



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

## In This Issue

[Executive Greeting](#)

[What's Happening in Region Two?](#)

[Upcoming Teleseminar](#)

[Contribute!](#)

[Ask the Proofreaders](#)

[Featured Article](#)

[Affiliate Spotlight](#)

[Quote of the Week](#)

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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



What's in a Face?

By Pat Criscito, NRWA Treasurer

Typeface, that is. Many of you know that I wrote my first book in 1994: *Designing the Perfect Résumé*. I knew nothing about the publishing business, but I knew a lot about design, typesetting, and page layouts. So I put together a business plan, like any good entrepreneur would do, and submitted my finished book as a proposal to only one publishing house. I wanted Barron's to publish my book and no one else. (That's a whole other story, which you will hear in my presentation at The NRWA Conference in Maine next month.)

My husband was still in the Air Force back in 1987 when we moved to Arizona and bought a house just five minutes from Thunderbird School of Global Management (the Harvard for international MBAs). If you've been in this business long enough to see trends come and go, you know that résumés were almost always more than one page in the 1980s because we were limited to the technology of typewriters. It wasn't until the end of the decade that we all started getting 8086 computers with 500k of hard-drive space and thousands of fonts in every size possible. That's when the one-page résumé rule began. That rule went by the wayside starting with the new millennium and the advent of keyword-loaded, results-oriented résumés that tell a good story.

Anyway, Thunderbird put together a book of résumés for its graduating classes three times a year, and eventually, we were either writing or designing a thousand résumés every year for their students. I had to come up with hundreds of different designs so that no two resumes in any book looked the same. It was quite a challenge, and font choice was one of the key elements that made one résumé look different from another. Sometimes it was a creative font for a name or headline, and other times it was just the difference between Times New Roman and New Century Schoolbook.

The science of typography is pretty straightforward. You must select a font for readability of text and, sometimes, contrast for headlines. Our eyes love serif fonts (the ones with the little feet) for denser copy, like books, magazines, newspapers, etc. Because résumés aren't supposed to have masses of text, you can use sans serif fonts (meaning without feet) for the body of a résumé without breaking this rule. Most Web pages are designed with sans serif fonts because they are "heavier" and have more pixels, which makes them easier to see on the screen.

Just because there are thousands of typefaces out there doesn't mean you should use them all in the same document! I know, it's tempting, but stick with one typeface for the body and, if you want, one for the headlines and any callout boxes. Use as many as you need and as few as possible is the general rule.

Use reversed-out type with caution, and not at all on a résumé that will be scanned or added to an electronic applicant tracking system. These are the black boxes with white text that we used to create a person's name or for callout boxes. Electronic résumés and other technologies have taken this option away from us in most cases.

The rules for font size vary by usage. Résumés should be between 10 and 12 points for most serif fonts and 9 to 11 points for most sans serif fonts. The font for cover letters should be one size larger than the text of the résumé, unless you maxed out the font size recommendations just mentioned.

Typography is about pacing and message mapping. It's important to use type as a visual guide for readers. Eye flow is, in large part, a function of typography; although white space plays an important role as well. Ask yourself, "Where do I want the eye to go first?" Choose a reader-friendly font for body text, bold for highlights, italics for quotes, and either a bold or opposing font for your client's name and headlines. Create your "rules" for each document and then adhere to them strictly, so your reader can scan the document and know where each section begins and ends. Consistency and balance throughout a single document are the keys to a great résumé layout.

Many résumé writers think that typography consists of selecting MS Word's standard Times New Roman and leaving it at that. But there's a lot more involved in good use of typography. It's the details and balance that are often neglected, which take a toll on readability and your client's chances of getting his or her résumé read. Follow the few rules above and get a bit creative so your client's résumé stands out from the hundreds and thousands of candidates for each job opening in today's difficult job market.

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## 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.*

It looks like the big, collective news in Region Two is our growth. We are welcoming totally new members as well as returning members, both of which make us very excited!

So, we extend a warm Region Two welcome to: Joanne McCool from Woolwich Township, NJ; Heather Bracegirdle from Media, PA; Yvonne Francis from Blackwood, NJ; Constance Reece from Muncy, PA; Phaedra Brotherton from Arlington, VA; Bryan Schwing from Arlington, VA; Nathalie Thompson from Aldie, VA; Natalie D'Ambrosio from Baltimore, MD; Mindy Thomas from Media, PA; and Cathy Alfandre from Easton, CT.



And, now here's what's been happening in Region Two (drum roll):

Shauna C. Bryce, Esq, of Bryce Legal Career Counsel, Annapolis, MD, is happy to report that she has officially added coaching services. She is also looking forward to updating her website very soon.

