



# 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 Charlotte Weeks, The NRWA President

Lately, I've been using a new system to manage email overload (something I'm sure many of us can relate to!). I picked this up from a friend of mine, and it's been working so well, I had to share.

Most of it comes down to the subject line. In the era of Twitter, a lot of what we need to say can be said without even going into the body of the email. To save the reader from opening emails with a blank message include "EOM" (end of message) at the end of the subject line/message.

The other two acronyms are designed to stop an endless email loop before it even starts. You know how you're not sure if some of the emails you've received need a response? Putting "FYI only" or "NRN" (no reply needed) at the end of the subject line will do the trick.

Okay, you may be thinking this is great for you, but what about all the other people who send me email? If they're people or groups with whom you correspond often, you can clue them into this. Even if you don't, people are pretty quick to catch on and may start using these tips themselves. That's really the goal: to reduce the amount of needless email for everyone and spend more time on more productive work!

I'm happy to say I came up with another strategy that works for me. When I have multiple emails in my inbox to which I need to respond, I'll write one email back. In this email there are several lines beginning with RE: and then the subject and my response. This provides a concise, quick way to follow up while sending just a single email.

As more and more emails are sent by people each day, we have to keep innovating ways to tame our inbox. What's worked for you in the past? What email-related problem gives you the most trouble and what can you do to fix it?

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## What's Happening in Region Four?

By Travis Wilson, Rochester, MN

*Representative for Region Four: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.*



Ahoy, there!

Pardon the silly salutation, all, but I'm just a bit excited for the [2011 NRWA Conference](#) in September! Have you had a chance to take a look at the [schedule](#) yet? There are wonderful breakout sessions for those running their own businesses (or who aspire to) or those who work in higher education or career counseling. The always-popular human resources panel is back, and the keynotes look to be out of this world! If you haven't registered yet, do so and do so *soon*!

Instead of the usual "What have you been up to?" news blurbs that I typically solicit from our fantastic region members, I thought I'd get creative. Maine (which, as we know, is the location of this year's conference!) is renowned for its lighthouses, so I asked our region members *how do you let your light shine to bring your clients closer to success?* I was thrilled with the response.

Barb Poole of Hire Imaging, Fifty Lakes, MN, graciously shared with me her top three strengths and top three brand personas from the Reach360:

### Top 3 Brand Personas:

- Truth-teller. I'm honest and sincere. People trust what I say. I'm a diplomatic truth-teller, as opposed to a very frank and direct one.
- Giver. I derive great pleasure from giving and am thoughtful and considerate of my clients. I am generous with my praise, time, and mentoring/advice.
- Rock. I'm there for my clients. They can count on me. I have high intentionality and will do what I say I will do. Reliability is one of my core attributes.

### Top 3 Strengths:

- Inspiring. I am in my element when activating, inspiring, nurturing, empowering, and developing others.
- Expressing. I communicate clearly and consistently (listening, speaking, writing, and presenting, etc.).
- Relating. I love meeting/connecting with clients, building their trust and respect.

Knowing Barb as I do, *all* of these resonate in her and out to her clients! Thanks, Barb!

Faith Pollen of CareerCurve, Cleveland, OH, told me that she serves on the leadership team for a local networking/job-search group, "so I spread the light by volunteering. I also share applied knowledge in interviewing, recruiting, and selection in addition to leading candidates in identifying their own skills and talents by asking the 'right' questions. I am good at identifying past successes relevant to the current job search. Plus, I have the reputation for slashing and editing; it's the ability to say what needs said in as few words as possible. I tighten résumés well."

Faith and I got to know each other during our Region's Shop Talk earlier this year, and I was extremely impressed with her professional knowledge and outstanding leadership positions. She's a valued contributor to both our regional news and region itself. Thank you, Faith!

Michelle Swanson of Résumé Results, Edwardsville, IL, shines by creating résumés for career transitions. "I consider myself a 'career interpreter.' Whether a job seeker is a new college graduate, a business owner who's never held a traditional 'job,' a stay-at-home parent returning to a previous career path, a veteran with 20+ years of military experience, or a professional who's simply exploring new career fields, I'm able to identify key skills and experiences to position my clients for new opportunities. My résumés give them the confidence and talking points to shine during interviews."

I met Michelle when I was making calls to my region members and had a delightful conversation with her. Her dearth of experience makes her a true asset to all of her clients!

As for me, Travis Wilson of Rochester, MN, I shine the most through my attitude and enthusiasm. Clients who work with me not only get someone with years of résumé-writing and reviewing experience, but someone who makes them feel good about themselves and the wealth of experience they bring to any employer. Confident candidates are compelling candidates, and my clients get "pumped up" for who they are.

Thank you again to our region's contributors and remember: *life is what happens in between The NRWA conferences!*

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## Upcoming Teleseminars



### Writing Branded Sales-focused Summaries

Presenter: Marie Zimenoff

Date: July 15, 2011, 1 pm ET

### From Personal Ad to Unique Selling Proposition: Improving Résumé Summaries

We have seven seconds to make a good first impression. Nowhere is this more true than on a résumé! The résumé summary is a place where our candidates can either hook the reader, or appear generic----a personal ad gone bad. In this teleseminar, you will learn practical strategies to build summary sections that demonstrate qualification and hit keywords while communicating each candidate's unique brand.

At the conclusion of this teleseminar, you will come away with tools and examples to

create summaries that grab the reader's attention.

