

# The National Résumé Writers' Association



*Setting the Standard for  
Excellence since 1997*

**NEW MEMBER KIT**



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The NRWA New Member Kit contains a wealth of information, benefits, and resources to help you get acquainted with all the membership benefits we offer. You can also find more information in the Members Portal of our website at [www.thenrwa.com](http://www.thenrwa.com).  
We look forward to having you as a member!

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# WELCOME TO THE NRWA

*The National Résumé Writers' Association is the only nonprofit, member-driven résumé writers' organization in the world. Our mission is to increase the visibility of the industry, encourage ethical practices, promote excellence, and raise industry standards through peer marketing and training.*

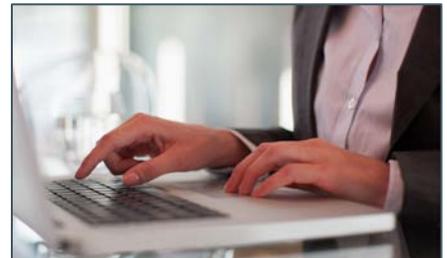


## Membership Highlights

The NRWA offers the Nationally Certified Résumé Writer (NCRW) credential, member development, and training, including webinars, quarterly calls, comprehensive résumé-writing programs, and a 3-day annual conference held each fall in various cities across the U.S. – with opportunities to showcase your expertise or business products and services as a sponsor, vendor, or speaker. Members also enjoy special offers and benefits through our strategic alliances and affiliate partners.

## Stay Connected

As an NRWA member, you're already signed up for our monthly e-newsletter and weekly emails. You can also access our Members Portal at [www.thenrwa.com](http://www.thenrwa.com), join our NRWA-list, and connect with us on LinkedIn, Facebook, Twitter, Instagram, and other social media platforms. If you need support or advice, don't hesitate to reach out to our board members – they're always ready to help!



## Looking Ahead

Now at more than 500 members, the NRWA continues to innovate, grow, and evolve due to the efforts of our dedicated Board of Directors and members who have selflessly committed to continuing the vision of the early members of the NRWA. We're delighted to have you onboard and we welcome your contributions to our unique and dynamic member-driven organization!



# NRWA LEADERSHIP & MEMBER CONTACTS

## *A Message from our President*



Welcome to the NRWA, an organization committed to your success. As a non-profit, member-driven association, each decision made, and program launched is based on a commitment to helping members achieve their professional and business goals. Whether you have joined because you want to connect with other writers or improve your skills or build a business or any combination of those goals, you will discover the NRWA provides opportunities for growth in each of these areas.

Many of our NRWA members will tell you their membership is one of the best investments they ever made. I am one of those members. Fourteen years ago, I thought I wanted to be a résumé writer, so I attended an NRWA conference. Since that first NRWA experience, the certifications I have earned, the network I have built, and the skills I have developed as the result of my membership have been key to my success as a career professional.

It can be challenging to know how to make the most of your membership. I encourage you to start by exploring the NRWA website. Discover the social media, webinars, and certifications available to you. Take the time to create your profile. As a member you can be on a searchable data base available to members of the public looking for a writer.

The NRWA is governed by a board of elected and appointed members. As a member you will be invited to vote for the elected board members. If you feel you would like to become involved in governance, there is room for you on a board committee or task forces.

One of the highlights of our year is the annual conference. It is a merging of opportunities to meet other writers, improve skills, and develop business strategies. This year we will be meeting September 13-15, in New Orleans.

If you have questions about any of the NRWA programs or activities, do not hesitate to reach out to your Director of Member Services. They are part of the membership team that is dedicated to helping you become an active member of the NRWA.

Sincerely,

Lorraine Beaman  
2020 President, NRWA

# NRWA LEADERSHIP & MEMBER CONTACTS

## *Meet the Executive Board*

### **Kathi Fuller, NCRW, President-Elect**

Since joining the NRWA in 2015, I have improved my skills as a résumé writer, become a more effective business leader, and connected with an amazing group of colleagues who tirelessly support one another and selflessly share their extensive knowledge and skills to make us all better at what we do. I'm proud to be part of an organization that has set the standard for excellence in the résumé-writing industry over the past 20+ years and I'm excited you've joined us. As we continue to grow and provide ever-increasing value to our 500+ members through continuing education and other programs, I'll be here for you. If you have any questions or if you need assistance or advice to help you get the most out of your membership, don't hesitate to reach out.



