



The NRWA Connection

Keeping Career Industry Writers Current

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Executive Greeting

Greetings colleagues!

My name is Bruce Benedict, and I am the new Education Chair for The NRWA. I am a retired U.S. Army Intelligence Officer with 21 years of service. After assisting my fellow military coworkers with federal and defense-contractor résumés, in 2013, I became a Certified Professional Résumé Writer (CPRW) and joined The NRWA. In February 2014, I joined The NRWA Board as the Education Chair. I look forward to collaborating with you in developing a great teleseminar and webinar training program for this year. If you are an NCRW and would like to share your knowledge and expertise to help other NRWA members, please let me know.



I invite everyone to attend our monthly CEU teleseminar training events. We want to be sure that we offer training sessions that will help you and your business to develop and deliver better résumés for your clients. The training seminars will focus on helping you to develop and expand your résumé business; create better corporate, government, and federal résumés; and establish a brand for the résumé specialties you provide within the résumé-writing community. Besides increasing business revenue, boosting business advertising and marketing ideas, and learning better résumé-writing techniques, there are many other benefits to be gained from attending The

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NRWA teleseminars/webinars. If you are interested and want to know more, please contact me so that we can discuss.

Again, as The NRWA's educational training momentum picks up, and additional training opportunities arise, I encourage you to take advantage of them and please provide me your feedback, when possible. The future of our educational training program will rely on your participation and recommendations. As I develop the theme-based training throughout the year, I will focus on what you desire for upcoming sessions.

Thank you for being NRWA members, NCRWs, and career-industry professionals.

[Bruce Benedict](#)

Education Chair
The NRWA

New NCRW Announcement - Kim Matteson

Kim Matteson currently serves as a Career Counselor at St. Ambrose University in Davenport, IA. Her clientele is comprised of new grads, college faculty, and staff for services that include career coaching, résumé writing, cover letter writing, interview coaching, and social media writing.



When looking to gain credibility in her field, Kim decided to pursue the NCRW credential. Although she did not find it to be very easy, she felt it was worth it. "It was difficult," she stated. "But it wouldn't have felt like such an achievement if it wasn't challenging."

After receiving the NCRW credential in April 2014, Kim says that she will use it in her career to keep up-to-date with the latest in résumé trends. Something that she will no doubt achieve with the 15 CEUs she will earn every three years to maintain her certification.

For résumé writers who are considering obtaining the NCRW credential, Kim advises that, "Perseverance is key."

Congratulations to Kim Matteson!

Job Search Strategies for the Digital Era

By **[Mill Montejo](#)**

I remember the days when jobseekers could just find a résumé template online, edit it to fit their work history, and add a generic **objective statement** like this: ***“To get a position where my skills can benefit an organization.”***



Those days are long gone. Today, candidates have to create their “personal online brand.” Well, they can create an offline brand too, but eventually they will need to be online to increase their chances to be found for work that matches their goals, dreams, and “keywords.”

Jobseekers who have been out of the job-search sector for a while may have noticed that the help wanted classifieds of local newspapers have shrunk. Even the Sunday paper isn’t worth buying anymore for finding good job leads. Due to the economic downturn, many companies are swamped with résumés and are resorting to outside recruiters to find talent. Recruiters, and even large corporate companies, use Applicant Tracking Systems (ATS), which scan the résumé for matching keywords to those desired for an open position. If keywords from the job description are not in your clients’ résumés, your clients will never be selected and will wind up in the ATS black hole.

To avoid the black hole possibility, your clients must treat their optimized résumé like a “forever template” that they must tweak and edit for every job ad they wish to apply for. They should focus on what they really want to do and what they will love and find the companies that fit their personality, drive, and goals. Candidates should connect online with others in those companies and should make themselves heard in online company groups or in their own expert group. It’s not easy, but connecting can be done. Google indexes articles and blogs, so companies may seek out candidates once their brand becomes more noticeable online. That’s the position that today’s jobseekers want to be in instead of sending out hundreds of résumés per week with no feedback.

