



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!

Executive Greeting



By Marie Zimenoff, NCRW, A Strategic Advantage, Fort Collins, CO

As a great new member benefit, we're pleased to announce that The NRWA has partnered with [nSphere Inc.](#) to connect members with people seeking résumé and career professionals in their areas.

nSphere has partnered with national associations, local chambers of commerce, and expert data providers to create a comprehensive online source for local information on a variety of topics including career and education.

Using information available on [TheNRWA.com](#), nSphere expands its data consortium of local data contributors to include listings of local NRWA members. The result: job seekers searching for a résumé writer in their areas will find contact information for The NRWA members alongside expert advice from [Wetfeet.com](#) or [JobSpectrum.org](#).

If you would like to inform potential clients more about your background, specialties,

or areas of expertise, please send the information below to Stephanie Shaw at adminmanager@thenrwa.com, and we will update your information with nSphere. Listings will start in 15 days.

Information to send:

First Name
Last Name
Certifications
Company Name
Address
City, State Zip
Phone
Email (optional)
Expertise (optional)
Awards (optional)
Education (optional)
Brief Description of Services, ~50 words (optional)

*****Deadline is February 14 for inclusion in the initial launch.*****

You can exclude your profile now or at any time. Simply email info@lawlink.com

*This partnership does NOT involve any payment between The NRWA and nSphere, and we can cancel the arrangement at any time for any reason.

What's Happening in Region Six?

By Jared Redick, Executive Résumé Writer, The Résumé Studio, San Francisco, CA

Representative for Region Six: Montana, Wyoming, Idaho, Washington, Oregon, Nevada, California, Hawaii, and Alaska, as well as Asia, Australia, and Western Canada.



Please join me in welcoming the newest member to Region Six: Leigh Ann Alameda, Momentum Résumés, Folsom, CA. Welcome, Leigh Ann!

Region Six kicked off 2011 with growing participation in our newly launched "Shop Talk" series, with up to eight participants on each conference call chiming in on topics including social media, productivity, and technology----with more to come!

Meanwhile, these Region Six members reported on their recent activities.

Anne Anderson, Medford, OR, is a full-time HR manager working on becoming certified while building a new website for her practice. Anne's background includes work as a volunteer career counselor in Orange County, CA, beginning in 1998. More recently, Anne has volunteered at a Medford women's emergency shelter, where she co-facilitates a weekly workshop called "It's Not Okay Anymore." Anne's work helps women "get a leg up" in Medford's struggling economy, particularly as they face gaps in employment, multiple short-term jobs, and felony convictions.

Dr. Cheryl Minnick, NCRW, Internship Coordinator and Career Advisor at the University of Montana-Missoula, Missoula, MT, is building a career-consulting practice called The Paper Trail. Cheryl has secured The Paper Trail business name and completed her business license paperwork. She also retained a group of students

to design her website and is interested in hearing from The NRWA colleagues about their start-up stories and ideas. Reach her at cminnick@mso.umt.edu. Cheryl anticipates using the information she gathers to develop her business and share with students who hope to open their own businesses after graduation.

Susan Whitcomb, www.TheAcademies.com, NCRW, PCC, CCMC, Fresno, CA, recently presented "Positioned for Promotion" to Georgetown MBA students in Washington, D.C. Alongside Deb Dib, Susan also completed teaching The Academies' G3 Coach Program (worth 11 CEUs from The NRWA). The program teaches members how to help job seekers prepare résumés, LinkedIn profiles, social-media profiles, and more as they navigate the new job-search landscape that is being shifted dramatically by Google, social media, and recruiters' drive to switch to the "social search."

As for me, I joined a five-person peer-accountability roundtable in January, meeting weekly by phone to make and report on commitments while sharing tips, resources, and best practices. In January, I also implemented new ideas from Pat Cristico's Webinar, "The 'Key' to Keyword Résumés" (www.TheNRWA.com) and registered for The NRWA's 14th annual conference in Portland, ME. On February 17, I will present "The New Finance Résumé" to the Chartered Financial Advisors (CFA) Society, San Francisco.

Teleseminar News

Want to Book 4-Figure Résumé Packages? Learn to Write Career Case Studies!

Presented by Kim Mohiuddin

In this class, you will learn how to dig deeper than the traditional SAR/CAR accomplishment format to create long-form case studies that stand alone, and mini-case studies that can be incorporated into a résumé.



Best-of-breed career case studies:

- Enable you to write more effectively for consultants (whose accomplishments can be all over the map) as well as those who are transitioning from employee to consultant, entrepreneur, or independent contractor.
- Give you the foundation of an executive profile that stands out in the toughest arenas (boards of directors, corporate lawyers, CEO decision-makers).
- Cement your value in the minds of prospective clients, differentiating you from competitors and enabling you to charge what you're worth.

