



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[Can You Be Too Transparent?](#)

[Don't Forget to Put On Your Sales Hat](#)

[What's Happening in Region Three?](#)

[Conference Chatter](#)

[New and Renewing Members](#)

[Affiliate Spotlight](#)

Quick Links

[The NRWA Website](#)



December 5, 2012
Vol. 6, Issue #23

Executive Greeting



Hello ,

It's hard to believe that the year is almost over, and I will be ending my term as First Vice President of The NRWA. My role has been to foster communication between members and make sure that your voice is heard. Your regional representatives have met with me monthly, and I am always encouraged to hear how you are striving to stay in contact with each other

through meetings, the e-list, the annual conference, emails, and phone calls.

A few years ago, very few local groups were meeting. This year alone, groups met in Arizona, Colorado, Missouri, Georgia, New York, D.C., and more. I encourage you to find out which members live near you and get out and meet them! We can all learn from and encourage each other, and sometimes an in-person meeting is priceless!

This year's conference was a highlight for me, as I got to meet new friends and reconnect with many others. I truly treasure the relationships I have developed with many of you since I joined in 2006. I don't know how other national organizations operate, but I am so encouraged that The NRWA truly cares about its members, and when there is a need, people reach out to help.

This year when I was sidelined for a few months for health concerns, I was very moved when many of you stepped up to help me and serve my clients. Even though this is a volunteer organization spread over the entire country and beyond, I felt the love close to home! Thank you - you know who you are!

Next year, the 1st VP role will be assumed by Bob Janitz, our current Region 5 Representative, because Laura Smith-Proulx, who had been elected to serve in that role, is not able to serve in the position at this time. As I have gotten

to know Bob well, I am confident that his enthusiasm, dedication, and commitment to the members will serve you well. As for me, I look forward to continuing to be involved in The NRWA in other ways and hope to see many of you next year in Chicago!

Sincerely,
[Ginger Korljan](#)
1st Vice President, The NRWA

On behalf of the board and members, thank you, Ginger!

Can You Be Too Transparent?

By [Marcia Baker](#), MOS Career Services

Over the past few years, business owners have been told over and over by business experts that we must be transparent. We've been told that we mustn't hide anything, and we should just be ourselves. While this can be a good way to develop connections with our audience, where do we draw the line without sharing too much?



In today's world of social media, where every tweet and post can spread globally quickly and never be taken back, there's certainly a risk of sharing too much. Some people seem to think that being transparent means we should share everything. However, when emotions are running high, that's probably a good time to step away from the computer. When we neglect to set aside emotions and tweet about that PITA client, it usually doesn't do anything positive for us or our businesses.

So, how can we remain transparent without going too far?

KISS (Keep it Super Simple)

Create and embrace a message that makes it easy for your audience to understand without getting too complicated. Just keep your message simple, honest, and genuine.

Respond to Online Complaints and Concerns

Embrace your unique brand and share that with the world. That's what your audience will relate to. If you make a mistake online or someone expresses displeasure with you, which can happen no matter how much you may try to avoid it, acknowledge it and move on.

Plan Your Work and Work Your Plan

When we strategically plan our writing and only share valuable and beneficial information, we are acknowledging our responsibility to our audience and ourselves. Resist the urge to spontaneously post a comment or respond to an email when emotions are running high. Stick to the plan, and don't deviate! This will help you stay in control when the urge arises to tell someone what you *really* think.

Practice Makes Improvement

The next time you feel the need to share your thoughts via social media, email, or on a blog, write it down on paper and walk away for a few minutes while you think about it. Ask yourself, "Does my comment offer value, and does it embrace my brand and my vision? Does it represent the image I want the world to see?" If not, tear up that paper and throw it away like a bad idea.

Don't Forget to Put on Your Sales Hat



By [Rosa Vargas](#)

Are you an engineer? Counselor? A therapist? No? Hmm...an investigator? Perhaps a mind reader? Okay. I give up! What exactly do you do? You're a solopreneur! Well, of course. I should have guessed by the stack of hats on your head!

As business owners, we wear many hats concurrently. As résumé writers, the hat we often fail to wear is the hat of a sales pro. My theory behind this is that as writers we desire for people to acknowledge how talented we are without having to convince them. Yet, the art of selling is to assure the prospective client that we have a solution. The solution is our résumé-writing talent! This puts many of us in a very uncomfortable situation.