Here are a few basic tips to get clients started in Digital-Era Job-Search Methods:

1. It’s all about personal branding and connections. **Jobseekers** are the product. You must re-package their skills with a nice pretty bow and sell to their desired employers. So that they can be found online, you should recommend a LinkedIn profile right away if they don’t have one. Clients should visit LinkedIn daily to network in group discussions, post and share articles, and connect with others.
2. Résumés and online profiles should steer clear of sounding like a job description. If jobseekers are unable to frame grammatical paragraphs about their accomplishments, then they should hire a professional résumé writer to assist. Educate potential clients that if the professionally written résumé gets them more calls for interviews, and they land the job, then they will have saved thousands in lost wages.
3. Quantify their accomplishments in online profiles. Some jobseekers may not have access to employer data about how their role in a project helped the company to succeed and thrive. But they can “guesstimate” the percentage of improvement. If background checks are of concern, from my experience, most background checks will not focus on percentages. Candidates should not lie

but should certainly use all the quantifiable aspects from their career to make their brand stand out.

4. Add focus to their résumé and online profiles. Don't clutter the résumé with their entire work history. Choose the jobs that are most related to their desired position and go back only 10-15 years.

5. Avoid current title statements like "UNEMPLOYED" or "looking for my next opportunity." They can start their own groups on LinkedIn with the job title "Social Media Community Manager Group XYZ," thereby presenting an active professional appearance. The long-term unemployed are a sector of workers that are currently being discriminated against.

Yes, there have been many changes in conducting job searches in the last decade due to technological advances. But part of being a great worker is being able to adapt to changes. Searching for a job is a full-time job these days and it takes a bit of effort to understand the new technologies available.

Mill Montejo helps Millennials and graduates land entry-level jobs. She helps professional Baby Boomers and Seniors to bridge the gap between "old-school" and digital-age job search methods. She is passionate about helping Americans get back to work by teaching them about the new Digital Global Labor Market. With her tech background and bilingual writing ability, she employs keyword technology to give her résumé clients an edge over their competition.

Federal Résumés - What has Changed?

By [Robin Schlinger](#)

In the past few years, it has become more difficult for civilians seeking federal jobs to secure employment. I have had many nonveterans come to me who are seeking employment within the federal government; however, I am not able to help many of them. This is due to several reasons:



First: Reduction of the number of federal jobs

available. The legislative and executive branches have cut back substantially on funding in the federal government. These cutbacks, which have caused freezes and even reductions in several agencies, have made fewer jobs available.

Second: Increases in the number of people applying for federal jobs.

With the economic downturn, more people started applying for federal jobs. After 2008, jobs that nonfederal employees found uninteresting, due to lower salaries and possibly less advancement, began to look great, as they were perceived as having better benefits and stability. Competition for each job increased.

Third: Increases in veterans applying for federal jobs. During the War on Terrorism, most veterans with veterans preference were either at war or already employed in the private sector. As the government scaled back the war, hundreds of thousands of veterans were released or retired from the military. These veterans are now looking for federal jobs and are given

preferential consideration for federal employment.

Fourth: Changes in how veterans are considered for jobs. In the past, either five or ten points were added to application scores for veterans, depending on their status. At that point, the top three scoring applicants were forwarded to the hiring official. Veterans / disabled veterans in the top three had preference over nonveteran applicants. This meant that a non-veteran applying for a federal job - if they had a professional helping them - would have a good shot at being one of the top three. When the War on Terror was in full force, with few veterans applying, nonstatus applicants had a good shot at federal job openings.

Today, this has changed. Now, instead of points being added to applicants' scores, applicants are placed in categories - Best Qualified, Well Qualified, and Qualified. For many positions, disabled veterans who are just "Qualified" are placed immediately into the Best Qualified category. Veterans in the Best Qualified category must be selected (in most cases) above nonveterans - with disabled veterans placing above nondisabled veterans.

