



The NRWA Connection

Keeping Career Industry Writers Current

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Executive Greeting

Hello to the best résumé writers in the world!

My name is Brenda M. Cunningham, and I am thrilled to serve as your 2014 Membership Chair. This is my second year serving on the board, and each year, the job just keeps getting better. There are so many fun, informative, and member-focused initiatives we have completed or planned for this year. To name a few:



- Our New Business Owners team has already provided a new-business-owners toolkit. The team is working on another AMAZING series, coming in June.
- Our College / University team has been tirelessly networking to bring more of the right information to that segment of industry professionals.
- The Experienced Business Owners team is ready to release a retirement planning workshop to everyone in the entrepreneurial portion of our great organization.
- The Membership Committee will also have a survey coming soon, so stay tuned so your voice can be heard!

In the past month, even with our new initiatives, I was reminded that The NRWA's mission is to help us all become the best résumé writers, increase the visibility of our industry, and encourage ethical practices. While we offer valuable programs, resources, and workshops to address the needs of business owners, we focus primarily on the writing. Initially, I wanted The NRWA to

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become an all-in-one organization until I realized we would lose sight of what we do best--training members to become world-class résumé writers. My epiphany led me to embrace the thought that belonging to multiple organizations is beneficial to résumé writers. Writing professionals can then get the best of each association without either organization having to lose its focus for its membership.

Even as we develop more benefits, unfortunately, there are a few members leaving our organization because their employers will no longer pay for their membership. We try to help those individuals, but I must applaud those of you who invest in yourselves! You see the value in our organization. You make the commitment to participate in our annual conferences and to join in on our monthly training sessions. You make a way to develop yourself professionally and ensure your success. Kudos to you!

Hope to see you all in Denver; it's going to be a blast!

[Brenda Cunningham](#)

Membership Chair
The NRWA

Effective Content Marketing

By **[Cheryl Cooper](#)**

By now, most business owners have heard about content marketing, the latest buzzword in marketing and advertising. The intent of content marketing is to move businesses away from the hard-sell advertising strategies that consumers now find irritating and annoying. Today, buyers are able to skip commercials and navigate quickly from website to website to avoid high-pressure and gimmicky sales tactics. More and more, consumers look for specific and intelligent information on products and services to make informed decisions on purchases.



Content marketing allows business owners to recognize this change in traditional marketing and to provide clients with the information they want.

An effective content marketing strategy means more than creating a website and a blog or selecting and posting across several social media platforms. Content marketing begins well before those activates by planning the content to be shared. The key to attracting new clients is creating and sharing content that educates and shows business owners as industry experts rather than salespeople. Done correctly, content marketing can turn prospective customers into paying clients and repeat buyers.

Résumé writers can develop and use their own content-marketing strategies to gain more clients for their businesses. To do this, it's best to avoid sharing random information just to have high volumes of activity. Rather, the focus should be on the type of content chosen, which should be valuable to targeted customers. The content should educate prospective clients about an industry, products, and services to name a few things. Content should educate through

tips, insight, and instruction to prospective clients rather than give a hard sell. Résumé writers' marketing content should demonstrate their abilities, as industry leaders, in their specialties to lead potential clients to trust their knowledge and capabilities.

Done correctly, effective content marketing can make résumé writers more visible to the right audience. To achieve the best results, before developing a social media strategy, résumé writers would benefit from first creating an SEO optimized content strategy. This first step will increase chances of search-engine recognition and the possibility of being found by prospective clients. Effective content marketing can then drive inbound traffic to business websites and provide customers the information they need to make informed purchasing decisions. With the right content, résumé writers can convert potential clients to satisfied, repeat clients who deliver word-of-mouth advertising to their family and friends.

Cheryl Cooper is the owner of Professional Best Writing Services in Atlanta, GA. She has been a writer for more than ten years. Cheryl is a former NRWA Board member and currently serves on the Marketing Committee for The National Résumé Writers' Association. She is also a member of the Georgia Career Development Association.

