

The NRWA Connection January 2017



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Board Member Greeting



Michelle Dumas

Happy 20th Anniversary to The NRWA!

I can't begin to express what an honor it is to serve The NRWA as President during this milestone year.

Almost 20 years ago, not long after I had launched my professional résumé writing business, I was extraordinarily fortunate to learn of an amazing group of colleagues who had founded the world's first and only nonprofit, member-driven résumé writers' association.

Many of my most-admired industry heroes were members of the fledgling National Résumé Writers' Association, and as a new business owner, I just knew *that* was a group I wanted to be a part of. Looking back, joining the organization in 1997, and attending the very first conference in Chicago that year, were the two smartest business decisions I have ever made.

Today, at the start of our 20th year, we are a dynamic and growing organization with more than 600 members. All of our member benefits, programs, sponsors, and offerings are top notch! These include our NCRW certification (the industry benchmark for writing excellence), an outstanding annual conference, training programs, networking opportunities, regular webinars, and much more. Whatever else you have planned for the year and whatever your goals may be, I hope you will put exploring all the amazing opportunities and member benefits of The NRWA at the top of your list.

As we enter 2017, The NRWA's growth momentum is only increasing as a direct result of the incredible, dedicated team of our all-volunteer Board of Directors, committee members, and all the other volunteers who give generously of their time, creativity, and expertise to the organization.

We have so many exciting things planned this year—in-demand education programs, new member benefits, and a special commemorative 20th anniversary conference are just the start. Our volunteers are the lifeblood of the organization, and if you are reading this, please consider joining us when I put out the call for help with all these exciting initiatives. Your dedication, creative ideas, and leadership will have an unmistakable impact on the ongoing strength and vitality of The NRWA, well into the future.

While there are always challenges to overcome, and that is especially true as our organization grows and becomes more complex, we also have an exciting year ahead of us. I look forward to celebrating with all of you while working to continue the momentum that has positioned and solidified The NRWA as the leading organization for professional résumé writers and career experts!

How to Turn Website Visitors

Holly Genser, MA, CCTC

Why people leave websites and don't come back

When people visit your website, they're looking for the best provider for them. People like to buy from those they know, like, and trust. On the web, however, you're anonymous. Without a way to keep in touch, even if visitors to your site like what they see, if they're not ready to buy, they probably won't return.

How to build relationships with visitors

When you automate ongoing relationships with email, while writing in your own voice, prospective clients get to know you. Past clients remember you. To build these relationships, start with a gift that addresses a key problem your ideal clients have. Then, they'll want to provide their names and emails to receive it. Select a small slice of a common burning issue to address. For ideas, consider questions clients have asked you that are relevant or hot topics discussed in LinkedIn groups and other online forums. Then, create a short ebook, assessment, checklist, video, or template for visitors to download.

What you need

To send the download link and follow-up emails, use an email provider. Services that specialize in email comply with national and international email laws. Choose an email service like MailChimp, Constant Contact, AWeber, or MadMimi. They each have specific benefits. MailChimp is the easiest for newbies.

How to begin

After you establish a list and email template, write and schedule an automated series. Your first email welcomes newcomers and provides the link to download their gift. Your next several emails position you as an approachable, credible, and reliable resource. Then send new emails individually on a comfortable, regular schedule. When people on your list are ready to buy or refer someone else, they'll think of you.

What to say

Your emails should contain 80% valuable content and 20% service offers. If you automate all your emails, start with small offers, like low-cost ebooks and résumé reviews. These build trust and lead to larger purchases later. Following are some ideas for things you might market:

- Tips on various topics linked to your blog
- Invitations for a free consultation or review
- Invitations to local or virtual presentations
- Client success stories
- Discounts on services when business is slow
- Links to books and courses (yours or others')
- Reminders to update their résumé

You can do it

I went from knowing nothing about email marketing to developing strategies and writing emails for clients and for myself. I followed my email provider's directions and learned strategy through articles and courses. You can, too. If you want to save time, hire someone to set up your template and teach you how to use it. Either way, you'll soon boost your sales by keeping in touch with newcomers and clients alike. In the meantime, feel free to contact me with your email marketing questions.

