



The NRWA Connection

Keeping Career Industry Writers Current

July 8, 2013
Vol. 7, Issue #10

Executive Greeting

There has been a lot of talk about the benefits of attending The NRWA [Conference](#) in September, but did you know that attendees receive 10 Continuing Education Units (CEUs)? If you've been considering pursuing the Nationally Certified Resume Writer (NCRW) certification, attending the conference is a great way to jumpstart the process and earn the required number of CEUs.



As the Certification Chair, I've spoken with many members and prospective members -- new and experienced -- about The NRWA's certification program. By far, the most common question is, "Is this certification right for me?" While the certification was designed for writers with several years of experience, it is an admirable goal for new writers as well! Preparing for the exam is an educational process in itself, and every step in that process is designed to assist you in honing your skills as a résumé writer. Briefly, those steps include:

- Attaining 10 CEUs.
- Taking the NCRW Study Guide Review.
- Submitting a sample résumé and cover letter for review by the Certification Commission.

In This Issue:

[Executive Greeting](#)

[Don't Let Your Website Hold You Hostage](#)

[What's Happening in Region Six?](#)

[July Teleseminar](#)

[New & Returning Members, NCRW Renewals](#)

[Affiliate Spotlight](#)

If your sample is in compliance with the NCRW Study Guide, you're ready for the two-part exam. But even before you get to that point, you will have spent many hours on professional development -- a worthy goal in itself!

In addition to attending the conference, The NRWA members can earn CEUs by participating in teleseminars/webinars, passing segments of the Online Training Program, publishing books, delivering conference presentations, taking business writing classes, and writing book reviews. You can find a complete list of ways to earn CEUs here: <http://www.thenrwa.com/ceurequirements>.

I hope to see you in September!

[Michelle Swanson](#), NCRW
Certification Chair
The NRWA

Don't Let Your Website Hold You Hostage

By **[Marie Zimenoff](#)**



Does your website need a facelift? Are you tired of having to get a hold of your designer or pay every time you make an edit? As I am polishing my part of a half-day professional institute for the National Career Development Association conference in Boston, I thought I would share some of the high points with all of you to consider as you look toward your next website update.

Many times when small businesses thinks about their websites, they only think about paying a designer to create and update the site. Pressured to keep the site fresh, they wince every update as the costs start adding up. For many businesses, this may be the best path. Struggling with technology might not be an efficient use of time, or perhaps the business has reached a level where professionalism in the design is worth the cost due to high visibility of the site. The "full-service" option is not the only path, however.

Another option is a system which allows a hybrid -- in which a designer creates the site on a platform that allows access for the site owner to make text updates and basic design updates (add a page, change photos, etc.). My last site was built in Joomla, and without too much direction, I was able to add pages, set up event registrations, and keep a fresh front page by highlighting new articles (similar to blog entries without the comment feature). Wordpress sites can offer similar features, and there are options for classes to learn to keep the site updated without hiring a designer or programmer.

When considering this route, I have businesses ask a few key questions. The first is to understand the platform the designer will be using. Will they be

working with the designer to select a template or will the designer be setting the base of the site from scratch? Knowing this also lets the business determine if the quote aligns with the amount of work involved. If the designer won't share the system they use, the ability for the business to learn the system and make adjustments themselves is eliminated, and they usually end the relationship there. A few other key questions: Will the designer provide graphics or will the business pay for those separately? How much will they charge to integrate plug-ins such as event registration options, blogs, or shopping carts?

As with any service a business contracts, collecting quotes from several designers is a good idea. For those of you who are members of The NRWA, I have posted an example quote in the members' area from which you could create a request for quotes. Gathering referrals from colleagues or a professional network like The NRWA can be helpful. For me, I went local and visited Internet- and web-related groups to build relationships. I lucked into meeting a designer who was extremely talented and just starting his business. He built my Joomla site for a very reasonable cost -- nearly 1/3 to a 1/4 of what I hear others have paid.

My web designer also became my graphic designer and a friend. Not too far into our working relationship together, he shared that he had just learned he had brain cancer. Earlier this year, he passed away. Perhaps out of loyalty to him or because I've learned just enough to be dangerous, this month I will be launching a site I've built from the ground up, which is the third option I will discuss for small businesses.

