

Dear <<First Name>>, This edition of The NRWA newsletter is jam-packed with industry news, education, and marketing tips!

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The NRWA February 2016 Newsletter



BREAKING NEWS!
The NRWA's first-ever **LIVE résumé-writing course** is coming soon! Watch for details in your inbox and on The NRWA's social media pages.

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Follow The NRWA



The NRWA Conference Sets Anchor in Annapolis, MD

Gather all ye mateys and board the conference ship as we set anchor in Annapolis, MD, which is one of our most popular conference locations. We'll be at the Annapolis Westin right in the heart of the historic district and close to all of the delightful shops and the quaint waterfront which makes Annapolis so special. The conference program committee is working hard to secure some riveting speakers and presentations that will not only help you guide your clients in 2016 and beyond, but also run a better, leaner business too. Stay tuned for more details and save **September 21-23, 2016**, on your calendar... we will see you there!

March Webinar

Increase Your LinkedIn Value (Webinar)

★ **Qualifies for 1 Continuing Education Credit**

11:30 AM – 12:30 PM EST (1 hour)

Increase Your LinkedIn Value Part Two: Tools of LinkedIn to Build and Track a Network

Friday, March 4, 2016 ♦ 11:30 AM – 12:30 PM EST

Tom Powner, Career Thinker Inc.

Do you freeze when clients ask you questions about how to use LinkedIn? Are you selling LinkedIn coaching sessions? Do people consider you a LinkedIn expert? If not, then it's time to change that. If you sell LinkedIn profile writing, then your clients expect you to be an expert in how to use the back end of LinkedIn.

In this webinar, Tom Powner will teach you the ins and outs of the top tools of LinkedIn. You will learn....

- The Top 5 methods to building a larger network and why it's important.
- Where, why (and why not) to customize your public profile URL.
- Strategies for connecting and leveraging your network on LinkedIn.
- The power of using the relationship CRM functions.
- How to share a LinkedIn profile, save a profile to PDF and block, report or remove a connection.
- When and why your clients should upgrade to a job search premium account.
- And more...

Increasing your knowledge of how LinkedIn works will showcase your expertise to your clients and can lead to more referrals and income. Handouts will be emailed before the webinar.

Part two of a two-part webinar (each is a standalone session).

This one-hour webinar is \$19.99 for members and \$29.99 for nonmembers. Save \$5 by bundling both webinars in this series. Register by February 18!

Tom Powner CPRW, CEIP, CCMC, CBBSC, CJSS and LinkedIn Artist, is a career-changer himself and proof it can be done. Tom resigned from a 25-year career in business development, operations, and sales leadership to create Career Thinker Inc. He is motivated by years of viewing thousands of poorly crafted résumés and interviewing more than 1,000 unprepared applicants. His goal is to make a difference by providing people with career services, coaching, technology, inspiration, and confidence to motivate them to take action and advance their careers. He has a broad range of clients, but his sweet spot is preparing future executives. Tom's vision for CareerThinker.com is to create a gateway for clients to find career services and choose a career professional from a best-matched list.

Executive Greeting-Donna Tucker



It's nice to be back. I served on The NRWA board a number of years ago, and boy oh boy, the changes and improvements that have been made since that time are amazing. For an all-volunteer organization, our members have put in a lot of time and energy to make The NRWA the best association in the career services industry. And that's a fact.

Yet, there is always more we can do to enhance our benefits. I saw this meme posted on Facebook recently, and it made me think about The NRWA.

Support your friends.
Dont ask for free stuff,
pay for it. Go to
their shows,
◀ be the first to buy ▶
their products and
promote their ideas.

I hope we are supporting each other in The NRWA too (We are all friends, after all, aren't we?). Recently, Brenda Cunningham, past NRWA board member, held a launch event for her new book *Crush the Pink Slip – Get Back to Work in 60 Days*. The NRWA members, Martha Rockwell, Jeri Hird Dutcher, and I were there (Jeri drove 120 miles for heavens sake). Why? We didn't really need another career-focused book. We were there to support our colleague and recognize her for her expert status in our industry. Brenda told us later that it really touched her to have us there. Who will be there when I write my book or put on an event? I bet Brenda will – with bells on. We do need each other.

our clients. How great it is that we have an annual convention where we can learn from our peers and other experts in the field to make us better at what we do. But consider going the extra mile to connect with and support The NRWA members in your community / region. Who will be there when you write your book?

Donna Tucker, NRWA Secretary

What's Happening with the College & University Industry?



