



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

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

Quick Links

[The NRWA Website](#)



September 6, 2011
Vol. 5, Issue #36

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 Marcia Baker

In just a few short weeks, many of us will be attending the 14th annual NRWA conference in Portland. The conference committee, led by Kathy Sweeney, has been busy making sure that this will be an event to remember. From the pre-conference résumé workshop led by Louise Kursmark to the general and breakout sessions covering a variety of topics, the scrumptious meals, and evening events, you owe it to yourself to attend this year's #1 conference for career-industry writers.

If this is your first conference, you are in for a treat. There will be plenty of opportunities to form new relationships with fellow colleagues. The welcome reception on Wednesday evening is the perfect time to start networking. Continue at breakfast the next morning, before and after sessions, and at lunch, and by the time Thursday's evening event takes place, you'll probably have a new friend or acquaintance.

It's not too late to make your travel arrangements for the conference. The driving force toward achieving success will depend on your commitment to professional development and business growth and your ability to maximize networking opportunities. Can you really afford not to attend?

Be sure to use the hashtag #NRWA2011 on Twitter to stay abreast of last-minute changes, events, news, etc., before and during the conference. We look forward to

seeing you there!

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.



With The NRWA conference just around the corner, many of us are starting to pack and undoubtedly wondering: How do I power things down while I'm gone? As someone who just took two months to clear the deck before being away for two weeks, I have a suggestion. Consider embedding a P.S. *in red* at the top of your signature line giving the dates that the office will be closed. It's the first year I've tried it, and it totally enhanced client conversations and responsiveness. Better yet, everybody was aware and supportive of my great escape. If you give it a whirl, I'd love to hear how it works for you.

Meanwhile, I'd like to extend a big NRWA welcome to Region Six's eight new members:

- Margaret Anderson, Résumé Connection, Sylmar, California
- Jill Evans, Rexburg, Idaho
- Roleta Fowler Vasquez, Wordbusters Résumé and Writing Services, Fillmore, California
- Cherie Heid, CompetitiveEdge Résumé Service, Carlsbad, California
- Anindo Ray, Résumé Factor, Nasik, Maharashtra, India
- Kareem Soliman, Lomita, California
- Carrie Valora, Rexburg, Idaho
- Christine Wunderlin, Wunderlin Consulting, Las Vegas, Nevada

Welcome, all!

In other news, Region Sixers have enjoyed all sorts of new adventures since our last report.

Dawn Rasmussen of Career Pathfinders in Portland, Oregon, reports having conducted numerous national and international speaking engagements this year. A highlight was an invitation in May to speak in Cancun, Mexico. In November, she will visit Manitoba, Canada. About the experiences, she says, "I guess I'm hitting all the hot and cool spots." This year, Dawn also unveiled her revamped website, www.pathfindercareers.com, saying, "Branding guru Tim Tyrell-Smith took my company message to a brand-new level."

Dawn recently contracted with a trade association as their preferred résumé-writing firm and is working on a book slated for a January 2012 completion. She is a regular columnist for a magazine and regular contributor for three websites. Dawn says, "It's an exciting time in my business, but I'm managing to find the right work-life balance by backpacking and hiking with my husband now that summer has finally hit the Pacific Northwest."

Susan Whitcomb of TheAcademies.com, Fresno, California, recently launched the Social Networking Career Strategist program with Barbara Safani leading the classes. Susan also taught a new MBA Career Coaching Certification program for a leading Washington, D.C.-based university. She reported from Las Vegas, where she spent a day of business coaching with James Malinchak.

Cliff Flamer of the San Francisco Bay Area's BrightSide Résumés, was an August 19th guest on KQED's *California Report* with Scott Shafer. The "Résumé and Job Search Tips in This Tough Economy" podcast is available [online](#). Cliff also spoke on a career panel at Golden Gate University August 2nd and is gearing up for a career lecture at Safeway's Leadership Development program.

Jennifer Hay of IT Résumé Service in Seattle, Washington, was the second authority in a series of résumé makeovers featured August 29th in CIO.com's [career section](#). Jennifer shared, "It was a great opportunity to create a résumé for a business intelligence professional who had been out of IT for four years. I used a hybrid résumé to bring his older achievements to the forefront and didn't start his professional experience section until the top of his second page." Jennifer reported that her client had a great achievement-rich quote from a past manager, which she added at the bottom of his first page.

Leigh Ann Alameda of Momentum Résumés in Folsom, California, is excited about launching her newly designed Momentum Résumés website, scheduled to go live in early September. Also, Leigh Ann has nearly completed her Job Search Strategist certification classwork and looks forward to adding coaching to her menu of services in Q4.

In a recent Region Six report, Yoko Nakai of Soft-College.com in Bellevue, Washington, mentioned her SEO focus. She reported that the rate of new clients reaching her business through Google or Yahoo! searches has increased to roughly one out of two clients.

Also, Yoko will visit Tokyo in September to conduct seminars entitled "Writing Good Résumés for Strategic Career-up," targeting MBA-educated Japanese business people. She is excited about meeting new clients and generating new leads. On the other hand, Yoko said, "I will be in Tokyo through September, so I cannot attend The NRWA's annual conference this year. I would like to say hello to Region Six members and look forward to hearing about new industry trends."

Camille C. Roberts of ccCareerServices.com in Idaho Falls, Idaho, reported an exceptionally busy practice while tackling numerous new ventures. In July, Camille was recruited to partner with GovLoop in three roles: GovGigs Advisor, GovLoop Mentor, and GovLoop Rock Your Résumé Reviewer with reviews made public for educational purposes. GovLoop is "the Facebook" for government, improving collaboration, perception, and awareness with government employees. Camille is enjoying being part of the "cutting-edge movers and shakers" GovLoop team, combining her love of careers, social media, technology, training, and writing.

