



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Executive Greeting

Hello ,

A project that has been a long time coming is completed. This past week we rolled out five new segments of the Online Training Program:



<http://www.thenrwa.com/onlinetraining>.

Each of the program's 10 segments delivers practical, easy-to-use résumé-writing tips that you can immediately apply in your business. The contents include information you need to know, along with relevant examples and exercises that will enhance your learning experience.

Topics include:

- Segment 1: The Résumé as a Marketing Tool
- Segment 2: Writing Concepts
- Segment 3: Common Grammatical Errors
- Segment 4: Energizing Job Descriptions
- Segment 5: ASCII Résumés

New!

- Segment 6: Capitalization, Numbers, and Punctuation
- Segment 7: Cover Letters
- Segment 8: Résumé Strategies and Academics
- Segment 9: Dynamic Writing that Pops
- Segment 10: Advanced Résumé-Writing Strategies

The program can be purchased in individual segments or any five at one time for a discounted price. Your registration in the program never expires. Completion of the segments can be done at your leisure.

It was a team effort with all of the segments being written by NCRWs. Thank you one and all.

Sally McIntosh, NCRW
The NRWA Certification Chair

Conference Chatter - A Golfer's Paradise!

By [Sharon Williams](#), Second Vice President, The NRWA

Due to a near-perfect, year-round climate, Charleston, South Carolina, has always been a favorite destination for avid golfers.

While attending The NRWA's 2012 Conference September 19-22, you owe it to yourself to enjoy a round of golf at one of the area's 20 championship courses. So, plan to arrive early or stay an extra day to "play the links."

Charleston courses are of exceptional variety and challenge. Offering an array of breathtaking coastal terrains from true links style to Lowcountry forests, there's a perfect Charleston course for every player and passion.



One course near the conference hotel is Shadowmoss Plantation Golf Club (<http://shadowmossgolf.com/>).

This course was rated among "best places to play in 2008" and has also hosted the South Carolina Open Tournament. The prices vary from \$34 to \$53 depending on day of the week and your state residency.

Shadowmoss Plantation Golf Club



Patriot's Point Links

Another course relatively close to the hotel is Patriot's Point Links (<http://www.patriotspointlinks.com>), which is situated on the edge of Charleston Harbor. Offering spectacular views of the city, Fort Sumter, and ships arriving from all over the world, Patriot's Point has been a favorite course to play for local Charleston golfers and tourists. Prices at this course vary from \$40 to \$70.

For additional information on a variety of courses, prices, reviews, and the ability to reserve tee times, visit <http://www.charlestongolfguide.com/>.

Job-Search Strategies for Your New Graduate Clients

By [Kris Plantrich](#), ResumeWonders



It's June, and again that time of the year when new graduates receive their diplomas and launch themselves into a career search. For many new graduates who didn't begin preparing for their job searches while still in school, the question they ask is, "I've graduated...now what?"

Some students might have taken advantage of their college career centers, and they probably received counseling and valuable career tools to get their job search started right. A college career center is a great place to learn about career fairs and internships. It is estimated that 60% of interns are asked to stay on permanently after graduation, so it is well worth looking into the assistance that career centers can provide. Plus, internships give students an opportunity to experience what

it will be like to work in their chosen profession. Internships can also provide opportunities for impressive references after graduation.

Students who choose not to take advantage of early preparation can still get ahead of other graduates by taking time now to prepare before launching their job search. They first need to decide on the direction they will focus their career search. Many students are still unsure even after graduation. Making a list of potential industries and positions and conducting preliminary research is a good way to find out where their interests lie.

If your client is very unclear in his focus, I suggest he hire a career coach. Career coaches are very effective and have wonderful tools and exercises that help graduates realize their strengths and weaknesses, their likes and dislikes. Tools such as behavioral assessments, and job search plans help graduates and all job seekers move forward and get organized in their search.

Ask your client to dig deeper by researching companies, industries, and even managers, giving him a better feel for the work environment, and company expectations as well as a feel for what the daily job will entail.

Advise him to check out local industry newspapers and magazines, develop contacts that can provide information and insight, and even look at the competition as a valuable source of information to help in narrowing his decision.

Expanding his contacts and developing a network that he can rely on may be his most critical move in finding a job in the field you've he's chosen. Coach him to utilize both professional and social networking forums to expand his contacts; look up old friends, alumni and employers; join organizations and associations and get connected! He should make use of online networks too, such as LinkedIn and Facebook, as well as local groups such as his chamber association to make connections in the right places.

Fresh out of college, the job market can be an exciting, competitive arena, offering great promise and opportunity for those who take the time to prepare for the launch of their careers. The above will not only help your clients focus enough so they provide you with the information needed to write a great résumé, cover letter, thank you letter, and references sheet--but, ultimately will help them find the right job!

Kris Plantrich is a Certified Career Coach, Résumé Writer and the owner of ResumeWonders Writing and Career Coaching Services. In her 9th year as a coach and writer, Kris helps candidates understand their current goals and works with them to create a job search plan and self-marketing materials, that help them reach those goals quickly. Certifications include CCMC, CPRW, CEIP, and CISJE with current work toward ICF's ACC coaching credential. Visit www.resumewonders.com for additional information.



What's Happening in Region Four

By [Michelle Swanson](#), Résumé Results, Edwardsville, IL

Region Four: Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.