Great Fiction Writers or Great Résumé Writers?

By [Brenda Gubern Smith](#)

New clients are often surprised when I ask them many questions about their career accomplishments, work likes and dislikes, job situations that help them achieve great results, or unique values. I tell clients that I and other professional résumé writers ask many questions so that we can present a clear picture of who they are and the unique values they have to offer an employer. Contrary to many clients' beliefs, we don't just sit at our computers and create glowing narratives of their work experiences. If it were that simple, we would be known as fiction writers and not résumé writers.



It is amazing how many people do not realize that long gone are the days when they could review the Sunday help-wanted ads to discover who was hiring and then mail out 250 résumés or make 50 phone calls. Some clients get defensive when I mention that, today, job searching also includes networking, personal branding, and social-media marketing. A few clients get a deer-in-the-headlights look when I mention those job-seeking strategies. It can be challenging to get clients to understand that a résumé must both accurately present their value and clearly show what makes them a good "fit" for the company in a compelling way. Résumé writers know that recruiters and hiring managers spend mere seconds reviewing a résumé before moving on to the next one. Our mission is to help our clients get noticed and win the interview.

We must get clients to understand that our mission as professional résumé writers is to get beyond the empty boilerplate descriptors such as "excellent communication skills, detail-oriented, team player, creative, or motivated." In

addition, many clients cannot think beyond simply listing their generalized past duties and responsibilities. To put things into perspective for candidates, I ask them to explain how they will convince an interviewer of what they've said about themselves on their résumé. I point out that when the interviewer utters those dreaded words, "so tell me about yourself," the candidate cannot stumble. Puffed up, glowing buzzwords on a résumé won't help candidates when they are asked to give specific examples of their past skills and challenges in quantifiable terms. At that point of questioning, I usually have clients' attention.

As résumé writers, our responsibility is to present a clear snapshot of the client that is truthful, intriguing, and of interest to the employment gatekeeper and the person who will be making the hiring decisions. To accomplish this and ferret out reoccurring themes and descriptors, we use every investigative tool available: questionnaires, interviews, past performance evaluations, online research, and assessment instruments. What emerges is often a concise, personal brand that represents the candidate's values, goals, unique skills, strengths, and career objectives.

Most clients would be surprised by the actual number of hours it takes a professional résumé writer to write a résumé. Yes, if we could just fictionalize their career document, certainly the work would go much faster.

***Brenda Goburn Smith** is President of [Resume & Career Services](#). She has been a serial entrepreneur, employer, and occasional employee during her 30-year career. A graduate of Johns Hopkins University Carey Business School, Brenda is a full-time résumé writer and career strategist. She can best be described as an easy confidante with a passion for helping others to clarify and package their gifts, talents, and passions for their goals and new opportunities.*

What's Happening in the Experienced Business Owners Industry?

By [Michelle Dumas](#)

Experienced Business Owners Industry Representative.

Hello everyone! I am honored to have been elected this year as one of your Experienced Business Owners representatives. I am thrilled by the opportunity to reconnect with those of you I already know and to get to know those of you I have yet to meet. I look forward to serving all of you. Please reach out to me if you have any suggestions on how I can do that more effectively.



The NRWA's Experienced Business Owners are an extraordinarily inspiring group of professionals who continuously achieve great things, both for their individual businesses and for our entire profession. For example...

Victoria Kidd, MBA, CPRW, CPCC, OPM Consulting Group, Winchester, VA, has been asked, as a Rotary Club member, to use her writing abilities to promote her local club. She developed and submitted a feature article about

Rotary to a local lifestyle magazine, *Around the Panhandle*. The article caught the attention of Rotary district-level leaders and garnered Victoria the Douglas A. Newton Excellence in Communications Award. The Rotary District Conference Committee presents this prestigious honor to Rotary clubs and/or members who have demonstrated excellence in communications. Victoria is extremely proud to be a Rotarian, and she encourages all other business owners to seek out and join a civic club of their choice.