For the bootstrapping startup or technically inclined, creating and managing a site without hiring a designer is becoming easier. Sites like 1&1, Weebly, Qapacity, Jimdo, CUBENDER, Puzl, and Wix provide templates, connections to plug-ins, and design interfaces that simulate a Microsoft Publisher environment. Many of them require a monthly fee for the level of services a business needs. This can be compared to the cost of designing a site (usually done every three years for a business) and the monthly hosting required whether the site is designed or done on one of these sites (where typically hosting is included in the monthly fee). Many of these sites also offer options to assist with optimizing the site for search.

In my experience, even when most businesses work with a web designer, they write their own copy. This means that taking some online classes or reading up on optimizing your web content for search and lead generation is probably a good idea. We have a breakout at the conference addressing this topic!

With a little research online, you can find reviews of development sites I mentioned and determine which is the best for you. Here are a few questions to consider as you do: How will you integrate social media? Do you have access to your business logo files or can you get them from your graphic designer? How will you capture prospect names on your site to build your mailing list? Will you sell products (e-books, etc)? Will you want an option for online

registration for events?

So, as you think about your next website, you have more options today than ever before. If you find yourself with more time than money and an interest in technology, you might consider designing your own site. If you do decide to work with a designer, ask lots of questions, research the system they are using, and seek resources to help you manage your site. Keeping content fresh will keep you in front of your customers, looking current and credible, and engage your audience by providing helpful information.

***Marie Zimenoff** is a Nationally Certified Résumé Writer, Nationally Certified Counselor, and MBTI Master Practitioner. She has served as President of the Colorado Career Development Association in 2010-2011 and is President of The National Résumé Writers' Association for 2012-2013. She is a recognized leader in career development as a member of the National Career Development Association Leadership Academy. She holds a master's degree in Counseling and Career Development from Colorado State University. Prior to entering the career industry, Marie held leadership development, selection, and advising roles within higher education engineering and student affairs divisions.*

What's Happening in Region Six?

By **Bob Janitz** on behalf of [Jessica Dillard](#)

Representative for Region Six: Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada, Oregon, Australia, Hong Kong, Japan, Washington, and Western Canada.



Vicki Walch, Impress Them! Résumé, Newcastle, WA, says that because of her unique abilities (and we are all unique) in theatrical training, besides writing business résumés and interview coaching, she also prepares theatrical résumés, provides audition coaching, and directs plays. Vicki has incorporated this expertise into part of her business. After all -- auditioning is so much like interviewing, and casting a role is like hiring an employee. She just completed directing the production *South Pacific* at Newport Season of the Arts in Bellevue, Washington. [Her website](#) has a page featuring theatrical options. Vicki finds this sideline part of her business has helped make her a magnet to creative types, and her business has really boomed with graphic artists, architects, and marketing people.

Kelly Donovan, CPRW, of Lake Elsinore, CA, and Juliet Murphy, MBA, of Tustin, CA, volunteered with the non-profit Hope for Warriors in June, assisting combat-wounded Marines with their résumés and interviewing skills during a one-day workshop at Camp Pendleton in California.

Sally Cofer-Lindberg, Career Directions, Modesto, CA, is excited to relate that her book, *The Hospice Heart -- A History of Community Hospice, 1979 - 2013*, was premiered at the Hospice Annual Gala on May 18, 2013. Sally is a board member of the nonprofit Community Hospice Foundation and was asked to write the history of this incredible organization, which is among the top 8% of the largest hospices in the country. It was a two-year labor of love, including interviewing the founders, leaders, volunteers, and staff and then writing the story. If folks are interested, they can visit www.hospiceheart.org for more information.

This experience has taught Sally to follow her own advice to those whom she coaches -- follow your passion. Sally is in the process of changing her professional focal point and closing down the 20-year résumé portion of her company (still keeping the coaching side for a while). She is now focusing on writing the books she has started but hasn't finished. Sally finds it interesting that the more she tries to leave, the more clients seem to want her! Is that a new marketing technique?