Fifth: Changes in the application process. In the past, if an applicant had experience similar to the job announcement, the applicant had a great chance to explain how their experience prepared them for the position via essays, such as Knowledge, Skills, and Abilities statements. These days, for most announcements, these KSAs are covered instead via multiple-choice questions. They are very specific for the job, and in some cases, for the preselected person the hiring official wants for the job.

Unless applicants can state that they have all of the experience asked for (which gets very specific), and they are an expert in EVERY item in the questionnaire, the applicant's résumé may not even be read. When it is read, the reviewer will match the answers in the questionnaire to the résumé to verify that each question in the questionnaire is referenced in the résumé. Note, if they score a veteran to be *Best Qualified* and an applicant is not a veteran, the applicant's résumé may not even be read.

How can we help our clients in this new environment? There are several questions I ask potential clients to qualify them for a federal job:

1. **"Have you been asked to apply for the job? Has the announcement been tailored to your background?"** If yes, applicants should apply if the job is very specific to them. If a job is very specific and requires a high level of expertise, even a nonveteran can get a job. For example, I often help folks get very technical jobs working for the Centers for Disease Control (CDC), even if they are not veterans, since the jobs require specific degrees and highly technical experience.

You can use this question to encourage your clients to network for a federal job if they know someone. I have done this before and have helped my clients to secure jobs.

2. **"Are you a disabled veteran?"** If yes, encourage your clients to find jobs in which they have some experience and at least match the minimum requirements if the job is below GS-09. If it is above GS-09, they should be an expert in the job.

3. **“Are you a veteran?”** If yes, encourage your clients to find jobs where they are the expert in all the job duties, and can illustrate that in the questionnaire.

4. **“Do you have clearance?”** If an announcement states that the job requires clearance, and your client does not have clearance (or has not had clearance), have him/her consider another job. Due to the number of veterans with clearance who are now applying for federal jobs, controversies in the current clearance processes, budget cutbacks, and the costs/time to conduct clearance checks, many agencies no longer process new clearance checks, except in very few cases. Consider having the correct clearance as one of the “requirements” for the job.

If a person is not a veteran and has not been asked to apply for a job or that job has not been tailored to him or her, the chances of being hired (unless it is very technical and he or she is a recognized expert in all the required areas) is very low. Due to decreased hiring these days and the highly specialized questionnaires, most jobs are filled by preselected candidates. Federal jobs that are not preassigned often go to disabled veterans or veterans.

If a client is qualified for the job, the résumé that is written must address every item in the questionnaire, job duties, and job requirements. They must include the following key information:

Contact Information: name, address, phone numbers, and email address

Announcement Information: number, title, and grade

Status Information: federal status, veterans status, and clearance

Each Job Information: title, company name, company address, start date, end date, average hours per week, salary, supervisor name, and supervisor number

Education: degree, major, minor, school name, school city, school state, school zip, date graduate, grade point average, semester hours, honors, and course list

Training: name, date completed, and length; certifications; technical and language skills and additional information, including memberships and publications.

If you are unsure if a client qualifies for a federal job, you may want to contact someone who has experience helping folks navigate the federal environment.

Robin Schlinger, a recognized *Résumé Writing Expert*, is a *Master Career Director (MCD)*, *Certified Professional Résumé Writer (CPRW)*, *Certified Master Résumé Writer (CMRW)*, *Certified Federal Résumé Writer (CFRW)*, *Certified Electronic Career Coach (CECC)*, *360 Branding Analyst*, and *Job and Career Transition Coach (JCTC)*. Since 2001, Robin has been adding value to résumés and other career-marketing documents to win job interviews for her clients. In 2006, she started her own company, [Robin's Resumes®](http://Robin's Resumes.com), specializing in executive, technical, student, and federal résumés. Robin uses her previous experience as a senior chemical engineer, quality engineer, process engineer, planning analyst and applications engineer to help her clients. Robin earned a BSChE with a concentration in Writing from MIT.

What's Happening in the New Business Owners Industry?

By [Debra Ann Matthews](#)

New Business Owners Industry Representative.