Louise Kursmark, MRW, CPRW, JCTC, CEIP, CCM, Director of the Career Thought Leaders Consortium, Reading, MA, recently delivered an all-day presentation on "Advanced Résumé Writing" at the Career Counselors Consortium in Boston. She has been invited to attend a day-long mini-conference at MIT on the topic "The Crisis of Long-Term Unemployment: What Can Be Done?" Louise has also been interviewed for *More* magazine regarding ATS-optimized résumés. Finally, she looks forward to her keynote presentation at The NRWA Conference in Denver - "The Future of Résumés"!

Shauna Bryce, JD, CPRW of Bryce Legal Career Counsel in Annapolis, MD, was a speaker at the annual Maryland Career Development Association (MCDA) conference. Her presentation about preparing students for the new economy was well attended and received great participation from attendees. She has continued her *How to Get a Legal Job* book series, which is now at volume 5. Her column, "Ask the Hiring Attorney," is published regularly in *Bloomberg Law*, which was just purchased by BNA. *Bloomberg BNA* distributes its subscription and the column in the U.S. to most law schools and law students. Shauna has also redesigned her logos and website, BryceLegal.com, for better reflection of her activities.

Laurie Mortenson, CCMC, NCRW, CP-OJSRM, MEd., LegWork Résumés and Career Services, Greensboro, NC, has recently joined the Professional Women's Network (PWN) group of Greensboro, which focuses on helping women to grow their small businesses. At a recent PWN meeting, she presented a workshop about the career development cycle and emphasized her specialties: career assessment coaching and résumé development.

Caroline Jagot, CPRW, A Better Résumé, Tallahassee, FL, was interviewed for her local morning news program on the topic of résumé blunders. Her local ABC affiliate, which broadcasts to audiences in Northwest Florida and South Georgia, aired the program in early May.

Jan Melnik, M.A., MRW, CCM, CPRW of Absolute Advantage in Durham, CT, has had a very busy spring! Following her son's marriage ceremony in April (her second son to get married in the past ten months), she was off to the annual Career Thought Leaders conference in Baltimore to speak as a board member on the topic of entrepreneurship/sales and marketing. In early May, she addressed a group of ESL students, which included individuals with masters and doctoral degrees in curricula from engineering to software development. All students could speak two or more languages but needed advice about creating career collaterals for a job search in the U.S. In her role as adjunct professor at a private college's business school, she is teaching "Communicating for Leadership" this semester and is enjoying helping professional women, aged in their twenties and older, polish their public-speaking and presentation skills as they complete their baccalaureate degree programs.

Arnie Boldt, CPRW, JCTC of ResumeSOS.com in Rochester, NY, is

currently consulting with the Career Management Center at the University of Rochester's (NY) Simon Business School to develop a series of online tutorials that will help graduate business students develop their résumés and LinkedIn profiles. Arnie has been a contract consultant with Simon's career center since 2009 and has functioned as the school's resident résumé consultant.

Beate Hait, CPRW, NCRW of Résumés Plus in Holliston, MA, took a moment to write about how appreciative she is to have this network of résumé writers within The NRWA--colleagues to call on to provide services to clients. Beate underwent recent elective surgery (knee replacement on April 30), and it gave her great peace of mind to have lined up a few NRWA colleagues to whom she could refer clients while she recovered from her surgery. Earlier this year, Beate accepted referrals from an NRWA colleague who, likewise, needed to focus on recovery from surgery. What a great, supportive network we have in our NRWA colleagues!

Webinar

The Latest News on Applicant Tracking Systems

by Pat Criscito, CPRW

Friday, June 13, 2014 1:00 p.m. Eastern

Note: This is a rescheduled webinar from March. If you already registered, you do not have to register again!