By: Juliet Murphy

Director, College & University Industry

It is an honor to support The NRWA's College & University Industry and I'm happy to share some exciting happenings from our colleagues.

Jamie Wheeler, Clinical Site Facilitator at Frontier Nursing University has created a list of key words and resources for Advanced Practice Registered Nurses, which will be added to the Education resources on The NRWA's website.

Anne Lynch, Communications Program Manager of the Denning Technology &

undergraduate students with business communication, résumés, and cover letters. Anne joined The NRWA last year and attended her first conference. She is confident that the skills she gained that week contributed to her recent promotion.

Brianna Koucos, Director of the Career Resource Center at Westminster College in Salt Lake City, UT, is very excited about a new program rolled out in her office titled *Tuesday Talks @ 2*. Every Tuesday at 2:00 p.m., an employer visits the Center to speak with students, answer questions, and talk about their company and career opportunities.

Dr. Cheryl Minnick, NCRW, CCMC, Career Counselor & Internship Coordinator at the University of Montana is featured in the January 2016 edition of *New Accountant* in an article titled, “GAAP: Generally Awesome Accounting Presentations,” which she co-authored with Teresa Beed, Ph.D., CPA, Professor of Accounting at University of Montana. A few of Cheryl’s résumés are also featured in *Modernize Your Resume: Get Noticed ...Get Hired*, by Wendy Enelow and Louise Kursmark.

Teresa Danner, Career Specialist at Collin College received her career-coaching certification and participated in the Economic Modeling Specialist International Conference. She also received an award for five years of service as a mentor.

I recently finished serving as a mentor for the National Association of Women Business Owners, Orange County (NAWBO-OC) Chapter and continue to serve on their Professional Development Committee. 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.

Juliette Murphy, Director of College & University Industry

Searching for Love with All the Right Keywords

By Mill Montejo & Suzanne Katz Kinzler of **The Talent Mill**

When it comes to finding love, it's a combination of keyword matching and making the right connections. It's pure perfection when you find the right match. In your job search, matching up those keywords also helps to keep the “interview calls” fire burning.

We recently had a client whose résumé was written by a colleague. She worked on his résumé and suggested he contact our office for assistance in uploading it to his LinkedIn profile. We provided him with a keyword-optimized LinkedIn profile, focused on action statements, ready to serve up a “match” when any recruiter searches for his specific skills

potential employer match, tailored to your desired industry and cultural fit. We help find those matches to increase our client's chances of getting the call.

This particular client, who we shall simply refer to as "Mike," valued our services so much that he hired us not once, or twice, but also a third time to apply to seven different companies for him. Once again our small but dedicated writing team here at The Talent Mill & **HelpWriteResume.com** took on his project and worked diligently to research the companies and different state locations for those companies (since he was willing to relocate), and most importantly, match keywords so Mike's résumé could make it past the Applicant Tracking System (ATS) and into human hands for review.

As you can see in the images below, this **free software tool** can be extremely helpful in analyzing your résumé and cover letter to compare it to the job ad prior to submitting to the company or recruiter. It has recently become our software of choice when conducting keyword research.

JobScan

SCAN RESULTS: Michael ██████████

One Page Resume vs. ██████████ job listing

As you can see when you use a one page resume the software has less keywords to scan which can also be a negative. Everyone that insists on a one page resume should be aware

Findings: *that they are limiting the weight those keywords will have in the employers search for the candidate that most closely matches their job advertisement.*

Resume Word Count - There are 375 words in your resume, which is under the suggested 750 word count for relevance and ease of reading reasons.

Job Description Word Count - There are 224 words in the job description. There might not be enough content to analyze which might cause inaccurate results. Please try another job description.

Advanced Degree (Masters or above) - This job does not require or prefer an advanced degree.

Measurable Results - There are five or more mentions of measurable results in your resume.

Keep it up - employers like to see the impact and results that you had on the job.

Job Title Match - The 'District Manager' job title was found in the job description, but not your resume. We recommend having the exact job title you're applying to in your resume to ensure you'll be found if a recruiter searches by job title. If you haven't held this position, you could include it as part of your objective. Incorrect job title?

Here's how well your resume matches the job description:

Match rate: 49%

Number of times the skill is listed SKILLS COMPARISON: Skills found in the job description compared to skills found in your resume
ResumeJobRetailSalesStaffingTracking
InventoryTrainingVendor RelationshipsProviding Customer ServiceHigh-volume Customer
Service Management ExperienceBusiness PlansFinancial ResultsP&I
Analysis0123456789Highcharts.com

Finding the match to the keywords is what can get you closer to the right company with the right cultural fit for your skillset and career goals. It is just like that feeling you get when you know you have found the perfect love match. The pieces of the puzzle just fit together. The yin with the yang.

