



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Executive Greeting

Hello ,

At this writing, you are probably packing for, en route to, or already in Charleston, South Carolina! Within a few short hours, approximately 100 members and guests will converge upon this historic place to meet good friends face-to-face, build new relationships, learn about new revenue streams, and create opportunities for our businesses.

While placing workload aside for a few days is never easy, I believe by "letting go," we move ourselves forward. At the conference we will learn to work smarter instead of harder, use creative vision to develop opportunities, write job-search documentation that positions our clients as top candidates, and implement the latest technologies that impact efficiency and effectiveness!

This will be my 20th career-industry conference and, in the beginning, I was so motivated afterwards that I was going to immediately implement everything! Well, we know how that goes after returning to clients asking, "When can I expect a rough draft of my resume?" I began to set three goals for conferences: connect with a few seasoned professionals face-to-face who would provide advice for moving my business to the next level (mentors); collect business cards from those who had services that supported my business needs (distributions, assessments, subcontractors); and offer what little I knew to a few new members (pay it forward). Interesting how my business goals always return to the phrase... those who do well can also do good!



Speaking of "doing good," The NRWA is holding its first-ever fundraiser at Wednesday evening's reception. Teaming up with Mom's Closet Resource Center (MCRC), we will raise money to support single mothers through the development of a career resource

center that will have a long-lasting impact! We have \$2K in donations from very generous members and businesses to make this BINGO exciting for everyone! Reminders include:

- The Hat Ladies of Charleston will provide head gear for the evening (both men and women), and founder Archie Burkel will present Hats 101 for a quick rundown of how to look STUNNING in a Southern Belle hat!
- Bring your checkbooks if you would like to receive a charitable donation receipt from MCRC.
- BINGO cards will be available at a table in the registration area for pre-purchase: 1 card (\$10), 2 cards (\$20), 3 cards (\$25). There will be an additional surprise at the end of the evening that you will enjoy (or I'll eat my hat)!
- Photographs will be taken at \$5 per individual per picture (money that also goes toward MCRC!) so gather with your girlfriends to create memories!

If you are a member of The NRWA (not attending the conference) and would like to contribute to our \$4K goal, please send your contribution to Sharon Williams, 501 Gablewood Circle, Louisville, KY 40245 (checks made payable to "Mom's Closet Resource Center"). Any amount that you give would be appreciated. To my surprise, members have already started gathering career-related books for the career center and have mailed them to my house! Me lifts me hat and bows to ya! This endeavor is a different type of donation. It is one that will have a ripple effect for years to come - one that The NRWA will be proud to say that they are an organization that does well, and makes good things happen! Rock on!

Safe travels to all ... see you Wednesday evening!

[Sharon Williams](#)
The NRWA 2nd VP

Dressing Malibu Barbie (and Skipper)

By [Dr. Cheryl Minnick](#)

Not long ago, I had the unfortunate experience of chasing a sobbing "Malibu Barbie" down the hall after her one-minute on-campus interview with a Big Four accounting firm. Academically strong and well coached on interviewing, dressing for success, and articulating her ROI, she represented the cream of the crop of graduating seniors. When I caught up with her and asked what was wrong, she replied, "The recruiter told me I showed too much cleavage for this early in the morning and told me to leea..v..v...vee." I looked down and was saluted by her "sisters."



Immediately, I took ownership of her inappropriate shirt choice. You see, the week before, I approved her suit (in theory). I had not seen it. Neither had I told her to remember to wear a nude (not white) bra or a tank over her bra, to cover up under low-set top buttons to avoid gapping and to show no cleavage. The conversation was a stark reminder of what I need to include in my interview coaching, because not all "Barbies" have appropriate interview clothes in the closets of their dream house.

As career professionals, we are combating millions of dollars of catalog and television retail advertising, such as Victoria's "not-too-secret" secret; Jessica Simpson's closed toe, platform, six-inch stiletto black pumps; and Sex in the City designer office apparel. As we coach clients, we should be thoughtful and detailed when advising on interview attire, just as we are with selecting each word for their résumés. Never assume an otherwise professional woman understands your counsel about interview apparel, even with her broad career as a pilot, flight attendant, astronaut, and physician.