Email: [president-elect@thenrwa.com](mailto:president-elect@thenrwa.com) | [linkedinlifesaver@gmail.com](mailto:linkedinlifesaver@gmail.com) | Phone: 603-481-0032

### **Virginia Franco, NCRW, NCOPE, Immediate Past President**



We're glad you found us, and I know we'll make you glad, too! When I restarted my writing practice almost a decade ago, I knew my résumé-writing skills needed a brush-up. As the only nonprofit industry association for résumé writers, the NRWA was an easy choice for me. The dues were reasonable, and it offered the continuing education I sought. The very fact of my membership enhances credibility with clients and community, as do my certifications, which are the gold standard for our industry. Indeed, it is no exaggeration to say that joining the NRWA is the smartest thing I did for my business. Whatever reason you have for being here, I encourage you to reach out, dig around, stretch yourself, and participate. The best thing

about the NRWA is you. Thank you for being here! Email: [mj@alliancewritingservice.com](mailto:mj@alliancewritingservice.com) | Phone: 262-681-5682

### **Donna Tucker, Secretary**

Welcome to the NRWA! Oh, the opportunities, value—and surprises that await you. From technical resources and education to statistical research and a network of industry leaders, all designed to help you become better at your craft. You have made a smart investment in yourself, and that's always a positive thing. Benjamin Franklin once said that an investment in knowledge pays the best interest. How true. And by involving yourself in the organization—as time allows—you will establish the kind of life-long friendships you will seldom find elsewhere (plus add prestige to your resume). I so relish the annual conferences where we put faces to the names we've come to trust online through dedicated social media sites.



This is my third turn as secretary of the NRWA; you can presuppose that I care about this association and its mission of meeting the needs of résumé writers through education, training, mentoring, and networking. You'll find it will all pay off for YOU. I look forward to meeting you at the next conference. Email: [careerpro.donna.tucker@gmail.com](mailto:careerpro.donna.tucker@gmail.com)  
Phone: 602-788-3121

### **Adam Zajac, Treasurer**



Adam Zajac is an accomplished career services and brand development professional who has contributed his expertise in résumé and LinkedIn profile writing, career strategy, strategic communications and marketing to benefit job seekers, organizations and small businesses for the past 13 years. Since 2005, Adam has worked for Vocamotive, Inc., a vocational rehabilitation and career services firm located in Hinsdale, Illinois. He started as a career development professional, assisting individuals with physical disabilities and medical restrictions, and soon helped expand the company's job placement and training capabilities far

beyond those which it offered prior to his employment. Email: [azajac@vocamotive.com](mailto:azajac@vocamotive.com) | Phone: 630-864-8520

# NRWA LEADERSHIP & MEMBER CONTACTS

## *Meet the Membership Team*

### Sara C. Timm, Membership Chair



*DFW Résumé*, Dallas, Texas

Congratulations on joining the National Résumé Writers' Association (NRWA)! We are the only nonprofit trade association for professional résumé writers. As Membership Chair, I am committed to furthering our mission of increasing visibility of the industry, encouraging ethical practices, promoting excellence, and raising industry standards through peer marketing and training.

Becoming an NRWA member means that you're able to tap into the power of an established community of résumé writers and business owners providing top-quality and relevant learning opportunities for career professionals who wish to perfect their résumé writing and other career marketing skills. From writing resources to selling tips and techniques, we offer options for everyone, from beginner to seasoned professionals. If you have any questions about your membership, please don't hesitate to contact me.

Email: [Membership@theNRWA.com](mailto:Membership@theNRWA.com) | [Sara@DFWRésumé.com](mailto:Sara@DFWRésumé.com) | Phone: 972-876-2031

### DIRECTORS of MEMBER SUPPORT (DoMS)

#### Tom Powner, DoMS: Experienced Business Owners (Eastern Region)



*Career Thinker Inc.*, Ft. Lauderdale, Florida

I started Career Thinker Inc. in 2011 and joined the NRWA shortly after. This has proven to be a valued investment with endless ROI, including learning, sharing, and networking to grow my business. In 2018, I didn't hesitate when I was asked to take on the role of **Director of Industry** for Experience Business Owners, where I leverage and share my decades of sales, and business development experience to help members improve their processes, sales, and profits.

