



Thank You...

...for requesting this information packet that introduces the importance and benefit of belonging to the career industry's oldest and largest organization for résumé writers, employment interview trainers, and career coaches.

The following pages provide information on key association programs, certification opportunities, and training materials to assist you in your own career success...and in the level of expertise you deliver to clients. Please note that association membership is a prerequisite for the programs presented here.

We look forward to welcoming you to PARW/CC, and to contributing to your professional growth and success in the months and years ahead.

Sincerely,

Frank Fox

Frank Fox
Executive Director

Professional Association of Résumé Writers & Career Coaches

— Since 1990 —

MEMBER BENEFITS

THE MONTHLY PARW/CC SPOTLIGHT

As a member of PARW/CC, you'll receive our monthly *Spotlight* newsletter, packed with ideas, information, and the experiences of other résumé writers and career coaches. Articles deal with every facet of résumé writing and career coaching, including help with pricing your services, sales and marketing strategies for getting new clients, ideas for developing profitable new services, effective writing strategies, and much more. The *Spotlight* gives you answers to questions you have...and those you haven't thought of yet! It also provides the inspiration of reading how other résumé writers, interview trainers, and career coaches turn obstacles into triumphs; opportunities into realities.

TOLL-FREE CONSULTING LINE

When you have a question, problem or challenge, you want an answer now! Need guidance for handling a difficult client who will be walking through your door in ten minutes? Need a strategy for dealing with an unusual client career field or goal? Business slow and you need quick and inexpensive ideas for generating new sales? Or are you so swamped you can't keep up with the work? Whatever the problem, a call to the PARW/CC headquarters office can usually provide the help you need, when you need it. And if we don't have the answer, we usually know members who do!

WEB SITE MEMBER DIRECTORY

As a member of PARW/CC, your company and contact information is added to our internet directory (www.parw.com) for the convenience of clients who are searching for a professional résumé service provider, interview trainer, and/or career coach. This is a major source of exposure and new business for your company or organization, and if you have a home page of your own, your web site is automatically linked to your PARW/CC Directory listing to provide prospects with detailed information about your specific services, rates, office hours, location, etc.

ELECTRONIC EMAIL FORUM (E-LIST)

Launched in 1998, our E-List is an exciting and innovative member benefit which serves as a "round robin" forum where participating members can easily communicate and discuss writing techniques, business operations, pricing strategies, sales/marketing ideas, client relations, and other issues related to the career consulting industry via email. Post a question to the E-List and often within minutes, you'll see answers posted from other members throughout the world who have experience with the same issue. According to the testimonials we've received, PARW/CC's E-List is "the best book on the résumé and career coaching field ever written...and a new chapter is added every week."

PROFESSIONAL RESUME WRITER CERTIFICATION

In 1990, PARW/CC members recognized the importance of validating their experience, knowledge, and abilities as dedicated, above "average" résumé professionals. A Certification Board was thus formed, and the volunteer members worked for nearly a year to develop a comprehensive testing process introduced in 1991. Since that time, the certification test has continued to evolve and is now recognized as *the* standard of excellence within the résumé and career industry. When you feel you're ready to meet the challenge, we invite you to take the exam and join over 1,000 individuals who have earned the CPRW (Certified Professional Résumé Writer) credential. *See following pages for additional information.*

PROFESSIONAL EMPLOYMENT INTERVIEW CERTIFICATION

A great résumé is designed to secure interviews. A great interview produces the job offer. In 2000, PARW/CC developed an extensive training and certification program for interview training. The Certified Employment Interview Professional™ (CEIP) credential adds an important new level of service in your ability to prepare clients for a successful job search. *See following pages for additional information.*

