



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Welcome!

Hello ,

We congratulate [Michelle Swanson](#) for earning her NCRW in February. In her words, she says...



"After attending the NRWA conference in 2011, I decided to earn the NCRW certification to set myself apart, demonstrate my value to potential clients, and prove my knowledge of current best practices in résumé writing."

Michelle has a passion for "difficult" résumés. Her favorite clients are retiring or separating veterans, stay-at-home parents returning to the workforce, and small business owners, but she gets particularly excited about clients in unusual career fields. She has written résumés for race-car drivers, former MLB players, ranchers, global agricultural consultants, alternative medicine practitioners, and ship captains. Michelle dropped out of college and joined the Air Force at the age of 17 to become an air traffic controller. There were some mix-ups in her processing and she became a Chinese Translator instead. After nearly two years of training in California and Texas, she was stationed in Hawaii and worked as a translator and intelligence analyst. After separating from the military, she moved to Illinois to finish her degree.

To learn more about earning your NCRW certification, please email Edie Rische at CEUAdmin@thenrwa.com.

Special Downloadable Report

Massive Mistakes Modern-day "Renaissance Personalities" Make and How to Avoid them.

As a follow up to a previous article in the February 7th issue, "Recognizing the Renaissance Personality Client", [Ilona Vanderwoude](#) has graciously provided a special report that you can download by clicking [here](#).



Emotional Intelligence IS Your Business!



By [Tina Kashlak Nicolaj](#), the "HR Lady"

Obtaining a position for clients can be as grueling as watching 'paint dry' or 'an iceberg move'. Words like debilitating, frustrating, depressing, and paralyzing are synonymous with our client's reality.

While writing a resume is a large part of helping clients in their career marketing, an even greater role is served in how we interact with our clients during our currently emotionally draining employment environment.

So what does the "HR Lady" say about this?

Identify that your client needs both a résumé and a support system during the process. This does not mean that you should assume the emotional drain of your client, rather offering a 'tough love' redirection of thoughts and ideas that may be blocking your client from fully engaging.

Understanding emotional intelligence (EQ) starts with determining your own EQ. EQ is essential in leading clients through processes as they expect strong leadership, support, and credible advice when seeking out a coach or writer. Self-awareness and self-motivation are the basis to leading your clients through empathy and social skills. Whether you realize it or not, your clients follow your lead and obtain confidence through osmosis. Knowing yourself first will lead to a productive client relationship, decrease PITA's, and increase your business!

EQ is:

Two primary skills; Personal Competence and Social Competence.

Personal Competence centers on you as an individual and is divided into *self-awareness and self-management*.

Social Competence centers on how you behave with others and is divided into *social awareness and relationship management*.

In short, EQ is your ability to recognize your own emotions and those of others to manage productive interactions with ease.

Identifying EQ will not only improve your relationships with your clients, but will also help your clients improve their relationships with those surrounding them in the workplace. An increased awareness will heighten over time, which is beneficial to the candidate during the interview process.

As Dale Carnegie stated, "When dealing with people, remember that you are not dealing with creatures of logic but creatures of emotion." The better we are able to manage ourselves will show in our work, business, and overall interactions!

How does this help with clients?

If a client expresses discontent with something, dig deeper to determine exactly what it is. If you are an individual with a high level of self-awareness, you will choose to not take the client's negativity personally.

If a client expresses pleasure with something, dig deeper into the skill sets to determine exactly what behavior he/she demonstrates that causes the pleasure or happiness on the job. Again, do not assume the client is simply happy to talk to you.

For more insightful reading and self-learning, you may want to learn more by reading *The Emotional Intelligence Quick Book* by Travis Bradberry and Jean Greaves. You can take the free online test and discover your EQ!

With a little practice, identifying your EQ will help carve new and long-lasting relationships with your clients, resulting in lucrative business results!

Tina Kashlak Nicolai is a 23-year talent-management expert, full-cycle recruiter, and human resources behavioral coach with a legacy of contributions with Fortune 500 companies. Tina is the career architect and owner of Kashlak Ink and Résumé Writers' Ink, LLC ®. Known as the "HR Lady" with moxie, Tina engages her fans with wit, humor, and intelligent solutions for the evolving careerist!



Why Most Cover Letters Don't Get Read... And What To Do About It!

By [Susan Whitcomb](#), PCC, CCMC, CPCC, CJSS

We all know that employers are inundated with applicants in this job market, and they need some way to cut through the clutter. We also know that hiring managers are unpredictable when it comes to cover letters. Some religiously read them. Some religiously don't. Some read cover letters only after a scan of the résumé leaves a favorable impression. It's likely that cover letters aren't getting read because they are too wordy, too self-absorbed, too boilerplate, and just too boring.