Note: This is an advanced writing technique. While the class will be approachable for even a beginning writer (Kim wishes she'd had this information when she was starting out!), it is not recommended that you use this technique in the NCRW certification process unless you have fully mastered when and how to apply it.

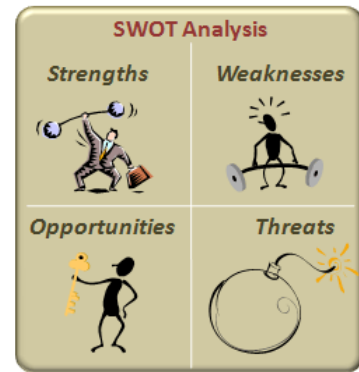
Date: Friday, February 11, 2011 , 1:00 pm EST

All teleseminars are \$35 for members and \$45 for non-members.

Featured Article

Get Out Your SWOTer By Amanda Collins

The month of January has come and gone, which means it's a good time to review how you're doing so far this year. I'm sure you set plans for your life and your business, but how do you know how well you're doing unless you're measuring and tracking? As a résumé writer, you're likely familiar with SWOT analyses from including it in some of your clients' documents, but have you ever conducted one yourself? It's a great snapshot of how you're doing and where you're going.



Strengths

These can be personal or professional. Perhaps you're the only person in your area who does what you do, or you have specific certifications others don't. Maybe you're an excellent listener. No matter how big or small, include what makes you unique. This is a brainstorming session, so anything counts!

Weaknesses

This exercise isn't as ego-boosting as the first, but it's imperative to know where you have weaknesses in your life and business. Again, these can be simple or complex. For instance, many solopreneurs find that lack of time or capital is their biggest weakness. It might also be that you're new to the game and need some more experience. Try to be brutally honest; it'll only help you in the end.

Opportunities

The world is full of opportunities, so try not to get too grandiose in this section. Instead, focus in on existing and potential opportunities that will help you get where you want to be, perhaps in the form of partnerships or speaking engagements. Look within your network to see where you can find these gems so you can capitalize on them!

Threats

We all have them, and this is the place to consider them. Typically, you'll want to think about competitors, illness, or proprietary information you have. It's a good idea to not get too bogged down here; a better attitude is to consider there is abundance in the world, but it's always wise to have a CYA policy.

By conducting regular SWOT analyses, you'll be working ON your business as opposed to IN it, gaining valuable insight into what you've accomplished and in what areas you can grow. Of course, if you are not running your own business, this is a worthwhile exercise as an employee or if you're looking to start a venture. The more information you have, the more successful you can be. And, as GI Joe said, "Knowing is half the battle."

Affiliate Spotlight of the Week

Fast Track Transition Career Research

This week, we spotlight Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign. But compiling information from the

Internet can be overwhelming and extremely time-consuming. Now you can offer accurate, comprehensive company and industry market intelligence to help your clients gain access to the hidden job market and accelerate their search. By

incorporating Fast Track Transition Career Research© company/industry information into your menu of products and services, you can add value to your brand, differentiate your service from the competition, and enhance your repeat and referral business.

Two ways your clients can use this product:

- Request research on a specific company or companies. If a client wishes to target one or more companies, we can find comprehensive information including a company overview and history, historical financials, competitors, recent press releases and news articles relevant to the company, and key people and their executive bios. Clients can use this information to prepare for an upcoming interview, decide if a company is a viable option and/or a good fit, or to gain access to company decision makers.
- Request research on a particular industry(s). For clients who want to research potential targets within a given industry(s), we can support them by offering a list of all the companies that fall into the industry/geography requested. Each list includes company name, address, web address, revenues, and key contact name, title, and direct phone number.

Clients can leverage this information to create a personal marketing strategy that gets their resume in front of decision makers rather than recruiters or corporate gatekeepers. By focusing on decision makers, they direct their campaign towards a more productive job-search strategy and limit the amount of time spent on less beneficial search methods, such as posting online or working with recruiters.

Two ways you can generate income:

- Resale Program. Buy the Fast Track Transition Career Research© directly and set your own customer pricing. The cost to you can range from \$150 to \$250 per campaign depending on the parameters of the client's search. We recommend a resale price of \$300 to \$500.
- Referral Program. Refer the client directly to us and receive a \$75 referral fee for each campaign.

The turnaround time for report generation is two to four business days.

Members of The NRWA receive a 10% discount off any research package.

If you are interested in learning more about the service or receiving a sample report, please visit our website at www.fttresearch.com and contact us at info@fttresearch.com. You can also call us at 866-333-1800.

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

Quote of the Week

"It's easy to have faith in yourself when you're a winner, when you're number one. What you've got to have is faith in yourself when you're not a winner."
~ Vince Lombardi

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
