



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Executive Greeting

Hello ,

Ah, spring. Flowers bloom. Grass is growing. Almost half of 2012 is over!

It's time for my mid-year business check-in to evaluate my goals, results, and possible changes. First, I review my annual revenue goals and my writing development goals. Business revenues have exceeded my goals and are doing well. Writing development goals have been derailed, which probably explains why revenue goals are high.



Each client provides me with the opportunity to educate him or her about our writing profession. Who is educating me? How am I continuing to refine my skills and abilities? Are my results aligned with industry standards? To grow my business, I have to continue to expand my knowledge and evolve my skills. I can't be the go-to expert in my market based on techniques I learned two years ago, which explains why this year I will attend four industry conferences.

In May, I'm attending the National Association of Workforce Development conference. In June, I'll represent The NRWA at the National Career Development Association conference. September is the best education month with the always-outstanding national conference for The National Résumé Writers' Association! Then, I'll conclude my education in October at the Career Directors International conference. An educational overkill this year, but these opportunities will help me learn new skills, understand industry standards, and grow my network.

The great thing about our line of work is that I can work from any location with my laptop. That allows me the unique opportunity to learn and earn. It seems to hold true that there is a distinct difference in my service results and my ability to support clients when my own education and development are priorities, too!

[Ruth Pankratz](#), MBA,
Secretary of The NRWA

Interview with a NCRW, August Cohen



August, how long have you been certified?
A little more than three years.

Why did you decide to become a Nationally Certified Résumé Writer?

I believe it is one of the toughest certifications, and the preparation required to achieve it elevates one's résumé writing skills. It also brings my business added credibility, which was especially important when I first began as a résumé writer.

How difficult was it to earn the NCRW credential?

I expected it to be challenging, as that is what distinguishes earning the NCRW from other certifications. The preparation was the most time-consuming part. I was very proactive in seeking mentorship, training, and experience before beginning the NCRW process. I passed the first time with a high score. Yet, even if I hadn't passed, I would have read all the feedback, and tried again. The comments from the sample submission and test are invaluable.

You are also a former NCRW grader; what do you think is the main reason candidates fail?

They are not ready. The NCRW has high standards. Candidates need to put in the work. They must write for several years and compare their résumés to those of the top writers in the industry. They also need to follow the study guide precisely, as many writers seem to fail on items that are clearly outlined in the [study guide](#).

What advice would you give others who are thinking about becoming certified?

Invest the time and money into yourself to advance your skills and increase value for your clients by earning the NCRW. We often give this advice to our clients, and it serves us well, too. Don't be discouraged if your samples don't pass the first time, you will get excellent critiques by experts for a nominal fee. Consider it a normal part of the process; heed the advice, and try again.

Thank you, August! Continued success to you in your business! To learn more about becoming a Nationally Certified Résumé Writer, please visit <http://www.thenrwa.com/certification>

August Cohen is a multi-certified and award-winning résumé writer. She is also an executive coach and owns [GetHiredStayHired.com](#).

Links: www.gethiredstayhired.com | Twitter [@resume_writer](#)

Conference Chatter

Fort Sumter - A "Must-See" for American History Buffs Attending The NRWA's 2012 Conference!

By [Jill Evans](#), 2012 Conference Committee Member

If you are an American history enthusiast you may appreciate a visit to the Fort Sumter National Monument (<http://1.usa.gov/ISCKWS>), where the first shots of the Civil War were fired.



Fort Sumter

Located on an island in the Charleston Harbor, Fort Sumter was named after Revolutionary War hero, General Thomas Sumter. It was built following the War of 1812 as one of a series of federal government military fortifications on the southern U.S. coast. Construction began in 1829, and the structure was still unfinished in 1861, when the Civil War began.



One of the many original cannons at Fort Sumter

South Carolina seceded from the Union in January 1861. On April 12, 1861, the Confederate soldiers took Fort Sumter by force. Miraculously, no one was killed in this first battle that lasted for 34 hours.

