



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

Can you smell the salty Maine air? With The NRWA annual conference only a few short months away, I am starting to picture the beautiful September colors, taste the lobster, and look forward to seeing old friends and new colleagues. If you haven't had a chance, make sure you view the [program](#) for the conference, September 22-24, and the preconference, "Advanced Résumé Writing: Strategies and Techniques to Produce Extraordinary Résumés," with Louise Kursmark on

September 21st.

While improving our résumé-development skills, we will also have opportunities to explore Maine's largest port. Average highs of 70 degrees and a low of 50 will be perfect weather for exploring the highly touted art district and historic parks. With "internationally renowned" bars and restaurants----an estimated 200 of them----you may want to come early or stay a few days to explore! Portland ranked 12th on Frommer's 2007 "top travel destinations," and I look forward to discovering it with you.

For more information on the program, hotel, and registration, visit the [website](#) today! Early-bird registration and the three-pay option end June 30th! I look forward to seeing you there.

Featured Article

If You Build It...Will They Come?

By Amanda Collins, The Grammar Doctors

Often times, people get good ideas to start a business and just go forth full tilt. This can happen more frequently in a down economy, when jobs are scarce, especially if your business idea takes little to no start-up capital. But just creating a company doesn't necessarily mean anyone will want to do business with you.



I saw this recently with a prospective client who had a decent idea but no traction or strategy to it. He just got an idea and decided to create a business around it. He then considered using social media and perhaps some SEO to promote it, but he didn't have the idea fleshed out yet. When I asked him what the mission was and who he was targeting, he couldn't answer. The fundamentals of business success were missing.

That's not to say that a great idea can't become a great business. It happens all the time. And you don't have to wait years to cement your business and marketing plan before you can let it go. But you do need to have something in place. A building is rarely successfully completed without a plan, and you should look at your success in the same way.

Some ways to test if your business idea is viable:

- Be prepared to tell people in 15-30 seconds how you can help them. If you can't sum it up that quickly, you probably aren't quite sure what you do.
- Know your target market. Without a goal of whom you need to reach, how will you know if/when you've succeeded?
- How will you monetize it, both now and in the long term? Some really great ideas remain ethereal because there's no way to make money with them.

For more on the nuts and bolts of business viability, you may want to look at these [six points](#) to consider.

Whether you are just considering starting something or you've been in business for years, it's always a good idea to review your business in terms of the current market. Remember, it's a living entity, so keep it fed with new energy.

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 profile CertifiedResumeWriters.com

CertifiedResumeWriters.com is established as an essential resource for serious job seekers wanting to connect with résumé-writing experts. We are happy to be a supporter of The NRWA by leading these potential clients to your business. CertifiedResumeWriters.com is the only independent website promoting and strategically marketing diverse certified résumé-writing professionals. We serve as a dynamic marketing vehicle for credentialed writers, while also being an educational resource to the public and our listed member writers.

We offer you vast opportunities to continually expose your writing and industry expertise, build your credibility as a professional résumé writer, and attract clients who appreciate and understand the significance of working with a credentialed career

professional.

Providing you with the tools and opportunities to get in front of your target audience and access qualified client leads is our objective. Thousands of monthly visitors---- YOUR potential clients---- come to our website in need of résumé-writing help, and we can point them in your direction!

Website visitors search our database of member writers by specific criteria to gain immediate access to YOUR website link, phone number, email address, personal and business profiles, résumé articles, and sample work. It's all at their fingertips!

Learn more about the lifetime membership benefits and read testimonials here: <http://tinyurl.com/5nzuhq>.

Visit us at www.CertifiedResumeWriters.com and join today!

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

Quote of the Week

"When I was younger, I thought success was something different. I thought, 'When I grow up, I want to be famous. I want to be a star. I want to be in movies. When I grow up, I want to see the world, drive nice cars. I want to have groupies.'

"But my idea of success is different today. For me, the most important thing in your life is to live your life with integrity and not to give in to peer pressure, to try to be something that you're not. To live your life as an honest and compassionate person. To contribute in some way."

~ Ellen DeGeneres, Tulane Commencement Speech, 2009

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
