



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Executive Greeting



Hello ,

I'm sitting on my bed with my laptop, thankful that I'm alive, even if a bit lame. I missed The NRWA conference and seeing so many of you this year because, on August 7, I leaned over to pick up something off the patio floor and broke my back in five places. After six weeks in the hospital and rehab, my right leg is still partially paralyzed, but my doctors are hopeful that I will walk

again by March. I'm a hard woman to keep down!

While I was laid up, I received the news that one of my executive clients had died of a heart attack. I had worked with Lee for nearly 20 years, so he was in his 70s when he passed away. He spent the last 30 years of his career as an "exec-for-rent." He cut his teeth in the Silicon Valley in the early days of computers, and when he "retired," he decided he wanted to continue working, but on a project basis. From then on, we pitched Lee as a troubleshooter who could stand in as a temporary C-level executive to turn around difficult situations or to fill in until a new leader could be found.

If you think of "temp" workers as secretaries and programmers, think again. In today's challenging job market, temporary work is a thriving industry for executives and a legitimate way for your clients to expand their résumés. Research shows that the market for contingent management jobs will grow 90% over the next 10 years to \$26.6 billion. That means 50% of all hiring in 2013 will be for contingent positions.

When creating a résumé for someone like Lee, a quick-and-dirty first page full of functional expertise is followed by another page or two of chronological history, focusing on end results of each project or contingency assignment. Think of this type of résumé more like a brochure for an entrepreneur than a traditional résumé. The first page must

really sell your client's abilities to be able to walk in the door running, fit in with a new culture quickly, and accomplish the turnaround in spite of the obvious challenges.

Back in the spring, I was working on updating a résumé for an existing client. When I asked her what kind of job she was seeking with this résumé (always my first question, whether with a new client or a revision), Diane didn't know. I asked her what she liked the most in her last job, and she said it was fixing the problems, hiring new people, and setting things straight. She admitted she hated her job now that the challenges were done. It was then that I thought of Lee and recommended that she consider becoming a "turnaround queen" with a résumé that focused on her track record of being a fixer. I recommended that she look for ads for nursing home administrators (her area of expertise) and interview for those positions with a pitch for her services as an exec-for-hire. She has since been very successful, has turned around two assisted living facilities, and hired her replacements. She loves her new "job."

As résumé writers, we have the opportunity to help our clients think in new ways and to plant ideas that fit their passions. I encourage you to truly listen to your clients, so you can hear their passions and plant ideas that move them closer to work that makes them happy. It feels wonderful to make a difference in the lives of our clients, which is why most of us do what we do.

Warm regards,
[Pat Criscito](#)
The NRWA Treasurer

The Passive Income Promise: Make Money While You Sleep

By [Bridget \(Weide\) Brooks](#)

One of the challenges of being a self-employed résumé writer is that, for most of us, if we're not writing, we're not earning.

I was talking with a colleague yesterday who is going through a health crisis. She had heard about my presentation at The NRWA Conference last month on "How to Create Passive Income and Recurring Revenue for Your Career Services Business" and was interested in how she could develop one or more passive income streams to supplement her résumé-writing services. There were times when she wasn't able to work because of her illness, and the loss of income potentially was going to affect her ability to continue in the profession.



I wanted her to know that résumé writing is a profession that is well-suited to accommodating health challenges. It's also a great choice for stay-at-home moms and others who want to work from home or those who need or want flexibility in their careers, and it can work for those who want to make a couple hundred dollars a month or a six-figure income.

However, one of the most common issues I see is that résumé writers are tying their incomes to their client work alone. This can be a problem when something comes up in your life that interrupts your client work -- especially your health issues or the health issues of someone in your life (parent, spouse, or child).

Starting today to create a passive income stream within your career-services business is an excellent way to begin to uncouple the time-for-dollars tradeoff. Passive income streams can include launching a paid information product (like an eBook, special report, teleseminar, or home study course), developing a membership program, creating affiliate income, or being paid for your career-related writing or blogging. All of these can easily supplement the work you're doing with your clients -- and, in many cases, they can also increase your visibility and credibility as an expert authority within the career-services field.

