



The NRWA Connection

Keeping Career Industry Writers Current

July 2, 2014
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Executive Greeting

Hello Colleagues!

It's soon time for The NRWA elections! That means we're collecting nominations for candidates. If you have a desire to grow a visionary organization while adding to your professional toolbox and résumé, come join our team! You can self-nominate or nominate others (with their permission).



The following elected positions are turning over at the end of this calendar year and will need to be filled (positions are a one-year term unless noted):

- President (term is 2015)
- President Elect (term is 2015, becomes 2016 President)
- Treasurer (two-year term)
- Secretary

Industry Representatives will also be elected for the following areas:

- Experienced Business Owners (five+ years) -- two Representatives
- New Business Owners (less than five years) -- two Representatives
- Workforce, Military, or Community Career Services -- one Representative
- College/University Career Services -- one Representative

The benefits for these positions include free or discounted membership in the organization; free or discounted educational opportunities with teleseminars, webinars,

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and the certification process; and perks for the annual conference.

[You can find descriptions of these positions on The NRWA website.](#) If you have questions about the roles, please contact our past-president, [Marie Zimenoff](#).

Please send all nominations to elections@thenrwa.com.

Sincerely,
[Marie Zimenoff](#)
Past President
The NRWA

How to Build a Professional Website for Your Résumé Writing Business

By [Cassie Olsen](#), Marketing Chair



Last month, Cheryl Cooper discussed the importance of an effective content-marketing strategy. I found this piece from her article to be particularly powerful: *"The key to attracting new clients is creating and sharing content that educates and shows business owners as industry experts rather than salespeople."*

Today I would like to discuss the basics of building a website for effective content marketing and share tools that I have found to be successful.

A search of The NRWA's website reveals that roughly half of the listed 448 NRWA résumé writers do not have a website link on their profiles. As résumé writers, sometimes our biggest challenge lies in marketing our services. By creating a website as an online portfolio to market our services, we are giving job seekers more opportunities to find the services they are looking for.

For do-it-yourself business owners who are looking to create their own websites, I recommend a drag-and-drop program called [Weebly](#), which is free to set-up and costs \$10 per month for special features and a customized URL.

For those who are looking for a more advanced web design option, I recommend using [WordPress](#). This website builder is free and is one of the more user-friendly platforms available for non-coders. WordPress allows users to optimize their websites through search engine optimization (SEO). If WordPress is selected, I recommend the [Yoast SEO plugin](#) to easily add SEO to a website. Users should be aware that WordPress is a free website, but they will need a website host. As a complementary service, I have found Bluehost to be a very suitable webhosting service with a great support team.

Users can either search for [free themes within WordPress](#) or search for a web design via [Mojo Marketplace](#) or [ThemeForest](#). When selecting a theme, users should make sure that it is a responsive one. This means that the website will adapt to all media devices: desktop, mobile, and tablet.

After selecting the preferred platform, users should develop their website content.

Important information to include on a website is as follows:

- Service Offerings: résumé writing, cover letters, reference sheet templates, career coaching, etc.
- Contact Options: contact form, phone number, e-mail

- Credentials and Experience: How long have you been in the field? What certifications do you have? What memberships are you a part of?

The following items are optional but strongly suggested:

- A Blog (content marketing)
- Testimonials
- Résumé Samples
- Links to Social Media Accounts
- Hobbies (at your discretion)

Cassie Olson currently serves as The NRWA Marketing Chair. She has been working in the career services field since graduating from college in 2009. In June 2013, she relocated to Colorado where she started her career services business, Career Confidence. Her main clientele are college graduates. Cassie also enjoys social-media marketing and website development. She strives to learn how to effectively use all social-media platforms and to share the knowledge with The NRWA members.

Building Valuable Relationships with Colleagues

By [Donna Tucker](#), CareerPRO Resume Center

Wouldn't it be nice to have a local network of résumé writers to learn from, learn with, and share stories? You can make it happen in your area. For example, here in Arizona, the Résumé Writers Council of Arizona (RWCA) is 21-members strong and boasts two paying community partners.



The Mission:

To enhance and improve the résumé writing and career-search industry of Arizona; to ensure quality work, fair prices, and ethical practices. To remain current with changes in our industry through continuing education and to develop the knowledge necessary to maximize employment opportunities for our clients.

Our group began in 1995 with four local résumé writers focused on industry networking -- long before the term "networking" was popular. At first, we met sporadically and casually, but as we grew, we established structure with dues, bylaws, code of ethics, website, and marketing materials. As with any organization, members come and members go, some are brand new to the careers field, trying to find their footing, but we have had a solid core of seasoned résumé writers for the past 15 years or so.

"I enjoy being a part of RWCA because it encourages me, once a month, to get together with friends and colleagues who challenge me, stretch me, and support me in so many ways. I have grown as a writer and as a business owner ever since I joined the RWCA in 2006. In addition to our meetings, RWCA members are just a phone call and an email, or luncheon date away." – Ginger Korljan, past national officer, The NRWA

Each month, we offer a program, usually facilitated by a member but occasionally presented by an outside speaker, on relevant industry topics. We've covered everything from *How to Write Résumés For Hard-To-Place Job Seekers* to *Techniques for Better Résumé Reviews*, from *Writing LinkedIn Profiles* to *Technology Updates*, and from *Marketing Your Business* to *Federal Résumé Writing*.

