



The NRWA Connection

Linking Our Members ... Keeping Them Current

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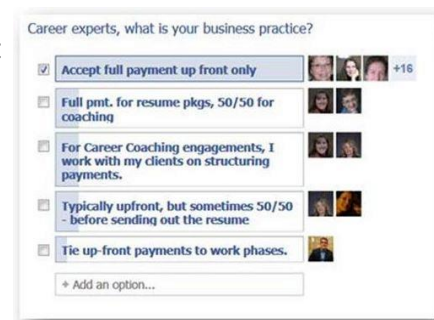


Welcome!

Greetings!,

Continuing a conversation that began on the E-list last week, we asked on Facebook about the business practices of our colleagues in regard to payment options for their clients. Below are interesting stats. Be sure to [join us on Facebook](#) and

participate. You can also read the comments some of these members posted online.



- Accept full payment up front only - - 22 votes
- Full payment for resume packages, 50/50 for coaching - - 2 votes
- For Career Coaching engagements, I work with my clients on structuring payments - - 2 votes
- Typically upfront, but sometimes 50/50 - - before sending out the résumé - - 2 votes
- Tie up-front payments to work phases - - 1 vote
- Accept half and then the balance upon emailing the résumé - - 0 votes
- Accept half and then the balance BEFORE sending the client the résumé - - 0 votes

10 Reasons Why You Can't Ignore Twitter for Job Search

By [Susan Britton Whitcomb](#), [Deb Dib](#), and [Chandlee Bryan](#)

Twitter: It's a major player in the social media scene. If you're new to Twitter, you may have even visited the site, created an account, and dabbled with tweeting. But, it wasn't love at first sight, right?

If you or your clients are like most people, you're not alone in wondering, "What's the point? How can this cacophonous site, crammed with seemingly tangential, disconnected information be anything that can help a job search?"

Keep an open mind. Admittedly, there is a learning curve to Twitter (as there is for all good things); yet you can find value from day one, whether just dabbling as a n00b (Twitter shorthand for "newbie") or committing to becoming a power user.

If your clients are in a job search or building their careers, we will provide you with 10 reasons (among dozens) that they should pay attention to Twitter. In this issue, you will find 1 through 5 and in the next issue, the remaining 5:

1. Jobs Are on Twitter

More than 50,000 new jobs are tweeted out every day from 10,000+ job channels via TweetMyJOBS.com. Your clients can specify that they want to receive targeted tweets for jobs in, let's say, the healthcare industry in the Chicago area or accounting jobs in Atlanta. And, the notices can come instantly to your client's mobile phone, giving them the opportunity to apply quickly. This is important because (with a current 6 [or higher]-to-1 jobseekers-to-jobs ratio) employers are inundated with résumés. Some are even limiting the number of résumé submissions they will receive.

Twitter Tip: Explore www.TweetMyJOBS.com and subscribe to relevant job channels. Or, check out the site www.TwitJobSearch.com, which takes the fire-hose feed of all Twitter tweets and identifies which tweets are job announcements. It then aggregates them into its database so you can search by job title, career field, and location (similar to the web aggregators Indded.com and SimplyHired.com).

2. Recruiters Are on Twitter

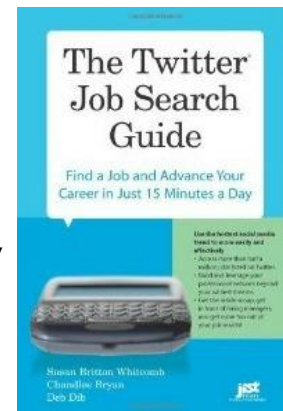
The recruiters who are on Twitter are still in the minority (look for that to change!), but they are forward-thinking "early adopters," and they are looking for standout talent. Bullhorn Research, a social recruiting services provider, encourages employers to use Twitter to reach candidates because they are [much more likely to apply for jobs posted on Twitter](#) than they are to apply for jobs listed on Facebook or LinkedIn. Bullhorn Research also suggests that recruiters are more likely to get personal using Twitter--recruiters add more Twitter followers to their network per week than Facebook, and they will grow their Twitter networks much faster than their networks on Facebook.

Twitter Tip: Searching sites like www.wefollow.com for "recruiter" will yield more than 1,000 recruiters on Twitter. Follow them, engage in conversation, and brandish your brand so they come to recognize you as both a pro and a person.

