



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

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Executive Greeting



By Kimberly Schneiderman

In our line of work, it is very important to practice what you preach. For me, that means that I invest time, money, and other resources (which is best described as more time and money) to advance my own knowledge in the careers industry. Specifically, I attend the annual conferences, take advantage of the teleseminars, review the tips and strategies in this newsletter, read coaching and writing books, and watch what people talk about on the e-list.

These investments help me demonstrate to my clients that I am who I say I am. After all, the world of job searching has changed in the last few years and will continue to change and adjust with each new technology and emergence of new career paths.

My clients put a tremendous value on my expertise, so it is imperative that I continue to invest in it. When I talk to a potential client who seems unsure of who I am and how I can help, I mention all the work I put into my professional development. Most often, people are impressed that there are associations like The NRWA that run conferences and seminars to distribute information that is pertinent to the job market today. They like hearing that I work hard to learn new strategies and gain insights into how to help them better. Ultimately, my investment helps me

make money (I guess that is the definition of an investment, right?).

So why tell you all this? Obviously, my strategy is a bit transparent. I want you to come to the conference in September and take advantage of all of the teleseminars and programs The NRWA offers.

But really, it doesn't matter what I want for you, does it? What matters is what you want for yourself. Do you want to get better at your craft? Do you want to learn new résumé and coaching strategies? Do you want ideas on how to get more media attention, make money from presentations, or coach your clients on salary negotiations?

Do you want to make more money?

The starting point to get all that is to attend the conference, put strategies from the teleseminars into practice, and to collaborate with the best of the best in your industry!

Do you have specific questions about the conference? You can email me directly; I'll be happy to talk with you about it: kimberly@citycareerservices.com.

Okay, now I need to go learn more about the new values indexing exercise I will be using with my clients next week! Another investment that is sure to have a good deal of ROI!

What's Happening in Region Five?

By Ginger Korljan, Take Charge Coaching, Phoenix, AZ

Representative for Region Five, which includes Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, and Utah.

This is the last time you will hear from me in the role of Region 5 Representative, as I am taking over for Jean Raymond as Second Vice President of The NRWA. My first order of duty in my new role is to help plan the national conference! I am quickly coming up to speed, helping the committee headed by Kathy Sweeney, NCRW, CPRW, CEIC, CCM of The Write Résumé, Phoenix, AZ, to facilitate this year's conference, and I am excited about the wonderful events that will take place in Portland, ME. In order to free up my time for this new role, Melanie Lenci has graciously agreed to step in as the new Region 5 Representative.



Melanie Lenci, Résumé Relief, Denver, CO: "I am truly excited to be representing Region 5. My business has experienced tremendous growth in 2011. I attribute much of my success to my affiliations with and participation in professional associations such as The NRWA, because beyond paying for the occasional box of business cards, I spend nothing on advertising.

"In fact, in 2011, I raised my prices substantially and not only did I not lose business, for three of the past six months I have been booked out solid for two weeks or more. That had never happened to me before. When I compared my numbers for the first half of 2011 to last year's results for the same six-month period, it was astonishing to me that my increase in fees helped me to earn a little less than DOUBLE what I had earned in the first half of 2010.

"I have no doubt that my presence on thenrwa.com and other professional websites

has helped contribute to my enormous boom in business, but what has been equally valuable is what I have learned from reading the group discussion boards and newsletters. The collaboration and sharing of information from professionals within our industry continuously helps me to evaluate and make improvements to my own business practices that not only help me financially but also turn into a wealth of information for my clients.

"As for my summer update, I am excited to report that one of my résumés was selected for publication in Teena Rose's book, *Cracking the Code to Pharmaceutical Sales* (2nd Edition), and I am looking forward to continuing to learn from The NRWA members while advancing the collaboration and flow of information within Region 5. And, I look forward to meeting many of you at The NRWA conference in September."

We have increased our region membership by four this month and would like to extend a hearty welcome to Laura Gonzalez, The Résumé Wordsmith, Plano, TX; Rebecca Reiter, Houston, TX; Tawnda Maxwell, Denton, TX; and Marcia Metcalf, Flagstaff, AZ. We are so glad you have joined our organization and hope to see many of you at The NRWA conference in September.

Marie Zimenoff, President of A Strategic Advantage, Fort Collins, CO: "I am having a busy summer with traveling and professional development. In June, I finished my year as president of the Colorado Career Development Association and started activities with the National Career Development Association Leadership Academy as one of seven chosen nationally for the academy. I am looking forward to seeing everyone at The NRWA annual conference in Portland, ME, in a few short months!"

Deanne Arnath, Career Wizards, Inc., Mansfield, TX: "It's that time of year again when business is slow, so we have been taking some time to focus on growing our professional networks on LinkedIn, Facebook, and Twitter. We added a business page on Facebook and packed it full of informative information for job seekers with features such as Who's Hiring? Job of the Day, and Who Earns What? We have included the Twitter feeds application on Facebook so that each feature feeds onto our Twitter account; that is a great time saver.

