



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[The Importance of Differentiation](#)

[Why You Should Always Take a Lunch Break](#)

[Our Newest NCRW!](#)

[New and Renewing Members](#)

[Affiliate Spotlight](#)

Quick Links

[The NRWA Website](#)



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Executive Greeting



Hello ,

Your 2013 Conference Program Committee has been hard at work. We have [22 sessions](#) (41 proposals were submitted!). Contracts have gone out and returned. Sophia Marshall of the Conference Committee and Michelle

Swanson, our Certification Chair, did a great job with the [presentations and bios for the website](#). We have two half-day [Professional Development Institutes](#) (pre-conference workshops).

The Conference Committee will be meeting monthly to discuss donations, marketing, and the HR Panel. Yes, the HR Panel is back by popular demand!

The Conference Committee consists of the following volunteers: Jean Austin, Kathy Keshemberg, Sophia Marshall, Debra Ann Matthews, Shareem Kilkenny, Tim Suddeth, and Marie Zimenoff. Sophia is the liaison between the Conference and the Marketing Committee.

This year we are trying a few new things you will want to note before you plan your travel:

- The conference will start Wednesday, September 18th, at 2:30 P.M. and finish on Friday, September 20th, at 4:45 P.M.
- Two pre-conference workshops will be Wednesday morning from 8:00-12:00.
- First-time conference attendees will have their own introductory session to the conference with an opportunity to meet Board members and NCRWs Wednesday at 12:30 P.M.
- The opening reception will be Wednesday evening from 5:00-6:30 P.M.
- The Board will meet on Tuesday afternoon from 1:00-5:00 P.M.
- There will be an optional boat tour at 5:30 P.M. on Thursday led by The Chicago Architectural

Foundation. It is rated the #1 "Best Thing to do in Chicago" by *U.S. News*!

[We look forward to seeing you there!](#)

Note: If you are making flight reservations, you can fly into Midway Airport as well as O'Hare Airport. Midway is closer to downtown Chicago and is much smaller and easier to get around.

[Sally McIntosh](#)

2013 Conference Program Chair

The Importance of Differentiation

By [Greg Wood](#), Creator of *TheHireRoad™ Job Search Tutorial*
Affiliate Member - The NRWA



As a member of the NRWA, you're keenly aware of the many challenges your clients face in their search for employment. I believe their biggest challenge is differentiation. In other words, how do they separate themselves from all others in a highly competitive job market? Since there are more job seekers than jobs in today's new economy, companies often have the luxury of a large pool of talent to choose from when filling positions.

Just as candidates must do everything they can to stand out from all other job seekers, you must do the same as an NRWA member. And the best way I know how to do that is by differentiating yourself from your competition. Your prospects have literally thousands of options for professional résumé services when beginning a new job search. Chances are you're going to be the most (or nearly most) expensive option. Your client needs to be reassured that she's spending more money for one thing and one thing only...RESULTS! *And they must perceive the value of your services to be greater than the price.*

Here are a couple of tips for differentiating yourself, your business, and your clients:

Define Your Value to Your Clients

In addition to a professionally written high-impact résumé, what else can you do for your client that NO ONE else can? Maybe even that no other résumé writer can? What value-add do you bring as a career coach? What new tools can you provide that will enhance their chances of success? Can you get them a deliverable faster than anyone else because you're using some advanced technology or software? Do you provide an ancillary product that others do not? Are any of you keeping stats on your client's results? How many interviews? How many offers? Can you provide a prospect with these numbers? I know many of you are coaches. This creates some degree of differentiation but at an even greater level of investment for your clients.

Help Your Clients Define Their Value

In order to achieve differentiation, job seekers need NEW tools and a NEW approach to this NEW economy. They need to clearly define their value to the business community, and then educate hiring managers about the value they bring to the table. While a professionally prepared résumé is an essential component of your client's marketing toolbox, they need more to compete effectively. The bottom line (in my opinion)? Your prospects want more than a résumé and cover letter--they want more follow-up, more

interviews, more job offers, more RESULTS!

Differentiation will help you and your clients get better results. And more results will help you avoid pesky nuisances like charge backs and requests for discounts.

For more information on TheHireRoad™ please contact:

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National Sales Manager
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Gregory Wood is a Certified Career Management Professional, author of TheHireChallenge™ Book Series and creator of TheHireRoad™ Job Search Tutorial. His corporate background includes domestic and international experience in a variety of industries including executive search, outplacement, publishing, high-technology, and healthcare. He has held senior management positions with mid-size as well as major Fortune 500 corporations.

Why You Should Always Take a Lunch Break



By [Amy Adler](#), Five Strengths Career Transition Experts

Let's face it; we all have too much to do. We have résumés to write, revisions to complete, phone calls to return, and e-mails to read. We never seem to have enough time in our business to work on the business. In other words, we're always scrambling to keep up. I know I am.

Since last summer, I instituted a new strategy for managing my work time that has dramatically improved my ability to serve my clients in my home office. Borrowing from and building on some expert advice from some of the best coaches serving the résumé writing industry, I rewrote my weekly calendar -- and now I get a lunch break every day while ensuring that I meet all my obligations to my clients and to my business.

