

<<First Name>> The Résumé is a Marketing Tool and Your Client is the Product.

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The NRWA May 2015 Newsletter

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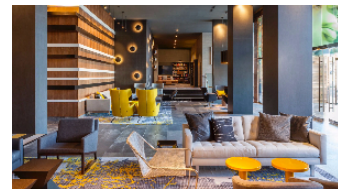
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Share Your Favorite Articles Here:



Are You Ready for The 18th Annual NRWA Conference?



On September 16-18 The NRWA Conference will not only help you to connect and share best practices with your peers, but you will also earn 10 **Continuing Education (CEU) credits** towards your **Nationally Certified Résumé Writer credential**.
Save The Date Today!

Executive Greeting



Every year, members of The NRWA gather in one of the industry's most anticipated educational gatherings to learn about cutting-edge ideas and how to improve their writing skills.

This year, The NRWA's 2015 Conference is taking place at the Le Meridien Hotel in Charlotte, NC, from September 16-18. The logistics and conference program committees have been in high gear, planning content that will not only provide new tools

Kicking off the conference, Nationally Certified Résumé Writer, NorineDagliano of ekm Inspirations will lead a first-of-its-kind NCRW Bootcamp on Wednesday, September 16 from 8am-12:30 pm. This intensive pre-conference "workout" will whip participants into shape for passing the NCRW exam.

Robin Schooling of Silver Zebras will keynote our opening session to set the tone for our “Racing to the Future” conference theme that ties into Charlotte’s NASCAR racing background and The NRWA members' interests in positioning their businesses for the future.

Need more of an excuse to attend? Check out the full conference agenda [here](#).

Everyone who regularly attends The NRWA annual conference knows that beyond enjoying two-and-a-half days of education that provide 10 credits toward the Nationally Certified Résumé Writer credential, people enjoy the networking.

The conference is the perfect place to connect and share best practices. Many new friendships and business relationships are formed, and you are guaranteed to gain business and industry insights whether you're in career center, business, military, or workforce center settings.

But, don't forget the fun! Charlotte is a gorgeous city; be sure to take advantage of the many sightseeing, entertainment, and shopping opportunities.

Click Here to Register Today and SEE YOU THERE!

Dawn Rasmussen

Director, Conference Program Chair

Owners Industry?



By: Debra Ann Matthews

Director, New Business Owners Industry

It has been a sheer joy to serve as one of the New Business Owner Representatives through The NRWA Board of Directors. This month, I am proud to be the cheerleader for our new business owners in recognizing their professional endeavors.

Joshua Waldman, Career Enlightenment, Portland, Oregon, hosted 16 résumé writers in becoming Certified Career Enlightenment LinkedIn Writers. Congratulations to Joshua and to these 16 professionals. Joshua is currently enrolling new participants. Please **connect with Joshua** for more information on enrollment. In January, Joshua's company launched a new, mobile-responsive website focused on showing people how to use social media to find work. **Click here to check out this wonderful resource**. Joshua contributed to the February edition of Huffington Post with an article titled, "Are You a LinkedIn Dinosaur?"

Kiersten D. Troutman, M.A., Second Glance Résumés, Canton, Ohio, along with her team of writers, engaged in a very insightful résumé writing workshop for the non profit organization, Mature Services.

As for me, I have been invited to write a guest post on two different blogs: "**Best Practices for Award Winning Resumes**," featured on Babbster's Bark, hosted by Dr. Dani Babb of the Babb Group, and "**Re-entering the Workforce – Marketable Skills After 50**" on **Career Pivot** with Marc Miller, which received over 751 visits. I was also recently invited to speak at the Maryland Career Development Conference in Columbia, Maryland. This year's theme was "Tradition vs. Innovation – Developing Career Pathways in a Rapidly Changing World." My presentation was titled, "Top 12 Considerations for Youth and Young Adult Employment."

Debra Ann Matthews

Director, New Business Owners Representative

The Résumé is a Marketing Tool and Your Client is the Product



We write résumés for a living. But sometimes, it's easy to forget who we're writing résumés for.

Is it our clients or the people who will employ them?

Is it okay for us to edit what we write until it satisfies the client, to the point the finalized résumé no longer seems as effective?

The Real Customer's Identity

As résumé writers, we know that a résumé is a powerful marketing tool. But it can only be powerful if it's aimed at the right audience.

Imagine taking a kid to the supermarket and asking him to choose a cereal. What do you think he will pick? Something that catches his attention, probably a box with a cute character and a free toy. His choice is probably not what you had in mind.

You're probably looking for something healthier — more fiber, less sugar, dried fruits, so that's what you get instead.

It's the same for résumés. We need to get the résumé noticed by the **right customer** who has the **decision-making power**. Our clients are the "product" to be marketed, not the customer.

We shouldn't be fooled into writing for the faux customer—the kid wanting sugary cereals. When a client insists on including a job experience that's not

benefit to—consider explaining why such changes are not in their best interest.

The REAL customers or buyers, the audience the résumé is intended for, are the HR managers and employers who will read those résumés.