This doesn't mean we dismiss membership in The National Resume Writers' Association; conversely, we encourage it. The more knowledgeable our members are about the industry, the more information they have to share. We all get along famously, never

seeing ourselves as competitors -- more like colleagues -- and often, great referral sources. We want you to think about getting together locally, too.

"I have been a member of the Résumé Writers Council of Arizona (RWCA) since 2003. I appreciate the support of each and every one of our members. I can always count on someone to give heartfelt and professional advice should I need input on a question... or a dilemma I have regarding a particular client or résumé. I learn something new at each meeting!" – Martha Rockwell, The NRWA member

So if you're looking for local support and education. Pick up the phone and give your colleagues a call. You can start small as RWCA did. Schedule a luncheon. I think Denver, St. Louis, Atlanta, and a few other areas have successfully gathered together, albeit informally. I promise you, your business and your clients will appreciate all that you gain from the associations you will form at a local résumé writer group.

Donna Tucker is a certified professional resume writer who has been writing résumés since 1988 through her company CareerPRO Resume Center in. She is passionate about helping clients achieve their career goals with a good résumé that will properly highlight an individual's value and accomplishments -- and just as passionate about helping colleagues be successful. She is a founding member of the Résumé Writers Council of Arizona, serving as president for many years. Additionally, she served five years on the executive board of the National Resume Writers Association.

What's Happening in the Workforce, Military, and Career Services Industry?

By [Suzette Jolly](#)



Workforce, Military, and Career Services Representative.

As I write this article, my front door is open, and I'm enjoying a sunny day while listening to the birds chirping. Summer has finally arrived following a long winter and a short spring in the Northeast.

I want to welcome all new members to The NRWA and encourage those in the industry sector that I represent to contact me at any time if you have any questions about The NRWA or desire to share information. I can be reached at jolly.suzette1@gmail.com or 860-208-3400.

For the Workforce, Military, and Career Services Industry, I am happy to report the following news. Congratulations to all members on their accomplishments.

Debra Ann Matthews of Let Me Write It For You, Clarksville, TN, has been published in **Veterans USAA Military** magazine with her article, "Tips for Long-Term Unemployed Vet USAA" (Summer 2014).

Debra Ann has also been invited to speak at the American Psychological Association's PsycCareers Live Annual Conference in Washington, DC, scheduled August 9, 2014. Her topic is "Those Negative Thoughts Won't Help! Networking Will - Seven Needed Networks for Psychology Professionals."

Nikki Townsend, Elks Grove, CA, reported that she is excited to get started with résumé writing. While working as an administrative assistant to a professional résumé writer, she saw résumé writing as a fun and rewarding profession. She is excited about the diversity of the projects and clients as well as the feeling that she is helping others, not only professionally, but also personally.

With an Associates of Arts Degree in Natural Science, Nikki considers herself a late bloomer in regards to her education. Her dedication to obtaining her goals can be observed in her starting college after the birth of her first child, working part-time, and

having two additional children before obtaining her degree in four years. Nikki is currently working on obtaining CEUs for her goal of becoming a certified résumé writer through The NRWA.

Troy Johnson, Airman and Family Readiness Center, MacDill Air Force Base, FL, reported that his center's Transition Assistance Program is undergoing a surge of active duty service members transitioning out of the military, mostly due to the 2014 Force Reduction Program. From his perspective, a majority of those separating are planning to take advantage of their Post 911 educational benefits and going to school. Many of the retirees are looking forward to starting new careers. Typically, retirees will either use their military experience and training to seek a career similar to their military jobs, look for a career switch, or be undecided on their next career pursuit. Troy states that the Transition Assistance Program is designed to help them make informed career decisions.

Troy said that the center does its best in preparing military personnel for their transition and helping them to connect to potential employers. Recently, Troy and the Transition Assistance Program also sponsored a Hiring Veterans Seminar to assist and provide employers with tips on how to hire veterans. As he assisted veterans, Troy had observed that a majority of the employers engaged had no idea about the American Job Centers, where the Transition Assistance Program directed military personnel, or services and programs that are available for free. Also, employers did not understand the language of the transitioning military personnel's résumé, and therefore, tossed the documents aside. To resolve this, Troy provides several techniques and tools to assist military transitioners in converting the language of their résumés from military to civilian.

One of Troy's tips for employers and résumé writers is to do a reverse crosswalk by using the Military Crosswalk Search on the O*Net website:

<http://www.onetonline.org/crosswalk/MOC?s=&g=Go>

Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic American Job Center, Willimantic, CT, has been wrapping up résumés and finalizing her business at the Department of Labor with only 47 more working days until her retirement. With close to 22 years of employment at her current job and closing in on the young age of 67 years, she decided to move onto the next phase of her life. She will retire on September 1st -- Labor Day. Her first plan after retirement is to spend 16 days on vacation in Denver and attend The NRWA annual conference. She then plans to start her own résumé writing business and study to obtain the NCRW credential. She looks forward to spending more time serving The NRWA.

