

Dear <<First Name>>! In this edition of The NRWA Newsletter, 4
Ways to Write Impressive Cover Letters, According to Recruiters

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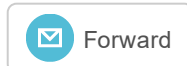
The NRWA August 2015 Newsletter

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You Still Have Time to Register for The 18th Annual NRWA Conference



There's so much to do in Charlotte!

[NASCAR Hall of Fame](#) - 0.6 km/0.4 miles

[Time Warner Cable Arena](#) - 1.1 km/0.7 miles

[Charlotte EpiCentre](#) - 1.3 km/0.8 miles

[Discovery Place](#) - 1.8 km/1.1 miles

[Bank of America Stadium](#) - 2.7km/1.7 miles

Meet Kimberly Schneiderman, our Certification Chair, and find out why she's an NRWA member and a volunteer board member.



Executive Greeting-Cassie Olson

Salutations The NRWA members, fellow résumé writers, career counselors, and career service professionals!

Many within our humble organization may not realize that this newsletter is sent to more than 3,000 career professionals all over the world. Each month, I enjoy putting together a newsletter chock-full of beneficial information for fellow résumé writers.

It's been a pleasure to support this organization and have the incredible opportunity to work with some of the top writers and editors in the nation. I want to give a special thanks to Norine Dagliano and Donna Tucker who do the incredible job of editing and proofreading the newsletter and webinar information on a monthly basis.

You can view articles from each newsletter by visiting the **Article Library** within the members section of The NRWA website. They are complete with how-to videos, marketing resources, applicant tracking information, and more.

If you haven't already signed up for **The NRWA Conference** in Charlotte, NC, I highly encourage you to step-up your commitment to your business/organization and register. Last year was my first time attending the conference, and my understanding of the industry and the connections that were made were so WORTH IT!

Don't forget to visit The NRWA's social media pages for up-to-date information on webinars, conferences, contests, and more...

- [LinkedIn](#)
- [Pinterest](#)
- [Twitter](#)

Cassie Olson

Director, Marketing Chair



Recognizing Outstanding Achievement in Résumés (ROAR)

Calling all résumé writers. This **Friday, August 14th, is the last day** for your ROAR submissions!

First-place winners in each of the four categories will receive:

1. FREE one-year membership/renewal in The NRWA (\$150 value!).
2. Their names and businesses mentioned in the official press release issued by The NRWA.
3. Their names and winning entries featured on The NRWA website.

This is your chance to...

1. Increase Your Credibility
2. Raise Your Visibility
3. Grow Your Business
4. And Prove That Your Résumés are Among the BEST of the BEST

Winners will be announced at The NRWA 2015 conference in Charlotte.

- Experienced Business Owners (more than 5 years in business)
- New Business Owners (up to 5 years in business)
- Military/Government Career Services Professionals
- Higher Education Career Services Professionals

Step 2: Select up to three of your BEST résumés representing any industry or profession. Fictionalize all names, addresses, and company names and prepare a strategy statement for each entry.

Step 3: Familiarize yourself with all the **guidelines and judging criteria**, and submit your entries. Just \$20 per entry for members and \$35 per entry for nonmembers.

Submit your entries today! Don't miss the deadline!

[Click Here to Register](#)

What's Happening in the College & University Industry?



It is a privilege to support The NRWA's College & University Industry, and I'm happy to share some of what's happening with our colleagues.

Dr. Cheryl Minnick, NCRW, CCMC, Career Counselor and Internship Coordinator at the University of Montana. At the invitation of the Montana Department of Labor Jobs for Montana Graduates, Dr. Cheryl Minnick delivered a presentation, **Your First Job: How to Get it and Keep it**, at their April conference hosting 300+ high school students. She also collaborated with me in our July webinar on **"Collaborating with Employers for Internships & Résumé Tips."** If you were not able to participate live, please be sure to listen to the audio that was sent to you. Dr. Minnick is also an NCRW Certification Committee member.

Danielle Savage, Director of Career

member, was quoted in an article published on the *BBC* website on interviewing strategies for international applicants. This is a very informative article and is worth taking a moment to read: **Sweaty Palms? How to Survive Interview Hell.**

This year, I am focusing more on identifying and marketing to my ideal clients and have experienced an increase in business that is keeping me very busy. And, of course, I am always looking for beneficial and valuable ways to serve you, so please keep sending me your questions or ideas on how we at The NRWA can benefit you.

Enjoy what's left of your summer. I know most of you will all be back to school shortly.

Juliet Murphy

Director, College & University Industry

4 Ways to Write Impressive Cover Letters, According to Recruiters

By: Michelle Riklan

As résumé writers, we know how to write good cover letters. What some of us don't know is what recruiters think of the cover letters we write.

Most cover letters are obviously made from templates. Some are cut and dried, or just plain predictable. Like this:

Dear (Recruiter's Name),

Your job ad on Indeed.com for a Senior Data Analyst caught my attention. I think I'm a great candidate for that position.