Email: [tompowner@careerthinker.com](mailto:tompowner@careerthinker.com) | Phone: 718-305-4090

#### Annette Richmond, NCRW, DoMS: Experienced Business Owners (Western Region)



*Career-Intelligence Résumé Writing & Career Services*, Norwalk, Connecticut

Since starting my business, I've received incredible support from the résumé -writing community. I'm eager to pay that forward by sharing the tips, techniques, and advice I've picked up over the years. Email: [arichmond@career-intelligence.com](mailto:arichmond@career-intelligence.com) | Phone: 203-807-4360

#### Brandi Muñoz, DoMS: Military, Workforce, Career Centers



Brandi R. Muñoz is a Certified Professional Résumé Writer (CPRW), Nationally Certified Online Profile Expert (NCOPE), and Certified Human Resources Professional (PHR, SHRM-SP) with diverse industry experience as a strategic Human Resources Business Partner and leader in Recruiting, Corporate HR Management, Facilitation & Training, Employee Engagement, Leadership Development, and Advanced Employee Relations. She provides a variety of career development services for individuals in transition or looking to improve their career advancement opportunities. Brandi lives in Houston, TX with her husband and two children. She also has a Maltese named Oscar that has been a family pet for the last 15 years. Email: [brmunoz@peoplecultureconsultingusa.com](mailto:brmunoz@peoplecultureconsultingusa.com) | Phone: 832-917-1984

# NRWA LEADERSHIP & MEMBER CONTACTS

## *Meet the Membership Team*

### DIRECTORS of MEMBER SUPPORT (DoMS)

#### **Ebony Joyce, DoMS: New Business Owners (Eastern Region)**



*Next Level Career Services, LLC, Indianapolis, Indiana*

I'm excited to be a part of the NRWA 2020 Board! I joined the NRWA in 2018 because I was looking to connect with other like-minded business professionals. Since joining I've had the pleasure of connecting with some amazing colleagues who support each other and share extensive knowledge and so we all continue to grow as business professionals. Whatever your reason for joining, I encourage you to learn, share and network. I will work with the New Business Owners to bring awareness to what the NRWA has to offer. If you need assistance or don't hesitate to email [info@nextlevelcareer.com](mailto:info@nextlevelcareer.com) or call (877) 357-4022.

#### **Melanie Denny, DoMS: New Business Owners (Western Region)**



*Résumé -Evolution, Kissimmee, Florida*

I remember in 2009 after I got my résumé -writing certification how excited I was to start my career in this field. I would stalk websites of industry leaders getting inspiration for where I wanted to be as a professional résumé writer. Nine years later, here I am – mentoring other résumé writers who need support and guidance, sitting on the board of the National Résumé Writers' Association.

It's surreal, but I'm excited to now serve as a mentor to newer résumé writers who are just as excited, bright-eyed, and bushy-tailed as I was when I started my business. I love pouring into newbies and giving them advice, resources and a sense of camaraderie I wish I had over the years.

Email: [melanie@Résumé-Evolution.com](mailto:melanie@Résumé-Evolution.com) | Phone: 313-575-1519

#### **Eileen Davis, DoMS: College/University Career Services**



*Ulmer Career Management Center at the College of Business, University of Louisville, Kentucky*

Eileen Davis is the Director of the Ulmer Career Management Center at the College of Business, University of Louisville, where she has worked since 2005. The Ulmer Career Center helps business students and alumni with all aspects of career development including career education, preparation for professional roles, and career transition.

Eileen holds B.A. and J.D. degrees from the University of Utah and has 12 years of corporate human resources experience at companies including Lord & Taylor and The Iams Company. After completing coach training with a specialization in career coaching, Eileen transitioned into higher education at the University of Louisville. Eileen holds GCDF and CCSP certifications and is certified to administer a number of assessments. She was named one of *Business First's* "20 People to Know in Career Development" in 2017.