Topics will include:

- Gathering branded information for summary content through questioning and assessments
- Interweaving candidate's language with keywords
- Telling a unique story and avoiding generic phrases
- Proving candidate's value quickly through accomplishments and testimonials
- Enhancing visual appeal and including graphics

The teleseminar presenter, Marie Zimenoff, will share expertise gained from writing résumés for professionals across disciplines, including engineering/technical, C-level, new grad, finance, education, nonprofit, military transition, blue collar worker, and ex-felon. Sharing her training in brand development and career counseling, Marie will help you articulate candidates' unique strengths while improving their understanding and ability to communicate the value of these strengths to employers.

Facebook Fan Pages, Advanced

Presenter: Laura Orsini

Date: 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.
- What to put on your fan page.
- How to promote your page and increase your "Likes."
- 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 the experts they are. 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*.

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**Ask the Proofreaders**

It just gets funner and funner.

By Donna Tucker and Norine Dagliano

The NRWA member Lois Gilbert reported by email a few weeks ago that she was

dismayed over the poor choice of grammar in advertising, specifically the word "funner."

In her email, Lois wrote the following:

"I was reading Dick Cavett's book, *Talk Show*, the chapter: 'It's Only Language.' The TV was on for background noise when out of the clear blue my grammar antenna went into cardiac arrest; bells were ringing and whistles were blowing. There was a commercial from a well-known fast-food company touting one of their products, and the last line ended something like this: 'When you eat this product, your day will be funner.'



"Thinking that I must have missed out on this new rule of grammar, I went to my computer, clicked the thesaurus and found nothing.

"I clicked on Urban Dictionary: 'The dumb person's way of saying more fun.' Now I felt better."

I don't feel better. Is this another example of language evolution or more from the "what does it matter" generation?

Two weeks later, Lois emailed again.

"As I walked into Target this morning, there was a huge sign hanging from the ceiling. Guess what it said? 'Make summer funner...' Will it never end? I think we need a grammar patrol to advise large corporations and advertising companies."

That got me thinking. I'd like that, a grammar patrol. Grammar vigilantes righting the language wrongs of a lackadaisical nation. But that's been tried. Remember the two grammar vigilantes who were banned from the national park system for "fixing" the punctuation on a historical marker at the Grand Canyon? I Googled "grammar patrol" and found the team of Judith P. Josephson and Edith H. Fine who, according to their website GrammarPatrol.com, are "always on the lookout for grammar goofs and gaffes." They've written a number of books on the subject.

But what action can we take, those of us who care about the purity of the language? The organization S.P.E.L.L. (Society for the Preservation of the English Language and Literature) has been fighting the good fight for many years. It is an organization of people who love our language and are determined to resist its abuse and misuse in the news media and elsewhere. S.P.E.L.L. members use what they call Goof Cards to cite errors in grammar, usage, and syntax, which they send out to language offenders in an effort to uphold high standards for the English language. But the publishers of the bimonthly *SPELL/Binder* newsletter say that "membership numbers continue to decline." Another harbinger?

Lois, you are not alone. If you're not already a member, you might want to join S.P.E.L.L. and send Target a Goof Card. We have to do *something*, don't we?

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## Featured Article

### Heed Your Spidey Sense

By Amanda Collins, The Grammar Doctors

If you don't know me, you don't know that I am a big fan of comic-book characters and pop culture. It's rare that I have a conversation that doesn't call on some tidbit from television, radio, or movies. Hence the title; while some may call that tingling



you get when you know something's amiss a "gut feeling," I call it my "spidey sense."

Spider-Man was alerted to impending danger by a little forewarning feeling: a sense that something just wasn't right. I seem to get that feeling often, and although I'm identifying it more and more now, I am guilty of rarely heeding it. In the sitcom world, hilarity would then ensue, leading to a laughter-filled half hour. But this is the real world, with real repercussions, and I've learned I need to really listen to that little tingling because it typically knows

better than I do.

You can have that spidey sense at any time in any situation. Perhaps a person in the grocery store parking lot is loitering. You're likely to make a beeline to your car or the interior of the store. It is our natural "fight or flight" instinct, and it helps us to stay safe.

In the business world, our spidey sense can also give us good indicators. As an example, I recently was called by a woman who wanted me to write a résumé for her husband. There was that spidey sense: Why am I talking to the wife? This feels like trouble. Instead of insisting that I speak with the husband, I booked the appointment. Naturally, the wife and husband appeared at the meeting together. Although he had a lot to say and he and I conducted most of the conversation, I could see that there was a strange balance of power in the relationship, and off went that spidey sense yet again.

When I sent the first draft of the résumé to both of them (at her request), she is the one who responded. She said the document was completely off track, poorly written, etc., etc. In her response, she failed to copy her husband. More spidey sense alerts.

Although I have still not heard from the client in this conversation, the wife wasn't happy. Our resolution is a partial refund, which she will use to employ another résumé writer.

I share this story to illustrate that all of this hassle and headache could have been avoided had I only taken a moment to listen to that spidey sense and take action from there. I had a number of signs along the way, yet I pushed them aside because I wanted the client, who is a prominent business owner in Phoenix. I was intrigued to meet him, so I ignored my spidey sense and created a slew of hassles for myself.

I encourage you to pay attention when your spidey sense starts tingling. What's the challenge or danger to which it's alerting you? Our spidey sense is looking out for us, and it always has our best interests in mind. Heed it. You may find that you have fewer headaches moving forward.

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

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**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

"Learn to let your intuition (gut instinct) tell you when the food, the relationship, the job isn't good for you...and, conversely, when what you're doing is just right."  
~ Oprah Winfrey

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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