Having worked with Company A and B, I have over seven years' experience providing

I'm now looking for a position where I can grow my career as an analyst, while contributing to a team.

My achievements and qualifications are all available in my résumé, which I have attached for your convenience.

I look forward to hearing from you.

Sincerely,
John Smith

On the surface, this letter looks okay. Good even, considering the job applicant highlighted his recent experience. But it's just not attention grabbing enough to catch a busy recruiter's eye. Maybe you've even written a letter like this at some point.

As résumé writers, how can we write an attention-grabbing cover letter that shows the talents and experience of our clients?

Check your cover letter for these four elements:

1. Conversational Tone and Pleasing Personality

What's wrong with the cover letter above? It's too formal. Phrases like, "I have attached the résumé for your convenience," and "I'm now looking for a position where I can grow my career," are dry. Recruiters have read these phrases hundreds, maybe thousands of times.

It's very likely that their eyes will just glaze over those phrases instead of actually reading them. When that happens, in most cases, your client has already lost the recruiter's interest.

Depending on the industry, a simple back story on what you love about the company. Or even a simple, "I'm easy to work with -- no diva here!" will work wonders.

2. The "I" versus "You" Ratio

Read the cover letter above again. How many I's did you count? How many "you's?" If there's too many "I's" and not enough "you's," it means the cover letter is candidate-centric. It doesn't appeal enough to the target audience's (i.e. the recruiter's) needs.

This is a simple trick that's popular to many direct sales copywriters and email marketers.

3. Not Enough or Too Much Motivation

The cover letter above doesn't show enough enthusiasm about the job or even the company for that matter. There's no strong "why." Why did your client choose said company? Why that specific job?

We all know that putting the company name and job title isn't enthusiastic enough. An attention-grabbing cover letter needs a good hook.

Here's an example of a cover letter that doesn't show any enthusiasm at all, and the tone sounds like... well... Read on and use your own description:



Source: *The Muse*

Thankfully, as professionals, I'm confident this is not the type of work you are doing for your clients. But it does illustrate the point of not enough motivation.

Lastly, and most importantly, the cover letter needs a...

4. Specific "Ask"

According to recruiters I talked to, the ubiquitous, "I look forward to hearing from you," isn't specific enough. They've read it too many times for it to be anything but dry and generic.

- Coffee meet-up or an informational interview
- Phone call
- Email reply

Emphasize your client's enthusiasm to meet the recruiter, and that he or she is flexible in terms of time, place, and date.

Michelle Riklan, has a combined 25 years of in-house corporate and targeted consulting experience. She services large corporations, as well as small businesses and individuals, in all aspects of human resources and career management. As a consultant, she has had the opportunity to work in a wide range of industries including advertising, publishing, healthcare, pharmaceuticals, financial services, e-commerce, and much more. Michelle has also utilized her education and presentation skills to advance a career path in human resource management. Her generalist background is all inclusive, but her areas of expertise include employment, employee relations, and training and development.

New & Returning Members

Welcome to our **23 new and 34 returning members** for the month of July! Feel free to introduce (or re-introduce) yourself on our **Facebook page** or the **elist**.

You can also send your **Twitter** handle to **adminmanager@thenrwa.com**, and we will add it to our weekly tweet rotation.

Be sure to take this opportunity to network via our **LinkedIn Group** with other members of The NRWA and nonmembers who are career professionals.

23 New Members, Welcome!

Adam Zajac, Vocamotive, Hinsdale, Illinois

Lisa Lawrence-Harris, Chicago, Illinois

Cynthia, Lopez, South Jordan, Utah

Alana Stewart, Angier, North Carolina

Anne Lynch, Georgia Institute of Technology, Atlanta, Georgia

Anthony Markus, writemates.com, Toronto, Ontario

Alice Wooten, PCS-Professional Career Services, Marble Falls, Texas

Logan Wimer, Glendale, California

Jeffrey Townsend, Millersville, Maryland

Ty Miyahara, Higher Practice, Sugar Land, Texas

Abimbola Yusuf, Amy Consulting, Tampa, Florida

Susan Ginsberg-O'Sullivan, GO' Coaching, New York, New York

Erlisa Koci, Elmont, New York
Lisa Reed, Davis & Elkins College, Elkins, West Virginia
Marisol Velazquez, Cicero, Illinois
Anne Degnan, Princeton University, Princeton, New Jersey
Ann Stephens, Frisco, Texas
John Wishart, New York
Victoria Torres, Huntersville, North Carolina
Ashley Murry, Real Results Résumés, Scottsdale, Arizona
Brad Hays, Oliver Hays Corp., Ashland, Ohio