It has been a pleasure for both Steve Bouchard and me to serve as catalysts for the New Business Owner Group. Our colleagues are a dynamic group of professionals who are shining every month. For instance,



Kalindi Garvin, Career Communications Strategies, Cedar Rapids, IA, attained her Certified Job Search Strategist (CJSS) credential through The Academies.

Michelle Robin, CPRW, Brand Your Career, Buffalo Grove, IL, quit her day job and is now writing résumés full-time. She has achieved certification by completing the "Certified G3 Coach Program" at The Academies.

Lynn Walker Levy, M.Ed., ACRW, CDOC, GCDF, MBTI, LWL, Career Counseling, Milton, MA, has been hired by a local adult education program to teach three career-management courses: *Matching Skills to Careers*, *Writing an Expert Résumé*, and *Writing a LinkedIn Profile*.

Her training programs have received high evaluations, and she has been invited to serve as a trainer and mentor for Alray Scholars, a nonprofit in Boston that helps at-risk college students stay in college. In January 2014, she was hired by REA-Careers in Transition as a Career Consultant. REA is one of the premiere global transition organizations for many Fortune 500 companies. Also, she has launched her new and improved website: <http://www.lynnwlevy.com>.

Madelyn Mackie, Oakland, CA, has been hired by Hult University to produce 50-200 résumés for graduate students in their international business program. The NRWA helped Madelyn with contract templates and subcontracts. "It was great to have so many resources just an email away. I was able to meet and hire four fabulous résumé writers--Debra Ann Matthews, Max Latham, Marcia Hancock, and Pam Kruss, all through our amazing organization."

Madelyn was also the keynote speaker at the Marin County Employees Career Day in March. One attendee said, "When I saw her after the session, I told her I had to hug her because she had no idea how much she blessed me. So powerful."

Debra Ann Matthews, Let Me Write It for You, Clarksville, TN, has been selected to contribute to three Monster.com articles (including one on the Monster.com Latin American site). In March 2014, she was a contributing specialist for an article about cover letters which was published on CareerBuilder newspaper sites. In addition to conducting her first two training events held at the Civitan Club--which she uploaded to her You Tube page--she led a nationwide teleconference entitled, "What's Wrong With Your Résumé?" for the National Black Career Women's Network.

As New Business Owner Industry Representatives, Steven Bouchard and I are

available for discussions to encourage your success as budding professional résumé writers. We are available to listen to, collaborate with, and support YOU - New Business Owners.

Teleseminar

The NRWA 2014 Conference Preview

May 9, 2014 1:00 p.m. Eastern

Are you wondering what you might learn at The National Résumé Writers' Association (The NRWA) Conference in Denver, Colorado, from September 17–19, 2014?

Then register today for this FREE teleseminar!

Conference speakers and career industry leaders **Louise Kursmark**, **Brenda Bernstein**, and **Michelle Aikman** will offer an overview of their exciting educational presentations to be delivered at the conference.

[**Register Today!**](#)

New & Returning Members, NCRW Renewals

Welcome to our **50 new and returning members** for the month of April! We would also like to take this opportunity to recognize our NCRWs who 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](#).

April NCRW Renewals

Robyn Feldberg, Abundant Success Career Services, Frisco, TX, Since 2008

25 New Members, Welcome!

Kate Neville, Neville Career Consulting, LLC, Washington, D.C.

