



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)
[What's Happening in Region Two?](#)
[Featured Article](#)
[Affiliate Spotlight](#)
[Quote of the Week](#)

Quick Links

[The NRWA Website](#)



September 20, 2011
Vol. 5, Issue #38

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

This is certainly a busy time of year for The NRWA! By now, most of you know that our annual conference is coming up this week. But there's another important event: elections for our new board members.

Serving as a board member is a rewarding role. Not only will you play a major part in shaping the organization, volunteering is a great way to boost your profile in the industry. Below are overviews of the open positions for 2012:

President (two-year term): The president of The NRWA leads the full board (executive and regional) and the association administrative assistants in facilitating short- and long-term goals, program development, and organizational planning, decision-making, and problem solving.

Second Vice President (two-year term): The second vice president works closely with the conference committee to plan the annual conference. The second vice president creates and implements the annual membership drive.

Secretary (two-year term): The secretary prepares and distributes agenda for executive board meetings, records and distributes meeting minutes, prepares a digest of minutes from monthly board meetings for the newsletter, and coordinates The NRWA's teleseminars/webinars.

Region Representatives, 1-6 (one-year term): Regional board representatives

represent NRWA members who live in their regions.

If you're even thinking about running for office, please feel free to contact me with any questions at charlotte@weekscareerservices.com.

For those of you attending the conference, I'm looking forward to connecting/reconnecting in Portland this week!

What's Happening in Region Two?

By Vandette Anderson, Your Social Résumé, Plymouth Meeting, PA

Representative for Region Two. States of: Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia, and the District of Columbia.



I had the pleasure of connecting with many Region Two members over the Labor Day weekend. Although my calls were warmly received, everyone was busy, excited, and up to something. The common theme was "all things new": new services, new websites, new marriages, and new opportunities. I thoroughly enjoyed and learned from each conversation and was reminded of how very good it feels to simply have the opportunity to "talk shop." In today's fast-paced world of online communications, it can be so refreshing to simply pick up the phone and connect with those who share similar experiences, challenges, and triumphs.

One of the great ideas that I implemented as a result of one of the these Labor Day chats was to have an accountability partner. Many of us work solo, we have a lot on our plates, and we can spend most of our time tending to the day-to-day tasks. Those important projects that we really want to get around to slip farther and farther off into the future. Unlike our corporate counterparts, we don't have the routine progress reports or annual evaluations to ensure that we're on point and meeting our goals. Having an accountability partner can help us to prioritize and focus. I will be checking in on my accountability partner (she knows who she is) on October 3 to see how her e-book is coming along.

Returning to the "all things new" theme, I'd like to take this opportunity to welcome our shiny new Region Two members:

- Joan M Browne, Ph.D., CPRW from Riverdale, MD
- Jennifer Fishberg from Highland Park, NJ
- Dana Dietrich from Cinnaminson, NJ
- Aurelius Dancy-Davis from Union, NJ

And, now here's what's been happening in Region Two:

MaryAnn Diorio, PhD, CLC, CPRW of TopNotch Writing Solutions, Merchantville, NJ, reports that her business has been thriving with a steady stream of résumé requests.

Kate Madden, MBA, CPRW of Fresh Start Résumés LLC, Philadelphia, PA, is excited to announce the birth of her new baby girl, Maeve Madden. Kate's plate is a bit full as she is now the mother of two kids under two. It's amazing that she even had the time to provide us with this update!

Kara Varner of A Platinum Résumé, Hampton, VA, just launched her business in August after editing and creating many résumés (free) for friends and co-workers over the years. Her website, aplatinumresume.com, officially launched on September 1, and Kara is already enjoying a steady stream of referral clients.

As for me, I've taken on a six-month contract recruiting nurse practitioners for the Take-Care health clinics located within select Walgreens, and I've become a writer for *Examiner.com*. My articles can be viewed at <http://tinyurl.com/3tm6w2t>. If you're interested in becoming an "Examiner," go to: <http://tinyurl.com/3ejdlqr>. I'm finding it to be a fun way to hone my writing skills, increase my visibility, and possibly gain access to local events. Last, but not least, I'm on a mission to provide fun and nutritious school lunches for my two younger children this year. I'm foregoing the pricey school lunches, moving beyond the PB&J sandwiches, and making a real attempt to provide something nourishing that they will actually eat. Please wish me well in my mission.

Featured Article



30 Seconds to Shine

By Amanda Collins, The Grammar Doctors

I don't know about you, but I network ALL the time. When I went full time with my business back in 2008, I attended at least one networking event each day. All of that meeting people required having some great 30-second commercials at the ready.

Unfortunately, not everyone puts as much effort into networking.

When I was at an event the other day, I was the only person in the room with a cohesive commercial, complete with a tagline; I received a round of applause when I sat back down.

Some of the worst presenters of their value are job seekers. So often, they stand up with no idea how to share a 30-second presentation, which means they lose that valuable time! It's just part of the conversation that I have with job seekers to talk about what they should share at a networking event. I am adamant that a résumé by itself will likely NOT land them a job; they need to incorporate networking and social media to be more effective.

When thinking about a 30-second commercial (either for yourself or a client), remember that you really only have 5-7 seconds to gain your audience's attention. If they hear nothing of value in that time, they tend to tune out. Obviously, that's not a lot of time, so starting with your name and/or company name may not be the best lead-in. Lately, my opening statement has been:

"Words are powerful. In the wrong hands, they can be ineffective and sometimes even dangerous! But in my hands, they can help you land your next job, increase your company's revenue, or add top-of-mind awareness."

Now they're wondering what I do. Only when I've captured their attention do I share who I am:

"I'm Amanda Collins with The Grammar Doctors, and I write your story through website content, articles, blogs, press releases, social media, and even résumés

and bios."

A great commercial has a tagline or branding statement. Although I think mine is a little long, it works for now:

"The Grammar Doctors has the prescription for your marketing-communications headaches."

A job seeker can use the same formula to create interest. Truly, you don't want to share everything in a 30-second spot; you want to encourage listeners to come up to you and ask more! And the more specific you can be, the better. Often in a micro-presentation, it's appropriate to ask for a specific type of referral. I always encourage job seekers to be specific; if they aren't, no one will know how to help them. One example of a job seeker's 30-second commercial could be:

"I'm Joe Smith and I want to be your next sales director. Recently, at X Company, I transformed an underperforming region into delivering a 22%+ year-to-year return. I'm currently targeting an outside sales position in the beverage industry; Coca-Cola or Pepsi would be ideal."

Clients have pushed back with me about mentioning specific companies, but the truth is that honing in like that can make listeners think about whom they know. Someone might walk up to the job seeker afterward and say, "I don't know anyone at Coca-Cola, but my sister is at Snapple. Would that be helpful?" Of course!

So start practicing your own value proposition and encourage your clients to think about theirs as well. The better prepared you are, the more results you're likely to create.

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 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.profilingspro.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.

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

Quote of the Week

"Value provides perspective in the best times and the worst."
~ Charles Garfield ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