3. Employers Are on Twitter

Any experienced job seeker knows that chasing postings at Monster.com is not enough to find a job. They must use the C.I.O. approach, which means they must target Companies, then Influencers internal and external to those companies, and finally, Opportunities that materialize when talking with influencers and networking contacts.

Twitter Tip: Although you can use the search box near the top right of your home page or the "Find People" text link at the top of your Twitter home page, you'll likely have better results using Twitter's Advanced Search Feature. Unfortunately, it's not readily findable at the site. Here's the direct link: <http://twitter.com/#!/search-advanced>, use it to search for company names



and influencers (employees, customers, consultants to the target companies, and so on).

4. Networking Contacts Are on Twitter

Networking is the heart and soul of job search. Twitter gives job seekers a new, easy-to-use venue in which to create relationships that are real and authentic, where they're sharing both professional and personal information (just make sure the personal information isn't too personal!). And, most important, Twitter is the first platform that doesn't require "permission" to follow, friend, link to, or engage another person. In fact, you don't even need a Twitter account to view someone's stream (a list of tweets), as long as you know their Twitter username. Actors and politicians aside, you can be connected to CEOs, influential hiring managers, venture capitalists, and more.

Twitter Tip: Engage in "agenda-less conversations" with people on Twitter. These conversations lead to trust, which leads to openings for face-to-face conversations, which leads to opportunities to learn about other people's needs, which leads to openings to talk about how you could solve those needs, which leads to employment. Remember, in job search, the employer is usually "bleeding" somewhere with problems to solve and people to serve; the job seeker is the Band-Aid.

5. Research Can Be Done on Twitter

If networking is the heart and soul of the job search, research is akin to the lungs. There must be air to keep the heart pumping. Yes, there are plenty of sites where job seekers can pump up their search by researching target companies and contacts (such as Hoovers, LinkedIn, etc.), but Twitter can give them an inside look at the company's culture.

Twitter Tip: Sites like www.tweetfeel.com can give a feel for the positive (or negative) sentiments being expressed about a company, and www.monitter.com can give the inside scoop on what's being said about the company, its product(s), its people, and more.

Part II will be featured in the next newsletter.

Susan Britton Whitcomb (@SusanWhitcomb), Chandlee Bryan (@chandlee), and Deb Dib (@CEOCOACH) are the coauthors of *The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day*--for which they received the CDI Career Innovator Award. Chandlee and/or Susan teach the Microblogging Career Strategist program, while Deb and Susan teach the Certified Get Clear, Get FOUND, Get Hired! (G3) Coach program, both offered through www.TheAcademies.com.

STOP! Don't Turn the Tassel Yet! ... Part 2



By [Dr. Cheryl Minnick](#), Internship Coordinator & Career Advisor, The University of Montana

The last semester of college is a busy, scary time for college students, whether undergraduate or graduate student. To help your newly graduating client make a smoother transition from college to career, create a checklist and complete it with him/her (a nice "add-on service" for any résumé writer).

In *The NRWA Connection* March 20 issue, we shared three of the eight items from our checklist. These included (1) ensure they remove confidentiality holds on academic records, (2) update diploma mailing address with the Registrar's Office, and (3) confirm who the current student loan servicer provider is (this might have changed from the original provider) and make sure they have the correct mailing address. Today, we will share five more items from our checklist.

4. Pre-order two or three official transcripts and have them mailed to the student right after final term grades and degrees are posted. Many universities process transcripts weekly and sometimes, sadly, requests aren't processed as timely as they should be. It often takes three months, post-graduation, to confirm and post degrees to transcripts. If your client pre-orders a final transcript complete with final grades and degree, it will magically appear in his/her mailbox and be ready to be provided to any employer. It would be horrible for your client to lose a job offer because an official transcript could not be provided.

5. Review unofficial transcripts for errors or omissions. Confirm "I" (incompletes) and "N" (continuing grades) are complete and any "MG" (missing grades) have been submitted. Students have a right to amend records and inaccurately recorded grades, which is more difficult to do a year or two post-graduation.

6. Create a professional email, as university email addresses often terminate the semester following graduation. It's always a good idea to provide potential employers a functioning email address.