Susan Whitcomb, Career Coach Academy, Fresno, CA, has been busy and doesn't anticipate slowing down anytime soon! Recently Susan completed a private training with organizational development professionals from an international bank, and she also landed a wonderful long-term contract doing executive coaching for the principal of a boutique investment banking firm. Susan co-presented with Georgetown University career coach colleagues at the MBA Career Services Council Conference in Washington, D.C. June 25, 2013.

Milan Truong, CPRW, Hire Me 101, South San Francisco, CA, shares that last May marked her four-year business anniversary and is astonished at how fast business picked up.

Having previously worked in HR for BMW of San Francisco, where she initially developed knowledge in the interviewing and recruitment process, Milan wanted to extend her expertise by helping others as the economy turned.

Although résumé writing is her primary service, she has created a full website with free advice and guidelines on how to prepare confidently for job interviews. And with the help of Google and Yelp, her website receives a substantial number of visitors each day. She encourages other résumé writers to get their clients to write Yelp reviews about them as it has really helped drive local awareness to her business.

Paul Freiburger, Shimmering Résumés, San Mateo, CA, says the job interview is the make-or-break moment that can change someone's life. In his new book *When Can You Start? Ace the Interview and Get Hired*, Paul offers a clear, entertaining guide with up-to-date and essential job interview help and preparation and proven tools and tips for success to ace the job interview and get hired. The book has been called "powerful and expertly researched" by *USA Today* and widely praised elsewhere. Published by Career Upshift Productions, *When Can You Start?* is available on Amazon and at a significant discount in

bulk orders direct from the publisher, and it makes a superb tool for career counseling firms. Paul is a *Los Angeles Times* award-winning writer and President of Shimmering Résumés, a résumé-writing and career counseling firm in California.

Kathy Kritikos, CCMC, Best Impression Resumes & CareerPower Workshops, Aptos, CA, announced that she is a newly certified G-3 Coach: Get Clear Get Found Get Hired by The Academies.

As for me, **Jessica Dillard, Dillard & Associates, Anaheim Hills, CA**, I was chosen to serve as a competitive event judge for the DECA Inc. 2013 International Career Development Conferences in Anaheim, California, assisting over 15,000 high school and college students to become the next generation of leaders and entrepreneurs in marketing, finance, hospitality and management. I count it an honor to assist in the development of our future leaders.

July Teleseminar

Ask Better Questions; Write Better Résumés

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

Friday, July 19, 2013 - 1pm Eastern

One hour live teleseminar is \$19.99 for members and \$29.99 for nonmembers.

[Register Today!](#)



The most effective résumés capture who the client is, what they want to do, and why they are qualified for the role -- but getting the answers to those questions isn't easy. Collecting better information can help you write better résumés.

Attend this teleseminar, and you'll learn:

- The one question to ask yourself before starting to write that will save you hours of frustration.
- Which questions you can ask that will reduce the amount of time it takes you to write the résumé -- while simultaneously improving the effectiveness of the résumé you're writing.
- When you're stuck: The three questions you need to ask yourself if you're having trouble moving forward with a client project.
- The one thing you must ask so that your client is happy with the finished résumé (if you neglect to get the answer to this question, you're guaranteed a rewrite).

The handouts will include the exact questions you can ask. This program is designed for newbies and veteran résumé writers alike. Whether you work via questionnaire, phone consultation, or in-person (or a combination of both), your information-gathering process not only impacts the finished résumé project but also your revenue.

Bridget (Weide) Brooks, CPRW, has been writing résumés with Image Building Communications in Omaha, Nebraska, for the past 16 years. Her background in journalism and public relations has given her insight into the interviewing and storytelling strategies required to create effective résumés for clients. She is editor of Resume Writers' Digest, a trade newsletter for professional résumé writers, and founder of the BeAResumeWriter.com resource site for careers industry professionals. Bridget is also the author of Write Great Resumes Faster, now in its third edition.

New & Returning Members, NCRW Renewals

Welcome to our **38 new and returning members** for the month of June! We would also like to take this opportunity to recognize our **NCRWs** that have renewed their certificates. Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or [elist](#).

You can also send your [Twitter](#) handle to adminmanager@thenrwa.com, and it will be added to our weekly tweet rotation.

Be sure to take this opportunity to network with other members of The NRWA and non-members who are career professionals via our [LinkedIn Group](#).