A native of New Jersey, Eileen and has lived in the West, the Northeast, and the Midwest, finally settling in Louisville with her family in 2000. Email: [eileen.davis@louisville.edu](mailto:eileen.davis@louisville.edu) | 502-852-0341

**Member Services: 443.966.3851 or [info@thenrwa.com](mailto:info@thenrwa.com)**

**We look forward to hearing from you!**

# PREPARING FOR THE NCRW CERTIFICATION

## *Setting the Standard for Excellence*

### **NCRW Certification**

You know your stuff. You create effective, high-quality résumés that get results for your clients, and you're ready to take your career to the next level. It's time to step up to the challenge and become a Nationally Certified Résumé Writer (NCRW) through the National Résumé Writers' Association.

Earning this prestigious certification shows the world that you have achieved the highest standards of excellence in résumé writing. Many résumé writers who become NCRWs attract higher caliber clients and raise fees for their services, enabling them to maximize their income and grow their businesses.

### **Getting Started:**

Our rigorous, multistep certification process reflects the NRWA's unrivaled passion and commitment to excellence in résumé writing. Before you start, we recommend that you have at least two years of experience writing résumés for clients. This will give you the basic knowledge and skills to get started.

Free access to the *NCRW Study Guide* is just one of the many benefits you'll get for joining. A comprehensive manual that contains all the information you'll need to master the art of creating visually appealing, high-quality career marketing documents, the *NCRW Study Guide* is essential to the successful completion of the NCRW program.



### **Step 1: Sample Review**

Show us your work. You must submit a sample résumé and cover letter that complies with the guidelines set forth in the *NCRW Study Guide* and the current edition of the *Gregg Reference Manual*, along with a statement explaining your client's job search objectives and your strategy for both documents. One of our experienced NCRW graders will review your work and provide you with feedback that will help you prepare for the written test – or, if needed, with submitting another sample.

### **Step 2: CEUs**

Earn 10 in-house qualifying Continuing Education Units (CEUs) – read books, participate in webinars, attend conferences and more! You'll get 10 CEUs just for attending the NRWA Annual Conference!

### **Step 3: Exam**

Take the test. Your sample documents have passed muster, you have 10 or more CEUs, and you know the *NCRW Study Guide* like the back of your hand. Now it's time to put your skills and knowledge to the test. Part 1 of the NCRW exam tests your knowledge of English grammar. For Part 2, you'll develop an original résumé and cover letter from information about a fictitious client that we provide.

# PREPARING FOR THE NCRW CERTIFICATION

## *Setting the Standard for Excellence*



### **Additional Resources:**

The NRWA offers excellent training programs to help résumé writers of all skill levels put their best foot forward to prepare for the NCRW process.

Just starting out? Try Resume Writing 101, an online, self-directed course offering nine distinct modules on different aspects of resume writing.

Got the basics down, but want the confidence of knowing that you've

taken the extra step to succeed? Choose the Writing Excellence Certification Preparation Program, which provides personalized training with a live instructor, resources, and mentoring to help you become the best of the best. We even include discounts toward the NCRW certification fee and NRWA membership!

The NRWA also offers monthly webinars, annual conference workshops, and other educational resources to help you attain CEUs and build the skills you'll need to earn the NCRW. Check out our Education program offerings here:

[www.thenrwa.com/Education](http://www.thenrwa.com/Education)



**For more details and resources on the certification process, visit our website: [www.thenrwa.com/certification](http://www.thenrwa.com/certification)**

### **Sally McIntosh, NCRW, NCOPE, Certification Chair**



As an original member of the National Résumé Writers' Association and as a board member and Certification Chair for over 12 years, Sally initiated policies and procedures to make and keep the NCRW strong. Sally has extensive knowledge of the history of the Association that she brings to the table. She can stay focused and see the forest through the trees. She is also able to gain consensus through compromise. Working with a board of volunteers can be quite a challenge, but one that Sally has always met. Many minds working together can achieve what one mind alone cannot.

Email: [certchair@thenrwa.com](mailto:certchair@thenrwa.com) | Phone: 314-993-5400

# NCOPE CERTIFICATION

*A Groundbreaking Certification*



As the only nonprofit dedicated to supporting résumé writers and career professionals, the NRWA is delighted to announce the launch of this powerful certification program designed to help you help job seekers by unleashing the power of LinkedIn.