Holly Genser, MA, CCTC, is a Certified Career Transitions Coach and Résumé and LinkedIn Profile Writer. With a knack for technology and a background in corporate training and copywriting, Holly also helps résumé writers and coaches easily streamline their specific writing and marketing tasks. As the instructor for the upcoming, members-only Microsoft Word® courses for The NRWA, Holly is also the author of **The Essential Microsoft Word Guide for Professional Résumé Writers**, which is 30% off for members of The NRWA. Contact Holly at Holly@HollyGenser.com, visit her website at <http://HollyGenser.com>, or connect with her on LinkedIn at <http://LinkedIn.com/in/HollyGenser>.

Flasback Facts

Bridget (Weide) Brooks**Director of Industry – Experienced Business Owners**

I'm a packrat. It's genetic. I come from a long line of packrats. But sometimes it comes in handy. I've been asked by several people within The NRWA to put together a series called "Flashback Facts." With the organization celebrating its 20th anniversary in 2017, it's a fun exercise to look back and remember key moments in The NRWA history as well as see how far our industry has come, while comparing job search techniques then and now. I've dug through boxes, dusted off binders, and resurrected digital files first created when floppy disks were still a thing. I'll be sharing historical tidbits with you throughout the year.

To start, here are some fun snippets from the Fall 1997 issue of *"Résumé Writers Resource,"* the newsletter of The NRWA when the organization started. (The NRWA began in February 1997.)

- The Nationally Certified Résumé Writer (NCRW) process was "officially launched" Sept. 4, 1997, with an initial cost of \$75. Nine résumé writers received the designation in the first year: Jan Campbell, Deborah Edwards, Pat Kendall, Sally McIntosh, Judy Madnick, Gloria Nelson, Phyllis Shabad, Kathy Vargo, and Marty Weitzman.

of Ontario, had joined. There are currently 8 Canadian members, plus résumé writers in Australia, Nova Scotia, France, Greece, and other countries. As of December 2016, the NRWA had nearly 600 members.

- The more things change, the more they stay the same. In an article titled, “Insider Hints for the New Grad,” Wayne M. Gonyea writes, “Have two résumés written. You need the traditional résumé designed for viewing by the human eyes of hiring agents. You also need an electronic résumé designed specifically for electronic processing, database searching, scanning, and retrieval by computers before being seen by those human eyes. This electronic résumé must meet standards as critical as the traditional version, with emphasis placed on keywords, skill sets, formatting, and brevity.” Sound familiar? Yesterday’s “electronic résumé sounds a lot like today’s “ATS-friendly” résumé — and we’re still creating eye-catching, offline résumé versions to hand to hiring managers.
- And yet some things are very different. Steve Burt, of Résumé House, talked about an add-on to his services in his article, “Build Your Business by Doing Free Work!” He wrote, “My standard résumé package also includes an initial printing of 25 copies of the résumé and an unlimited number of future copies (up to 25 free copies per week).” I don’t know about you, but I stopped offering laser prints of résumés in about 2010.
- The NRWA membership dues in 1997? \$70. Today? \$175.

Next time in “Flashback Facts”: “Is It Time to Throw Out Your Fax?” The NRWA website adds a new feature (but you won’t be surprised they were also doing this), and results from the “Pricing Panel” at the 1998 NRWA Conference.

Bridget (Weide) Brooks is the editor of the Résumé Writers’ Digest newsletter and the founder of BeAResumeWriter.com. Her NRWA membership dates back to 1999, the year she attended her first industry conference. Coincidentally, Bridget’s company, Image Building Communications, also celebrated 20 years in business in 2016. She and her now-husband, Jon, founded the business after their graduation from the University of Nebraska at Omaha.