So how can you make sure the résumés you write get noticed by the right customer?

How to Get Résumés Off the Shelf

1. Create Real Branding

Unfortunately, some candidates want branding just because, not caring of its ramifications or the amount of work it takes to build a real, solid brand.

If your client is switching careers, or is exploring multiple career options, branding might not be for him. Not at this moment, at least. Why? Because whatever brand you create for him will be confusing at best.

Like a product's branding that's consistent through packaging, commercials and the product itself, personal branding is the cumulative effect of a candidate's marketing materials and experience, which includes his cover letter, LinkedIn profile, thank you notes, and even their email signature.

The good work you do creating a personal brand for his résumé could easily get undone because of a shabby cover letter or outdated LinkedIn profile. Of course, if his previous work doesn't match his target line of work, branding might not be as effective.

The ingredients—work history, summary, credentials, achievements—must match the customer’s needs. Match the résumé with their target job description. Then add some extra, but meaningful, action words for pizzazz, like:

- Upgraded client file organization system
- Budgeted a 10% decrease in costs
- Managed a team
- Organized an event

These words are more attention grabbing than the bland, “responsible for,” but it’s not as empty as cliché buzzwords like “creative” or “seasoned.”

3. Don’t Crowd the Product Design

As designers learn in Advertising 101, white space is very important. When you open your favorite magazine, which ad catches your attention first?

It’s the big ad with lots of unused white space, right? Ads jammed with text, images, and fancy fonts are just confusing.

Your client might feel that you didn’t give him enough value for money if you turn his once three-page résumé into a two-page document, but you need to explain to him why this is a strategic move.

White space helps the buyer scan the résumé easily, therefore finding the important bulleted and bolded points easier. Besides, removing unnecessary certifications and work experience is just as effective in highlighting their skills.

Remember Who You’re Writing For

Yes, it’s the client that pays for a résumé writer’s service. But ultimately, they’re paying you to help him

will be dissatisfied with your service in the end.

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.

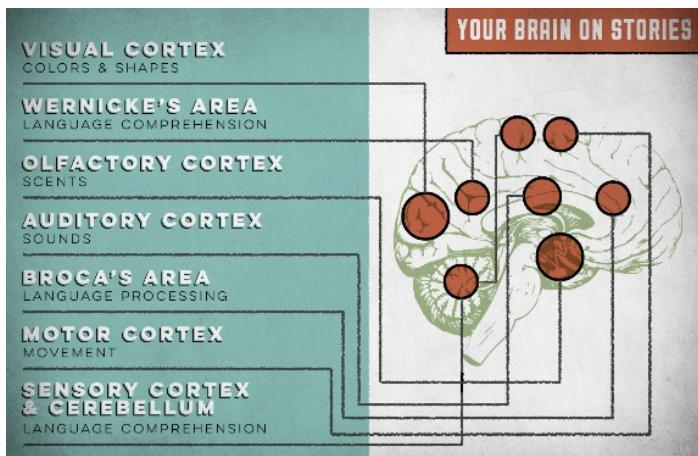
Digital, Social Media, & Cheap Marketing + Your Audience's Brain on Data VS. Stories.

Hello Wonderful NRWA Members,

Hopefully many of you bloggers have already decided to create an RSS feed. If you still aren't sure if you really need an RSS feed, or why it's so crucial, check out this article in the member article library, **The Importance of RSS Feeds & How to Create an RSS Feed in Under 2 Minutes**.

Looking for some great ideas on how to effectively market your résumé writing services? Take some tips from the pro's...

You have a blog, but you often get the feeling that your audience isn't quite connecting with the material. Well then, check out this article on **The Secret to Activating Your Audience's Brain**.



Not convinced your business actually needs a Facebook Page? After seeing these **7 Ways Your Facebook Page Can Help Your Business**, you may think differently.

Already have a business Facebook Page, but are looking for some ways to increase your audience? Grab some great ideas on **How to Grow Your Facebook: Audience 8 Success Tips**.

Let's face it, we're all on a budget, and usually the marketing budget isn't at the top of our list. That's why you might want to check out **The Ultimate List Of 17 Free (or Very Cheap) Marketing Ideas**.

Finally, now that you've put in the marketing footwork and have the cornerstone of strong Internet marketing, your email list. Once you have your list, here are **25 Simple Ways to Grow Your Email List**.

Cassie Olson
Director, Marketing Chair

May Webinar

A Recruiter's Perspective on Winning Résumés

11:30 EST (9:30 MST)

The competition for the attention of hiring managers and HR departments is fierce. A simple job posting can yield an influx of hundreds of résumés per day. As a leader in the career counseling and recruiting industry, Turning the Corner, LLC, writes hundreds of résumés that generate interviews! They know what excites and intrigues hiring managers and HR departments as they sift through hundreds, even thousands, of applicant résumés. Utilizing this success rate of combining recruiting and job seekers, Kendra Prospero will share with you the fundamental things you must include when writing a successful résumé that helps grab attention and gets the résumé to the top of the heap!