"In addition, we are building our referral networks using tools such as LinkedIn, Referral Key, and, most recently, Branch Out. Our referral program pays a \$50 referral fee for any referral that purchases résumé-writing services. Our particular focus areas have been résumé writers, recruiters, financial advisers, and attorneys.

"We have also started an advertising campaign on Facebook that provides a \$50 discount to individuals who purchase résumé-writing services as we feel that the current economic conditions are making it tougher for the average American to afford professional résumé-writing services.

"Lastly, we are seeking opportunities to teach job-readiness workshops to students at technical schools, community colleges, and universities in our local area. As the old saying goes, 'When the going gets tough, the tough get going.'"

Christine A. Brugman, MAOM, GHRM, Résumés Right Away, LLC, Colorado Springs, CO: "We recently transitioned the business from a sole proprietorship into an LLC. In addition, my husband Jason, an active duty Air National Guard officer, proudly assumed part ownership of the business as our Military Transition Consultant,

due to increase in demand as most of our clients are transitioning military members and veterans. This has really added value to the business and provided a rather large niche in the Colorado Springs community! Résumés Right Away has been asked to participate on military Transition Assistance Program (TAP) panels on three military installations here in Colorado Springs. Participating panelists provide valuable employment information to assist military members facing the transition from military to civilian life, specifically by providing them with the information, skills, and knowledge needed for a smooth and successful transition and answering questions related to résumé writing, the job-search process, recruiting trends, and expectations of hiring managers. This is what I enjoy most on the job!

"This year, we were also invited to be active members of the Military Spouse Career Committee, serving as military spouse employment advocates and educators as well as career services experts/contractors for various nonprofit organizations specializing in veteran employment.

"We've finally expanded our social networking media tools to include Twitter (@ResumesRight)! I'm not sure why we waited so long, but we finally took the plunge and are actively 'tweetucating' our job seekers with the latest career advice and employment trends!"

Ruth Pankratz, GabbyCommunications.com, Fort Collins, CO: "This summer, I've been taking classes and workshops to sharpen my skills. Business has been a little slower, steady, and good---- typical summer business. I'm also working on a website redesign which (with some luck) will be ready for release in October."

Laura Smith-Proulx, An Expert Résumé, Arvada, CO: "I recently presented 'Best Practices for the 2011 Job Market' for Illinois WorkNet, which covered résumé trends and LinkedIn for job-search topics to help train career counselors throughout the state of Illinois. I was interviewed by *The Denver Post* for an article entitled 'Online Job Postings: Rarely a Direct Line to Employment' ([read online](#)).

"Tony Deblauwe of HR4Change and I co-authored 'The Right Questions to Ask in a Job Interview,' published by [Monster.com](#). I'm also in the process of finetuning my presentation to The NRWA conference this year on the topic of executive résumé writing. I can't wait to see you all there!"

Mary Lou Webb, Denton, TX and her daughter Beth Hendrickson of Writer Resource, Inc., Denton, TX: "We have recently focused on the editing and publishing side of our business, including a complete revision of the formatting on a book for a professor, which we hope will be published soon. We're working with a gentleman who needs a logo designed; eventually we will be writing his business plan. We've also written copy for three different websites. It's been lots of fun and we've had lots of variety. Besides that, we're just trying to stay cool."

Amanda Collins, The Grammar Doctors, Phoenix, AZ: "Once again, I was on *AM Arizona* (my third appearance this year!), where I was able to share some of the funny misspellings I see (and take pictures of) in my travels. We also talked about the haboob, or dust storm, that overwhelmed Phoenix recently. Although the episode isn't yet up on my YouTube channel, it will be soon and you can look for it at www.youtube.com/grammardocs.

"In addition, I am happy to report I will be speaking about résumés and the job

search at Tempe Career Network in July and LaidOffCamp Southwest Valley in August. I always love sharing information with job seekers and giving them tools to make their career search a success!"

Elaine Basham, The Résumé Group, Kansas City, MO: "Business has been so strong lately that we may have occasional subcontracting work. Those who are interested can contact me atelaine@theresumegroup.com."

Ginger Korljan, Take Charge Coaching, Phoenix, AZ: "As for me, the first part of the summer was totally focused on my family, as we celebrated three graduations and two weddings, traveling to St. Louis, MO; San Diego, CA; and northern Arizona. Since then, I have been fortunate to have landed a few high-level clients in government and health care. My long-term goal is to develop packages of services designed to encompass the whole job-search process. Although I love writing résumés, I would prefer to help clients from start to finish, following them throughout their careers."