The Step Up program in Connecticut that she wrote about in January's newsletter is performing well in helping veterans gain employment. The program pays eligible employers to hire veterans. This year, an additional amount of money has been allocated to the program and the business services team of her organization has arranged two conferences this month for employers to learn about the program. This is a big step in giving back to veterans in Connecticut for their service and sacrifices.

In addition, she and the certified résumé writers in her local offices have been working hard to assist both veterans and civilian in their job quests. Suzette has researched and gained new skills in writing veterans' résumés, which had not been her area of expertise. She has since received more referrals from Veteran Representatives to provide résumés. She has also learned a great deal in best practices for writing résumés for military members who are returning to civilian life. She discovered that O*Net and Job and Career Connection websites offer fantastic tools for translating military jobs to civilian positions.

Teleseminar

Top 10 New Business Owner Questions Answered by the Experts

Industry Expert Panel

Free for Members Only

You asked, and we want to answer! This 45-minute program interviews a panel of experts to answer the top 10 questions received from New Business Owners Group of The NRWA. The industry panel of experts share their tips and advice for "getting started" in the résumé-writing business. Whether you are just starting out or have years of experience, you're sure to come away with valuable tips from these industry powerhouses! Register now to hear what the experts have to share as they address these topics and more:

- How to generate consistent clients and income.
- Three reasons to convince clients they need a professionally written LinkedIn profile.
- How to communicate value and overcome client "sticker shock."
- How to address "I just received my résumé writing certification -- now what?" concerns.

The panel is made up of these established and highly regarded industry leaders: Susan Britton Whitcomb, Bridget (Weide) Brooks, Joshua Waldman, Cassie Olson, Jan Melnik and Marie Zimenoff.

[Register Today!](#)

This 45-minute teleseminar is FREE and for members only!

New & Returning Members, NCRW Certification Renewals

Welcome to our **41 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 [e-list](#).

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 Certification Renewals

Michelle Dumas, Distinctive Career Services, LLC, Somersworth, NH, Since 1999

21 New Members, Welcome!

Paul Schlanger, World Wide Web Solutions Inc., Highland Beach, FL

Christopher Adelman, Springfield, VA

Brenda Cody, Arvada, CO

Sam Oke, Click for Interviews, Walnut, CA

Jacqueline Curtis, Department of Veterans Affairs, Veterans Health, West Palm Beach, FL

Cathy Hehr, Edgewater, CO

Lucie Yeomans, Sick Résumés, Scottsdale, AZ

Jessica Delgado, Miami, FL

Katie Anton, In Writing, LLC, Milwaukee, WI

Danielle Rouson, Mobile, AL

Jennifer Vincent, Fort Lauderdale, FL

M. Nicole Goodbee, HQW Consultants, LLC, Ellenwood, GA

Amanda Rens-Moon, Grand Lake, CO
Sheri Woodworth, Brattleboro, VT
Kristina Gavigan, Stamford, CT
Vincent Leisey, Carroll Community College, Westminster, MD
Jamie Wheeler, Frontier Nursing University, Lexington, KY
Lindsey Thaler, Eugene, OR
Ingrid Johnson, Lithonia, GA
Chazzney Russell, San Bernadino, CA
Daniel Usera, Gladstone, MO

20 Renewing Members, Welcome Back!

Tina Sims, Spirited Career Services, Fredericksburg, VA
Cheryl Cooper, Professional Best Writing Services, McDonough, GA
Bill Hampel, HRO - Total Career Services, Jacksonville, FL
Phaedra Brotherton, Arlington, VA
Lynn Walker Levy, LWL Career Counseling, Milton, MA
Robin McArthur, Résumé Advisers, LLC, Omaha, NE
Lynn Talarico, Missoula Job Service, Missoula, MT
Gala Jackson, InterviewSnob, Mableton, GA
Lynne Weatherholtz, Alvernia University, Reading, PA
Mary Bowers, Northern Arizona University, Flagstaff, AZ
Constance Reece, Lock Haven University, Muncy, PA
Shannon Savard, Litchfield, NH
Sue Montgomery, Résumé Plus, Dayton, OH
Mary Jo King, Alliance Résumé & Writing Service, Racine, WI
Gayle Chiykowski, Ottawa, ONT CAN
Andrew Pearl, Precision Résumés, Inc., Longwood, FL
August Cohen, GetHiredStayHired, LLC, Raleigh, NC
Laurie Mortenson, LegWork Résumés and Career Services, Greensboro, NC
Pamela Duquette, New World Résumé, Pelham, NH
Stacie Moore, Power Résumé Services, Roswell, GA

Affiliate Spotlight

This week, we spotlight [Southworth Paper by Neenah](#).



You may think that Southworth is a paper company, and you're correct. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumé paper and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.

You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office"? Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has.

Southworth is the #1 résumé-paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

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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