Make sure to clarify with the job search candidate her choices of:

- Suit: What color? Plain or patterned? Is it in style? Does it fit or do you muffin-top over the waistband?
- White shirt: No ruffles or popped collars; and the top button should be high. No white bra; wear nude.
- Black skirt: How long or short? No side or back slit, no animal or reptilian lining, and no booty huggers.
- Black shoes: No peep-toe, gold cap-toe, patterned, color-blocked, platforms, or stiletto heels. And, while Nordstrom's catalog states that "Shade is the new neutral" for professional shoes, it isn't in the context of interviewing attire.
- Earrings: No chandeliers or hoops. Wear small pearl or diamond studs in your ears; wear none in your nose or lip.

And yes, Midge's (Barbie's best friend) red hair looks great against green. However, a kelly-green suit is not a great interview choice for her accounting interview.

Let my failure to communicate clearly serve as a lesson to us all when coaching young women (Malibu Skipper, Beach Barbie): Be specific and explicit about choices in interview attire. Today, my advice to a student regarding interview attire or shoes, "Would you wear either on a date?" If she answers, "No," then you likely have a winner.

Coming soon: Coaching young men (sport and shave Ken) on interview attire.

Dr. Cheryl Minnick has served as a Career Advisor/Internship Coordinator at The University of Montana for 12 years. She has 25+ years' experience working in higher education at four colleges, eighteen of those years in the areas of career development and recruitment. She holds a master's and doctorate in counseling from The University of Montana, as well as a bachelor's degree in history (pre-law) and physical education with secondary teaching credentials from Whitworth University in Spokane, Washington.

Cheryl is a Nationally Certified Resume Writer with her work published in "The Twitter Job Search Guide," "101 Job Seeking Tips for Recent College Grads," "Designing the Perfect Resume," "How to Pop your Resume," and "Gallery of Best Cover Letters" (4th edition). She has studied and grown her skills under the tutelage of distinguished career industry experts, authors, and resume writers, including Richard Bolles, Wendy Enelow, Louise Kursmark, Kathryn Troutman, Sally McIntosh, Susan Whitcomb, and

Pat Criscito. She is a contributing author for CareerSparx, an on-line career magazine and her career advice and sample resumes and cover letters have been featured on AOL Jobs. She is also the owner of The Paper Trail, a small career consulting business.

Helping Our Clients Understand Career Management



By [Dawn Rasmussen](#), CARW

How many times have we talked to clients in the past couple of years who have arrived on our doorstep needing help with their résumés, but obviously also not even having a clue about how to launch a job search? As career professionals, something goes "click" in our minds and we think, *oh dear, this person needs a lot more than just a résumé*. What is readily apparent to us but our clients can't see (yet) is that they have gotten complacent. There are so many loose ends they haven't been paying attention to, and it means that they are starting out from scratch. Of course, that's where we come in to provide coaching and guidance on what elements they need to start managing to steer their careers into the direction they desire.

The whole concept of career management brings clarity to all the pieces in motion that exist side-by-side to the work one does while on the job. Understanding control points can mean shaping that career destiny towards a specific goal. A résumé is one piece of the puzzle but can also prove to be a very helpful roadmap, rather than a job "obituary."

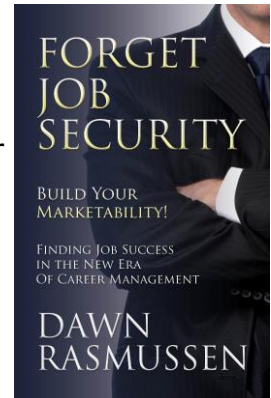
Here are some key points you'll want to share with your clients if you don't do so already... in order to help them gain clarity about embracing the idea of "career management":

- **Professional development:** Each year, clients should look at this section as their New Years' resolutions guide and decide what skills need updating, what skills are absent, and what additional ones might be helpful for career advancement and job-specific knowledge. After all, employers are hiring subject matter experts -- how are our clients demonstrating their expertise or cutting-edge knowledge?
- **Affiliations:** If we are known by the company that we keep, who are we "hanging" with in our industry? Affiliations tell employers that the job seeker is active, engaged, and has initiative. Plus, as we all know, since so many jobs are found through someone you know, how can we help our clients see that they need to join their industry's main organizations to keep their network IQ high!
- **Career-management file:** Advising clients to start a file of all kudos, staff reports, performance reviews, job descriptions, plan of work, certifications, trainings, and memberships will help them AND make our jobs easier when we go to update their résumés.
- **Contact refreshes:** Networking should never happen just when we need it, so providing a template of suggestions for clients to keep up their networking efforts to refresh existing contacts while making new ones will ensure that they have a vibrant group of professionals within their circle.
- **Personal brand:** Many of The NRWA members are talking about the digital/online brand, but everything our clients do IRL also impact their brand. That includes writing coherent, concise, and precise emails, dressing the part,

and being a helpful resource in the office. These areas, in addition to the online parts, add up to the sum of the whole.

