



# The NRWA Connection

Keeping Career Industry Writers Current

September 3, 2014  
Vol. 8, Issue #9

## Executive Greeting

Greetings colleagues,

As you know, one of the primary goals of The NRWA is to provide educational opportunities to help its members stay on top of résumé writing trends. To that end, the NCRW Certification Commission recently released an updated version of the [NCRW Study Guide](#). The updated guide contains new information for Electronic Resumes, so be sure to download it from The NRWA website and review the expanded Section 7.



With the continuous changes in technology, the job-search process continues to evolve. That is why it is so important to *never stop learning!* Along with the NCRW certification program, The NRWA offers an Online Training Program, teleseminars, and other educational events. Notably, [The NRWA 2014 Conference](#) in Denver is a “must” for members and non-members alike who want to stay up to date on where our industry is headed. Hope to see you there!

[Michelle Penn Swanson](#)  
Certification Chair

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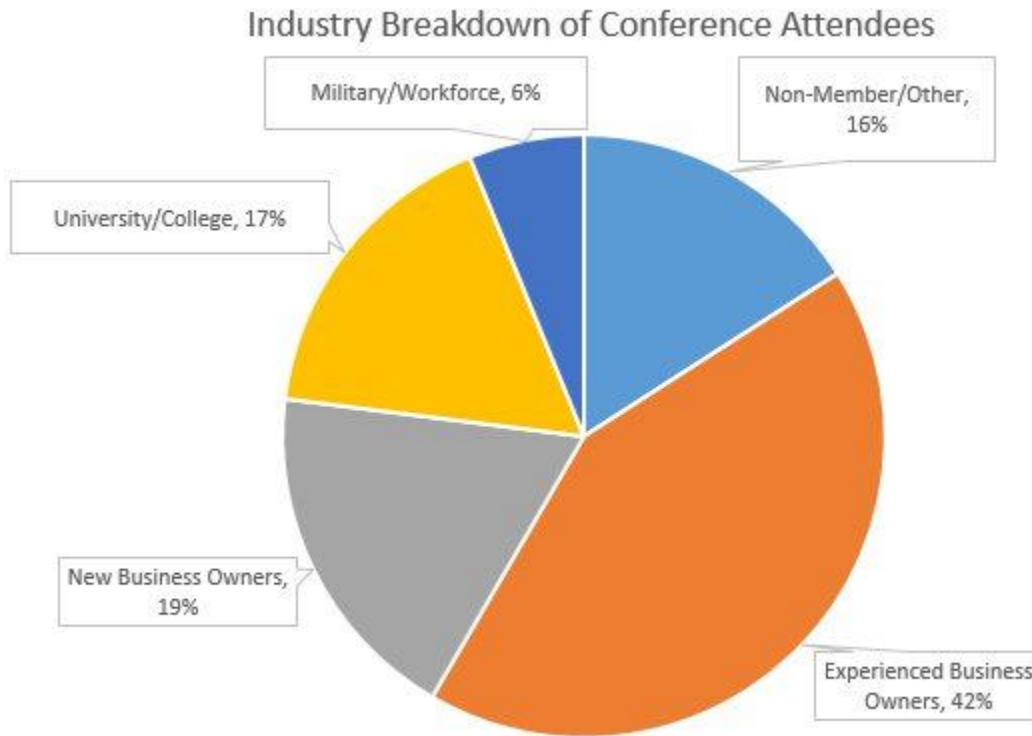
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## The Race to Denver! Game On!

Attention The NRWA members and conference guests. We are pleased to share that so far, 113 of you have registered for the 17th Annual Conference. With capacity for only 140... we have only 27 spaces left. Won't you be a part of that number? Look how many

from YOUR industry will be in attendance.

Non-Member/Other: 18  
Experienced Business Owners: 48  
New Business Owners: 21  
University/College: 19  
Military/Workforce: 7



One lucky person (from the industry segment with the highest increase in registration) will be entered to win an amazing prize at our Wednesday evening reception! So encourage your friends and colleagues to join you in Denver for another information-packed, networking-filled NRWA conference. Hope to see you there!

