

Dear <<First Name>>, This edition of The NRWA newsletter is jam-packed with industry news, education, and **Join Facebook Groups - A Creative Method for Marketing Your Résumé Writing Business**

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The NRWA April 2016 Newsletter

Writing Excellence: Moving from Mediocre to Magnificent!

Do you want to strengthen the quality and content of the résumés and cover letters you write? New and experienced business owners, college career center and workforce investment staff, and those who work in military transition centers will all benefit from the course. The only prerequisites are an understanding of basic résumé and cover letter fundamentals, a willingness to accept and apply critical feedback, and a desire to move one's writing skills from mediocre to magnificent.

Only two spots left for the session that **starts June 14!**

[Click Here to Register](#)

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Follow The NRWA



**The NRWA Conference
Annapolis, MD
September 21-23 2016**



This year's conference lineup is so power-packed with great speakers, ideas, and **NEW** town hall style sharing sessions that you won't want to miss it!

Keynote speaker Jan Spence will kick things off with her session, "Goal Setting Does Not Work: Dare to Be Different," challenging us to work with and coach clients in new ways.

Want writing tips? Perfect! Hone your craft with sessions that will provide up to 10 CEUs toward the NCRW designation. And of course, you won't want to miss out on the fabulous sunset cruise in Annapolis' famous harbor aboard a schooner!

Set sail with fellow colleagues (and friends) for an exciting and challenging conference that will help you grow your business, your network, and your knowledge!

[Hotel Accommodations](#) [Conference Agenda](#) [Activities](#)

[Register for The 2016 NRWA Conference](#)

May Webinar

Tap Into the Growing Tech Market

One CEU will be awarded for this webinar



Ruth Pankratz | Gabby Communications

Are you prepared to help technical professionals overcome challenges by communicating their business value and differentiating them in the marketplace? According to the U.S. Department of Labor, the technical profession is one of the fastest growing fields. What we know is that it's very difficult for technical professionals to put into words exactly what they do.

In this webinar, you will learn how to...

- Effectively collect your client's technical content by asking key questions, translating technical terms, and creating powerful content.
- Quickly locate resources to understand technical terms so that you can approach these projects with confidence.
- Implement techniques that align your client's content with their job aim, section-by-section, regardless of their professional level.
- Create résumé formats that showcase technical experience and value, including positioning certifications, patents, white papers, publications, and more!

* One CEU will be awarded for this webinar.

* Can't make the live webinar? No worries... All webinars are recorded and links are distributed to registrants within 24-72 hours.

[Register Here](#)

Free June Webinar

The Fridayd Factor: What It Means for The NRWA Members & Clients

Thursday, June 2nd, 2015

11:30 a.m. – 12:30 p.m. EST (1 hour)

Fridayd can help grow your business. It means more referral résumé-writing work for you. Plus, you can increase your income by referring your job-seeking customers to Fridayd. Discover how to leverage this new partnership to your advantage – and help your customers optimize their job search too.

The NRWA's new partnership with

You craft glowing professional résumés for your clients. Fridayd takes over where you leave off and is helping job seekers in a way no other job search solution-provider has.

During this one-hour webcast, presented by Fridayd's Chief Marketing & Customer Officer, Theresa Lawrence and Vice President of Sales, Alex Lieske, you will learn:

- What Fridayd is, how it works, who is using it, and how it impacts users
- How Fridayd can help generate more business for you
- What income-generating potential you can expect

search results. But that's not all! Fridayd serves as the job seeker's virtual assistant, taking on the monotonous, time-consuming tasks of uploading résumés, completing job applications, tracking search efforts, and even recommending networking contacts. See how this unique approach is saving job seekers an average of 40 hours per month.

[Sign up for the webinar](#) and find out how Fridayd can not only help your business but also enable you to help your clients find their dream jobs.

Upcoming Webinar

Ruthlessly Edit Your Way to Powerhouse Precision Bullets

*Qualifies for 1 Continuing Education Credit

Save the Date and Join US for this fun hour of education!



Deb Dib, **Executive Power Brand**
Friday, June 17th, 2016
11:30 AM – 12:30 PM EST (1 hour)

Ruthlessly Edit Your Way to Powerhouse Precision Bullets, originally scheduled in April, will take place on June 17. Those who were previously registered do not need to re-register. We will simply send an email reminder with the sign in information.

If you are not yet registered and would like to sign up for this webinar, you can do so [HERE](#).