34 Returning Members. Welcome Back!

Vicki Oehring, ClimbingHire, Littleton, Colorado
Erin Cambier, Superior Résumé & Career Services, Sioux Falls, South Dakota
Cathy Alfandre, Catherine A. Alfandre, LLC, Easton, Connecticut
Milan Truong, Hire Me 101, San Francisco, California
Kelly Hibbs-Massey, Precision Resumes, Inc., Longwood, Florida
Angela Zimmer, All Write Resumes, Jackson, New Jersey
Carol Lucas, The Write Résumé, LLC, Columbus, Ohio
Emily Kapit, ReFresh Your Step, Miami, Florida
Andrew Coston, Cecil College, North East, Maryland
Leslie Chisholm, Charlottesville, Virginia
Catharine Craig, Lamoni, Iowa
Mary Dismore, Your Signature Resume, Naperville, Illinois
W Bill Smith, W Bill Résumés, Oakland, California
Tiffany Benitez, Placerville, California
Carol Montgomery, Custom Resume Services, Woodstock, Georgia
Irma Rojas, Wellington, Florida
Cherie Heid, Competitive Edge Resume Service, Carlsbad, California
Christine Wunderlin, Wunderlin Consulting, Las Vegas, Nevada
Posey Salem, Radiant Resume Career Services, Beulaville, North Carolina
Kate Madden, Philadelphia, Pennsylvania
Nadine Franz, APEX Career Services, LLC, Overland Park, Kansas
Rhonda Bird Roehrig, Moraine Park Technical College, Fond du Lac, Wisconsin
Anita Chastain, Gig City Resumes, Chattanooga, Tennessee
Kimberly Robb Baker, Movin' On Up Resumes, Chicago, Illinois
Virginia Franco, Virginia Franco Resumes, Matthews, North Carolina
Fran Kelley, The Résumé Works, Waldwick, New Jersey
Marianne Striedl, Freelance Office Services, Keansburg, New Jersey
Kathy Warwick, Confident Careers LLC, West Collingswood, New Jersey
Camille Carboneau Roberts, CC Career Services, Idaho Falls, Idaho
Kara Varner, A Platinum Resume, Colorado Springs, Colorado
Tina Sims, Spirited Career Services, Fredericksburg, Virginia

Michelle Riklan, Riklan Resources, Marlboro, New Jersey

Affiliate Spotlight



Offer HIRED! The Ultimate Job Search Course to Your Résumé and Job Search Clients!

www.gethiredthecourse.com

NRWA NEWSLETTER SPECIAL: GET YOUR FIRST ACCESS CODE TO SELL TO YOUR CLIENTS FOR ONLY \$30! (\$120 OFF!)

Dear Résumé -Writing Community:

- Do you wish you had a proven product to sell that would enable you to increase the cost of your packages?
- Do you have little interest in coaching, but know that your clients could really use some help (and you don't want to have to send them away to get it)?
- Want to make money while you sleep?
- Need a product to sell to your clients who just don't have that much money to spend?

INTRODUCING HIRED! THE ULTIMATE JOB SEARCH COURSE!

If you are looking for a way to make additional money, look no further. Now you have access to a newly launched online, self-paced course with 40+ hours of content, to sell to your résumé and coaching clients, with NO upfront, out-of-pocket cost to you!

IT'S LUCRATIVE:

That's right. There are no membership fees. When you sell it, you pay a fee for each access code. We'll get your clients enrolled and send you an email to forward on to your clients...it's that easy. Package it into your existing products, and you'll make money for doing very little additional work!

With 40+ hours of rich, expert job search content, HIRED! The Ultimate Job Search Course (authored in conjunction with by Pearson Workforce Education) takes your clients through a step-by-step system for surpassing their competition to land a job faster. It's like a graduate course in job search that can help them shave months off of their job search.

Over the course of a year, I poured my life's work into this course, capturing the best-of-the-best golden nuggets from my coaching protocol and bottling it for this course.

And, Pearson gives it a thumbs up too! Since the completion of their rigorous six-month vetting and review process, Pearson Workforce Education has been selling the course to job seekers in both workforce and university settings and has confirmed that it is hugely successful!

Upon completion of this course, your clients will know how to:

- Explore career options to identify a target job title
- Create effective career marketing documents to breakthrough the hidden job market
- Access the hidden job market and discover how to get higher quality leads
- Cold call with greater confidence and learn to write emails that get opened and read with greater frequency
- Use social media for success in their search
- Employ proven strategies before, during, and after a job interview (and much, much more)!

IT'S WHITE-LABELED!

Most importantly, your clients will never have to know about me. I'm completely invisible to them. My name isn't on the course when they access it, so your clients will stay where they belong--with you!

HOW TO BECOME AN AFFILIATE:

If you wish to RESELL the course, we offer a wonderful AFFILIATE program. Please email laura@thecareerstrategygroup.com for more details. I look forward to working with you!

To your continued success! :-)

Laura M. Labovich

Chief Executive Officer
The Career Strategy Group

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