Career management exists at the same time a person is working in a job; it's the long- term outcome of what we do on a daily, weekly, monthly, and yearly basis. Helping our clients to get a handle on how they can control some of these factors will empower them to actively position themselves for opportunity!

These tips and many more are included in Dawn's new book, "*Forget Job Security: Build Your Marketability*" which is being published on Amazon.com on October 15, 2012.



Dawn Rasmussen, a Certified Advanced Résumé Writer, is the president of Portland, Oregon-based Pathfinder Writing and Career Services. Clients from across the United States and Canada and from all career levels have benefited from Dawn's highly-focused and results-oriented résumé, cover letter, and job-search coaching services. Many professional groups, as well as colleges and universities, have appreciated the insights and expertise she shares during presentations on career-management topics, and she is a frequently requested national speaker as a result.

What's Happening in Region Four?

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

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

Brenda Bernstein, The Essay Expert, Madison, WI, is proud to report that her e-book, "*How to Write a KILLER LinkedIn Profile*" has been #1 in the Business Writing category on Amazon since July 3. She recently revised the e-book to contain new screenshots, as well as insights gained from The NRWA Region 4 conference call on LinkedIn. Brenda delivered a webinar to college career advisors titled, "Graduate School Applicants: How to look Good Online and On Paper" and will be presenting on LinkedIn to the Yale Club of Northern California later this month. Finally, her résumés were chosen amongst hundreds of submissions for TORI Award nominations in the categories of Best New Graduate Résumé and Best Re-Entry Résumé.



Murray A. Mann, Global Diversity Solutions Group LLC and MulticulturalResumes.com, Chicago, IL, delivered the following presentations this summer: TEDx talk in Washington, DC, on "Crowdsourcing Diversity to Inclusion"; International Coach Federation Midwest Regional Conference on "Strategies for Coaching Multicultural Clients"; National Association of Colleges and Employers (NACE) on "Best Practices in Latino Career Services"; and Ascend Pan-Asian Leaders on "Keys to Career Fair Success."

Additionally, Murray would like to thank The NRWA members who volunteered at the national conference Career Services Center he managed for Ascend Pan Asian Leaders and the National Association of African Americans in Human Resources.

Mary Jo King, Alliance Writing Service, Racine, WI, redesigned and launched a new website using Wordpress. She reports that it is still a work in progress but is already

performing 1,000 percent better than the old site (literally!). She has volunteered to share details on her experience with The NRWA members, so if you have questions, [contact her](#). Mary Jo also began publishing a monthly client newsletter via Constant Contact. The newsletter has been well-received and has produced increases in website traffic and referrals. Finally, she gave two presentations in August: "Optimizing LinkedIn Profiles" for business professionals and "Résumé Development" for dental assistant students at Kaplan College, Milwaukee.

As for me, Michelle Swanson, Résumé Results, Edwardsville, IL, I have responded to an uptick in business by contracting with an executive assistant. I am excited about getting back to what I love to do -- résumé writing -- and leaving the day-to-day details to someone more skilled in such matters. In July, I connected with job seekers at the Meeting Professionals International global conference in St. Louis, where I volunteered to work in the Career Center and offer résumé critiques to conference attendees.

I have been busy preparing for The NRWA Conference, and I look forward to reconnecting with friends and meeting new colleagues. Three of this year's conference presenters are in Region Four and report:

Bridget (Weide) Brooks, Image Building Communications, Omaha, NE, is thrilled to represent Region Four as a speaker at the conference! She hopes to see her fellow region members at the Friday afternoon breakout session, "How to Create Passive Income and Recurring Revenue for Your Career Services Business," where she will be sharing action-oriented tips and strategies. These are all things you can implement into your résumé writing business that will increase your income -- and, in many cases, they are also designed to help you more effectively serve your clients. She invites The NRWA members to check out her conference board at <http://pinterest.com/rwdigest/nrwa-conference-september-2012>. If you are "pinteresting" and want to help add pins to the board, [email Bridget](#) with your Pinterest user name.

Deb James, Leading Edge Résumés, Rossford, OH, and Sharon Williams, JobRocket, Louisville, KY, are looking forward to sharing strategies for capturing business opportunities in their breakout session, "Insight to Growing Your Business as COO (Chief Opportunities Officer)." Participants will learn how to approach opportunities creatively and realize the power of giving more than you get.

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 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