And yes! The webinar will be recorded and distributed to all registrants within 72 hours after the webinar.

Executive Greeting-Dawn Rasmussen



The NRWA Conference is Set to Be One You Won't Want to Miss!

I've been very honored to be working with our fantastic Conference Program Committee who have designed a great conference. This team has drawn from member ideas, interests, and educational needs to create a jam-packed opportunity to learn new skills, ideas, and concrete takeaways to improve your business and how you serve clients.

Well-known master writer Wendy Enelow will be providing a "roll-up-your-sleeves" preconference workshop focused on writing (4 credits) that gives participants the tools they need to know how to improve all aspects of their content and writing development.

Immediately following, our keynote speaker, Jan Spence, will kick things off with our opening session, "Goal Setting Does Not Work: Dare to Be Different!" I personally am excited to hear how to change how I coach clients in approaching their goals and how I might shift my own business goals as well!

Don't miss the exciting writing, job-search strategy, business operations, career center, and new-business-owner sessions that have been designed for you. Sign up today!

For an overview of conference sessions or to download the entire conference details, please visit: <http://www.thenrwa.com/Agenda-Preview>

Dawn Rasmussen, Conference Chair

[Register for The 2016 NRWA Conference](#)

What's Happening with the New Business Owners Industry?



By: Michelle Robin
Director, New Business Owners Industry

Our next quarterly call will be in June. Wendi Weiner and I have yet to set a firm date, but we'll let you know as soon as we do. And speaking of Wendi, she got married on May 15th, so on behalf of all the new business owners, I want to wish her congratulations.

Many new business owners have achievements to celebrate during the second quarter of 2016.

Jada Willis, Willis Professional Services, Columbia, SC, recently joined the Forbes Coaches Council and was selected by the *South Carolina BlackPages* as one of the Top 20 Under 40 Business Leaders.

Ros Geuss, Fulfilling Futures, Rhinebeck, NY, earned her Global Career Development Facilitator Certification from the Center for Credentialing and Education/National Career Development Association.

Holly Genser, HollyGenser.com, West Palm Beach, FL, finished her e-course, “**4 Critical Mistakes that Stop You from Getting Interviews—and How to Fix Them.**” She also is making strides in her business with a second subcontracting contract and new coaching and résumé clients of her own.

As for me, April was my biggest month yet on this crazy entrepreneurial adventure. And, I have recently decided to take another step in staying healthy and am writing this article from my stand up desk. I highly recommend the Veridesk as it sits on top of your regular desk and easily adjusts from sitting to standing positions.

Michelle Robin,
Director, New Business Owners Industry

**Join Facebook Groups - A Creative Method
for
Marketing Your Résumé Writing Business**



By Dr. Heather Rothbauer-Wanish | **Feather Communications**

Whether you have been in business for one year or 20 years, marketing your résumé-writing services is a requirement. We have all had the peaks and valleys of being too busy and then not having a client. If you are consistent and targeted with marketing your services, the highs and lows of business can be more even.

Although I have been in business since 2008, my full-time focus started in 2014. I quickly realized that my website and word-of-mouth referrals were my strongest source of new clients. However, with a business background, I also know that gaining new clientele is a key to future success. Staying top-of-mind is vital for repeat business and ongoing referrals. Because I don't have a million-dollar budget (and most of you probably don't either), I'm sharing one of the new ways that has helped me propel my business forward—without breaking the bank.

Join Facebook groups. After researching the value of Facebook groups and already knowing the power of social media, I knew that joining the right groups could offer an entirely new client base. My Facebook business page is very active and I consistently post once or twice daily. This is important to establish your brand and show others the unique proposition of your business. It also allows people to peek at your personality and understand you—as the face of your business.

However, I have now joined Facebook groups. These groups are where my ideal client is located. These are groups targeted toward new job opportunities. I have joined eight groups thus far, including one in Bismarck, North Dakota, another in St. Louis, Missouri, and another in the Twin Cities. (For reference, I am located in northern Wisconsin). These are all large groups with 3,000+ members and an active presence.

