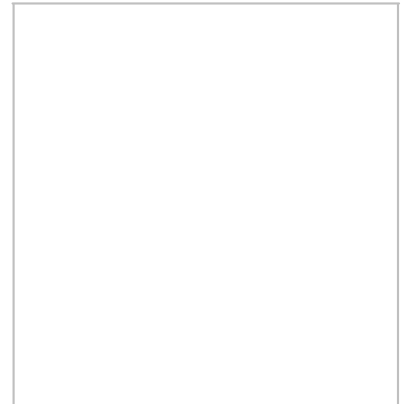
#### Adding Value Can Mean Adding Income By Amanda Collins, The Grammar Doctors

I consider myself one of the luckiest entrepreneurs in the world. Not only do I live in Phoenix, AZ, a hub of small business, but I also know a slew of talented entrepreneurs and business owners who are more than willing to share their experiences and advice with me.

To capture that brain trust, a few months ago I developed a marketing advisory board, which brings together colleagues who share a target market with me. We have a business coach, sales coach, web designer, graphic designer, and marketing strategist in the group, and we meet once monthly to share ups, downs, and ideas.

One thing all of us in this group have identified is that we tend to give away too much for free. We don't value our time, and we provide strategies and solutions without thought of compensation. We find ourselves at meetings or in phone calls, taking away time from other work, without getting paid for that time. We all consider ourselves to be solutions providers, and we want to charge for those solutions, but when you're providing something intangible, how do you put a dollar amount on it?

Last week, this point was the crux of conversation for most of our meeting, and as we were discussing it, I was busily typing away on my trusty laptop. Someone suggested package options that include different levels of services and meeting times. The idea is that clients can better manage their budgets by knowing what their monthly investment will be, and I can know how much money will be coming in while also staying on top of my time.



Sometimes, these no-brainers don't come to us easily. For a while now, I have offered résumé packages that include cover letters, LinkedIn bios, and career coaching; I do have a la carte options as well, but many clients will opt for a complete package. But, for whatever reason, I wasn't pricing my marketing-communications offerings as anything other than a la carte.

Why does offering package prices matter? Well, there are a few reasons:

- A package can increase your per-transaction income. If everything is offered together, clients will tend to pay more to get what they perceive to be a better value.
- Many clients don't really know what they need, so a package highlights the components we know are vital to their success.
- Packages give clear expectations on both sides as to what is being offered. That way, if more is expected, you can bill for that time or service.
- A package showcases the solution, rather than just the service.

I encourage you to consider offering some kind of package program to your clients. When I sent my updated prices to my clients, I "sold" the packages as a better deal, but I also let them know the same pay-as-you-go options would continue to be available for them. The only change I made was to charge for my time in meetings, sharing that time is valuable for everyone these days, and I want to respect it. The feedback so far has been very positive, and I look forward to maintaining my sanity while improving my cash flow!

*Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to [newsletter@thenrwa.com](mailto:newsletter@thenrwa.com).*

## Affiliate Spotlight



This week, we spotlight ProfilingPro.com

ProfilingPro.com 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.

Résumé 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 résumés, develop branding statements, ensure cover letters are written in the client's voice, improve interviewing skills, or zero in on career alternatives for your clients.

Assessment results, customized to display your company information, are delivered to you and your client's mailbox within minutes, then clients are returned automatically to your website for follow-up action.

Visit [www.profilingpro.com](http://www.profilingpro.com) or call Jane Roqueplot at 888-526-3267 regarding administrator registration. Once registered, you'll be introduced to validity studies, marketing flyers, suggested uses, coaching worksheets, online help, and your customized Internet Delivery Service System to provide these widely recognized

assessments to your clients.

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To check out a complete listing of our [Affiliate Partners](#) or for more information on becoming an Affiliate, [click here](#).

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### Quote of the Week

"Success usually comes to those who are too busy to be looking for it."  
~ Henry David Thoreau

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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