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The NRWA Connection December 2016



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Board Member Greeting



**Steve Bouchard, CCMC
President**

years serving this industry, the momentum created by our team of volunteers could not be stronger. Last month, we announced a major change in the way our association will be managed moving forward, and next month, we will launch our new website. We have also implemented some technology to help our Board members better communicate, track activity, and collaborate on various projects. I have to say that I am very excited and enthusiastic about the ongoing conversations and plans in the works for 2017. Our incoming Board members for 2017 are full of energy and ready to deliver another great year of professional development, networking, member value, and perhaps most exciting of all – a great commemorative 20th anniversary conference experience!

I, like many, enjoy spending this time of year looking back on the past 12 months to assess both my personal and business performance. I like to identify what goals I have achieved, where I have fallen short, and what new opportunities are available to pursue in the coming year. I also find that this is a great time of year to get organized and invest in personal and/or professional development. It's a great time to invest in one or more of our archived webinars or consider enrolling in the January session of the Writing Excellence training program. I have already mapped out the investments I plan to make in 2017 and can't wait to jump in when the new year starts!

As you plan your goals and activities for 2017, I challenge you to explore the many opportunities available to serve The NRWA. There are many different ways to get involved, through committee work, Board positions, and many other special projects and initiatives. Volunteering is a great way to meet others in the industry, learn new skills, build your credibility, and give back to our great community of professionals.

Whatever you have planned for 2017, I wish you great success!

Creating A Stronger Online Presence For Your Résumé Business

Wendi M. Weiner, *JD, NCRW, CPRW, CCTC, CCM*

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Very recently, I had a prospective client tell me, "I decided to go with you because of your strong online presence on all social media channels." Ordinarily, clients hire me because of my credentials, but this client's statement resonated within me. I have a very active online presence on all social media channels: LinkedIn, Facebook, Twitter, and Instagram. That comment told me that this prospect did not just read my reviews, website information, or LinkedIn profile, but instead, took things a step further by looking at my entire online presence.

leaders and online news publications that constantly feature top career tips. I have been invited to “Twitter Chats,” which have resulted in greater presence on Twitter, and these chats have enabled me to connect with a wide array of thought leaders. Additionally, I have had publications and journalists reach out to me by way of Twitter for feature articles and input on content. This is a great way to build a larger audience and boost your own visibility across digital media.

My recommendation is to begin sharing articles that you write and that other colleagues write to gain more traction and views for your own online presence. Retweet articles and “like” them to build good business relationships. A good rule of thumb is to use industry-relevant hashtags such as these: #resume, #career, #jobs, #jobsearch, #coach. Hashtags are a great way to gain attention and continue building your own audience.

Twitter is extremely powerful for marketing and growing your business. If you have any questions about using Twitter and best practices, please feel free to reach out to me.

Writing Excellence

Winter session begins January 26, 2017

Whether you are a novice résumé writer who wants to learn industry best practices and develop the skills to craft exceptional résumés and cover letters, or you are an experienced writer who wants to enhance your skills and attain the NCRW credential, this program is for you!

Don't let another year go by wishing you had done more to refine your skills, command higher fees, increase your client referrals, and rise above the competition. Registration is limited.

Register Today!

New MS Word Training to Launch in 2017!

Beth Colley
Education Chair

I have heard several members over the past two years say, “We really need some training in MS Word.”

In mid-to-late February 2017, we plan to launch The NRWA member-only exclusive two-level training program that focuses on MS Word tools and functions for résumé writers.

Training Program Facts

- The program is broken into two levels—basic skills and advanced design skills.
- Each of the two program levels requires a minimum enrollment of eight participants and a maximum of 15 participants.
- Those who wish to register for Level II without completing level I must demonstrate Level I skills on a résumé, to the instructor’s satisfaction, before registering for level II.
- Each participant will receive a copy of Holly’s book, *The Essential Microsoft Word® Guide for Professional Résumé Writers*.