~Your Membership Team

### **Social Media Strategy:**

#### **Where Do I Start, And How Much Time Will It Take?**



By: [Cassie Olson](#), Marketing Chair, The NRWA

For a moment, imagine that developing a social media strategy is just like planning for a much-needed vacation. We all imagine ourselves feeling the sand between our toes on a beautiful beach. But in reality, most of the time, we only daydream about what the sand between our toes would actually feel like. That's why I recommend installing an office sand box like the one below...



Even if you decide to install this nifty sand box in your office, it's still important to schedule some time away from your work -- especially emails! So, for a vacation, first you decide where you want to go. Next, you figure out the best way to get there. Is it cheaper to drive or fly? What is your time worth in getting to your destination?

So, I told you to imagine developing a social media strategy like planning for a vacation. That's because just like a much-needed vacation, social media strategies need to be planned! If you are to experience the joys of social media success (your end destination), then your social media strategy should provide you with the best, most cost-effective, and most time-efficient way to get there. The following steps can help:

**Step 1:** Define your end goal. For example, your goal might be to get more clients!

**Step 2:** Determine which social media network(s) are the most valuable to you based on where your target audience spends their time online, and then BE THERE with them! For example:

- If you prefer to work with recent college graduates then you may want to spend most of your online time marketing your services on Facebook alumni Pages.
- Or maybe you really enjoy working with those who are changing careers. If so, then explore the [What's Next-Midlife Career Change](#) group on LinkedIn.
- Perhaps you are a very experienced writer who is looking for CEO/Executive job seekers. In this case, consider searching Twitter for the upper management audience. Because Twitter has a 140 character limit it's a quick and easy social network for business executives always on the run.

**Step 3:** Build a social media profile so that your target audience can match your offerings to exactly what they're looking for. So...what are they looking for!? Value in the

form of knowledge, information, and sometimes, encouragement. Content marketing demonstrates this value and is currently considered the best method of marketing strategies for small businesses.

Content marketing doesn't require YOU to develop all of the material for your social media pages. Most of the time it means sharing content created by others. People love when you share their marketing content, and sharing results in a win-win situation. Content sharing leads to more traffic for the originator and more followers for you. Think of it as good social-media karma.

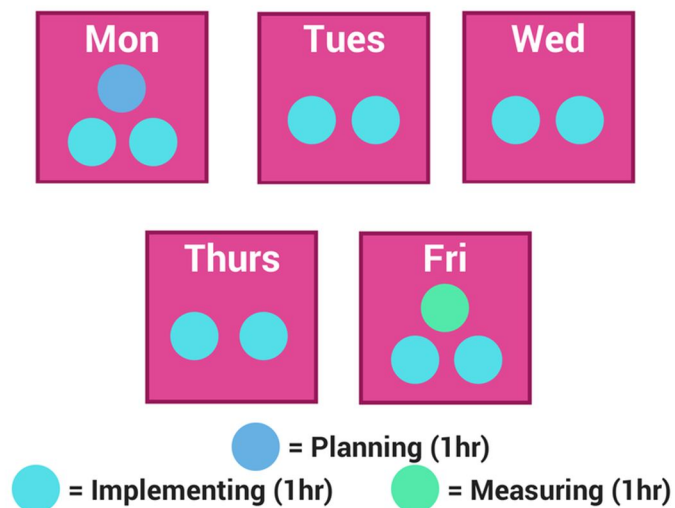
Sharing content is great! However, you should create your own marketing content as well, with article titles that lead traffic directly to your personal website. Here are some examples of blogging titles based on the suggested target audiences from above:

- Recent College Grads: "How to Stand Out in the Job Market Straight Out of College."
- Career Changers: "Top 10 Tips for Stay-at-Home Parents Looking to Enter the Workforce."
- CEOs/Executives: "The #1 Way to Manage Your Career Like You Manager Your Company."

Topics such as these build online awareness of your expertise and increase your potential to sell to your target audience.