7. Pay student accounts in full, which means parking tickets, library fines, travel advances, short-term loans, and health charges; also return building keys, gym lockers, library books, etc., because universities "hold" transcripts until debts are paid and items are turned-in. After 120 days, past-due balances may be sent to 3rd-party collections and taint your client's credit. It is never good to start a career with a bad credit report.

8. Say "thanks" via card, email, call, or personal visit. Success is rarely attained alone, so thank favorite professors, staff who helped you, scholarship donors, and parents.

Conference Chatter

By [Deb James](#), Conference Committee Member

I never travel without including a little shopping spree and typically at one of the Tanger Outlet Malls that offer some of the best values I have ever seen. I'm in luck this year, because less than one mile from The NRWA's 2012 conference hotel is the Tanger Outlet Mall (<http://bit.ly/HtACwB>)!

It's always a fun-filled shopping experience at the Tanger Outlet Mall, especially if you are in a shopping mood and ready to "shop 'til you drop." Dress for comfort and get ready to explore the more than 95 factory outlet stores.

What I find nice about outlet shopping is that you can make your purchases directly from the manufacturer, avoiding the middleman. You can purchase brand names at 20 percent to 40 percent off the normal retail price.

I typically begin my holiday shopping in September. So you can bet that I'll be visiting



Old Navy and The GAP and have my purchases shipped home at a reasonable price (last year I paid \$5.00).

Did you know that you can actually find coupons that can be used at the stores located at the Tanger Outlet Mall? Go to <http://alturl.com/6jpv> where you can purchase coupons good through December 31, 2012, for only \$5.00. If you are a shopper like me, you can also join the Tanger Club, so you can get free offers directly emailed to you.

Following is a list of some of the shops you can visit at Tanger Outlet Mall while you are in Charleston: Coach Factory; Jones New York, Lids, Old Navy Outlet, Talbots, American Eagle Outfitters, Chico's Outlet, Gap Outlet, Levi's Outlet, Kenneth Cole, Tommy Hilfiger, Carters, Gymboree Outlet, Justice, The Children's Place, Tommy Hilfiger and the Flip Flop Stop along with Oops! (children's books, toys, games, etc.).

What is Happening in Region Six?



By Cheryl Minnick, Region 6 Rep

Representative for Region Six, which includes the following: Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada, Oregon, Australia, Hong Kong, Japan, Washington, Western Canada, Wyoming

Jennifer Hay of IT Résumé Service in Kirkland, WA, 2011 Tori Award nominee for IT résumés, launched a new website (<http://www.itresumeexpert.com>). Her goal is to *provide practical advice that can be easily implemented* in the field of IT careers for a new generation of IT professionals, as well as to include résumé writing tips for students and recent graduates.

Anne Anderson, in Medford, OR, a full-time human resource manager new to résumé writing, is preparing to earn The NCRW designation. Anne attended the 2011 conference and wants to encourage new members to attend the September 2012 conference to meet, learn, and share valuable information with other members. She learned a lot at the last conference, including new ways of thinking about résumé writing, ways to tailor résumés for various professions and career levels, and best of all, she established a strong network of colleagues. Anne stated, *"The NRWA is a very important and generous resource, and I intend to take very good care of it!"*

Cheryl Heil of Career Possibilities in Fullerton, CA, was invited to critique student résumés at a networking and career fair sponsored by the State University of California. Students were graduating seniors completing education degrees and looking forward to joining the ranks of professional educators in Orange County.

Business "surged" the first quarter of the year for Pearl White of A First Impression Resume & Career Coaching Services in Irvine, CA. The surge is a good sign for her business, which she started in 1979, and illustrates how her business has developed a strong reputation and is still growing.

Over the pond in Australia, Eifron Brimble reports business is "going well." Her business, Career Choice Resumes, was nominated and became a finalist in the

Home-Based Business section for the city's business development organization. Congratulations to Eifron. Well done!

Bruce Sprague at Roadmap Résumé, has been volunteering once weekly with the *Job Club at the Asian Counseling and Referral Center* in Seattle, WA. He is helping clients navigate the complicated world of on-line job applications and providing interview coaching, as well as résumé and cover letter assistance. Props to Bruce; he won their *Volunteer of the Month* award for January. Congratulations to Bruce for his success and proudly representing the profession and The NRWA!