We receive no type of affiliate reward for mentioning this software, but we do believe that the keyword-matching software at Jobscan can do wonders in helping you present your client as a potential employer's best candidate MATCH. Try it and let us know what you think.

mill@bestdigitalresumes.com

Top NRWA Social Media Posts-January

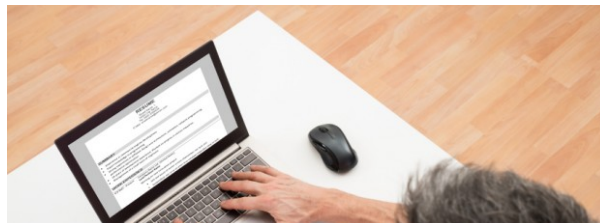
Our client's presence and demeanor can be sized up quickly in an interview. It's the career or interview coaches job to help their clients make a good first impression:

A Harvard psychologist says people judge you based on two criteria when they first meet you

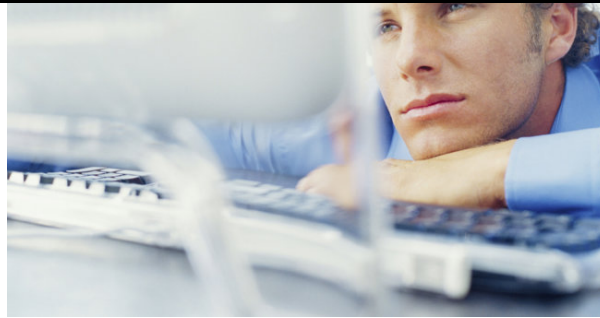


How are your storytelling skills? Any opinions on this predicted trend?

2 Resume Trends for 2016



For our clients = **Don't Lose Your Patience While Job Hunting**



New & Returning Members

Welcome to our **18 new and 43 returning members** for the month of **January!** Feel free to introduce (or reintroduce) 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.