Confused about how applicant tracking systems work? Don't feel alone. Tracking system technology is always changing. As a result, the key to getting your client's résumé noticed in an ATS search is using the right keywords. This webinar should be required attendance for every résumé writer, from the newbie to the veteran. In an hour, you will learn:



- How electronic applicant tracking systems work.
- Changes in applicant tracking systems over the years.
- How applicant tracking systems use keywords.
- How keywords are extracted from job requisitions.
- How to identify and track an industry's common keywords.
- How to integrate keywords and synonyms into your résumés.
- Whether keyword placement can enhance your client's chances of being selected.
- Whether or not cover letters matter.
- How to leverage what you have learned to enhance your credibility and raise your prices!

You will have access to Pat's latest research from the software developers of leading applicant tracking systems. Don't miss this chance to be on the cutting edge of today's keyword-driven job search.

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

[Register Today!](#)

New & Returning Members

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

27 New Members, Welcome!

Emily Fitzpatrick, Pembroke Pines, FL
Monica Ammons, Big Flash Media, Kingwood, WV
Kelly Chapman, Career Squirrel, Frisco, TX
Colleen Kemp, Creative Résumés, Olympia, WA
Sharon Fullerton, easycareerhelp.com, Yuba City, CA
Paula Daniel, Career Resources, Inc., Bridgeport, CT
Flora Quick, Workforce1, Brooklyn, NY
Chee Keong Tan, Singapore
Lawrence Nevins, Danville, AL
Linda Gibson, Careerhelm, Slidell, LA
Jan Mitchell, Greensburg, PA
Tara Carter, Luxe Leadership Services, Richmond, VA
Morganne Gervais, San Pedro, CA
Marsennia Wells, First Impression Résumé Services, LLC, Merrillville, IN
Andrew Coston, Cecil College, North East, MD
Tiffany Dowell, Cecil College, North East, MD
Cheryl Hall, Cecil College, North East, MD
Wayne Marter, Midlands Technical College, Columbia, SC
Julie Janik, University of Dallas, Irving, TX
Adrian Ramirez, University of Dallas, Irving, TX
Heidi Vogeler, Provo, UT
Marie Smith, National Professional Development Initiatives Group LLC, Racine, WI
Crystal Williams, Sacramento, CA
Natalie Mulder, EZ Résumé, LLC, Thornton, CO
Valerie Hennessee, Mount Pleasant, IA
Judith Pratt, A Better Résumé, Overland Park, KS
Tabetha Ketzner, Bird City, KS

19 Renewing Members, Welcome Back!

Judy Friedler, CareerPro International, Mississauga, ONT, CAN
Gulnar Mewawala, The Emphatic Résumé, Voorhees, NJ
Barbara Safani, Career Solvers, New York, NY
Mill Montejo, The Talent Mill, Clifton, NJ
Shauna C. Bryce, Bryce Legal Career Counsel, Annapolis, MD
Ginger Korljan, Take Charge Coaching, Phoenix, AZ
Kathy Sweeney, The Write Résumé, San Tan Valley, AZ
Laura Gonzalez, Masterwork Résumés, Plano, TX
Irene Marshall, Tools for Transition, Fremont, CA
Rabbi R. Karpov, Bespoke Résumés and Career Coaching, Inc., Albuquerque, NM

Tim Windhof, Windhof Communications LLC, Delaware, OH
Robyn Feldberg, Abundant Success Career Services, Frisco, TX
Suzette Jolly, Department of Labor, Danielson, CT
Debra Ann Matthews, Let Me Write It For You, Clarksville, TN
Shaletny Miles, Long Beach, CA
Cheryl Wingert, College of Charleston, Charleston, SC
Christine Moore, Camden Heights Career Services, Yorba Linda, CA
Natalia Xiomara-Chieffo, Employment Resource Team LLC, New Haven, CT
McKenzie Lawyer Davies, Brigham Young University, Provo, UT

Affiliate Spotlight

This week, we 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 assessments to assist individuals or groups. Assessment 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 email 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](#).

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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