As a Region Rep, I have the opportunity to speak with many members of The NRWA on a regular basis. Over the last couple of months, Region Four has welcomed many new members (six new members in one month alone!), including both experienced career practitioners and those just starting out in the industry. During each "welcome"

conversation with new members, I am reminded of the importance of connecting with others to share ideas and best practices.

On that note, here are some business ideas, updates, and successes from some of Region Four's members:

Michelle Aikman, Skilled Assets, Maryville, IL, is a new member of The NRWA offering services to job seekers with nontraditional skill sets. Michelle helped launch the *Mothers & More* "Mothers Work" initiative, and in May, she presented a nationwide webinar and local seminar providing advice to members who are thinking about returning to work, volunteering, or changing how they work. She was recently selected for a National Military Family Association Joanne Holbrook Patton Military Spouse Scholarship to support her continuing education in résumé writing.



Brenda Bernstein, The Essay Expert, Madison, WI, designed and delivered two presentations to Yale Women of Northern California and the Yale Club of Silicon Valley. One of these presentations was based on her popular e-book, *How to Write a KILLER LinkedIn Profile*, that provides job seekers with a do-it-yourself guide to completing each section. The book is available on Amazon in Kindle format, and Brenda offers an affiliate program so other career practitioners can make the book available to their clients. Brenda also delivered a webinar for Westwood College students titled, *7 Ways to Make Résumé Writing FUN*.

Sandra Ingemansen, Résumé Strategies, Matteson, IL, is pleased to announce that four of her cover letters are showcased in David Noble's fourth edition of *Gallery of Best Cover Letters* (JIST Publishing). Other Region Four writers featured in the book are Charlotte Weeks and Michelle Swanson.

Sally Morrison, MorCareers, Addison, IL, announced that she has introduced QR codes on résumés and other personal marketing tools for tech-savvy job seekers. She has found that they are particularly relevant for clients seeking jobs in marketing, real estate, and technology. This extra detail will show that the job seeker is technically proficient and working to stay current on business trends and technology.

As for me, Michelle Swanson, Résumé Results, Edwardsville, IL, I recently re-launched my website at www.ResumeResultsOnline.com and am working on better defining my services and brand. I connected with Region Four members during a conference call in April, and I presented tips and tricks for optimizing job seekers' LinkedIn profiles at the June meeting of the St. Louis Résumé Writers' Group.

Tech Tip - Staying Connected With Clients



A great way to generate revenue is through referrals. From the moment you welcome your first client, you should be adding her name into a customer database to circulate a monthly newsletter.

A newsletter is more personal than blogging, and less sales-pitchy than direct email marketing. It is a nice and easy way to say, "I am still in business and ready to help you, again."

A happy client is a great ambassador for your business and with all social sharing buttons built into newsletter software nowadays, the sharing of your "career words



of wisdom" is made even easier for your clients.

Here are two recommendations: MailChimp (<http://www.mailchimp.com>) and Constant Contact (<http://www.constantcontact.com>). We encourage you to research and find newsletter software/services that meet your financial and user needs.

List of Press Release Services



Did you know [The NRWA website has a list](#) of free press release services available for you to promote your business?

New and Returning Members

Welcome to our 33 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](#).

11 New Members, Welcome!

Coach Sally, Resumes by Coach Sally, Las Vegas, NV

Amy Fox, Elizabethtown, KY

Mill Montejo, The Talent Mill, Clifton, NJ

Sakeena Rashid, Vertical Resume, Grand Ledge, MI

Jacquelyn Small, Lakeland, FL

Lana Massimini, Massimini Business Solutions, Oceanside, CA

Matthew Tutty, Resumes to You, Moss Vale, NSW

Maurene Hinds, Bozeman, MT

Ban Phung, Brigham Young University - Hawaii, Laie, HI

Melanie Gallion, Technical College of the Lowcountry, Beaufort, SC

Jan Mitchell, Greensburg, PA

22 Renewing Members, Welcome Back!

Robin McArthur, Resume Advisors, Omaha, NE

Laura Gonzalez, Masterwork Resumes, Plano, TX

Judith Friedler, CareerPro International, Mississauga, ON

Douglas Texter, Minneapolis, MN

Debra Ann Matthews, Clarksville, TN

Kathy Sweeney, The Write Resume, San Tan Valley, AZ

Kelley Smith, FortBendJobs.com & Resume Ghost Writer, Spring, TX

Mark Hageli, DeVry University, Alpharetta, GA

Sean Golding, The Best Resume Services, Newport Beach, CA

Gregory Bridgeman, Military Resume Exchange & Career Channels, Hopkinsville, KY

Deb Dib, Executive Power Brand, Medford, NY
Suzette Jolly, Danielson, CT
Sandy Jackson, Logos Writing Services Center, LLC, Roswell, GA
Kim Mohiuddin, Movin' On Up Resumes, Waukegan, IL
Kara Varner, A Platinum Resume, Hampton, VA
Mary Boyle, Pontus Consulting, LLC, Decatur, GA
Phaedra Brotherton, Arlington, VA
Nathalie Thompson, Aldie, VA
Mary Jo King, Racine, WI
Lori Deibel, Be Resume Ready, Pompano, FL
August Cohen, GetHiredStayHired, LLC, Raleigh, NC
Claudia Stapleton, Metroplex Resume Service & Vet2Work & Naturallysilver, Arlington, TX

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>.

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