Level I, Basic Typesetting for Professional Résumé Writers

Session 1: Tabs, indents, and placement of dates and other key information.

Session 2: Bullets and symbols; indenting bulleted text.

Session 3: Paragraph and line spacing.

Session 4: Page and section breaks; headers and footers.

Session 5: Removing document properties and proofing marks; small caps, shortcuts, and putting it all together.

Level II: Decorative Elements for Beautiful Résumés

Session 1: ATS considerations for graphics; borders and shading.

Session 2: Creating and using text boxes; adding and positioning photos and images.

Session 3: Columns and tables.

Session 4: Setting one-click styles.

Session 5: Charts and graphs.

Session 6: Charts and graphs continued; putting it all together

To get the most out of this program, live participation is strongly encouraged. This is a “high-touch” course complete with homework assignments, critiques of participants’ work, troubleshooting, and expert instruction. Participants who register for both level courses at the same time will receive a discount on the total combined investment. Watch for additional information in January on program curriculum, dates and times, course fee and registration.

Featured Affiliate Partner - Yooniko



Get New Clients | Increase Profits | Save Time | Improve the Lives of Millions

- Looking for a steady pipeline of new clients?
- Wondering how you can create a loyal base of repeat clients who buy multiple products/services from you?
- Want to differentiate yourself from the competition by offering value-added products and services to increase profits?

Yooniko is a marketplace designed for coaching and mentoring services providers. It is a powerful **Customer-Acquisition and Service-Delivery Platform** for résumé writers and career coaches, to not only connect with and seamlessly manage clients, but also save time and money by offering an integrated workflow for handling all administrative aspects of the business.

Yooniko offers the following:

- **A Marketplace** for connecting potential clients with professional service providers.
- **Online scheduling and appointment** tools for booking convenient consultation slots.
- A choice of **text, audio, and video chats** for close collaboration with clients.
- Simple and **intuitive activity dashboard** to keep track of tasks assigned to clients.
- **Integrated document management** and **information repository** for sharing documents and files.
- One-on-one and group coaching capabilities.
- A powerful **analytics and reporting** engine to track client interactions.
- **Automated billing and payment** system to ensure you are paid appropriately for your time, effort, and expertise.

Benefits:

- **Affordable and Intuitive** - No up-front investment and complex installation requirements; you can set up and use the platform within a few minutes.
- **Increased and stable revenue stream** – Spend time with clients rather than sales activities (more face-time and less chase-time).

Early Adopter Benefits: (limited time offer)

- An opportunity to be a part of a pre-revenue/pre-IPO technology company (a select few may be entitled to participate in our **Partner Stock Option Plan**).
- Potential to earn additional fees through our **Partner Referral and Partner Relationships Programs**.
- Participation in our **joint marketing** programs to increase your visibility and presence.
- Unique chance to be part of an **elite advisory group** that actively shapes product direction and growth of the company

For more information or to request a demo, please email Ajit@Yooniko.com

Welcome to the Newest Nationally Certified Resume Writers

Congratulations to:

- Brooke Fisch, NCRW from Darien, CT
- Ellen Steverson, NCRW from StartingBlock Career Services LLC in Summerville, SC
- Ashley Watkins, NCRW from Write Step Resumes, LLC in Moody, AL

For information on how to become an NCRW please visit <http://thenrwa.com/certification>

New & Renewing Members

Welcome to our **new and renewing members** for the month of November! Feel free to introduce (or reintroduce) yourself on our **Facebook page** or the **elist**.

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

New and Renewing Members

Berva Arensdorf, Tiffany Arrington, Bridget Batson, Freddie Cheek, Tammy Chisholm, Adelle Dantzler, Jasmin Forts, Amy Gleason, Jeanne Hanks, Caroline M. Jagot, Laurel A. Kashinn, Jeanne Knight, Edward Lawrence, Gail Martin, Igor Noskov, Anita Rentzel, Jason Stauffacher, Rachel Vander Pol, Mary Ann Victor, Julie Walsh, Angela

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