When I first began my résumé-writing adventure I foolishly thought the magic bullet was to launch my website, get certified, and...woosh! Clients would line up for my services. Boy, was I mistaken! It quickly became evident that not only did I need to increase leads and website traffic, but also I had to capitalize on those leads and convert them into clients. (What! Really?) Hence, the real adventure began.

Although I have a strong sales background, not until I made that mental shift to "*I believe in my product and I must sell it as if I do*" was I able to help my business flourish.

Don't misunderstand. I always believed in my ability to help but did not "sell" my services as passionately as if I were selling another product/service for someone else; somehow the artiste within was interfering and sabotaging the inner sales person.

So, my friends, after you make that mental shift pick up your sales hat and place it on your head! Then, implement the following strategies.

Closing Deals on the Phone

Clients call you because they are looking for a solution. The biggest mistake we make is not listening and immediately going into our sales pitch.

- Ask questions and get a clear picture of their expectations and what would motivate this person to hire you. Questions: Where did you find my information? Have you reviewed my services and rates? Why do you need a résumé? What is going on at your current job? When would you need this résumé? "Rates begin at X; I can give you a precise quote; are you ready to make this investment in your career?"
- Answer their questions. Don't get defensive. It is understandable that they may have some hesitations in hiring you with so many résumé writers to choose from online. Answer them with confidence, patience, and enthusiasm.

- Listen again, and if you hear objections or fear, address them. Reassure your new customers that you are the real deal!
- Don't say too much. The same way sometimes our clients blow an interview by saying too much--you can lose a deal by giving it all away. Don't educate--reiterate that they need you.
- Ask for the deal. Ask them for a commitment. If they tell you they want to sign up and would like to make an appointment, ask for payment or a deposit up front. People will value your time if you do.

Booking someone (IMHO) into your valuable schedule without any guarantee that they will follow through and call you on that day will not help your closing ratio. In addition, someone else might call you, and here you are holding a timeslot for someone who may or may not show up.

It is amazing how many people will keep their commitment with you if they know you have already charged them -- so it will be their loss (in more ways than one) if they don't show up.

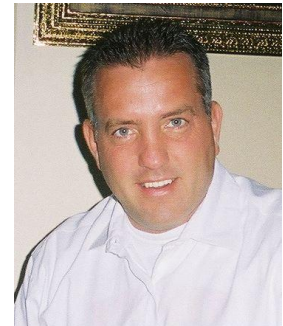
In the next newsletter: "Convert Online Visitors into Customers and Customers into Fans"

What's Happening in Region Three?

By [Troy Johnson](#)

Region Three includes the following: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and the Virgin Islands.

Starting November 26th, 2012, MacDill Air Force Base will implement the new Veterans to Work Act that will revise the current Transition Assistance Program (TAP) and will require service members to go through a mandatory Department of Labor Employment Workshop (DOLEW) in five days instead of the current three. The new curriculum includes a transition overview, resilient training, military/civilian occupation comparisons via the "MOC Crosswalk," and personal financial readiness components. Members can also choose from three additional tracks in 2013: small business track, education or vocational/certification. During a recent inspection, our transition program received an outstanding rating, and I was personally chosen to receive an Inspector General coin for outstanding performance. Region 3 Representative Troy Johnson, CPCC, CPRW, CFJST, *Transition Program Manager, MacDill AFB, Florida*



Christine Speno, *Words Etc. Writing & Editing*, Palm Coast, FL, has been staying busy with new résumé clients and polishing her LinkedIn skills, especially after attending The NRWA annual conference in Charleston. "The NRWA conference was a great networking opportunity. I came away from the conference with new friends and a multitude of ideas to grow my business." Also, after earning 10 CEU hours for attending the conference, she is now preparing a sample résumé and cover letter as the next step in The NRWA's certification process. Christine is also in regular communication with Kimberley White, *Résumés, Cover Letters and More*, Jackson, MI. After meeting at the conference, they decided to get together bi-monthly to help each other stay on track with their résumé-writing business goals. Christine is also preparing curriculum and a PowerPoint presentation for a workshop

that she hopes to propose to the Flagler County Adult & Community Education Committee in January.