Every day more professionals are securing jobs via LinkedIn, and social recruiting and Artificial Intelligence that matches profiles to recruiters is on the rise.

As career-services professionals, our industry is not immune to digital disruption, and we cannot sit on the sidelines while technology evolves around us.

## Key Takeaways:

Our 5-session interactive certification program will give you:

- ✓ The ability to craft branded, engaging, conversational, value-based LinkedIn profiles.
- ✓ An understanding of the role of Artificial Intelligence and Machine Learning.
- ✓ Intel on the ins and outs of LinkedIn Recruiter – the platform used by most recruiters.
- ✓ The strategy behind finding, building and nurturing a large, centric network.
- ✓ Best practices to leverage LinkedIn's network power and career-interest settings.

Get the inside scoop on the best LinkedIn account types and guidance on Account, Privacy, Ads and Communication settings to fit your client's need and the confidence to add LinkedIn coaching to your service offerings.

## About the Instructor



Tom Powner is a LinkedIn power-user, serves on the NRWA board, and has presented dozens of educational workshops to job seekers and at NRWA conferences.

His goal is to provide people with career services, coaching, technology, inspiration, and confidence to motivate them to take action and advance their careers.



# THE ANNUAL CONFERENCE

## *Unmasking Strategies for Success*



For the past 21+ years, the NRWA Annual Conference has offered tremendous value to our growing membership, as well as sponsors, partners, vendors, and the broader community of career services professionals.

Offering expert-led presentations, workshops, and networking sessions with colleagues, plus 10 Continuing Education Units (CEUs) to help you pursue the NCRW credential, the annual conference provides the education, resources, and support you need to advance your résumé writing, business capabilities, and other critical skills.

**Join us at the 2020 Annual NRWA Conference in New Orleans!**



**September 13-15, 2020**

# STAY CONNECTED WITH NRWA SOCIAL MEDIA

*We're more than an association, we are a community.*



## The NRWA-List

Add yourself to the NRWA-List and start networking with other members, ask for advice, get answers to your tough questions, and share what you know! The NRWA-List is an important interactive communication tool for NRWA members, facilitating online networking and discussions on résumé writing, business technology, client management, marketing, sales, and other aspects of our industry. We have developed this user-friendly guide to joining the NRWA-List. Access it here: [www.thenrwa.com/Social-Media](http://www.thenrwa.com/Social-Media)



## LinkedIn

Join us at [LinkedIn](#), where you can:

- \* make great connections
- \* give and receive endorsements and testimonials
- \* discover other groups of professionals just like yourself.



## Twitter

Follow us [@TheNRWA](#). We're tweeting interesting, useful information – incorporating well-chosen hashtags – that you can retweet, thereby broadening your Twitter reach (and your potential client base!) Don't forget to @mention us in some of your own tweets. And, of course, we'd be happy to follow you in return.



## Facebook

There are two Facebook groups on which you can connect with members.

Please Like and Follow the NRWA's public Facebook Page at

<https://www.facebook.com/NationalResumeWritersAssociation>. Come join our [private member forum](#), where you'll find lively discussions with your fellow NRWA members.



## Instagram

Follow [the NRWA](#) (and we'll follow you back!) Just like with our Twitter account, here we'll be generating great shareable material that'll help you promote your business.



## Pinterest

Pinterest is another excellent social media tool for finding and sharing great material, and for steering traffic back to your website. At our [Members Board](#), you'll find more than a thousand pins and almost 600 followers!

# MEMBER MARKETPLACE

## *Advertise ~ Connect ~ Network*

The NRWA Member Marketplace is a unique benefit that enables members to connect and communicate directly about specific needs and shared interests. Reserved exclusively for use by NRWA members, the Member Marketplace consists of three distinct forums tailored to different needs:

- **Advertise:** Promote products and services or sell a business.
- **Connect:** Communicate with other members on topics specific to our 2020 Conference Cruise – find someone to split a hotel room with, share an Uber ride from the airport, or start networking in advance!
- **Network:** Find a mentor, connect with a contractor or subcontractor, or build other mutually rewarding professional relationships.