Norine Dagliano, of ekm Inspirations, Hagerstown, MD, announces the recent launch of her new blog, "What 42 Blind Dates Taught Me About Looking for Work: Wit and Wisdom About Starting Over." Through weekly posts, Norine shares personal reflections about her former life as a single parent facing the challenges of dating and finding employment. Using analogies and instructional guidance, Norine provides practical tips and advice to help the job seeker succeed in finding a "rewarding, long-term relationship" with his/her ideal employer. Read Norine's blog at [www.ekminspirations.com/blog](http://www.ekminspirations.com/blog).

Diane J. Irwin, CPRW of Dynamic Résumés, Cherry Hill, NJ, has been strategically slowing down to have some downtime for the summer. She wants to focus on some "back-office" stuff and enjoy more time with her family in August.

Victoria Kidd, MBA, CPRW of OMP Consulting Group, LLC, Winchester, VA, expanded her revenue stream by seeking opportunities to write product reviews for companies, and she even landed positions with two local magazines. This ended up making her career-management business explode! People now see her as a more developed professional with much more writing experience. It lends so much more to her credibility. The magazine even showcased her profile in the last issue, providing her with an opportunity to tell 15,000 readers about her résumé-writing services. Victoria also moved into a new downtown office. She felt that working out of her home was costing her business, so she decided to stop thinking like a small business and begin pursuing her dreams like a big business. She now has an incredible space to meet clients and provide resources. She bills her office as an alternative to the unemployment office! Victoria has collected catalogs from local community colleges and is even beginning to receive calls from employers seeking qualified candidates.

Michelle A. Riklan of Riklan Resources, Marlboro, NJ, recently experienced the honor of having Jack Canfield, renowned co-creator of the *Chicken Soup for the Soul* book series, discuss the book she co-created, *101 Great Ways to Enhance Your Career*. Canfield enthusiastically stated "I REALLY like this title and it has a great cover!" In response, Michelle and her co-creator are offering incredible bonuses when you purchase the book, including between \$600 and \$1,500 worth of FREE e-books, books, tools, and coaching. Purchase the book [online](#) or by calling 800-540-3609.

As for me, I've had the opportunity to present my résumé-writing seminar at a number of venues including Georgian State University's July alumni meeting. I'm doing some recruiting for the Take Care health clinics that are located throughout select Walgreens, and one of my clients has won an interview opportunity for a prestigious position in Washington, DC (let's all keep our fingers crossed for her).

Region Two new members: I'll be reaching out to you all soon. And to all of our not-as-new Region Two members, please don't hesitate to give me a call if I can be of any assistance to you.

That's all for now. A very happy August to everyone.

## Upcoming Teleseminar



### Facebook Fan Pages, Advanced

Presenter: Laura Orsini

Date/Time: August 19, 2011, 1 pm ET

**NOTE: Facebook Fan Page Basics is a prerequisite for this class.**

This advanced class will pick up where Facebook Fan Page Basics left off. Advanced class participants have grasped the value of a Facebook Fan Page and the fundamentals of creating one. Now they will learn, in detail, how to create a personalized Fan Page with images, colored text, and text links.

In this two-hour teleseminar, you will:

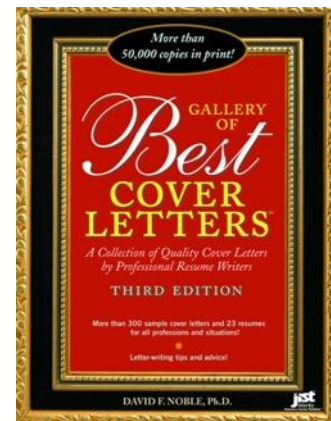
- Review the basics of creating a Facebook Fan Page.
- Create up to 10 tabs for your Fan Page.
- Use simple coding to bold, underline, and italicize words.
- Learn to add colors to your fonts.
- Learn to insert graphics into your pages.
- Learn to create text links on your pages.
- Learn to insert a PayPal "buy now" button on your pages.
- Learn what to put on your fan page.
- Learn how to promote your page and increase your "Likes."
- Get an overview of Facebook ads.

Laura Orsini is a skilled editor and marketing consultant who uses social media to promote her clients' businesses as well as her own. Working primarily with self-publishing authors, Laura specializes in teaching her clients low- to no-cost ways to increase their exposure, promote their books, and stand out as experts. Laura has been successfully using Facebook, LinkedIn, Twitter, and blogs for the last five years and continues to immerse herself in this rapidly advancing technology. She has a degree in nonfiction writing from the University of Arizona and is the author of the outstanding book, *1,001 Real-Life Questions for Women*.