**Step 4:** Create a social media development schedule. The social media strategy timesheet below is from Buffer and gives a great breakdown of how one social media content crafter/guru organized his time for creating content:

## Social Media Strategy Timesheet



Essentially, the time breaks down like this:

**Every Monday**, revisit your strategy to make sure you're on the right track and focusing on the right areas

**Time:** 1 hour

**Monday through Friday**, implement the strategy. Schedule, create, and post updates. Engage with the community.

**Time:** 2 hours

**Every Friday**, check your metrics. See how you're doing on your goals, and identify areas for growth.

**Time:** 1 hour

Following this plan, your total time for social media planning would be four hours per week.

***Cassie Olson** is a professional résumé writer currently serving as The NRWA Marketing Chair. She has managed the career services department as the Director of Career Services at a for-profit college. In June of 2013, she started her own career services business called Career Confidence. Career Confidence, specializing in an all-inclusive career services package designed to guide and support her clients throughout their career search. She also shows clients how to stand out above the crowd with infographic and online résumés. Her professional background mainly includes working college graduates, one of whom recently started a communications internship at Facebook.*

## How to Publish Long-Form Post on LinkedIn

**By: [Brenda Bernstein](#), The Essay Expert**

As résumé writers, many of us love to write! Lucky for us, on February 19, 2014, LinkedIn® began rolling out its new publishing method, long-form posts, to all members. According to LinkedIn's Official Blog post, [The Definitive Professional Publishing Platform](#):



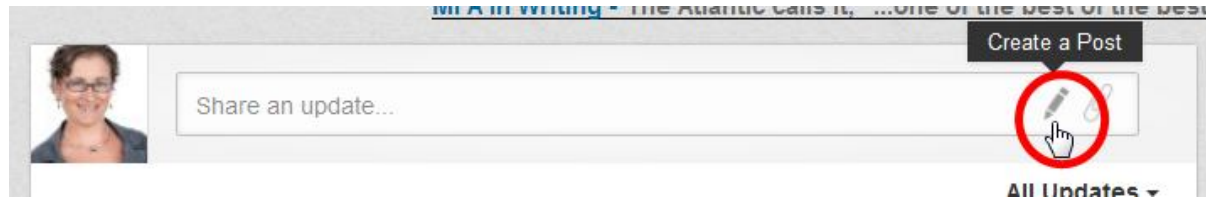
"When a member publishes a [long-form] post on LinkedIn, their original content becomes part of their professional profile, is shared with their trusted network and [can] reach the largest group of professionals ever assembled. Now members have the ability to follow other members that are not in their network and build their own group of followers."

This is great news for those of us who want to reach a large audience on LinkedIn. LinkedIn's total publishing platform includes: (1) sharing updates via our personal home page and (2) publishing long-form posts or articles. Both are accessed from the same place on the Home Page. Perhaps the coolest thing about these long-form posts is that they are searchable *outside* of LinkedIn®. That means readers don't even need to have a LinkedIn® account in order to view your work. Think of the reach you can have!

If you don't yet have access to LinkedIn's new long-form post publishing feature, and you want to share your wisdom about résumés and job-search topics to the world, you can request early access by [filling out this application](#). According to the LinkedIn® Help Center, you will be notified by email once you are approved. I did not receive an

approval notice; however, if you are active on LinkedIn® (as you should be!) you will quickly become aware of the new icon when it appears.

