



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



Ghost Writing
by Pat Criscito

I suppose it's appropriate to talk about ghosts in October...ghostwriting, that is. Think about it----all résumé writers are ghostwriters. Our names don't appear on any of the documents we write for our clients. Because I'm a published author myself, I don't do ghostwriting of books anymore, but ghostwriting of documents other than résumés is a valuable source of additional income during slow times for any type of writer.

Famous people hire ghostwriters all the time, and you will sometimes see the name of the actual writer on the front cover (in smaller print, of course), but that's not always the case. Rarely do famous people actually write their books without help from a ghostwriter. Just like our résumé clients, very few people are actually good writers.

Just because you don't have contacts with famous actors, politicians, etc., doesn't mean you can't add ghostwriting to your income stream. There is a growing army of outside contractors who blog, tweet, and post to Facebook, LinkedIn, and MySpace unseen in the name of another person or company. Today, business ghostwriters are becoming an essential part of marketing strategies.

One of the most difficult parts of being a ghostwriter is assuming someone else's persona. You have to sound like your client or it just won't work, which is how we write résumés too. At the end of the day, just don't forget your own persona!

The most successful ghostwriters "connect" with their clients and understand their personalities, "products," and goals. It's like determining the keywords for the meta tags and contents of a website. You want to make sure what you write is "warm and fuzzy," because that breeds familiarity, familiarity breeds trust, and trust wins business. It also helps if you can be funny, when it is appropriate. Always send your first draft to the client for review before publishing, so the content is authentic. Your goal should be to make it almost impossible to tell that someone other than your client wrote it (again, like résumés!).

How should you charge for this service? According to Fortune's *Entrepreneur* magazine, blog posts run from \$18 to \$32 each, although some social media writers charge \$75 to \$100 for a blog post that includes research, writing, and editing. Multiple daily tweets run from \$150 to \$500 per month per client.

How do you find clients for this new service? Well, ideally you want to position yourself so that clients find you, but the reality is that you need to selectively approach companies where you have contacts, especially while establishing yourself in this sector. Use your existing network of clients, friends, family, etc., to promote your ghostwriting services. Every résumé client works for a company that might be able to use your services, or that client might have an e-portfolio or blog. Use e-newsletters, broadcast emails, your LinkedIn profile, tweets, Yellow Pages ad, or just plain-old cold calling. Advertise your services on elance.com and other contracting websites. Write an article for your local newspaper about the subject and tie it into Halloween. Have some fun with it and make more money.

Warm regards,
Pat Criscito, NRWA Treasurer

What's Happening in Region Six?

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

Region Six Representative: Alaska, California, Hawaii, Idaho, Montana, Nevada, Oregon, and Washington; as well as Asia/South Asia; Australia, Western Canada, and the United Kingdom.



I have thoroughly enjoyed hearing the myriad reports about The NRWA conference last month in Portland, ME. Kudos to everyone who organized and presented at the event. I know a great deal of work went into the planning and execution, and I am thrilled to hear from Region Six and beyond about how much was gained.

Back in Region Six, I am happy to welcome two new members: Lora Benson Pezzel, Women's Career Support, Elk Grove, CA; and Suhail Valentin, Virtually Allied, Long Beach, CA. Welcome!

And here's the news from Region Six:

Cliff and Lynn Eischen, Eischen's Professional Résumé Service, Fresno, CA, anticipate the January 2012 release of their fourth edition book, *Résumés, Cover Letters, Networking & Interviewing*, South-Western College Publishing. Previous editions have been used for 13 years in the U.S. and Canadian community college/vocational schools market.

Leigh Ann Alameda, CPRW, CJSS, Momentum Résumés, Folsom, CA, has earned certification as a Job Search Strategist via The Academies and has officially hung her coaching shingle. She has seen a spike in writing LinkedIn profiles and created an online LinkedIn training to teach her clients how to use this valuable tool. Leigh Ann looks forward to presenting on effective résumé-writing strategies to SacProNet in late October.

Cheryl Minnick, NCRW, Ed.D., The University of Montana-Missoula's Office of Internship Services will be presenting October 18 to the Missoula Job Service Employer's Council on *Shining Light on Social Media: Illuminating the Impact on Business*. She will speak on how social media has changed recruiting (applicants' digital footprints, job search, and application), especially for millennials. If anyone has great ideas to share, she'd love to hear them (cminnick@mso.umt.edu).

Recently, Cheryl presented to 400+ students in the School of Business on "How to Successfully Use Applicant Tracking Systems"...and, fun times for her, the building's internet /computer system went dead 15 minutes into the presentation so she had to finish the presentation old school, from memory and notes. Cheryl missed seeing everyone at the conference and hopes to attend the 2012 conference.

Margaret Anderson, Résumé Connection, Sylmar, CA, says, "I have worked with some amazing clients and have had a couple where the résumé was emailed with a one-day response requesting a telephone interview in the case of one person, followed by an in-person interview, and hired on the spot. The other was for a teacher, who received two job offers before school started and is happily applying his amazing skills in the field of education."