Special Announcements!

New Exclusive Benefit for Members – Wisdom Wednesdays

Everything old is new again, right? In celebration of our 20th anniversary as an organization, we are excited to announce our new Wisdom Wednesday program. The NRWA always takes pride in the quality of educational content we provide. As technology evolved, we transitioned to educational

For 2017, we have dusted these teleseminars off and found some gems among them, with many of the recordings providing evergreen content with lasting value to our members. Watch the e-list and our member-only Facebook group for announcements as we periodically release these recordings as a free benefit to our members. When each new recording is released, it will also be posted on the member-only section of our website. Enjoy!

Volunteers Needed!

Board of Directors – Technology Chair

Do your friends and colleagues ask you for advice on their websites? Do you love messing around with WordPress just for fun? If you answered yes and consider yourself somewhat technically savvy, we need your help! We have an opportunity for you to become a part of The NRWA's amazing leadership team in the role of Technology Chair.

This is a volunteer position and an 8-10 hour per-month commitment that involves providing maintenance and technical support for our website, webinars, and other technologies that support our member services and communications. We will also look to you for leadership in recommending improvements and technologies that add value and enhance member experiences. It is an important role and if you are thinking that you might be the right person for the job, we want to talk with you!

For more information, or if you are interested in volunteering for this important role, please contact Michelle Dumas, The NRWA President at president@thenrwa.com

Member News - New Business Owners

Wendi Weiner, Director of Industry - New Business Owners

Kate Madden of Fresh Start Careers had two cover letters published in *Modernize Your Job Search Letters* (Wendy Enelow's and Louise Kursmark's newest book); launched three new service platforms (including the NRWA resume database/profit sharing system); earned an international award (Beta Gamma Sigma); and published an article with her alma mater about one of her other novel platforms, *JerseySummerJobs* (with a distribution list for over 40,000 alumni!).

Michelle Robin of Brand Your Career had four cover letters published in *Modernize Your Job Search Letters*. In December, she presented a résumé writing workshop for the Project Management

Lastly, Michelle is excited to be Director of Marketing for the NRWA this year.

Holly Genser is teaching the upcoming Microsoft Word Essentials course series for The NRWA, starting the end of February. Additionally, she had her highest income thus far in the last two months.

Adelle Dantzer of Fed Jobseeker received a Certificate of Appreciation for developing/teaching a 12-week career services curriculum with a business partner at the Virginia Department of Juvenile Justice Correctional Center at Beaumont. She also received the following professional certifications during the last half of 2016: MBTI® Certified Practitioner, FIRO® Practitioner, and Emotional Intelligence Facilitator (EQ-i2.0).

Annette Richmond of Career Intelligence is excited to be speaking at the National Association of Workforce Development Professionals Annual Conference taking place May 22 through May 24, 2017, in New Orleans. She will be presenting a session on LinkedIn.

Certification Corner

Kimberly Schneiderman, Certification Chair

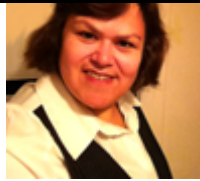
The Nationally Certified Résumé Writer (NCRW) is a prestigious and hard-earned credential. The NRWA currently has 54 members that have attained the NCRW credential! This is an awesome number that we hope to increase during 2017.

Attaining certification is no easy feat. The rigorous standard of the NCRW was built and is maintained throughout the years to truly define excellence in résumé writing. If you are considering pursuing certification, we recommend that you review the study guide thoroughly, reach out to one of the 54 certified writers to talk with them about their experience with the process (no sharing of materials please!), and remain open to the feedback of the graders throughout the process. The process is meant to be educational and help you develop as a writer.