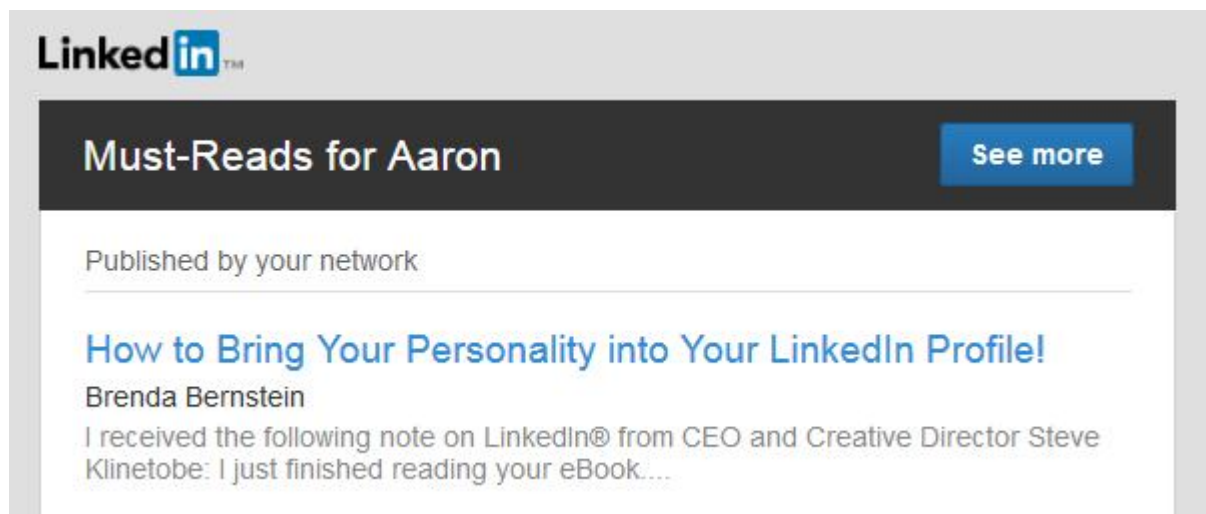
To create a long-form post once you are given Publishing rights, click the pencil icon in the Share an update field:



You will arrive at the Create a New Post page. To publish an article, simply add your content, along with images and pertinent links.



Be sure to proofread and preview your article before publishing! Once you click Publish, your post is shared. As with status updates, you will also have the option to tweet your long-form post. Here's what people in your network will see in their inbox when you post an article:



Here is what your post will look like on the home page of your connections:



**Brenda Bernstein** published:



### 2014's Best and Worst Words to put on Your Resume

Brenda Bernstein on LinkedIn · CareerBuilder recently came out with a list of both recommended and ill-advised resume words and phrases for 2014. The list was generated through interviews with 2,200 hiring managers and human resources staffers. One...

Like (53) · Comment (11) · 2h ago

👍 José Alcaide Cifuentes, Mill Montejo and 51 others

💬 Show previous comments



**Alexander Thomas** ✓ Securitas UAE Very interesting article

1h ago



**Amy Pilgrim, M.S., SPHR** Just with any advice; I wouldn't follow this to the letter. What matters most on a resume is showing what you've actually contributed - how you've made things better, saved the company money, driven revenue, solved problems - that being said, if you... more

50m ago



**Mill Montejo** Just a quick skim and I know I must dig into your meaty article later **Brenda!** I can tell it's a great one. :)

2m ago

Add a comment...

Each time someone likes or comments on your post, it is brought to the top of the page again.

Your post will also appear in the Posts section of your profile, just beneath your photo. Visitors to your profile can click through to the post page where they can then follow you and comment on your article, even if they are not currently in your network. Social media statistics and share buttons above your post allow readers to spread your work beyond LinkedIn®! What a great way to build credibility with potential clients!

June 18, 2014

👁️ 213

👍 7

💬 1

🐦 Tweet 1

👍 Like 1

👍 +1 0

👍 Share 18

Published and draft posts are listed in the right sidebar of your Create a New Post page. View and edit published and draft articles and measure their success by clicking on "See your posts and stats."

## Your Drafts

### **How to Publish Long-Form Posts on LinkedIn**

June 24, 2014

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## Your Recent Posts

### **2014's Best and Worst Words to put on Your Resume**

June 24, 2014

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### **The Art of Not Giving Up in Your Job Search**

June 23, 2014

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### **How Networking Got Me a Podcast ... and Can Get You a Job**

June 20, 2014

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### **How to Bring Your Personality into Your LinkedIn Profile!**

June 19, 2014

^ SHOW LESS ^

[See your posts and stats ▶](#)




[Tips to get started ▶](#)



**Brenda Bernstein**  
 Essay & Resume Writer ★ Executive Resumes ★ Personal Statements ★ LinkedIn Profiles  
 ★ Web Copy

4,936 followers [Create a New Post](#)

[Published \(6\)](#) [Drafts \(1\)](#) [Followers](#)

**Overwhelmed? Here's a Great Way to Take**

July 1, 2014

167 5 2

[Edit](#) - [Delete](#)

**Top 5 Websites for Your Job Search**

June 26, 2014

1,176 20 7

[Edit](#) - [Delete](#)