First, I determined what times of the day work best for specific types of work. I am definitely a morning person, so, coffee in hand, I am happy to have client consultations in the first part of the day, when I am most energized. I reserve afternoons for revisions and returning client calls. I break the day up with -- you guessed it -- a lunch break. Sometimes it's short and hurried, but it's always there, and I'm refreshed by taking a few minutes away from my computer and my obligations to my business.

This is my strategy for daily calendar; yours might be different. But the point is you need to find a schedule that you can manage without having your schedule manage you. By adding some simple structure to your day, you might find that you get even more done than you had been doing before. With this downtime during the day, you can let your body rhythms drive your work schedule -- not the other way around. You might be pleasantly surprised to see that you get more work done, serve your clients better, and even find some time for yourself.

Amy L. Adler, MBA, MA, CARW, is the CEO of Five Strengths Career Transition Experts, headquartered in Salt Lake City, Utah. Amy is also a member of The NRWA marketing team.



Introducing Laurie Mortenson, Our Newest NCRW!

[Laurie Mortenson](#), founder of LegWork Résumés and Career Services, has been providing résumé writing and coaching services to clients in varying stages of career development for more than a decade. Her expertise includes coaching clients in the process of exploring, defining, and reaching their career goals; writing marketing tools such as résumés, cover letters, and LinkedIn profiles; and job search coaching around networking, interviewing, and job search strategies.



Her desire to help others find meaningful work began as a college student when she was placed in her university's Career Development and Planning Office as an assistant. She found it fulfilling to help others discover and pursue satisfying work. After completing her BS in Psychology, she received a MEd in Counseling and became a Certified Career Management Coach (CCMC) in 2010. As a lifelong learner, she is committed to ongoing professional training and is a frequent participant in programs and conferences sponsored by The National Résumé Writers' Association, Career Directors International, and Career Coach Academy. Laurie's résumés are featured in Gallery of Best Résumés by David Noble and Barron's RésumésThat Pop! by Pat Criscito.

Laurie pursued the NCRW credential to increase her credibility as a résumé writer. She recommends following the advice of the certification commission, which is to closely read the Study Guide. She also suggests attending the NRWA conference and any sessions on certification. Laurie will be marketing her new achievement in the local newspaper, on her website, in her company's promotional materials, and through social media.

Congratulations, Laurie! If you would like to learn more about earning your NCRW, [click here](#).

New and Renewing Members

Welcome to our 44 new and returning members for the month of February! 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](#).

18 New Members, Welcome!

Krista Bogertman, Eastern Nazarene College, Revere, MA
Karen Bartell, Best-in-Class Resumes, Massapequa Park, NY
Nirmala Gangadeen, Hollis, NY
Arno Markus, ResumeBuilds.com, Toronto, Ontario
Jessica Starr, ResumeStarr, Milwaukie, OR
JoAnn Caddoo, Fresh Ink Resumes, Fort Collins, CO
Christina Wagner, Kenosha, WI
Ashley Watkins, Moody, AL

Sarah Miller, Little Rock, AR
John Loblack, Wesley Chapel, FL
Michelle Cook Kaufmann, MCK Resume Service, Palm Harbor, FL
Ileka Leaks, Gaffney, SC
LaShenskie Stuckey, Columbia, SC
Carol Brooks, North Potomac, MD
Janelle Kilson, Media, PA
Catherine Purcell, Richmond, VA
Gary Drane, Paladin Resumes, Alexandria, VA
Lisa Koch, Arlington, VA

26 Renewing Members, Welcome Back!

Lisa Jones, Specialized Resume Services, Somers, CT
Francine Taitt, Toronto, Ontario
Ilona Vanderwoude, CareerBranches, New York, NY
Jan Melnik, Absolute Advantage, Durham, CT
Evelyn Salvador, Creative Image Builders, Inc., Coram, NY
Jean Cummings, A Resume For Today, Concord, MA
Paul Freiburger, Shimmering Resumes, San Mateo, CA
Vicki Walch, Impress Them! Resumes, Newcastle, WA
William (Bill) Smith, Jr., Oakland, CA
Myriam-Rose Kohn, JEDA Enterprises, Santa Clarita, CA
Dilshani Senaratne, Resume Tokyo Translations, Tokyo, Japan
Cliff Flamer, BrightSide Resumes, San Francisco, CA
Jessica Dillard, Dillard & Associates, Anaheim Hills, CA
Yoko Maeda, SoftCollege, Redmond, WA
Mary Soroka, Pen Works, Ink, Thornton, CO
Kris Pilarski, Professional Courage, LLC, Medina, OH
Jasmine Marchong, The Right Resume, Farmington, MI
Jeri Hird Dutcher, Workwrite LLC, Moorhead, MN
Fred Frazier, Jr., SCPO, USN (Ret.), Nashville Career Advancement Center (NCAC), Nashville, TN
Kevin Morris, The IT Career Hub, Naples, FL
Sha' Ryan, Pierremont Executive Suites, Shreveport, LA
Amy Schofield, Schofield Strategies, California, MD
Nancy Gaither, S.O.A.R. Career Consulting, Woodstock, MD
Melanie Noonan, Peripheral Pro, LLC, Woodland Park, NJ
Rema Merrick, The Write Career Boutique, Allentown, PA

Affiliate Spotlight



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](#).

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