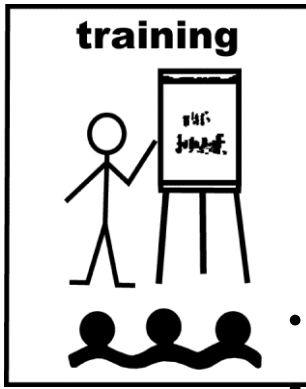
Anne Anderson, Medford, OR reports that The NRWA conference was great. "I learned a lot, met wonderful people, and ate more than my share of lobster. We are very lucky to have this group. I recommend it to everyone in Charleston, SC, next year."

Jessica Dillard, PRW reports that Dillard & Associates, Anaheim, CA, received the 2011 Best of Anaheim Award in the Employment Agencies category by the U.S. Commerce Association (USCA). Dillard & Associates is the first business in the association's history to qualify as a four-time award winner. Jessica says, "We're certainly enjoying the free press and great feedback from our clients as we strive to improve economic conditions through career staffing and professional résumé writing."

In the spirit of giving back, Dillard & Associates participated in this year's NSHMBA 2011 22nd Conference & Career Expo on Saturday, October 15th. Jessica also says, "As a disabled veteran business enterprise (DVBE), our very own CEO and Co-Founder Marcus Dillard will attend this year's Veterans Economic & Business Development Summit and receive recognition for his military service during the summit's new initiative, 'Honoring our Heroes.'"

Upcoming Trainings

Stone Soup Résumés: Using Storytelling to Turn Your Client into an Opportunity Magnet
(Teleseminar)



Presenter: Kim Mohiuddin
Date: October 28, 1 pm EDT

Storytelling has always been at the heart of good marketing. Today, it is becoming more widely used across all business writing platforms. How can we take the concepts of storytelling and apply them to résumé writing? In this webinar, we'll explore:

- Using storytelling to get your clients to delve deeper and provide better information.
- Turning client stories into reader-centered marketing documents that engage decision makers.
- Identifying trends across stories to create compelling brands and taglines.
- Leveraging the power of storytelling while maintaining a business-like voice and appealing to an ADD, Twitter-reading market.
- Employing visual clues that help the reader scan the "story" to quickly get the context and results.

In addition to examining the theory and technique of storytelling in career documents, you'll leave with valuable takeaways: story-oriented intake questions for your clients as well as storytelling résumé examples.

Featured Article

Riding the Line: Helpful or Hurtful
By Amanda Collins, The Grammar Doctors

There's no beating around the bush with me; I'm pretty direct most of the time. I've been attending a number of DISC training sessions lately, and while my highest trait is I (influencer), D (dominant) is a very close second. And when it comes to getting things done or dealing with people in a business realm, I often move into D mode.



But sometimes being a D doesn't do well in a world of S (steady) and C (compliant) types of people.

For instance, I recently received an email communication from my son's school, and it had two pretty obvious spelling and grammar errors in it. As a writer and editor, I reached out to the sender and offered my services, pointing out the errors in the email. I even brought attention to the fact that pointing out errors can either be perceived as helpful or hurtful---and I hoped my message was received in the helpful manner in which it was intended.

What I received back let me know that my helpful intentions were read on the other end as hurtful and accusatory. She told me all about her family obligations and how she didn't have time to have me proofread messages. She sounded from her response like an S, the polar opposite of D.

In a similar situation, I was given a colleague's self-published book and approached him with the same suggestions. There were a number of errors and, while I wasn't volunteering to help him as I was with the school, I did let him know he could benefit

from an editor. Here, though, I was dealing with a D----and the response was VERY different. He appreciated my direct manner, and he has given me both of his books to edit. We are also working to co-author his next novel.

The key to business communications is to know your audience. Although that's not always possible, try to craft your communications in a way that resonates with any DISC style. I know that's very hard for me because I primarily live in the I/D world and have a challenging time dealing with S's and C's. However, I do know that I can tone down my directness and highly extroverted communication style when with those slower paced folks, helping them to feel more comfortable with me.

Maybe at an upcoming PTO meeting, I'll meet that S who was offended by my editing offer and have an opportunity to forge a relationship. I definitely know I'll speak softly and ask her about her family, while really listening to her response. And I'll be genuine about it, because S's can spot a fake.

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 JibberJobber.com

Jason Alba designed JibberJobber.com as a website to replace the job search spreadsheet. Since then, he has written *I'm on LinkedIn - Now What???* and developed the *LinkedIn for Job Seekers* DVD. All of these resources are available to you and your clients to enrich their career-management strategies.

To learn more, visit JibberJobber.com.

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

Quote of the Week

"The genius of communication is the ability to be both totally honest and totally kind at the same time."

~ John Powell ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board