ANNUAL PARW/CC CAREER CONFERENCE

Each fall, PARW/CC conducts a Career Conference featuring the industry's leading professional résumé writers, interview specialists, and career coaches. This is an intense 3-day event for sharing knowledge, information, and secrets of success. It is a chance to meet and talk one-on-one, or in small groups, with other owners of businesses just like yours. The conference is also an opportunity to get away from the daily routine of running your business. It recharges your "business batteries" and renews your enthusiasm for making your business all that it can be. It's a chance to learn, dream and to plan. We hope you can join us for the next PARW/CC Career Conference. *Watch our web site for location, dates, and program details.*

IDENTIFICATION

With your new member package, you receive a personalized membership certificate stating that your company, agency or organization is a member in good standing of your industry's professional association. Your membership in PARW/CC demonstrates that you are dedicated to your business, your industry, and your clients' needs by participating in your industry's most respected professional association. It signals to your clients that you have access to information, ideas, and resources beyond the boundaries of your office walls. If many of your best clients include membership in professional organizations on their résumés, they'll appreciate that you also belong to your industry's association. And using the "Member of PARW/CC" logo on your web site, in your Yellow Page ad, on your business card and other promotional literature is a positive statement of your credibility and professionalism.

AND MORE...

In addition to the programs and benefits already described, PARW/CC is committed to an ambitious agenda furthering the association's value to our members in the years ahead. The strength of PARW/CC is the ability of many members to accomplish collectively what would be impossible to do individually. We invite you to join us in this effort!

Here's What Members Say About PARW/CC:

"In order to succeed in today's highly competitive environment, we need mentors, role models, friends, and colleagues who challenge us to be our best. PARW/CC provides an unparalleled forum to this end."

—Jay A. Block, CPRW, CEIP
The Jay Block Companies Inc.

"CPRW Certification has given me a tremendous competitive advantage

against my competitors in the nationwide executive industry."

—Wendy Enelow, CPRW, JCTC
Career Masters Institute

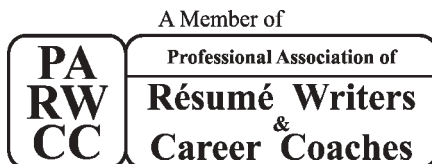
"I have found that price is not the most important consideration — it is your ability to convince your clients that you really do know what you are talking about. Once they are convinced that you are a professional, they'll readily ac-

cept your quoted price. Belonging to PARW/CC gives me but one more effective tool in my tool kit."

—Walt Schuette, CPRW
The Village WordSmith

JOIN TODAY!

Use the handy membership application included here and mail, or fax your membership information today. Your new member "welcome" packet will be mailed to you immediately and your company's listing will be added to the PARW/CC web site Membership Directory on the Wednesday following receipt of your membership application.



**1388 Brightwaters Blvd., NE
St. Petersburg, FL 33704**

**Phone: 800-822-7279 Fax: 727-894-1277 Email: parwhq@aol.com
visit our web site at: www.parw.com**

The Importance Of Earning Your CPRW Credential

Prior to 1990, there was no “standard” by which a résumé writer could be judged. Highly experienced résumé professionals had no way to distinguish their expertise from those who were less gifted and experienced. To the buying public — the résumé client — one résumé service was pretty much the same as any other.

During PARW/CC’s first year, the association formed a Certification Committee to develop a standard for testing résumé writers and awarding the Certified Professional Résumé Writer (CPRW) credential to those meeting the standard. The first testing was conducted in 1991, with seven members receiving the CPRW designation.

The result, however, was dramatic. Not only did the general public now have a means of selecting the industry’s best résumé professionals, but others in the career field also took notice. Publishers of career books requested that résumé samples be submitted exclusively by those with the CPRW credential. University and military career counselors began earning the CPRW credential, as did state Departments of Labor career advisors.

In short, the CPRW credential is the Industry Standard for professional résumé writers. We invite you to join nearly 1,000 of your colleagues who have earned the CPRW designation since 1991.

The Procedure:

Test Consists of Four Modules

Module I - Is a multiple-choice test of your industry knowledge, and your understanding of the résumé field in particular.