The fort became a stronghold of the Confederacy throughout the remainder of the war, until the soldiers abandoned it on February 17, 1865. The federal government formally took possession of Fort Sumter on February 22, 1865.

Today, Fort Sumter is operated by the National Park Service. Visitors to the monument will find one of the best collections of 19th century seacoast artillery in the United States.

The museum at Fort Sumter also holds the original U.S. flag that flew over it before it was captured by Confederate soldiers. If you look closely at the picture to the right, there are only 33 stars on the flag. Kansas, the 34th state was admitted to the Union in January 1861, and its star had not yet been added to the U.S. flag.



Original U.S. Flag that flew over Fort Sumter prior to the Civil War

Fort Sumter is only accessible by a 30-minute ferry ride that initiates from either the Fort Sumter Visitor Education Center in downtown Charleston or Patriots Point Naval and Maritime Museum in Mount Pleasant. Although there is no entry fee to Fort Sumter, there is a fee for the ferry service.

Upon arrival, visitors can choose to listen to a 10-minute ranger presentation on the history of the island or explore in a self-guided fashion, aided by historical markers. Time on the island is limited to one hour, but you should plan for 2.5 hours total trip time, including the ferry ride from downtown Charleston or Patriots Point.

Plan to visit a vital part of U.S. history while attending The NRWA's 2012 Conference.



By [Tina Kashlak Nicolai](#)

Yes, pinning has clients grinning! And, that means--big bucks for you!

Why? On [Pinterest](#) you can offer information to your clients in an easy-to-follow format, which keeps clients interested, entertained, and happy! My favorite aspect is that I can engage my clients visually; I can "cerebrally" motivate clients through an easy-to-use platform with simple clicks. Important to note that being an early adopter of Pinterest lets your clients know you are "plugged-in" to technology!

Practical and Creative Tips to Get You Started!

So what can you pin?

Pin résumé samples. If you are the person who grumbles when you want to change résumé samples on your website, you can stop grumbling! You can now easily post new samples and share your boards with potential clients. You can just upload new samples and delete old ones. This will keep your business current.

Create a "Career Search" board. Send your clients to your customized location (board) where they can scan information on various careers and industries (pay scale, trends, etc.). This works well for career changers or college graduates.

Consider creating a "Recommended Resources" board. Showcase your favorite resources for helping your clients. This may include graphs, professional organizations by industry, or government links for the federal sector.

Upcoming Events. Calendar pinning is one of the best features, as you can post upcoming events, workshops, or speaking engagements. You can do this with Pinstamatic (see below).

Expanding Your Pinterest Basics

You can use three Pinterest apps to expand the Pinterest basics.

Pinstamatic <http://pinstamatic.com/> is an app that allows pinners to post calendar events, share Spotify tracks, add custom quotes with unique fonts, and leave short optimized messages for clients.

SpinPicks! <http://spinpicks.com/> is an app available for the web as well as for mobile devices. This tool assists in curating content that is trending on the Internet or finding new information to share with your clients.

Pinerly <http://www.pinerly.com/landing> is the third tool (by invitation only at this time) allowing you to schedule pins for daily or weekly posting. Similar to a dashboard, this short-cut tool also offers users stats on their pins along with other tracking methods.

Fact, I'd like you to meet Functionality

If you are concerned about mixing business with pleasure, you can have multiple Pinterest accounts by using different email addresses. The benefit of having two accounts is to reserve one for your personal pinning while your second site can be used exclusively for business purposes, client interactions, and overall marketing. I opted for two accounts because I'm not convinced that my clients care to know that I may periodically, while away in water cooler breaks, pin my exotic dream vacation in a

tree house built by natives, nestled deeply in the African jungle. Neither do they need to know that I am making Jell-O shot orange slices for the 4th of July!