18 New Members, Welcome!

Adebayo Adekola, CareerService, Utrecht, Netherlands

Sundee Carr, Missoula, Montana

Nichole Jones, Burke, Virginia

Frost Krist, Datatype Inc., Hebron, Connecticut

Vanessa Cogdell, Fish Out of Water, Fayetteville, North Carolina

Lauren Hopkins, Johnston, Rhode Island

Robin Burris, Grand Rapids, Michigan

Joy Coleman, Lake City, Florida

Joline Noel, The Write Enhancers, Plantation, Florida

Ana Lopez, Walnut, California

Tracey Jerdine, Chicago, Illinois

Jodie Getter, FastTrack Service and Solutions, Coral Springs, Florida

Lucie Yeomans, Sick Résumés, Scottsdale, Arizona

Ban Phung, Hauula, Hawaii

Crystal Buck, Missoula Job Service - Palmer, Missoula, Montana

Amanda Marcaccio, Office of Rehabilitation Services, Providence, Rhode Island

Brittney Daley, Newport, Rhode Island

Daphne Nolte, Gig Harbor, Washington

Jennifer Schulte, The Résumé Architect LLC, Howell, Michigan
Gordon Walter, ReliableResumes.com, Saint Charles, Missouri
G Marquis Ouattara, Marquis Résumé Services, LLC, Everett, Washington
Emily Salazar, St. Edward's University, Austin, Texas
Mindy Thomas, Thomas Career Consulting, Media, Pennsylvania
Carol Adams, Ideal Resumes, LLC, Lafayette, Louisiana
Sarah Jewell, A Remarkable Résumé, St Augustine, Florida
Valerie Ramos, Upscale Résumé Services, Woodbridge, Virginia
Nancy Rozum, Moon River Writing & Resume Services, Commerce Twp., Michigan
Annette Richmond, Career-intelligence Resume Writing & Career Services, Norwalk, Connecticut
Ashley Watkins, Write Step Resumes, LLC, Moody, Alabama
Jeff Berger, TopResume.com, New York, New York
Louise Kursmark, Best Impression Career Services, Inc., Boston, Massachusetts
Jeanne Rademacher, Training Initiatives, Inc., Port Orange, Florida
Melanie Noonan, Peripheral Pro, LLC, Woodland Park, New Jersey
Roslye Geuss, Fulfilling Futures: College.Course.Career, Rhinebeck, New York
Douglas Barnes, Barnes Global Consulting, Miami Shores, Florida
Jen Miller, NeedSomeoneToBlog.com, Fountain Valley, California
Bob Janitz, Bob Janitz Résumé Writing and Career Services, Euless, Texas
Kim Braatz, Beaver Dam, Wisconsin
Lisa Ferguson, West Bend, Wisconsin
Danielle Savage, ParisResumes, Paris, France
Terrence Carter, Carter Innovations LLC, Huntsville, Alabama
Edward Weirauch, Weirauch Career Coaching, Wilmington, Delaware
Debra Ann Matthews, Let Me Write It For You: Job-Winning Resumes, Clarksville, Tennessee
Paul Freiburger, Shimmering Resumes, San Mateo, California
Wendi Weiner, The Writing Guru, Miami, Florida
Marcia Baker, MARK of Success, LLC, White Plains, Maryland
Anne Kern, ReachHire Resume Service, Waterford Township, New Jersey
Stephanie Staff, Resumes With Results, Glenmont, New York
Katrina Brittingham, VentureReady LLC, Upper Darby, Pennsylvania
Virginia Franco, Virginia Franco Resumes, Matthews, North Carolina
Carol Camerino, Job Seekers - Looking For The On Ramp, Chester, New Jersey
Brenda Bernstein, The Essay Expert LLC, Madison, Wisconsin
Jada Willis, Willis Professional Services, Columbia, South Carolina
Lorraine Beaman, JLB Career Consulting, Davis, California
Kimberly Schneiderman, RiseSmart, South Orange, New Jersey
Michelle Dumas, Distinctive Career Services, LLC, Sanbornville, New Hampshire
Donna Tucker, CareerPRO Résumé Center, Phoenix, Arizona
Shauna C. Bryce, Bryce Legal Career Counsel, Annapolis, Maryland

Karen Silins, A+ Career & Resume, LLC, Kansas City, Missouri

Affiliate Spotlight | Experience Works



Experience Works – Aging With Dignity and Purpose

Marietta was a technology professional in Oregon making a good salary and having a pretty good life. All that changed when first her daughter died suddenly, and then her son-in-law died six months later – leaving her to become a full-time grandparent. As they spent down savings, Marietta looked forward to the time when her grandson started high school, so she could return to the lucrative work she once did. But by that time her skills were outdated, the economy had tanked, and though she tried, she couldn't find a job doing anything to prevent them from being on the brink of homelessness. Fortunately, when she poured out her story to an employment counselor at the workforce center, she was referred to the Experience Works Senior Community Service Employment Program (SCSEP), which had immediate openings, and Marietta's life took a turn for the better almost immediately.

The SCSEP is a stepping stone to employment for low-income individuals 55 and over and Experience Works has been assisting older people age with dignity and purpose for over half a century. The organization was then known as Green Thumb, and it became the first to pilot the program as part of the War on Poverty in 1965. Now, the organization serves nearly 15,000 older workers in over 1,300 countries throughout 30 states and Puerto Rico. Traditionally, Experience Works has excelled in service to rural communities where older people tend to be isolated, opportunities are scarce, and challenges are numerous.

The SCSEP has a dual mission of community service and employment. Qualified individuals first determine their job-related skills and interests using a program called *JobReady*, then meet with staff Employment and Training Coordinators. Next, they develop a plan, which includes assignment to a community agency to practice and upgrade their skills, for which they are paid minimum wage for about 20 hours a week. Additional services provided to clients include computer and other skills training, job clubs, referral

workforce.

Writing résumés, learning how to apply for jobs online, and communicating with employers are a big part of helping SCSEP clients succeed in the job market. Experience Works looks forward to partnering with members of The National Résumé Writers Association to assist clients in showcasing their skills and abilities in ways that will accentuate their positive attributes and get them noticed as valuable applicants. To learn more about Experience Works and JobReady, visit, www.experienceworks.org, Facebook, and Twitter.

As for Marietta – she got a job and is on her way to a better life for herself and her grandson. To learn more about Marietta’s struggle and another client’s story of life-changing opportunities watch this YouTube titled, ***A Better Tomorrow***.

Experience Works programs improve the lives of low-income older workers. We began in 1965 as Green Thumb, a rural demonstration project that provided work for poor farmers, and have grown to become a leader in helping older adults develop skills to secure employment and break out of poverty.

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