Sophia Marshall facilitated a workshop for college seniors as a part of the STaMP (Statistics, Technology and Math Professionals) group at California State University-Monterey Bay. The two-hour session covered business etiquette at job fairs, at networking events, and in correspondence. Students lauded the workshop as highly successful and continue to follow up for one-to-one career advice. Sophia is the ITCD MIST program coordinator in the School of Information Technology and Communication Design at California State University-Monterey Bay.

As for me, Dr. Cheryl Minnick, Career Counselor/Internship Coordinator at The University of Montana, I am trying to reach out and touch base with members in my Region. Each week finds me writing one to two résumés for clients who sought my services through my small business, The Paper Trail Career Consulting, as well as assisting 25-30 students on campus with résumés, cover letters, interview skills, and internship search while also testing 40+ students bimonthly for their GEDs.

New and Returning Members

Welcome to our 47 new and returning members for the month! Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or on our [elist](#).

You can also send your twitter handle to adminmanager@thenrwa.com, and it will be added to our weekly tweet rotation.

We would also like to take this opportunity to encourage you to network with other The NRWA members and non-members who are career professionals via our [LinkedIn Group](#).

17 New Members, Welcome!

Jo-Ann Fair, The Fair Recruitment Agency LLC, Bayonne, NJ

Kristi Seamon, The Resume Lab, Winter Garden, FL

Aisha Taylor, TAYLORMade ~ Professional Career Consulting, Lithonia, GA

Amy Adler, Salt Lake City, UT

Roger Ford, A-Better-Resume-Now, Franklin, NH

Robert Linderer, RJL Resume Writing & Career Advisors, Crystal City, MO

Nichole Brownlee, Franklin Park, NJ

Christine Brugman, Resumes Right Away!, New Castle, DE

Kysha Harriell, The Resume Dr., Miami, FL

Brenda Bernstein, The Essay Expert LLC, Madison, WI

Alfred Delgado, Hialeah, FL

Steven Watson, St. Petersburg Resume Services, St. Petersburg, FL

Aryn Mayor, CareerVizibility a division of Black Pine LLC, Portland, OR

Heidi McLaughlin, The University of Iowa, Iowa City, IA

Charlotte Jackson, Philadelphia, PA

Nicole Faulkner, Chicago, IL
Kathleen DiMario, Second Acts Career Services, Toms River, NJ

30 Renewing Members, Welcome Back!

Douglas Kiracofe, Galen Michaels & Associates, Ortonville, MI
Melody Goodwin, Penn State University, Lehman, PA
Judith E Robbins, Camano Island, WA
Lena Jackson, Richmond, VA
Lynn Green, Akron, OH
Stephanie Kelsey Chemli, Center for Enhancing Organizational Learning and Development, Atlanta, GA
Eunice Glover, Center for Enhancing Organizational Learning and Development, Atlanta, GA
Barbara Safani, Career Solvers, New York, NY
C. Sampson, Coldbrook, NS, Canada
Danny Huffman, Education Career Services, Altamonte Springs, FL
Jill Evans, Rexburg, ID
Barbara Thompson, LDS Business College, Salt Lake City, UT
Abby Locke, Washington, DC
Pat Kendall, Advanced Resume Concepts, Portland, OR
Jean Abreght, The Document House LLC, Dover, PA
George Zeller, JVS, Boston, MA
Michelle Swanson, Resume Results, Edwardsville, IL
Kimberly Schneiderman, City Career Services, New York, NY
Sarah Trice, Midlands Technical College, Columbia, SC
Chandra Russell, Chandra Russell and Associates, Atlanta, GA
Jessica Willard, J & S Resume Services, North Huntingdon, PA
Robert Tidyman, Discover, Sandusky, OH
Camille Carboneau Roberts, CC Career Services, Idaho Falls, ID
Nikki Trotter, Lake Mary, FL
Kathy Kritikos, Best Impression Resumes & CareerPower Workshop, Aptos, CA
Laurie Smith, Creative Keystrokes Executive Resume Service, Gastonia, NC
Betty Corrado, Career Authenticity, Naples, FL
Sophia Marshall, Carmel, CA
Sally Morrison, MorCareers, Addison, IL
Beth Lovell, Employment Issues!, Lancaster, PA

Affiliate Spotlight



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.profilingpro.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](#).

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board