One way several of our members have advanced their writing expertise is by investing in the Writing Excellence program led by Norine Dagliano. The winter session will launch on January 26 and we are excited to see the results! If you want to know more about the Writing Excellence program click here:

<http://www.thenrwa.com/writingexcellenceprogram>

Volunteer of the Month - Mill Montejo



Mill Montejo
The Talent Mill
Clifton, NJ

This year we are starting a new initiative to honor the volunteers who are the lifeblood of our organization. Without their hard work, there would be no annual conference, no online community (Facebook or the elist), no graders for the NCRW exam, or anything else that makes membership truly valuable.

This year's first recipient of Volunteer of the Month is Mill Montejo. Since 2013, Mill has been managing our social media presence to help bring more attention to The NRWA for both members and the public. Most recently, she has been working on our Facebook group's guidelines and promoting the most recent Writing Excellence program.

We sat down with Mill and asked some questions about her involvement with The NRWA, and this is what she had to say.

How did you first get involved with The NRWA?

When I left corporate America and my fleet management/recruiting/HR admin roles in April 2011, I immediately started researching alternate ways to make a living from home. I may have come across Bridget Weide Brook's website and then The NRWA. I registered with The NRWA as a member and within a very short time, Marie Zimmenoff reached out to me about serving as the Education Chair.

I was excited about being able to use my technical knowledge to help The NRWA grow as an organization. Unfortunately, I wasn't able to commit fully to the time required for that position. So, I continued to serve in what I felt was more doable for me as part of the Marketing Committee, handling the organization's growing social-media presence.

What do you enjoy most about volunteering/coordinating our social-media efforts?

I personally enjoy working with colleagues to share industry information and trends, so we can all use this information to stay competitive and help our businesses thrive. I am also a huge believer in learning by actually doing.

The fact that I have been able to be the "Social Media Manager" for The NRWA has helped me improve in that area so much that I now feel confident enough to advertise the same services to local businesses who are interested in branding and increasing their visibility via social media.

I think that as technology advances seep into every area of life, we will see it affecting résumé writers, as they may have to shift to writing more online-type career documents. This will require using different fonts that look better on a computer. I also think our members have an opportunity to introduce new services within their businesses, for example, developing LinkedIn profiles as more people realize they should be on the platform. And with video résumés and interviews becoming more prevalent, there will be business opportunities for career coaches to offer interview practice. I already see many more people getting hired without using a traditional résumé.

What do you wish others knew about the benefits of getting involved with The NRWA?

When I joined The NRWA, I immediately began to witness the camaraderie within the Yahoo elist and the generous sharing of information to help new members succeed. If you've had to leave the regular 9-to-5 workplace, and you've decided to start your own résumé-writing business, then The NRWA members will definitely make you feel like you work in one big cooperative office space, similar to that in use in big work hubs today. You will be a “solopreneur with a tribe.”

What do you do when you aren't working or volunteering?

When I am not writing résumés or LinkedIn profiles, or volunteering for The NRWA, I volunteer for progressive causes drawing cartoons, and graphics for posters, banners, and logos. I translate graphic images from English to Spanish for use in political campaigns and ads. I maintain computers for local clients in North Jersey, removing malware and viruses by visiting them at their homes or businesses or working on their computers remotely.

Time off? Who's got time for that? I'm always busy, but when I absolutely disconnect it's either at the dog beach in Manasquan, NJ, with the wife and pooch, or the pool out back, or by taking day trips (since we live in an area that has everything at our fingertips).

New and Renewing Members

Welcome to our **new and renewing members** for the month of December! 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

Carol Adams, Douglas Barnes, Arnold Boldt, Jeanne Boulet, Jacqueline Butts, Brenda Cunningham, Pamela Davidson, Christine Dennison, Arnie Fertig, Kathi Fuller, Roslye Geuss, Byron Goynes, Ann Haehn, Scot Hulshizer, Lisa Jones, Suzanne Krupica, Louise Kursmark, Monica Milano, Frank Mintken, Kara Molesworth, Vicki Oehring,

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