**2014's Best and Worst Words to put on Your**

June 24, 2014

6,985 218 28

[Edit](#) - [Delete](#)

Want to know who's viewing your posts? Just turn your Notifications on in Settings (Privacy & Settings > Communications > Set the frequency of emails), and you will receive status updates on your posts:

**LinkedIn**

**Brenda, see how your posts are doing** [See your posts](#)

as of Sunday, June 22, 2014 11:59 PM PDT

Recent posts	Page views	Likes	Comments
<a href="#">How Networking Got Me a Podcast ... and Can Get You a Job</a> Jun 20, 2014	360	11	3
<a href="#">How to Bring Your Personality into Your LinkedIn Profile!</a> Jun 19, 2014	256	17	4

Publishing industry-relevant long-form posts will establish you as a thought-leader in the field. If the post is popular enough, you might even find it [featured in LinkedIn's Pulse](#). For LinkedIn's tips and best practices for publishing long-form posts, visit "[Long-Form Posts on LinkedIn Overview](#)."

Have you utilized LinkedIn's new long-form post feature? If so, what benefits have you enjoyed? And if not, what are you waiting for?

**Brenda Bernstein** left a public interest law career to become a résumé writer in 2009. Several years later, she authored [How to Write a KILLER LinkedIn Profile](#) -- a long-time #1 best-seller on Amazon that is now featured in Forbes and Fortune magazines. Her newest books, [How to Write a WINNING Résumé](#) and [How to Write a STELLAR Executive Résumé](#), are tailored to both job seekers and résumé writers and have already been credited with job-search success. Brenda is a Certified Master Résumé Writer with a thriving writing practice, The Essay Expert LLC; she is a Senior Law School Admissions Consultant with Kaplan, Inc. and worked for one year at the University of Wisconsin Law School's Career Services Office. Brenda holds a B.A. in English from Yale University and

a J.D. from the NYU School of Law. To visit Brenda's website and blog, go to [www.TheEssayExpert.com](http://www.TheEssayExpert.com) or [www.TheEssayExpert.com/blog](http://www.TheEssayExpert.com/blog).

## What's Happening in the New Business Owners Group? That Fear You Feel Ain't Necessary; Networking Is -- 4 Tips to Move Your Business Forward

By: [Debra Ann Matthews](#)



Have you found yourself saying these words?

"I don't feel ready to":

- Get my NCRW certification
- Raise my prices
- Ask for help
- Seek out other colleagues for collaboration projects
- Subcontract

For many reasons, each of us feels fear when embarking on our dreams. You are encouraged to grab fear by the tail and NETWORK!

**STOP IT!** Take that negative mindset by the tail and **NETWORK!!**

As the New Business Owner Representative, it has been my pleasure to serve and help new business owners excel to the next level in their professions. Certainly any business owner can relate to this fear, so let me encourage those who feel fear to **Network!**

### 4 Steps to Start Networking:

**1. Figure** out what specifically you seek to gain from your business? Are you looking to expand full time as a résumé writer or coach or trainer? Are you seeking to operate a viable part time business in addition to working a full-time job? Find industry leaders whose goals are similar. Go to our website and see the section called, [Find a Writer](#) and meet colleagues who share your goals.

**2. Enhance** your social media site. Start by writing a press release for every training, certification, new alliance that you forge, and then share! Don't forget to share on The NRWA's website as well. This way your network will start to say kudos and congrats. Update your phone message, website, blog, FB page and LinkedIn profile. For more great marketing information log-in to The NRWA's website and visit the business resources section, specifically, "[marketing Methods and Tools for Resume Writers](#)."

**3. Ask questions!** When you ask questions, you give your colleagues a chance to share their expertise. Many friendships have been forged by colleagues who reached out for help, in times of need. As a member of The NRWA, you have access to leading professionals in the industry who love to share their knowledge. No question is too small, and no concern too large. We love to share and collaborate. Take a look at our colleagues who have volunteered to assist you with industry questions by logging into

The NRWA's website and visiting the, "[Ask A Colleague](#)" section.