## Contribute!

JIST has asked David Noble to provide a Fourth Edition of his *Gallery of Best Cover Letters*. As in the past, he would like to invite NRWA members to submit examples of their documents to be considered for inclusion in the next edition. Publication in his books means free publicity for you, your work, and your business.

If you are interested in being represented in this new edition, you can contact David by e-mail at [dnoable15@comcast.net](mailto:dnoable15@comcast.net), and he will provide guidelines for sending him samples of your work as e-mail attachments.



## Ask the Proofreaders



It's a Noun, Not an Adjective!  
By Donna Tucker and Norine Dagliano

I love it when I can find someone to agree with me. Often, it's not so easy----especially on the subject of grammar and usage. "Everyone" seems to want to change our language to make their own lives easier. "Let's be flexible; language is ever changing." I've belly-ached about this before.

So when I hear the phrase, "That was so cliché," I wince. If I mention to the speaker that the phrase is incorrect, I get a glazed, uncomprehending look. So I Googled the phrase (of course) and found that many dictionaries list cliché as an adjective. This made me sad, so I kept looking until I found someone who agrees with me. Someone who cares about the language. You can make your own decision as to whether cliché as an adjective is right or not.

The following is from the [Grammar Guardian blog](#) by Dru Pagliassotti, editor in chief and publisher of *The Harrow* for 11 years, now running *The Harrow Press*:

"A *cliché* is a phrase or concept that has been overused. According to most\* English-language dictionaries, *clichéd* is the adjectival form of *cliché*. Therefore, a noun must be described by the adjective *clichéd*, not by *cliché*.

"For example:

That storyline is so clichéd. (The noun *storyline* is being modified by the adjective *clichéd*).

That storyline is such a cliché. (The noun *storyline* equals the noun *cliché*)."

"So, for the love of grammar, people, please stop saying 'That is so cliché!' The proper phrase is, 'That is so clichéd!' Or, if you like, 'That is such a cliché!'

"(\*Yes, you can always find dictionaries that sacrifice grammatical correctness on the altar of contemporary usage; the same ones that list alright as an acceptable version of all right. I exhort you to turn your back upon the lite in favor of the light.)"

Ah, she practically wrote the column for me this week! Isn't she wonderful?

Do YOU have a burning grammar, punctuation or usage question you'd like The

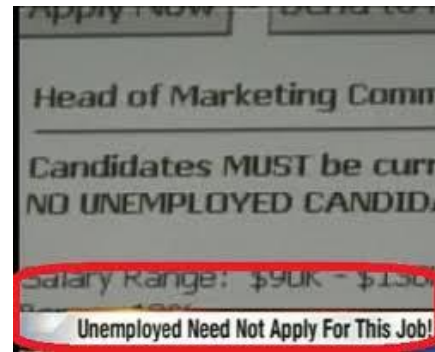


## Featured Article

### If Your Clients Don't Have a Job, They May Find It Harder to Find One

By Amanda Collins, The Grammar Doctors

It's coming from everywhere these days: Many employers are only looking for candidates who are currently employed. Others are willing to expand their nets to those who have been unemployed six months or less. But we know, as résumé writers and career professionals, a huge amount of job seekers don't fall into that category. If your clients need to have a job to get a job, how can you help them if they're in the category of folks who have been without for six months or more?



Of course, lying on a résumé is never a good choice, but the truth is that most candidates actually ARE working in some capacity. Many talented job candidates are busy doling out advice and support as a consultant, even if they haven't hung up a shingle to advertise that effort. On a résumé, though, it's a good idea to fill in that gap with what your clients have really been doing for the time they haven't been working in Corporate America.

If you have your own business, you probably know that you don't need an LLC or business license to say that you have a company. Neither do your clients. Call it Smith Consulting and put it on the résumé. Ask the client what he's been doing while on his own. Perhaps he has helped a significant other, friend, or relative with business-related issues. The catch is to only add this position if it meets the requirements of any position on a résumé: It must have a job scope and accomplishments. Coach the client that prospective employers should be able to follow up with their clients (whether they paid or not, if your client helped them, they're clients).

If you cannot say that the client was a consultant, ask about volunteer opportunities to fill the gap. Some job seekers are helping out at career networking groups or even in their own industry. That is pertinent information to share, and it might help your clients to look more relevant in the job search.

*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 Southworth

You may think that Southworth is a paper company, and you're correct. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumés and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.



You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office?" Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

Southworth is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

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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

"Advice is what we ask for when we already know the answer but wish we didn't.."  
~ Erica Jong

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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