Since making a site exclusively for my business, I am expanding my creativity in using the boards. You may have additional tips to add to the list. If you do, please email me, and I will collect the information to share in an upcoming newsletter, citing your best pinning practices with our colleagues. For more ideas...check out my Pinterest page at: www.pinterest.com/thinkinkcareers



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!



5 Steps You Can Perform To Increase Your Business Revenues ASAP

By [Rosa E. Vargas](#), NCRW, MRW, CMRW, ACRW

There are numerous small changes and additions you can make to start increasing revenue per sale! Below are a few suggestions that you can incorporate into your profit-generating résumé writing services.

Cover Letters. If you are not offering cover letters as part of your services-- you should be! (What on Earth are you waiting for?)

I know what you are thinking, *Rosa, no one cares about cover letters.* Hmm, I hate to tell, but...you're wrong! I sell them all the time, and my clients use them.



There are many different opinions about the importance of cover letters, but I guarantee you that in the candidate vetting process, a well-written cover letter will become a clincher! Yet, I understand your trepidation. Clients still ask me, "Are cover letters necessary?" I tell them that they are... which they truly are. A better point yet is this: why would your client want to be "caught" cover-letter deficient? This happened to one of my clients during an interview. He was asked for a cover letter and he had... nada! Not good. Tsk, tsk. Yes, I advised him to buy the cover-letter service, but he decided to follow advice he read on a recruiter's blog in regard to cover letters being a waste of time. (Stop it. I did not enjoy, at all, the fact that I was right. Well...maybe a little.)

The point is, adding cover letters to the services you offer will increase your revenue per sale. Place the option on your website today and see what happens. It is truly magical marketing!

LinkedIn Profiles. There are some of us who have been creating LinkedIn profiles for a while, so we can call ourselves experts [wink]. However, even if you are new at developing LinkedIn (LI) profiles, you have to remember that you are a better job-seeker marketer than your clients! If they are coming to you for a résumé, then your copywriting skills will also be useful when it comes to LI development. This is a great way to increase revenue per sale. It is also easier to create LI profiles as you are writing the résumé and the cover letter, because you can sort out which information from your client's worksheet or the interview notes will go on which marketing tool. By the way, I never copy and paste the entire résumé on LinkedIn. Clients receive a new summary that is friendlier, keyword-rich, and network ready!

Many, many clients are asking for LI profiles, so don't wait any longer to add this option to your services.

Consultations. Charge for an hour consultation after you have completed the résumé and before you send the client into this very saturated job search market. During this consultation, instruct your client on how to use the résumé (post on job sites, mailing unsolicited copies to target companies, etc.) and how to modify the résumé to target job announcements. Some of you may be thinking, *well isn't that part of the résumé-writing service?* Yes, to an extent, but not if your client has a myriad of questions and would like to keep you on the phone for another hour asking for advice. Know your worth. Your knowledge is worth the investment.

Phone Interviews. I cannot believe that some résumé writers are still not speaking to their clients; they do everything online. I used to do this when I first began, but now, as part of my process, clients complete a proprietary Branding Assessment (worksheet); then I follow up by phone. Now, some clients may wish to only deal with you by email, and that is fine. However, I am telling you, there is an entire market you are not tapping into because you are not embracing phone interviews. Get over the fear--just do it! Make sure you promote that on your website as well: "Phone interview with service."

Packages. Create bundles. Customers tend to like purchasing everything at once! I used to have everything a la carte. When I began to group service options together, clients were purchasing all of the components. I did not quite understand why they would miss choosing all those options before, but I guess it is easier to just choose the "Complete Branded Package." Fine with me!

Think of the components above and package them. Or, maybe there are other components you have been thinking about folding into your résumé-writing services. Create a brand name for your packages (fun part). Bundling services has done wonderful things for my revenues.

More tips to increase business revenues next time I write about this subject. Adios for now.



What is Happening in Region 2

We wish Victoria Kidd, MBA, CPRW and Region 2 Rep a speedy recovery and look forward to hearing a positive update from her in the near future.