**4. Offer answers** to questions asked. Don't sell yourself short on your level of expertise! By answering questions you give your colleagues an inside look into your business, and help others feel they aren't alone. Offer to teach a teleseminar, submit best practice tip sheet, or even present at The NRWA annual conference. There are many ways to share. Connect with our Education Chair by visiting [The NRWA Education](#) section of the website.

The love of writing, careers, sharing, and caring are the reasons that you're in this business. Feel your fear but don't stop there. We look forward to seeing you shine! If there are ways that you have pushed past fear and enhanced your network and wish to share click on my name below and send me an email.

**Debra Ann Matthews** M.A., JCTC, JCDC is a passionate career coach and résumé writer who has worked with hundreds of clients throughout her career to achieve their dreams. Debra Ann has extensive experience with not for profit community service projects, including President Clinton's AmeriCorps, Up With People, and Job Corps. She loves to help motivated job seekers and career changers in her business *Let Me Write It For You Job-Winning Resumes and Career Services* ([www.letmewriteitforyou.org](http://www.letmewriteitforyou.org)).

Debra Ann currently serves as the New Business Owner Representative for The National Résumé Writers Association. As a Career Affiliate with Career Thought Leaders, she keeps her hand on the latest career and résumé information in order to help career changers to shine for recruiters and hiring officials. Her additional memberships include Career Directors International and training with Richard Knowdell's Career Development Network. As a certified job and career development coach and certified job and career transition coach, she currently writes for five blogs across the USA.

## Teleseminar

There will not be a teleseminar presented in September due to [The NRWA Conference](#). Be sure to look out for more information coming soon about the October teleseminar.

## New & Returning Members

Welcome to our **70 new and returning members** for the month of August! 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](mailto:adminmanager@thenrwa.com), and it will be added to our weekly tweet rotation.

Be sure to take this opportunity to network via our [LinkedIn Group](#) with other members of The NRWA and non-members who are career professionals.

### 32 New Members, Welcome!

Nancy Peterson, Prancing Dog Publications LLC, Sudbury, MA

Angela Kinney, Venetia, PA

Cynthia Duerkop, Fountain Hills, AZ

Maureen Bagues, San Francisco, CA

Michele Angello, Advance Your Career Résumé, Aurora, CO

Mary Dismore, Your Signature Résumé, Naperville, IL

Alexander Gordy, ExecutiveResume.com, Highland Park, IL  
Angela Jones, Haute Résumé & Career Services, Omaha, NE  
Julia Holian, Concord, CA  
Diana Dibble, San Diego, CA  
Carmen Garcia, Hispanic Unity of Florida, Hollywood, FL  
Prerna Abbi, Interfaith Youth Core, Chicago, IL  
Saresa Pleasant, Baltimore, MD  
Melissa Cardin, Rochester, NH  
Lisa Royer, Hendersonville, TN  
Sonya Meier, APO, NY  
Fred Hooten, The Write Dimension, Bushnell, FL  
LeRon Haire, Columbus, GA  
Michael Burge, Michael Burge's Professional Résumé Writer, Waldo, ME  
Randi Mailloux, Résumé Genie, Westfield, MA  
Nichole Brownlee, Franklin Park, NJ  
Nancy Bertholf, Ithaca, NY  
Kirsten Evans-Ponder, Greensboro, NC  
Margo Flores, Writing With A Flair, Sterling, VA  
Kellee Sheehy, Pierremont Executive Suites, San Marcos, CA  
Elaine Lien, Elaine Lien Career and Transition Coaching, Golden, CO  
Theresa Green-Ervin, Bloomington, IN  
Katie Pelton, Katie Pelton Résumés, Minneapolis, MN  
Kimberley Wisneski, Aurora Public Schools, Aurora, CO  
Colleen Geehan, Orlando, FL  
Andrea Fredmonski, Deerfield Beach, FL  
Suzanne Krupica, Blackburn College, Carlinville, IL