Every single day—multiple times per day—businesses in these areas post job opportunities and individuals also post the work they are seeking. So, what do I do in the group? It's simple—AND NOT SALES-FOCUSED. I post one résumé tip per day. That's it. I post the tip and then have utilized three hashtags, including #drheathfeather #feathercommunications and #resumetips. This shows my expertise to everyone in the group and also has the name of my business in a secondary manner—without being pushy. So far, I have gained two clients from this. And, I've also received numerous compliments

It's a new marketing world. Remember that marketing doesn't have to cost a fortune—the Facebook groups are free. While it does take some time to set up the posts, I now have a spreadsheet with my tips outlined for each week and I simply cut and paste these daily. Engaging new customers via this method is personal and targeted—while demonstrating your skills and enhancing your business profitability.

New & Returning Members

Welcome to our **19 new and 36 returning members** for the month of **April!** 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.

19 New Members, Welcome!

Mir Garvy, Job Market Solutions, LLC, Clayton, North Carolina
Gale Gust, Amery, Wisconsin
Elizabeth Macdonald, Phoenix, Arizona
Erika Stanton, Melrose, Massachusetts
Paul Felshaw, Deseret Industries, Murray, Utah
Andrew Greenstein, Clermont, Florida
Torrese Junior, Defense Contract Management Agency (DCMA), Greenfield, Wisconsin
Ursala Smalls Luttrell, Atlanta, Georgia
Wende Gaikema, Second Start Coaching, Katy, Texas
Tawana Wood, CountrysBestResumes.com, Elmont, New York
Matthew Fertitta, Reisterstown, Maryland
Katrina Jordan, Cincinnati, Ohio
Alejandro Gonzalez, GOJOB, Mesquite, Texas
Alysse Metzler, Career Innovations, LLC, Orlando, Florida
George Tshibula, Flushing, New York
Christy Donner, Innovative Strategies Coaching & Resume Services, Grain Valley, Missouri
Sheena Brockington-Taylor, Baltimore, Maryland
Maureen Farmer, Word Right Career & HR Consulting, Dartmouth, Nova Scotia, Canada
Sie Clay, Irondale, Alabama

36 Returning Members. Welcome Back!

Gregory W. Bridgeman, Military Resume Exchange, Hopkinsville, Kentucky
Orinthia Marks, Oakville, Ontario
Gulnar Mewawala, The Emphatic Resume, Voorhees, New Jersey
Michael Fox, Expert Resumes, Mcleansville, North Carolina
Lawrence Nevins, Danville, Alabama
Logan Wimer, Tucson Gerontology Life Skills and Coaching LLC., Tucson, Arizona

Robyn Feldberg, Abundant Success Career Services, Frisco, Texas
Corelyn Diaz, Unlimited Integrated Professional Services LLC., Middleburg, Florida
John Weiss, Atlanta Résumé Service, Atlanta, Georgia
Latoya Raymond, Branding Resumes, Red Oak, Georgia
Susan Barens, Wake Forest University, Charlotte, North Carolina
Robert Linderer, RJL Resume Writers & Career Advisors, Crystal City, Missouri
Karen Reiff, HRDS, LLC, Haslett, Michigan
Yvonne, Williford, , Oask Harbor, Washington
Karen Bartell, Best-in-Class Resumes, Massapequa Park, New York
Linda, Parker, Résumé Writer USA, North Las Vegas, Nevada
Cassandra Beh, Minneapolis, Minnesota
Deanne Arnath, Career Wizards, Inc., Mansfield, Texas
Charmaine Pocek, Houston, Texas
Cheryl Wingert, College of Charleston, Charleston, South Carolina
Loralyn Hamilton, The Quantum Quill, Edmond, Oklahoma
Joel Quass, Good Management Is Not, LLC, Stanardsville, Virginia
Emily Fitzpatrick, Recruiters International, Inc. (RII), Pembroke Pines, Florida
Kathy Keshemberg, A Career Advantage, Appleton, Wisconsin
Melissa Barberree, hireThink, El Paso, Texas
Douglas, Kiracofe, Galen Michaels & Associates, Grand Blanc, Michigan
Cassie Olson, Career Confidence, Colorado Springs, Colorado
Jenn Phalen, Billings Job Service, Billings, Montana
Drew Roark, DrewRoarkCPRW.com, Clarksville, Tennessee
Daniel Chahbazian, Your Résumé Services, East Norwich, New York
Lisa Hebert, LMH Advisors, Inc., St. Louis, Missouri
Tess Taylor, HR Knows, Endicott, New York
Vincent Fulco, N/A, Minneapolis, Minnesota
Brittany Banks-Ward, Ward Resumes, San Diego, California

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