Recently, Camille took a three-day trip to Yellowstone and Jackson Hole, Wyoming, to get away before school starts. There, she met a long-time client who served in Iraq and recently accepted a seasonal job for the National Park Service, saying, "It was so fun to meet her." Camille says, "The next day, I was thinking [about how

proud I was] of myself for not answering email or telephone calls. Totally going off the grid. We went to Jackson Lake Lodge where I found myself surrounded by, *you guessed it*, the Feds! Ben Bernanke was giving his speech on the near- and long-term prospects for the U.S. economy." Camille says, "My husband just shook his head when I had to find out what was going on. I *tried* to get away, really, I did!" (Pictures to be posted on Facebook.)

Thanks for so many fantastic contributions to the Region Six report!

As for me, Jared Redick of The Résumé Studio in San Francisco, California, I've just returned from (mostly) sunny Puerto Vallarta, Mexico, where I completed my sixth, seventh, and eighth CEUs toward the ten needed to test and submit samples to the certification commission. (If you haven't taken a live or pre-recorded teleseminar/webinar lately, make it a priority. You'll find a wealth of information.)

Back at the ranch, I'm experimenting with a new time-tracking software, Toggl.com, and a remarkably simple iPhone/iPad app syncing "tasks/to do" called Dropkick.

Also, do you remember Amanda Collins' newsletter article about QR codes? It coincided with a mobile device marketing client's request to embed a QR code in her résumé. Upon returning home Monday, I learned that this client's recruiter shrieked: "She has a QR code on her résumé; hire that woman!" I was dubious about QR codes, but now I'm a believer. (At least for the time being and for the right client and audience.)

In other happy news, a client from late 2010 reports considerable attention to her LinkedIn profile from recruiters after spending a great deal of time with me weaving her story around eight keywords and keyword phrases inspired by Pat Criscito's October 22, 2010 webinar, "The Key to Keyword Résumés." I'm also looking forward to meeting a Region Six colleague who'll be visiting San Francisco in mid-November. Look me up if you're planning a visit to the city by the Bay.

Big hello to everyone attending the conference this month!

Meet Preptel



New Résumé Optimization Technology: Free to NRWA Members

Preptel, a pioneer in the field of candidate optimization technology for job seekers, recently introduced a ground-breaking tool for professional résumé writers to ensure the best results for their clients.

According to *The Wall Street Journal* (April 4, 2011), The ATS software used to manage candidate applications is prone to error when interpreting the information within a candidate's résumé. Bersin & Associates estimates that more than 40% of résumés are interpreted incorrectly by these solutions, causing many candidates to be eliminated from the selection process. Moreover, these systems are also scoring and ranking candidates, affecting decisions about whom to interview and whom to hire. Candidates have less than a 1% chance of making it through these two filtering processes.

The NRWA is encouraging members to participate in a six-month study with Preptel to evaluate the effectiveness of their new technology to enhance résumé writing.

Professional résumé writers enrolled in the study acquire the technology for free and have unlimited usage for six months. It is expected the study will document that résumé writers will be able to maximize the opportunities available to

their clients and effectively coach clients for interviews, which ultimately lead to clients getting more offers.

Working with Preptel's technology, résumé writers will be joined weekly by other participating NRWA members to share experiences and results. Preptel's president, Jonathan Ciampi, will conduct bimonthly webinar sessions to train new users and to learn how the technology implementation is affecting the résumé-writing market and client results.

To join the study, members of The NRWA should contact Sharon Slayton at Preptel 415-990-3151 or jonathan@preptel.com to register.

Featured Article

The Value of a Card
By Amanda Collins, The Grammar Doctors

Do you send thank-you cards? It's something I see few people do these days, but having grown up with southern parents, it was ingrained in me from my youth. I sent thank-you cards to everyone who came to my birthday party or gave me presents at the holidays. Stationery was a common gift from my grandmother, who had no idea what to get a pre-teen and then teen girl.



In today's technological era, however, email seems to have taken the place of postal mail. Often, thank-you cards are just forgotten altogether. But I urge you to incorporate this age-old tradition back into your routine.

When was the last time you received a card? How did it make you feel? Perhaps a nice personalized card stands out that much more today since we receive so little "real" mail. Bills and junk mail fill our postal boxes instead. Turn those tables and you'll immediately know how appreciated your card will be when it is received.

Why would you send a thank-you card? Obviously, when a client chooses to work with you is a great time. But what about when someone sends you a referral? How about after a one-on-one meeting? In one of my networking groups, I have called attention to myself because I consistently hand out a handwritten thank-you card to other members of the group after we sit down for a get-to-know-you meeting. The recipient typically looks stunned when I put a card in his hand. It's sad how unaccustomed we've become to receiving cards.

One reminder when sending cards is to avoid selling. All you're doing is saying thank you. You can sell later, perhaps with a check-in card, but when you're appreciating people, keep it at that.

You can use blank thank-you cards purchased at your local stationery store, or you can kick it up a notch by having personalized cards printed. Mine have my logo on them, so that I can use them for a variety of reasons.

Even well-known companies forget to employ this simple little trick of sending a card. At two companies where I worked in the marketing department, I implemented a follow-up card policy because no one had previously considered it. And you know what it did? It differentiated us. People actually called to thank us for our thank-you cards! It made a difference there, and it can make a difference for you. So get yourself some cards and start writing!

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 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

"Feeling gratitude and not expressing it is like wrapping a present and not giving it."
~ William Arthur Ward ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board