June NCRW Renewals

Betty Geller, Apple Resume & Career Services, Elmira, NY, certified since 1999

13 New Members, Welcome!

Pamela Duquette, New World Resume, Pelham, NH

Shannon Savard, Litchfield, NH

Gayle Chiykowski, Ottawa, ONT

Tina Sims, Spirited Career Services, Fredericksburg, VA

Denise Edwards, New Leaf Career Solutions, LLC, Atlanta, GA

Diane McFadgen, Atlanta, GA

Anna Eulau, Tulane University Career Services, New Orleans, LA

Michael Diggs, Richland Community College, Decatur, IL

Stephanie Deloney, Champaign County Regional Planning Commission, Champaign, IL

Bonita Borum-Sandy, Department of Veterans Affairs, El Cajon, CA

Tom Allen, AMCareerMarketing, San Diego, CA

Lynn Talarico, Missoula Job Service, Missoula, MT

Darleen McAllan, Resumes 4 u, Arundel, AUS

25 Renewing Members, Welcome Back!

Suzette Jolly, Department of Labor, Danielson, CT
Mill Montejo, The Talent Mill, Clifton, NJ
Phaedra Brotherton, Arlington, VA
Constance Reece, Lock Haven University, Muncy, PA
Gala Jackson, InterviewSnob, Mableton, GA
Mary Boyle, Pontus Consulting, LLC, Decatur, GA
Bill Hampel, HRO - Total Career Services, Jacksonville, FL
Andrew Pearl, Precision Resumes, Inc., Deltona, FL
Laurie Mortenson, LegWork Résumés and Career Services, Greensboro, NC
August Cohen, GetHiredStayHired, LLC, Raleigh, NC
Ellen Steverson, StartingBlock Career Services, LLC, Summerville, SC
Cheryl Cooper, Professional Best Writing Services, McDonough, GA
Debra Ann Matthews, Let Me Write It For You, Clarksville, TN
James Bruhl, Pelton Percai & Co., Inc., Downers Grove, IL
Joan Murrin, University of Iowa, Iowa City, IA
Mary Jo King, Alliance Résumé & Writing Service, Racine, WI
Sue Montgomery, Resume Plus, Dayton, OH
Robin McArthur, Resume Advisers, LLC, Omaha, NE
Marcia Metcalf, Flagstaff, AZ
Mary Bowers, Northern Arizona University, Flagstaff, AZ
Ann Stapleton, Metroplex Resume Service, Arlington, TX
Kehau Martinez, The School to Work Alliance Program, Grand Junction, CO
Kim Mohiuddin, Movin' On Up Resumes, San Diego, CA
Jason Stauffacher, Seattle, WA
Maurene Hinds, Bozeman, MT

Affiliate Spotlight

This week, we spotlight [The Hire Road](#) Job Search Tutorial.



Job search success in our new economy requires creativity, a willingness to think outside the box, and innovative approaches to effectively meet the challenges of finding new employment. Things have changed, times have changed, and times are tough. No longer can job seekers rely on their professionally prepared resume to get them in the door and in front of the hiring manager. They need more. To separate them from the competition they need a career transition program that provides **new tools, new strategies** and a **new approach** to this new reality. That program is TheHireRoad™.

TheHireRoad™ CD-based Job Search Tutorial offers NRWA members a unique opportunity to give their clients a significant competitive edge in their search for employment. Members receive the following benefits:

1. Increased revenue as a reseller - through individual sales of TheHireRoad™ tutorial, or as part of a resume preparation package.
2. Adds significant value to the professional resume preparation services members provide.
3. Gives members a considerable edge over their competition.
4. Enhances the member's current coaching efforts.
5. Members receive increased referrals from satisfied clients
6. To learn more about TheHireRoad™ please visit www.thehirechallenge.com.

To become a reseller for TheHireRoad™ please contact:

Karl Jahnke

National Sales Manager

(877) 439-5590 toll free ▪ (623) 203-0781 cell

karl@kttassociates.com

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

Copyright © 2013 The National Resume Writers' Association. All rights reserved.
Contact email: adminmanager@thenrwa.com



Facebook



Twitter