Module II - Tests your command of grammar, spelling, punctuation and proofreading.

Module III - Poses several essay questions to test your strategic thinking on issues related to the résumé field.

Module IV - Requires that you write a résumé and cover letter based upon background information provided on a hypothetical client.

Plan Ahead...

It frequently happens that a Member will call to begin the CPRW testing process because the closing date for their Yellow Page Directory is in one or two weeks. Or they need to reprint business cards or other sales literature.

That just isn’t enough time to complete the process. So please plan ahead and earn your CPRW credential before you face a critical deadline.

Testing Is By FAX

Upon receiving your CPRW Test Application, the association will send you a Study Guide to further help you prepare for the test. Then, when you feel ready (anytime within one year of application), call the PARW/CC office and schedule a date and time to receive the test by fax.

At the scheduled time, you will receive all four Modules by fax. You will have 2 hours to complete and fax back your answers to the first three Modules. You will then have three days to complete and mail four sets of your Module IV résumé and cover letter.

Your test documents are then assigned a number so no test evaluator knows the identity of any CPRW candidate. Tests are mailed to 3 volunteer members of the Certification Committee who have also earned the CPRW credential, and received training in scoring the tests.

Results are usually available within 6-8 weeks.

Make Your Reservation To Become A



Certified Professional Résumé Writer

Send a copy of this completed form to PARW/CC with the testing fee of \$225.00. Price includes a complimentary copy of the CPRW Study Guide.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Ph:(_____) _____ Fax:(_____) _____

Email Address: _____

Successful CPRW Candidates Receive:

- Authorization to use "CPRW" after your name to denote your earned certification (*i.e.: Jane Doe, CPRW*), and in your advertising and promotional materials.)
- A personalized CPRW Certificate for display in your office.
- Announcement of your earned credential in the PARW/CC *Spotlight*.
- The CPRW logo, as shown above, for use in your printed literature and web site.

Check or money order for \$225.00 (U.S.) is enclosed.

Please bill my credit card for \$225.00 (U.S.).

Account Number: _____ Exp. Date: _____

Signature: _____

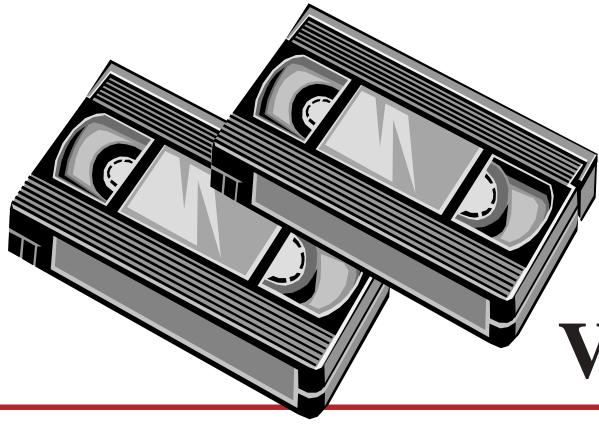
PARW/CC

1388 Brightwaters Blvd., NE, St. Petersburg, FL 33704

Ph: (800) 822-7279

Fax: (727) 894-1277

The CPRW™ logo, examination, study guide, and any other related materials are the exclusive property of PARW/CC. PARW/CC membership is a prerequisite for CPRW testing and continued validation of the CPRW Credential.



**PA
RW
CC**

**Professional Association of
Résumé & Writers
Career Coaches**

Introduces 2 Video Training Programs

The Professional's Résumé Development Video

This 63-minute video stresses the importance of creating a résumé that will serve as a powerful interview tool. The "Occupational Message Chart" and "Showcase Résumé Format" are introduced and explained, with samples. This could change your entire approach to résumé writing. Excellent as a client sales video (after a prospect views this tape, they'll definitely want your professional services!)