You might decide to earmark the passive income you generate for a specific purpose - - for example, setting it aside to pay for next year's conference attendance expenses or to put towards your retirement. You can also simply incorporate it into your business revenues and enjoy the benefit of making money while you sleep.

If you've thought about developing a passive income source in your career services business, watch my video on "How to Create Passive Income and Recurring Revenue for Your Career Services Business."

You can access it here: <http://www.bearesumewriter.com/nrwa>.

Bridget (Weide) Brooks, CPRW is the owner of Image Building Communications in Omaha, NE. She started Résumé Writers' Digest in 1999 to answer questions she had in her own résumé-writing business. ("I figured if I wanted the answers, someone else did too -- so I decided to share!") She publishes a trade newsletter for professional résumé writers and special reports like "Write Great Résumés Faster" and "Making Money as a Résumé Subcontractor." In September 2011, she founded BeAResumeWriter.com, a membership site to help careers industry pros be more effective in their work with clients and in their businesses. You can find her tweeting tips for résumé writers on her Twitter account (@RWDigest), sharing information, and ideas on Facebook (www.facebook.com/resumewritersdigest), or contact her via email at bb@bearesumewriter.com.

Technology Highlight

Cloud Computing, or "The Cloud"

By [Jason Stauffacher](#), The NRWA Marketing Associate

Cloud computing is a type of computing that relies on sharing computing resources from around the world online, rather than having local servers or personal devices to handle diverse forms of applications/apps.

In cloud computing in your everyday life, the word "cloud" is also phrased as "the cloud." This term is used as a metaphor for "the Internet," so the phrase "cloud computing" is used to mean a type of Internet-based computing in which different services such as servers, storage, and applications are delivered to an organization's computers and devices through the Internet.

Some examples of cloud computing include downloading an app to your Smartphone. The app comes from the cloud to your handheld device. Alternatively, if you go to a shared location like GoogleDocs, you are saving your documents on a cloud-based



system so that you can access it from anywhere at any time, and you don't need your computer to retrieve that document. The cloud is a great place to keep family pictures and videos, so if your hard drive crashes, you can retrieve all of those great memories.

Follow these two links to learn more about cloud storage and compare services:

<http://bit.ly/Qs9cYZ>

<http://zd.net/XofH1M>

Jason Stauffacher has over 15 years of experience in Public Relations and resume writing. In his current position at RazorResume, Jason leads the resume writing, interviewing, and career development of each client. Previously, Jason held positions in government, Public Relations, legal training and overseas work. In the past, working and living in South Korea, India, Malaysia, Singapore and Thailand, he understands global markets and issues relating your skill sets to modern globalization. He is also very keen over the years on Web 2.0 and social media and how that plays in search engine optimization. Jason can be reached at laptop@razorresume.com, or view his website at www.rezorresume.com.

What's Happening in Region Six?

By [Cheryl Minnick](#)



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

Mir Haynes, Bellevue, Washington, a new member of The NRWA, has been a professional writer since 2000 and a résumé writer since 2009. She currently works for both RTP Résumés, based in the Raleigh-Durham area of North Carolina, and Bellevue Résumés, based in the Greater Seattle area. Because of the IT-focused nature of the geographical areas she serves (with employers like Amazon, Expedia, Microsoft, SAS, and IBM), she tends to have a lot of clients in IT but also writes résumés for the healthcare, sales, pharmaceutical, manufacturing, finance, and marketing industries. She is glad to be joining The NRWA and was excited to attend the conference in Charleston. Please help us all welcome Mir to The NRWA, and we hope that many of you were able to meet her at the conference!