Upcoming Teleseminars



Burnout and Writer's Block
Presenter: Pat Criscito, CPRW
Date: July 29, 2011, 1:00 pm ET

After more than 30 years of writing experience as an author with Barron's, entrepreneurial writer with clients in 42 countries, and a freelance writer for publications nationwide, Pat has faced writer's block so many times that she has lost count. Writer's block usually precedes burnout, but they both have the same roots.

This teleseminar will help you:

- Determine if you really have a problem or the start of a problem.
- Distinguish between procrastination and writer's block.
- Identify the causes of writer's block and burnout.
- Develop strategies to get you back on track.
- Relieve the stress that results from both.
- Fake it until you feel it!
- Build a support network.
- Create an advisory board or local lunch support group.
- Learn where to get help if you can't do it yourself.

You will have access to Pat's 31 years of experience and plenty of time for questions and answers. Don't miss this chance to become more productive, which means more money!

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.
- Learn what to put on your fan page.
- 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*.

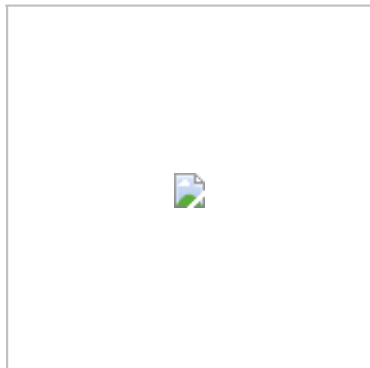
Check Out the New Southworth

Southworth has a newly updated site, thanks in part to our members! Check out the blog and résumé sections for quality content from familiar faces!



www.southworth.com

Featured Article



Mobile Marketing: The Next Big Thing By Amanda Collins, The Grammar Doctors

For regular readers of this column, you know that, in addition to being a résumé writer, I am also a marketing-communications specialist. I partner with my clients to create and implement strategies to generate better results. Sometimes, that result is a new job, but for my corporate clients, results can include top-of-mind awareness and increased revenues.

As I was considering what to write this week, I thought that some of you might be interested to know about one of the hottest trends in marketing these days: mobile marketing. According to GigaOm, one in two Americans will have a Smartphone by the end of 2011, and NextGov says that nearly 10% of us access the Internet through our cell phones. In case you're as math impaired as I am, that is a HUGE opportunity! Reaching your clients through their Smartphones is

the way to go, and you need to start leveraging this technology.

There are a couple of ways to get into mobile marketing, primarily QR codes and text-message marketing. Here is some information to know:

QR CODES

QR stands for quick response. You have probably seen these on movie posters, postcards, and the like; they are square bar codes that can only be read with a special app on your Smartphone. The codes send the scanner to a mobile webpage, sign-up for a newsletter, Facebook page, video, or pretty much anything else you can imagine. While there are companies that will create the entire campaign around the QR code, you can also do this yourself by creating the QR code with a free online service and then determining where to send those who scan the code.

Pros

This is a relatively new technology in the US, so it is relatively untapped. It has a lot of potential moving forward and is gaining interest among Smartphone users.

Cons

One of the issues with QR codes is that the user must have the app. If in a hurry, it can take a bit to pull out the phone, access the app, and hold the phone steady long enough to scan the code. Also, unless you've created a way to capture the person's information, it will be of little help in long-term campaigns.

TEXT-MESSAGE MARKETING

It is estimated that eight trillion text messages will be sent in 2011; in fact, more people text than call these days. It is a completely opt-in method of marketing, and you can engage with your consumers immediately. Companies are using text-message marketing to offer limited-time offers as well as to stay top of mind.

To opt in to your list, customers need to text a code or phrase to a five-digit number. The best way to capture them is to offer an immediate incentive, such as a significant discount on services, something free, or the chance to win something. The system captures the number, and then you can market to your list at your chosen frequency.

Pros

According to some statistics, there is a 97% open rate on text messages, most of which are opened within just a few moments of being received. You can add a web link to your text message directing people to a mobile-enabled site for a more robust experience.

Cons

Because text messages are regulated by the FCC, each person must enter his or her own number into the system, so it can take a bit to build the list. Also, unless you ask them to give you other information, it will only capture the phone number, so it will be a challenge to communicate with them any other way or learn how they heard about your company. And you must purchase a service; mine costs \$49 a month.

Regardless of which route you take, consider adding mobile marketing to your outreach efforts. You'll likely see increased results while tapping into this goldmine of an opportunity.

Do you have suggestions for a topic in an upcoming featured article? Please send

your ideas to newsletter@thenrwa.com.

Affiliate Spotlight

This week, we spotlight Southworth

You probably think that Southworth is a paper company. And you'd be right. 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."

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

Quote of the Week

"A rose on time is more valuable than a \$1,000 gift that's too late."
~ Jim Rohn

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board