The Professional's Interview Training Video

This video runs 51 minutes and shows how the résumé is used as the primary interview tool by hiring authorities. Interview strategies and techniques ("mirroring" and "modeling") are also covered. Use this video as a stand-alone module in your interview training, or to complement your personal interview coaching. Also consider selling this tape to clients (at the Retail Price) to review before each interview. *This tape includes a 24-page supplemental Interview Booklet prepared as a compliment to the video training.*

Why You'll Want These Tapes:

- ◆ This is material presented to professional résumé writers and career coaches at a certification training workshop by noted industry author, lecturer, and coach, Jay Block, CPRW, CEIP, IJCTC.
- ◆ You'll learn new résumé and interview strategies that you'll use every day! You'll advance your own knowledge and level of service, plus gain new tools for explaining and selling these concepts to clients.
- ◆ The content demonstrates the high level of training required to be a career professional. Clients gain a new appreciation for your expertise, and recognize the value you bring to their career design.
- ◆ Buy in quantity and make \$68.25 per sale to schools, corporations, etc.

ORDER FORM

Résumé Videos

Quantity: _____

Price Ea: _____

Total: \$ _____

Interview Videos

Quantity: _____

Price Ea: _____

Total: \$ _____

TOTAL ORDER: \$ _____

Register for CEIP Home-Study Certification Course. Includes both videos. \$695 (\$495 if you already have both videos).

Résumé Tape

Retail Price: \$195.00

PARW/CC Member Prices

1 Copy: \$165.75 (Save 15%)

2-6 Copies: \$146.25 (Save 25%)

7-20 Copies: \$126.75 (Save 35%)

Interview Tape

\$195.00

\$165.75 (Save 15%)

\$146.25 (Save 25%)

\$126.75 (Save 35%)

Order Both

\$390.00

\$312.00 (Save 20%)

\$273.00 (Save 30%)

\$234.00 (Save 40%)

Ship To:

Name _____

Address: _____

City _____ State _____ Zip _____

Email: _____

Credit Card #: _____

Exp. Date: _____

**Fax Your Order To PARW/CC
At: 727-894-1277**



Invites You To Earn

The CEIP™ Credential: *Certified Employment Interview Professional™*

Securing a successful job offer for your clients has always been a two-step process.

1. Creation of a professional résumé that distinguishes the client from all other candidates...and the goal of obtaining a personal interview with prospective employers.
2. The hiring decision will then, in most cases, be based upon the client's ability to interview skillfully and negotiate effectively.

PARW/CC recognized the importance of Step #1 in 1990 — and created the Certified Professional Résumé Writer (CPRW) credential; establishing a standard which, today, is recognized throughout the employment field.

In 2000, the association added the second component — interview training and certification!

This comprehensive home-study training course not only gives you the knowledge and expertise of *what* to teach your clients, but also *how* to teach them effectively.

See the detailed CEIP™ course description on the following page, and make your reservation to add this important training and certification to your career coaching toolbox.

The Bonus Benefit

When you master the dynamics of the interview and earn your CEIP™ credential, you add another valuable and marketable skill to your menu of services, and your benefit to clients. Your résumé expertise can only open the door for a client — your Interview Training service can close the sale!

But the *Bonus Benefit* is that the skills and techniques you learn in this course will dramatically improve your own “interview” success — which you use in every sales situation with a prospective new client; whether by phone or in person...in negotiating with vendors when making personal or business purchases, and countless interactions with other people.

Interviewing is the art of communication to achieve your desired goal.

The CEIP™

Employment Interview

Certification Training Course

The interviewing process boils down to just two main components. We will identify and uncover what is at the core of successful employment interviewing. You will be introduced to the *Circle of Communication* model, the three fundamental types of communications, and the four decision-making styles. And you will learn to effectively coach your clients to prepare for and excel in all of them.

All successful athletes and performers know that it takes more than skill to be a peak performer. It requires courage and confidence. You will be taught the art of proactive persuasion in coaching and challenging your clients to develop self confidence, poise and control during an employment interview. Doubt is a killer! Confidence is key!