Enter the "G3" Power Note, a concept veteran writer and thought leader Deb Dib and I pioneered. G3 stands for "Get Clear, Get Found, Get Hired!" It's the core of what every job seeker needs to do in a savvy search:

- Get clear on who they are, how they can meet an employer's needs, and the value they bring to the table;
- Get found via cutting-edge career comm, whether with their "pitch" in a networking crowd, their key-worded documents in a résumé database, or their on-brand messaging in the social media fray; which leads to the most important piece . . .
- Get offered a job!

A G3 power note is shorter than a traditional cover letter. Many cover letters run 300+ words. The power note: about 100. It's the antidote to "yawn bomb" cover letters. The following are five points to cover in a G3 power note:

1. An Engaging entry

2. ROI solution
3. 1-2 proof points
4. A hint of, "Why-buy-ROI"™ brand
5. A call to action

Here's an example ... see if you can't spot the five points:

Does your team need social media strategists who can convert engagement into income?

In fewer than 12 months, my social media strategies helped a real estate firm land a 30% increase in its number of new listings, and a 120% increase in its average listing price.

My social media strategies and technical skills resulted in:

- *a Facebook company page that went from one-sided corporate postings to engaging posts, frequently with dozens of comments and dozen more "Likes"...*
- *a Twitter account that went from nearly nonexistent to now boasting 5,000+ followers...*
- *LinkedIn connections with key influencers who have engaged their networks and served as an additional sales force for us!*

This was all accomplished with a balance of visibility, viability, and value. And we learned a number of important lessons that have since become best practices subsequently implemented in other offices throughout the district.

If results like these are important to your team, let's speak soon. I've also sent a LinkedIn request!

The length of this G3 Power Note is perfect for a short email. The reader can read it in just one to two "swipes" on an iPhone or in-a-glance on a laptop. It doesn't recite or regurgitate information from an accompanying résumé. It conveys the one-two power punch of both a value proposition and a compelling personal brand. It's short on "I's" and long on the "WIIFM" (What's In It for Me, from the perspective of the employer).

For those who'd like to learn more about the trend in "short form" writing, just a few weeks ago, I taught a teleseminar on this topic for The NRWA, which went into more detail on the why's and how-to's. You can find the archive [here](#).

To your success and significance!

Susan Britton Whitcomb is the co-author with Deb Dib of The Academies' G3 Program: Get Clear, Get FOUND, Get Hired! Coach-helping coaches and writers prepare résumés and much more for the mobile marketplace. She is the author of seven careers books, including Résumé Magic, Interview Magic, and Job Search Magic. Susan also coauthored, with Chandlee Bryan and Deb Dib, The Twitter Job Search Guide (JIST).



Susan can also be found at www.TheAcademies.com

Conference Chatter

Magnolia Plantation & Gardens - Location of the Free Thursday Afternoon and Evening Event for Conference Attendees!

While conducting hotel site visits for The NRWA's 15th Annual Conference in Charleston, SC, September 19-22, 2012, I had the distinct pleasure of touring Magnolia Plantation & Gardens. Situated on the banks of the Ashley River, the property is stunning, has a rich history, and involves a true love story!

As the location of the free Thursday afternoon / evening event for conference registrants (\$30 per guest), attendees will have the chance to tour many parts of the 360 acre property via the nature train, stroll through 100 acres of romantic gardens, and get lost in the horticultural maze!

You won't want to miss this plantation tour, which is included in your registration fee! Sign up for The NRWA 2012 Conference today at <http://bit.ly/v2TDLD>.

The History of Magnolia Plantation & Gardens



The White Footbridge

Founded in 1679, Magnolia Plantation & Gardens has been continuously owned by 12 generations of the Drayton family. Originally a rice plantation, it has survived the centuries and witnessed the history of our nation unfold, from the American Revolution through the Civil War.

During the Revolutionary War, 8,000 British soldiers occupied its grounds when they were preparing an invasion of Charleston.

After Union Soldiers burned down the original house during the Civil War, the current main house, which was built prior to the Revolutionary War, was floated down the Ashley River to Magnolia.



The Main House

The Greatest Love Story Never Told

Magnolia Plantation & Gardens is best known the beautiful gardens. However, the reason behind why those gardens were planted is a true love story.

Upon returning from Europe, John Drayton entered the Episcopal ministry in New York in 1838. While he was there, he met and married Julia Ewing from Philadelphia. After becoming a Reverend, John moved back to the plantation with Julia.

Julia hated Charleston and wanted to return to Philadelphia. So, John had a mission "...to create an earthly paradise in which my dear Julia may forever forget Philadelphia and her desire to return there."