Kathy Harber, *Career Keys*, Atlanta, GA, reports that in November, six Atlanta area members gathered for a lunch meeting to talk about the value of membership in The NRWA and to learn more about the status of résumé writing in the area. They are happy to report that all of them are busy and agreed that it was sign of a slight upturn in the local job market. Attendees included: Cheryl Cooper, *Professional Best Writing Services*; Kathy Harber, *Career Keys to Open Doors*; Joyce Howard, *Resumes by Joyce*; Rodney Lumpkins, *Career Solutions, USA*; Chandra Russell, *Life Enhancement*; and Robin Schlinger, *Robin's Resumes*. Kathy, Robin, and Cheryl also shared their experiences at the recent convention in Charleston. The group is now looking to gather again in December or January and hope more Atlanta-area members will join them.

Teauna Upshaw, MBA, PHR, *Workforce Initiatives*, Murfreesboro, TN, (www.workforcesuccess.biz) has written an insightful book, [Working Success](#), to help individuals overcome obstacles that prevent them from realizing their fullest potential, whether it is going back to school, embarking on a career change, or even starting a new business. The book is designed to help individuals to understand and overcome these challenges, become responsible and accountable for their own success, and realize their goals and dreams.

Debra Ann Matthews, *Let Me Write It For You*, Clarksville, TN, is starting a new "Debra Ann-ism" called "Now Ain't That Good News." Debra was "tickled pink" to report that she was quoted in an article for the FINS website and reposted the article on her own website. You can read it here: [The Perfect Retail Banking Resume](#).

Billie Jordan, *Advantage Resumes and Career Services*, Maysville, NC, was invited to speak at the Eastern Carolina Workforce Development Professionals Association on November 29, 2012. Her goal is to help attendees from nine counties learn to review résumés by critiquing their own. She has invited each participant to bring their own résumé with a promise that their résumés will not be shared. After directing the critique exercise on profile development, accomplishment statements, and formatting strategies, Billie will also speak on the benefits of LinkedIn.

Rodney Lumpkins, *Career Solutions USA*, Stone Mountain, GA, recently published an excellent article in the KNOW magazine called "[Treat Your Career Like a Business](#)." Rodney has also published other articles that can be seen on his LinkedIn profile.

Conference Chatter

Big City. Big Conference! Going back where it all began to stay ahead of the trends.

We are super excited, you should be too! Details coming soon.

The NRWA 16th annual conference in Chicago, IL, September 18-20, 2013.

[Explore Chicago.](#)



New and Renewing Members

Welcome to our 22 new and returning members for the month of October! Feel free to introduce (or re-introduce) yourself on our [Facebook](#) page or on our [e-list](#).

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](#).

6 New Members, Welcome!

Jessica Davis, Houston, TX
Justina Vo, Matrix Resume Solutions, Fountain Valley, CA
Laurel Kashinn, Write Stuff Resources LLC, Cedarburg, WI
Bruce Benedict, Westminster, MD
Quianna Rodriguez, On Point Career Solutions, Charlotte, NC
Cynthia Vincent, Benicia, CA

16 Renewing Members, Welcome Back!

Adelle Dantzler, Dantzler Solutions LLC, Washington, DC
Erin Kennedy, Professional Resume Services, Inc., Lapeer, MI
Kimberly White, Byram, MS
Pearl White, A 1st Impression Resume & Career Coaching, Irvine, CA
Debra O'Reilly, ResumeWriter.com, Brandon, FL
Eifron Brimble, Career Choice Resumes, Port Augusta, South Australia, Australia
Kary Aycok, Shiny New Resume, Austin, TX
Jeanne Knight, Career and Job Search Coach, Tyngsboro, MA
Frank Mintken, Cincinnati, OH
Laura Smith-Proulx, An Expert Resume, Arvada, CO
Brenda Cunningham, ROYAL Resume Services, Phoenix, AZ
Lorraine Wright, 21st Century Resumes, Clarendon, NB, Canada
Jeanne Boulet, Alliance Worknet, Modesto, CA
Robyn Cline, Alliance Worknet, Modesto, CA
Leeza Byers, Byers Workforce Solutions, Marietta, GA
Arnold Boldt, Arnold-Smith Associates, Rochester, NY
Jack Mulcahy, Ambler, 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](tel: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 The NRWA [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