These forums were developed to enable less-restrictive member-to-member communications. Our other communication platforms (including LinkedIn, Facebook, Twitter, Instagram, and the NRWA-list) – are subject to the NRWA’s social media policy, thus restricting self-promotion. This policy does not apply to the Member Marketplace. However, we do ask that members avoid excessive posting in this regard. All content on the forums is monitored by an administrator.



To get started, visit [www.thenrwa.com/marketplace](http://www.thenrwa.com/marketplace).

# AFFILIATE PARTNERS & SPONSORS

## *Special Member Offers from Our Partners*



Create custom online forms and email or embed them right into your website. Collect information regarding your client's education, professional experience, skills and awards to kick start your intake calls. Then, automatically use that data to craft resumes, cover letters and other documents. Securely process credit and debit cards online with their easy-to-design payment forms. Click the link on the NRWA Affiliate Partner page and choose your plan level to start the 30-day free trial of a simple, no-code solution to making your careers business run more efficiently.



Enhancv is today's most modern résumé-builder helping job seekers design and format a résumé that gets them noticed and hired. It is a powerful but simple to use tool that makes customizing a résumé to a specific position easy. As a résumé writer, you can refer job seekers to Enhancv and receive a 30% commission for every paid subscription started. Use it as an additional income stream for current clients or even prospects who decide not to use your writing services. NRWA members can also use Enhancv Pro for free upon joining the affiliate program. Your writing skills and Enhancv's résumé templates will make for a powerful combination, getting your customers their dream job. Join today!



Indeed is the #1 job site in the world with over 250 million unique visitors every month. Indeed strives to put job seekers first, giving them free access to search for jobs, post resumes, and research companies. Every day, we connect millions of people to new opportunities.



Add another income stream to your career business by becoming a DISC Administrator. ProfilingPro provides NRWA members with a highly useful and revenue-generating online behavior assessment tool. DISC profiles help you write better resumes, develop branding statements, ensure cover letters are written in the client's voice, improve interviewing skills, or zero in on career alternatives for your clients. Go to <http://www.profilingpro.com/NRWA.html> for more details.



# AFFILIATE PARTNERS & SPONSORS

## More Membership Benefits!



The online Career-WebFolio® helps your clients better demonstrate their value, secure meaningful interviews, and forms a basis for them to negotiate larger financial packages. If you want More Income, an Exciting Product, Competitive Differentiation, Stronger Client Branding, and Strengthen Client Negotiation possibilities, head to: <http://affiliate.careerwebfolio.com/affiliate/>. You control the process, content, price, and brand, and Stewart, Cooper, & Coon take care of the rest. Includes one-year neutral brand online hosting for each client.



Web Pages That Sell has been helping career professionals showcase their unique talents online for over 5 years. They help their clients get more business—consistently. Using the collaboration of a dynamic website, engaging social media, and personalized branding, they create an online ecosystem that attracts clients and sells products and programs authentically. They teach clients to use and manage their website and integrate it with social media and other marketing tools to create a powerful brand image—one they can update as often as needed. As a member of the NRWA, you get free access to their online educational library. Visit [www.wptsacademy.com](http://www.wptsacademy.com) and use the code NRWA.

## AFFINITY PARTNERS



Traveling soon? Use your member-only discount with Hertz®. The NRWA has partnered with Hertz to provide you with great discounts and benefits. This benefit applies in the U.S., Canada, and internationally where permitted by law. The next time you need to rent a car, whether it is for business or for pleasure, take advantage of the negotiated savings!



The NRWA has secured a fantastic benefit for members - - the Preferred Plus Program through OfficeMax®. As a member of the NRWA, you are entitled to discounted products and services when you use the Retail Connect card at OfficeMax®.



Trying to land a job is a full-time job, from tweaking your résumé to networking, career fairs and preparing for interviews. Through it all, you need to develop and tell the story of you. How you share that story matters. The paper you choose to share it on is important. From the first touch, it becomes a difference-maker. Using SOUTHWORTH® by Neenah paper for your résumé, cover letters, and thank you notes is key to making the right impression so you can land the job.