### **38 Renewing Members, Welcome Back!**

Lois Gilbert, Center for Career Communications, Delray Beach, FL  
Betty Geller, Apple Résumé & Career Services, Elmira, NY  
Marsha Leap, Leap Ahead Professional Development, LLC, Lakeland, FL  
Diane Irwin, Dynamic Résumés, Cherry Hill, NJ  
Robin Schlinger, Robin's Résumés, Atlanta, GA  
Robert Prock, A Preferred Career & Résumé Service, Greenville, SC  
Dawn Bugni, The Write Solution, Atkinson, NC  
Emily Kapit, ReFresh Your Step, Miami, FL  
Trish Garcia, Business and Office Solutions, LLC, Chesapeake, VA  
Lisa Parker, Parker-CPRW, Claxton, GA  
Don Goodman, About Jobs Career Management, N. Caldwell, NJ  
William Mitchell, The Résumé Clinic, New Orleans, LA  
Jennifer Fishberg, Career Karma Résumé Development & Career Services, Highland Park, NJ  
Sandra Jackson, JobTown Résumés, Monterey, CA  
Jared Redick, The Résumé Studio, San Francisco, CA  
Cliff Eischen, Eischen's Professional Résumé Service, Fresno, CA  
Vicki Oehring, ClimbingHire, Littleton, CO  
Graham Caulfield, ExpertRésuméMan, Dallas, TX  
Lori Barnes, ACCU-WORD, Bakersfield, CA  
Roleta Fowler Vasquez, Wordbusters Résumé and Writing Services, Fillmore, CA  
Kim Batson, The CIO Coach, Sammamish, WA  
Wendy Gelberg, Gentle Job Search/Advantage Résumé Services, Needham, MA  
Judy Monaco, Monaco Writing & Consulting Services LLC, Pottstown, PA  
Billie Jordan, Advantage Résumés and Career Services, Maysville, NC  
Thomas Powner, Career Thinker Inc., Rego Park, NY  
Jerry Stamatelos, Athens, Greece

Marjorie Rocha, San Leandro, CA  
Martha Rockwell, A+ Résumés & Career Coaching, Scottsdale, AZ  
Catharine Craig, Lamoni, IA  
Cortney Schwalbe, Peak Career Services, LLC, San Diego, CA  
Jenna Barb, San Francisco, CA  
George Slagle, Allen, TX  
Kristin Johnson, Profession Direction, LLC, Madison, WI  
Charlotte Abel, Abel Résumés, St. Louis, MO  
Sara Garska, Lake Jackson, TX  
Charlotte Weeks, Weeks Career Services, Inc., Chicago, IL  
Cindy King, Career Strategies, Sunnyvale, CA  
Susan Whitcomb, The Academies, Inc., Fresno, CA

## NCRW Spotlight

**Virginia Franco** started Virginia Franco Résumés almost five years ago after working over 15 years in corporate communications, and web, newspaper, and magazine journalism. She recognized that her professional experience equipped her with a unique understanding of how people read documents in situations of feeling pressed for time, reading online, and reading in print. "The bottom line is that people today read résumés differently than they did even a few years ago," she states.



After five years in business, Virginia decided to pursue an additional résumé-writing certification. Having already obtained the CPRW certification, she stated that she chose to acquire the NCRW certification "because it is well-respected and harder to obtain than many of the others." She also spoke with her peers to get their perspective and learned that the NCRW certification was valued and cost-effective.

Virginia is a Career Thought Leaders Associate and has completed an extensive amount of Résumé Writing Academy course work. Virginia hopes that the dual certifications along with positive testimonials, will provide an additional level of comfort for her clients during the résumé-writing process.

To others who may be considering the NCRW certification process, Virginia states that it is certainly not a, "super easy" certification to obtain. But she adds that "nothing worthwhile should come easy."

Please congratulate Virginia Franco, our newest NCRW!

## Affiliate Spotlight

Are you hoping to get better at writing LinkedIn profiles for clients?

Are you looking to expand your practice and significantly increase your revenues by becoming a LinkedIn expert?



Career Enlightenment presents [The LinkedIn Profile Writing Masterclass](#) is a 14-module, self-paced online course worth 3 CEUs towards your NCRW and is designed just for

career professionals looking to get better at LinkedIn.

For a limited time, you will also get a one-month membership to the LinkedIn profile writing mastermind, monthly calls with other writers, and access to an exclusive peer review group.

Enroll in The [LinkedIn Profile Writing Masterclass](#) today!

*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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