Region Two includes the following: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.

Kara Varner, A Platinum Résumé, Hampton, VA, became a Certified Professional Résumé Writer at the beginning of the year. Her business has grown every month through referrals and strong local marketing, along with great testimonials. Kara reports that some of the best advice she has received has been to cultivate a strong subcontracting business, which has both strengthened her craft and provided her with enriching relationships with her peers. Kara shares that she has enjoyed learning about new business development ideas and vendor insights through The NRWA e-List.



Amy Schofield, Schofield Strategies, California, MD, appeared live on Army Wife Talk Radio earlier this spring. She was featured as the show's Resource of the Week. Amy also utilized her background and expertise in the employment-venue and volunteer-management fields to help create the "*Making Volunteerism Work for You: Translating Military Spouses' Volunteer Experiences into Strong Résumés*," a guidebook for the nonprofit organization Blue Star Families. Amy drafted content and created examples for résumé-phrasing achievement statements, which play a significant role in shaping military spouses' résumés and career goals.

Norine Dagliano, ekm Inspirations, Hagerstown, MD, has been busily working with her virtual assistant to update all of her marketing collateral and client documents, by adding her new business logo and branding statement. With more than 11 years of business under her belt, Norine finds this to be a huge endeavor! On another note, she is continuing to develop her relationship with CareerBuilder, by providing job-search coaching to University of Phoenix students and recent graduates. Under the same contract, Norine is branding herself as the "career-change specialist" and is developing a workshop that covers job-search tools and strategies for career changers. If all goes well, she will be presenting the workshop through webinars and at customer sites.

Kathy DiMario, Second Acts Career Services, Toms River, NJ, just finished an amazing "Entrepreneurial Elegance" class, "How to Make a Lot of Money While Still Being a Great Human Being!" The class was taught by Wendy Enelow and Louise Kursmark who shared excellent strategies. Kathy regards both Wendy and Louise as respected leaders in their field. Kathy also attended the New Jersey Women's Governor's Conference in Atlantic City. More than 1,000 women from the government and private-sector industries, as well as small business owners, enjoyed a day of networking and speeches from astounding women, including Peggy Noonan, Donna Brazile, and Lois Frankel.

New and Returning Members

Welcome to our 23 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](#).

9 New Members, Welcome!

Raisa Bentacourt, Resumes by Raisa, San Jose, CA
Julie Mellen, Julie Mellen Associates, Redmond, WA

Shareem Kilkenny, Veteran Career Counseling Services, Charlottesville, VA
Dorian Arnold, Auguste Escoffier School of Culinary Arts, Boulder, CO
Christine Cimino, York Technical College, Rock Hill, SC
Michelle Aikman, Skilled Assets, Maryville, IL
Jackie Torres, Fort Collins, CO
Christine Moore, Camden Heights Career Services, Yorba Linda, AK
John Weiss, Atlanta Résumé Service, Atlanta, GA

14 Renewing Members, Welcome Back!

Cheryl Heil, Career Possibilities, Fullerton, CA
Natalia Xiomara Chieffo, Guilford, CT
Joanne McCool, Woolwich Township, NJ
Irene Marshall, Tools for Transition, Fremont, CA
Arlene Gregory, Della's Desktop, Delaware, OH
Becky Felix, Felix Resume Group, Sayreville, NJ
Marsha Leap, Leap Ahead Professional Development, Lakeland, FL
C. Sampson, Boston, MA
Norine Dagliano, ekm Inspirations, Hagerstown, MD
Shannon Volpe, Phoenix, AZ
Drew Roark, Gallatin, TN
Robyn Feldberg, Frisco, TX
Linda Graham, Office Helper, Colorado Springs, CO
Rabbi R. Karpov, Oklahoma City, OK

Affiliate Spotlight

This week, we spotlight Southworth.



You may think that Southworth is a paper company, and you're correct. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumé paper and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.

You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office?" Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

Southworth is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

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,

