



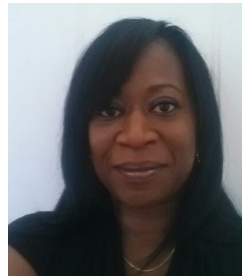
The NRWA Connection

Keeping Career Industry Writers Current

April 2, 2014
Vol. 8, Issue #4

Executive Greeting

We're a quarter of the way through 2014. Have you checked your resolutions or reviewed your vision board to see if you're still on track yet?



It happens every year. In January, we make plans and lofty goals for achievements in the year. But according to [Statistic Brain](#), only 45% of people who make resolutions actually achieve them. While reasons for failure may vary, it's not too late to get back on track if you find yourself as one of the ones who is missing the mark.

To assist in meeting yearly goals, it may be helpful to break your plans down to smaller bites. One thing that can help you to make it to the finish is to break long-term goals into monthly milestones. By creating smaller goals and focusing only on what needs to be done in a shorter period of time, your overall goal may not seem so overwhelming. This strategy is one that I'm trying for 2014. I created monthly steps for certifications, business development plans, and other personal and professional goals. This is allowing me to take smaller steps toward each goal, and so far it's keeping me on track.

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Another strategy to employ is to perform quarterly checkups on your progress. To be successful in December, what should you have accomplished by the end of March, June, and September? What professional development courses can you schedule now and what self-disciplinary measures can you put in place each quarter to stay on track? Quarterly checkups are a good way to ensure that you're on the right path and will prompt you to make adjustments if you're not.

So continue to make it a great year. See you at the finish line!

[Cheryl Cooper](#)

Marketing Chair, The NRWA

Welcome Our New Board Member

As we come to the end of the first quarter of 2014 and usher in a new quarter, I would like to take a moment to welcome an incoming board member and thank an outgoing board member for her contributions to The NRWA.

Please join me in thanking our outgoing board member, [Mill Montejo](#), for her service as Education Chair. She has transitioned to the marketing team, and we look forward to continuing to work with her! The NRWA is a better organization as a result of her efforts.

Also join me in welcoming our newly appointed board member, [Bruce Benedict](#), as the Education Chair for the organization.

Bruce is a Certified Professional Résumé Writer (CPRW). He is a U.S. Army veteran, retiring as a Major, and has been a federal government GG15 with the Defense Intelligence Agency. He collectively has more than 27 years of military, federal government, and defense contracting experience. Bruce has deployed all over the world, with work experience in Iraq, Afghanistan, Kuwait, Qatar, Bahrain, Japan, Germany, and Panama. Over the course of his career, he has been involved in the whole lifecycle of the hiring process. As a hiring manager, he has written numerous job descriptions for both federal government and defense contracting positions, and has been actively involved in interviewing applicants.

Bruce's expertise includes extensive experience in classified settings around the world, so he understands the sensitivity of operational work and how to translate it into a powerful résumé. He is a military advisor with *The Value of a Veteran*, the author of *OPERATION RÉSUMÉ: 4-Battlefield Phases to a Targeted Résumé*, and an active participant in helping veterans transition to the civilian workforce.



Thanks again to both of you. As a member-driven organization, The NRWA

relies heavily on our volunteers. We simply could not exist without them, and I appreciate everyone's efforts, dedication, and service.

[Bob Janitz](#)

The NRWA 2014 President

5 Tips to Propel Your Business Success

By [Marcia Baker](#)

When you see people who are focused and who continue to push for what they want no matter the obstacles they face, their perseverance is usually due to determination. Determination is the attitude that drives you to complete actions that lead to success in your business.



Whether your business is new or established, if you're not satisfied with its status, you may need an injection of determination--the solid foundation of many successful businesses. Determination encompasses a love of the task at hand and the will to see it through.

Know Who Your Customers Are

Do you know who your ideal customers are? They're the people who will buy your services or products repeatedly or will generate word-of-mouth referrals for you. Don't allow their first purchase to be your last interaction with them. If you stay in touch and educate them on career-related topics, they may see you as a career-industry expert.

Take Advantage of Free Advertising

The Internet offers a great opportunity to create or recreate interest in your business. The costs of developing and maintaining your digital footprint are low in comparison to conducting nontargeted advertising or hiring a sales team. Simple tweaks such as adding a branding statement to your outgoing e-mails can create interest.

Make Time for Marketing Activities

Marketing will play a big part in the long-term survival of your business. If you don't have time for marketing activities to gain a new perspective for attracting your target audience, consider hiring someone to assist you with your marketing efforts.

Become more open minded to resources and tools that will benefit your business. Adding and consistently using online technologies such as LinkedIn, Google+, Facebook, or Twitter can help you build relationships that lead to more business opportunities. Observe how your colleagues are using these technologies and apply what works for your business. Your marketing person can help you manage the process.

You'll find that the majority of your business prospects are checking you out online before they decide to do business with you. What information will they easily find?

Keep Learning

Propel your learning process by downloading the NCRW study guide, listening to past teleseminars/webinars, participating on the e-list, and delving into the resources available in the members' area of The NRWA website. Knowledge is truly king! The more you know the more valuable you are in your business of helping your clients. This process takes time, and time can feel like the enemy unless you are determined to see your business through.

Are you keeping up with what's new in the careers industry? Are you embracing the trends? Can you really provide the best services your clients need if you don't? You can either lead the way or be a follower, but doing neither will get you nowhere quickly.

Don't Forget the Vision

Your ability to see the vision for your business will help you refrain from giving up, even when the possibility of success looks slim. Write your vision down and place it where you see it frequently and will be constantly reminded to stay on course. Use the resources mentioned above to help you get past obstacles. There will be setbacks; put them in perspective and continue to move forward. You have nothing to fear. Success is in your future!