We will take a look at the two key techniques that interviewers use for hiring new employees and how to effectively coach your clients to prepare for both. And you'll be introduced to *The Organizational Message Chart (OMC)* — a groundbreaking model used to prepare for the employment interview that sets new standards for interview training...and will possibly change your entire approach to writing résumés, as well. Powerful and highly effective!

The “Home Study” CEIP Course

Over 100 PARW/CC members attended the live 2-Day CEIP Workshops offered in five cities during 2000 and 2001. The terrorist attack of September 11, however, prompted the association to create a home study version of the course in recognition of a reluctance to travel expressed by many members.

At the October 30-31, 2001 CEIP Workshop presented in St. Petersburg, Florida, we arranged to have key portions of the presentation professionally taped and edited. The resulting set of two video tapes form the basis for the home study course, supplemented by a workbook and a print supplement to the interview training video.

When you receive your study materials, follow the instructions at your own pace. When you have completed viewing the video tapes and reading the study materials, PARW/CC will fax you a brief test to confirm your completion of the course materials. Upon successful completion of your test (by return fax), the CEIP credential will be awarded.

You will receive a formal letter announcing your achievement, and a beautiful CEIP Certificate for display in your office. We will also email an electronic version of the CEIP logo that you can post on your web site or use in your other promotional literature.

You Will Learn:

The Six Components of the Interview:

- ◆ Preparation
- ◆ Arrival
- ◆ Introduction
- ◆ Heart of the Matter
- ◆ Close
- ◆ Follow-up

The Two Components of Interviewing:

- ◆ Rapport Building
- ◆ Data Dissemination

The “Circle of Communication” Model:

- ◆ Physiology
- ◆ Auditory
- ◆ Kinesthetic

Types of Interviews:

- ◆ Standard
- ◆ Stress
- ◆ Group
- ◆ Phone
- ◆ Video Conference
- ◆ Dining
- ◆ Performance
- ◆ Counseling
- ◆ Disciplinary
- ◆ Career Planning
- ◆ Exit

What Data Is Collected — And How:

- ◆ Competencies
- ◆ Knowledge
- ◆ Ability to Communicate
- ◆ Character/Personality Traits
- ◆ Behavior/Performance Patterns
- ◆ Measuring Potential
- ◆ Résumés & Support Documents



Certified
Employment Interview Professional™
Training & Certification
Course Registration

Home Study Program Includes:
✓ 2 Video Training Tapes
✓ Course Workbook
✓ Testing

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

CEIP™ Program fee of \$695.00 (U.S.) includes 2 video training tapes, workbook, testing, CEIP™ certificate upon completion, and use of the CEIP logo on your web site and/or other promotional literature. *If you have already purchased the 2 video tapes, the CEIP Registration is just \$495.00 (U.S.).*

Method of Payment: Visa MasterCard American Express Check (U.S. Funds)

Card #: _____ *Expiration:* _____

Your Signature: _____

MAIL OR FAX THIS REGISTRATION FORM WITH PAYMENT TO:
PARW/CC

1388 Brightwaters Blvd., NE
St. Petersburg, FL 33704

Fax: (727) 894-1277 Phone: (800) 822-7279 Email: PARWCCHQ@aol.com



PARW/CC MEMBERSHIP APPLICATION

~ Applicant Information ~

Name: _____

Company Name: _____

Address: _____

City / State / Zip Code: _____

Phone: _____ Toll-Free: _____

Fax: _____

E-Mail: _____

Web Site Address: _____

~ Method of Payment ~

My check or money order for **\$150.00** (U.S.) is enclosed.

Please bill **\$150.00** (in U.S. funds) to my credit card: Visa Am Express MasterCard

Account Number: _____

Expiration Date: _____

Signature: _____

For faster processing, fax this form with payment to: 727-894-1277

PARW/CC

**1388 Brightwaters Blvd., N.E.
St. Petersburg, FL 33704**