Jill Walser, Bellevue, Washington, of "I got the job!" is now the president of the Puget Sound Career Development Association and invites all Washington state career professionals to come to a meeting -- they meet the first Thursday of each month, from October through June. You can email Jill at jill@igotthejob.us for further details of the meeting, or visit <http://pscda.camp8.org>. Jill has also been invited by the Junior League of Seattle to speak on the topic of interviewing; the daylong training is hosted by Seattle University.

Eifron Brimble reports from Australia that she is recovering from a bit of a health scare, but thankfully has managed that and a busy work schedule. She is currently working on new and improved products and packaging and is revamping her website, First Place Résumés. Additionally, she has launched a new online marketing strategy, including branching out onto Facebook and other ideas for the future.

Gail Marquis Ouattara, Everett, Washington, is happy to report she celebrated the first anniversary of her new home-based business, Marquis Résumé Services (M.R.S) and is excited about doing radio sports to expand her business. Currently, she

is working with customers of varied backgrounds, with a higher concentration in construction, administrative, mid-level management (restaurants) and some recent college graduates. Her specialty is healthcare, entry-level and mid-level management. She would love to communicate with others in Region 6... so, please reach out, introduce yourself to Gail, and welcome her to The NRWA.

Cheryl Minnick, Region 6 Representative, is staying busy at The University of Montana as a career development advisor and with her private business, The Paper Trail. Her résumé-writing business and reputation has firmly established itself -- almost too well -- as she must now turn away business and refer callers to other members of The NRWA.

Juliet Murphy, Wow I Love My Career®, has been appointed co-chair of the Undergraduate Advisory Board at the University of Southern California School of Business. For stronger niche marketing, she has repositioned her business to provide career services primarily to the millennial generation (high school juniors/seniors, college graduates and young professionals) and corporate executives and middle managers. She is currently looking to hire expert résumé writers as subcontractors. If interested, email her directly at info@wowilovemycareer.com.

Kelly Donovan, Kelly Donovan & Associates, recently relocated to Lake Elsinore, CA, which is located about 75 miles north of San Diego and 70 miles east of Los Angeles. One of her cover letters was included in *Gallery of Best Cover Letters*, 4th Edition, edited by Dr. David Noble and released by JIST earlier this year.

Conference Review -- And Opportunity to Serve

Our administrative team had the opportunity to be assisting a member on the telephone the other day (always an honor!), and the member mentioned that she heard the 2012 conference in Charleston broke even from a financial aspect. She was quite surprised (and you may be too) to hear that with The NRWA conferences, that is actually the goal!



The NRWA is a non-profit organization. The goal of the conference is to provide another great benefit to you, the members. By keeping the admission prices lower than many organizations in the résumé and career coaching industries; providing great content to help the members grow their businesses; providing a venue for generating strong relationships and collaboration between colleagues; and keeping writers and coaches of the industry up to date on the latest trends, The NRWA annual conference is able to serve its members -- all with the goal in mind that the organization does not make a profit. When a profit is turned through training, conferences, or other efforts, the board looks for a way to give it back to you!

The NRWA must have done something right. Not only did many of you attend (there were 100 participants including many member speakers), but you had great things to say about the 2012 conference:

"Just wanted to take a few seconds and congratulate you and your team on a great conference. The speakers were outstanding, content too. I am normally not a huge fan of conferences...but I really enjoyed this one. Fantastic job and thank you for having me..."

"Learning! So many good informational, teaching seminars and presentations. I can use this information right away."

"The speakers were all really down to earth, generous about sharing ideas and information, and happy to network."

We are also looking for members from each of our "industry sectors" - - higher education, business owners (new and experienced), military, community-based agencies, and corporate - - to serve on the committee that will select the programs for the 2013 conference. Please email conferenceadmin@thenrwa.com, or conferenceplanner@thenrwa.com if you are interested!

See you in Chicago for the 2013 conference!

Regards,
[Marie Zimenoff](#)
2012-2013 The NRWA President

Affiliate Spotlight

This week, we spotlight Certified Resume Writers.com

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 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