***Marcia Baker** is the founder of MARK of Success--a career, marketing, and training services company located in Maryland. For more than 10 years, Marcia has helped her clients craft career and business marketing communications to reach their target audience. Marcia is a former NRWA Board member, a recipient of the Vivian Belen Volunteer of the Year Award, and currently serves on The NRWA's marketing committee*

What's Happening in the Experienced Business Owners Industry?

By [Stan Washington](#)

Experienced Business Owners Industry Representative.

Hello everyone! Please allow me to introduce myself. My name is Stan Washington and I am one of the Experienced Business Owners Representatives. Experienced Business Owners are continuing to lead teleconferences on various topics; examples include

- "Effective Advertising for Growing your Business"
- "How or When to Expand?"



- “Do I Hire a Virtual Assistant?” (Will doing so help me grow my business?)
- “Product Pricing Strategies”
- “ATS Optimized Résumé” (Is this still part of your strategy?), and more.

We will have quarterly calls so please send your topics to stan.washington@honorservicesinc.com.

Blessings to your business!

New & Returning Members

Welcome to our **46 new and returning members** for the month of March! 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](#).

25 New Members, Welcome!

Christine Brugman, Résumés Right Away, LLC, New Castle, DE
 Lena Jackson, HireAppeal Solutions, LLC, Clayton, NC
 Christy Donna, Innovative Strategies Coaching & Résumé Services, Grain Valley, MO
 Deana Coxworth, Sierra Vista, AZ
 Jack Barnard, Little Rock, AR
 Hampton Smith, CareerSource Brevard, Rockledge, FL
 Christina Earnshaw, Blue Water Advancement, Boca Raton, FL
 Sandrina Wilson, New Port Richey, FL
 Corelyn Diaz, Unlimited Integrated Professional, Orange Park, FL
 Ahfeeyah Thomas, Dorchester, MA
 Nancy Zane, Tenafly, NJ
 Emily Sher, Blue Water Advancement, Canaan, NY
 Karen Walcott, Philadelphia, PA
 Karen Springer, Johnston, RI
 Heather Boyd-Browne, American Résumé, Blacksburg, VA
 Kamilah Kennedy, Gilbert, AZ
 Brian Holihan, Sunnyvale, CA
 Zeneta McDougal, CareerClincher Career Coaching & Résumés, Grand Prairie, TX
 Deborah Olson, Match Résumés and Careers, Redmond, WA
 Mariah Green, Western State Colorado University, Gunnison, CO
 Lisa Cundey, Augusta, GA
 Renee Sprock, Western Illinois University Career Development Center, Macomb, IL

Juan Pena, Bayamon, Puerto Rico
Ileka Leaks, Gaffney, SC
Jodi Smith, Houston, TX
Brianna Koucos, David Eccles School of Business, Salt Lake City, UT
Christine Fleming, Diamond Résumés, Scottsdale, AZ

21 Renewing Members, Welcome Back!

Tess Taylor, Arise Career Coaching/Content Write Now, Endicott, NY
Laurie Smith, Creative Keystrokes, Executive Résumé Service, Gastonia, NC
Sha' Ryan, Pierremont Executive Suites, Shreveport, LA
Betty Corrado, Career Authenticity, Naples, FL
Karen Bartell, Best-in-Class Résumés, Massapequa Park, NY
Kathy Kritikos, BEST IMPRESSION RÉSUMÉS & CareerPower, Aptos, CA
Pat Kendall, Advanced Résumé Concepts, Portland, OR
Cheryl Heil, Career Possibilities, Fullerton, CA
Sally Morrison, MorCareers, Addison, IL
Dick Bolles, What Color Is Your Parachute, Danville, CA
Rosa Marie Salinas, Bright Future Résumé & Writing Services, Corpus Christi, TX
Jennifer Smithee, Career Concierge Services, Longview, TX
Tammy Shoup, Breakthrough Résumé Writing Service, Decatur, IN
Vicki Walch, Impress Them! Résumés, Newcastle, WA
Jeri Hird Dutcher, Workwrite LLC, Moorhead, MN
Kathy Keshemberg, A Career Advantage, Appleton, WI
Linda Woodard, LDW Group LLC, Cleveland, OH
Joel Quass, Good Management Is Not, LLC, Lakewood, NJ
Aryn Mayor, AM Career Marketing, San Diego, CA
Clayton Cerny, AAA Targeted Writing & Coaching, Chicago, IL
Deanne Arnath, Career Wizards, Inc., Mansfield, TX
Robert Linderer, RJL Résumé Writers & Career Advisors, Crystal City, MO
Danny Huffman, Education Career Services, Longwood, FL

Affiliate Spotlight

This week, we spotlight ZipAlerts.

[ZipAlerts](#) specializes in helping résumé-writing and other job-seeker services companies provide their customers a valuable resource and offers a tremendous new revenue opportunity. Their email job alerts pull jobs from leading sites like Monster, CareerBuilder, Beyond, and about 30 others. Their technology ensures that your clients receive the most relevant jobs in their Inbox each day -- from you! The alerts are optimized for mobile users -- more than 50% of users read job alerts on their mobile devices. Implementing the ZipAlerts solution can be done with the full API suite (for larger companies) or by simply using their "widget" on your web page (three lines of code installs a registration form directly on your site). In addition to all of this, partners like you earn revenue every time one of your



clients clicks on a job listed in the email alert. The bigger your list -- the bigger the checks.

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

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