He went to conservatories in Boston to retrieve cuttings of Azaleas and Camellias. Then, he planted a series of "romantic gardens," which he learned about while living in Europe.

John is credited with planting the first Azaleas (previously only grown under glass) in outside gardens in America.



Azaleas

Change is Imminent After The Civil War

After the Civil War had left the plantation in ruins and the economic situation was dire, the Drayton family needed to find a way to keep the property in the family.

So, in 1870, they opened the gardens to the public and "Magnolia-on-the-Ashley" became the first man-made tourist attraction in the United States.

Today, there are 350 varieties of Camellias, consisting of 25,000 different plants. It is the largest intact romantic garden in the US, and has been recognized as a "garden of excellence" by the American Camellia Society and the International Camellia Society.

The Horticultural Maze



Horticultural Maze

Magnolia Plantation & Gardens has a fantastic horticultural maze! Get lost while admiring the craftsmanship of the gardeners charged with taking care of this amazing attraction!

I fell in love with Magnolia Plantation & Gardens and I'm sure you will, too!

On behalf of [Sharon Williams](#), second vice president, and the entire board of The NRWA, we look forward to seeing you in Charleston!

[Kathy Sweeney](#)

Conference Planner

The NRWA 2012 Conference

Join the conversation on Twitter by following @TheNRWA and using the hashtag #TheNRWAConf.

What's Happening in Region Three?

By Troy Johnson, Transition Assistance Program, MacDill Air Force Base, FL

Representative for Region Three: States of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virgin Islands.



As one of the few résumé writers who works full-time with the military, I am honored to represent The NRWA as Region 3 Representative. Due to the current state of the military and the downsizing of all branches, we at MacDill Air Force Base and the Transition Assistance Program (TAP) have seen a significant increase in those separating or retiring from the military. On average, we provide 250 pre-separation briefings a quarter to assist military personnel in preparing for their transition. Our three-day TAP workshop (which averages 90 participants) covers topics such as identifying strengths/skills/values, exploring careers, résumé writing, and interviewing.

Too many people in transition simply do not understand the process of finding a career beyond the military and the unemployment rate is significantly high. As a result, we anticipate that the demand for our program will continue to increase. I am grateful for the opportunity to serve these veterans. They have sacrificed much and, as a country, we owe them our best assistance to help them obtain satisfying and rewarding careers in the civilian workforce. Here are a few updates from members in Region Three.

Teauna Upshaw, Workforce Initiatives, Murfreesboro, TN, reports that her company has been in operation since 2009, offering outplacement and professional development services. Teauna recently began monthly teleseminars. In one of her teleseminars, "Diverse Communication Strategies," Teauna leads a 30-minute discussion to help participants understand how one's behavior impacts daily opportunities. She also identifies possible barriers that impact effective communication. Her next teleseminar is March 6, 2012. Please visit www.workforcesuccess.biz for more information.

Alexia Scott, CPRW, Alexia's Desktop, Montgomery, AL was excited to report that two of her cover letters will be included in David Noble's book, *Gallery of Best Cover Letters*, 4th Ed., coming out this summer. She hopes that recognition in this book will lead to increased business opportunities.

Kathy Harber, Career Keys to Open Doors, Atlanta, GA ended 2011 with an exciting new product in her repertoire. She designed and delivered a popular workshop on networking and relationship building in a conservative corporate culture. "Who Knows You... and How!" is an interactive workshop that plays off the old adage of "It's not what you know, but who you know." The "How" is by establishing personal presence through social media. As a bonus, she offers a discount on résumé services for participants and has been happily busy as a result.

Some exciting news from Mike Maetz, Maetz Resume Consulting, Marietta, GA, who says he officially kicked off his part-time resume business about a year ago while working full-time during the day. After several months of 12-hour days writing résumés at night, he realized there had to be a better way! *"I got to know several*

peers online through The NRWA and asked them to partner with me. I now have a great team of certified résumé writers who contract with me and do the bulk of the writing for our joint clients...This arrangement could not work out better with my hectic schedule (including three small children), and I love the thrill of landing new clients! I still write some résumés and will continue writing, but the business model is thriving and our clients are happy! I couldn't do it without such a great team and I'm so excited to see what the future holds!"

Affiliate Spotlight

This week, we spotlight Preptel

[Preptel](#) is the first candidate-optimization service to provide online résumé optimization, interview guides, and other tools to career-development professionals, résumé writers, and coaches. Preptel's Resumeter

service helps to create fast and easy customized résumés for each job, enabling career-development professionals to provide better résumés, expanded services to their clients, and an increased success rate. With an 80% hit rate, Resumeter makes online job searching effective and removes any effort in identifying keywords, résumé formatting issues, and job-specific tailoring. Try Preptel today at www.preptel.com.



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