In this webinar, participants will learn...

- What makes a résumé interview worthy.
- Formatting and résumé tailoring essentials for the most success.
- How Applicant Tracking Software (ATS) can affect the delivery of your résumé content.
- LinkedIn essentials and the use of social media platforms.
- Other valuable résumé writing tips to keep in mind.

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

About Kendra Prospero



Kendra Prospero is founder and CEO of Turning the Corner, LLC, a career coaching and recruiting firm located in Boulder, CO. She has spent years counseling people on their careers, giving résumé advice and bringing talented people together. She has helped many people land great positions in fields they are passionate about and are thriving in. With her diverse background, she has a deep understanding of different types of jobs and personalities and what makes that perfect fit.

New Industry Award Announcement

industry has come and who have been the most influential in promoting effective positive change.

The NRWA is creating a brand new award to recognize our greatest leading-edge contributors to the industry. The Industry Impact Award will be presented at the Charlotte Conference in September. We want to know who you think deserves this award and why.

- The award will be presented to someone within the career-services industry who has contributed significantly to the growth and advancement of the industry.
- The nominator needs to describe why the nominee deserves the award and what impact the individual's work has had on the industry.

Please email your nomination and accompanying information to Bob Janitz: PastPresident@thenrwa.com by June 15, 2015

New & Returning Members

Welcome to our **19 new and 27 returning members** for the month of April! Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or the [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 with other members of The NRWA and nonmembers who are career professionals via our [LinkedIn Group](#).

19 New Members, Welcome!

Anne Marie Moore, Charlotte, North Carolina

Latoya Raymond, 360 Career Coaching LLC-DBA 360 Resume Builder, Red Oak, Georgia

Katrina Tie, Career Leader, Whitehouse, Texas

Cassandra Beh, Fridley, Minnesota

Karen Reiff, HRDS, LLC, Haslett, Michigan

Suzanne Maxwell, Lorena, Texas

Julie Erickson, Mission Advancement Consulting LLC, Maplewood, New Jersey

Jade Padgham, The Road To Success, Bacchus Marsh
Crystalina Rosario, Virginia Beach, Virginia
Tina Parr, Beyond Words, Canby, Oregon
Kelley Dadah, Kelley Dadah, CPC, CPRW, LLC, Bedford, Massachusetts
Erika Chwalik, Yorktown, Virginia
Stephanie Brown, Tascott, New South Wales
Darlene Lowery Eaton, Sacramento, California
Cathy Miclat, Resumes by DM2 Consulting, Warrenton, Virginia
Lisa Hebert, LMH Advisors, Inc., St. Louis, Missouri
Susan Barens, Careergent Ltd. Company, Fort Mill, South Carolina

27 Returning Members, Welcome Back!

Gregory W. Bridgeman, Military Resume Exchange, Hopkinsville, Kentucky
Denese Dominguez, Severn, Maryland
Emily Fitzpatrick, Recruiters International, Inc. (RII), Pembroke Pines, Florida
Jamala Johnson, csaccac Inc, Newport News, Virginia
Cassie Olson, Career Confidence, Colorado Springs, Colorado
Michelle Robin, Brand Your Career, Buffalo Grove, Illinois
John Holland, Metro Detroit Resumes, West Bloomfield, Michigan
Michelle Aikman, Skilled Assets, Fairchild AFB, Washington
Karen Bartell, Best-in-Class Resumes, Massapequa Park, New York
Drew Roark, DrewRoarkCPRW.com, Clarksville, Tennessee
Douglas Kiracofe, Galen Michaels & Associates, Ortonville, Michigan
Loralyn Hamilton, The Quantum Quill, Edmond, Oklahoma
John Weiss, Atlanta Résumé Service, Atlanta, Georgia
Nikki Townsend, Elk Grove, California
Sally McIntosh, Advantage Resumes in St. Louis, St. Louis, Missouri
Laureen McHugh, West Simsbury, Connecticut
Lynn Green, Brand-You Résumé, Akron, Ohio
Ellen Hall, Rapid Results Resumes, Tucson, Arizona
Arno Markus, ResumeBuilds.com, Quadra Island, British Columbia
Danny Huffman, Education Career Services, Longwood, Florida
Leonardo Galeano, Shiloh CDC, Trenton, New Jersey
Chandra Russell, Polished, Positioned and Powerful Career and Life Coaching Services, Atlanta, Georgia
Jennifer Smithee, Career Concierge Services, Red Oak, Texas
Robert Linderer, R JL Resume Writers & Career Advisors, Crystal City, Missouri
Jean Abregt, The Document House, York, Pennsylvania
Kathy Keshemberg, A Career Advantage, Appleton, Wisconsin

SOUTHWORTH PAPER

This week, we spotlight **Southworth Paper by Neenah**.

You may think that Neenah is a paper company, and you're correct. But they're much more than that. They're the manufacturer of the Southworth Paper, the leading consumer retail brand of résumé papers that are indispensable 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 accessories 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. And, well, so are they.

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](#).

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