John Holland, Metro Detroit Résumés, West Bloomfield, MI

Ellen Hall, Rapid Results Résumés, Tucson, AZ

Vivian VanLier, Valley Glen, CA

Barbara Kanney, ABC Distinguished Documents, Massillon, OH

Loralyn Hamilton, The Quantum Quill, Edmond, OK

Nikki Townsend, Elk Grove, CA

Cynthia Collins, Edgewater Park, NJ

Sandra Anthony Bray, Workforce Investment Network, Memphis, TN

Ana Lopez, Walnut, CA

Laureen McHugh, Simsbury, CT

Kendra Mitchell, Hiram, GA

Nanette Kirk, NetKi Enterprises, LLC, Towson, MD

Denese Dominguez, Severn, MD
Daniel Chahbazian, Your Résumé Services, East Norwich, NY
Cheneta Johns, Philadelphia, PA
Virginia Mcintosh, Marana, AZ
Taunya Rock, Rock Business Strategies and Solutions, Shaker Heights, OH
Carleton Barwick, 1 Day Résumé, LLC, Beavercreek, OH
Angela Friedrich, Oregon, WI
Karie White, CSU San Marcos, San Marcos, CA
Rhoda Smackum, Largo, MD
Kate Basch, Needham, MA
Mary Hatlen, Marian University, Fond du Lac, WI
Kelly Brand, Gateway Technical College, Lake Geneva, WI

25 Renewing Members, Welcome Back!

Katrina Brittingham, VentureReady LLC, Upper Darby, PA
Norine Dagliano, ekm Inspirations, Hagerstown, MD
Drew Roark, DrewRoarkCPRW.com, Clarksville, TN
John Weiss, Atlanta Résumé Service, Atlanta, GA
Kimberly Schneiderman, City Career Services, South Orange, NJ
Aisha Taylor, TAYLORmade ~ Professional Career Consulting, Lithonia, GA
Chandra Russell, Polished, Positioned and Powerful Career and Life Coaching, Atlanta, GA
Arno Markus, RésuméBuilds.com, Toronto, Ont., CAN
Shannon Volpe, The Branded Résumé, Phoenix, AZ
Lynn Green, Brand-You Résumés, Akron, OH
Sally McIntosh, Advantage Résumés in St. Louis, St. Louis, MO
Brenda Bernstein, The Essay Expert LLC, Madison, WI
Greg Wood, The Hire Challenge, Phoenix, AZ
Gregory W. Bridgeman, Military Résumé Exchange, Hopkinsville, KY
C. Sampson, Regal Résumés, Boston, MA
Shareem Kilkenny, Veteran Career Counseling Services, Herndon, VA
Jamala Johnson, csaccac Inc, Newport News, VA
Jean Abreght, The Document House, York, PA
Edward Collins, Lake-Cook Résumé Services, Deerfield, IL
Michelle Aikman, Skilled Assets, LLC, Fairchild AFB, WA
Michelle Robin, Brand Your Career, Buffalo Grove, IL
Cassie Olson, Colorado Springs, CO
Pamela Young, KechAngels USA, Richardson, TX
Douglas Kiracofe, Galen Michaels & Associates, Ortonville, MI
Mark Hageli, DeVry University, Alpharetta, GA

Affiliate Spotlight

This week, we spotlight Oliver Hays Corp.

"Can't you just write me a general résumé?" As a résumé professional, I was always frustrated by that question from clients. I knew that a "general" résumé would not be of value in their search but didn't have the time or money to earn special certifications for the assessments that my career-coach colleagues were using.

Then, I found an assessment offered by Profiles International that helps job



seekers identify specific job titles that match their thinking styles, behavioral traits, and interests. These job titles are linked with online resources providing job market information. Profiles International, one of the top providers of employment assessments in the world, developed the assessment and used similar assessments within thousands of companies to help match more than half-a-million employees to job profiles.

As a strategic partner of Profiles International, [Oliver Hays Corp](#) offers a career assessment tool through its Pathway Planner that:

- Is a psychometric instrument used by employers worldwide for job matching.
- Provides specific job titles that match your clients' personality traits, thinking styles, interests, and numerical/verbal skills.
- Links the client to O*Net-related resources to include local states' job market trends, salary data, and other career-matching information.
- Generates more revenue per client with a minimum time commitment.
- Provides an add-on service that is easy, convenient, AND VALUABLE.
- Requires no additional user-certification or special training.
- Requires no minimum purchase (you can purchase one assessment or 1000).

If you are interested in this assessment as a way of adding additional revenue while increasing your clients' success, please contact me, Brad Hays, at brad@oliverhays.com or 419-606-3348.

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