
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, ideas for getting new clients, ways for you to develop 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 turn obstacles into triumphs; opportunities into realities.

TOLL-FREE CONSULTING LINE

Probably no PARW/CC member benefit is more valuable than our toll-free staff consulting line. Frank Fox, Executive Director, has earned a living as a writer, including copywriting and résumé writing, since the 1960s and has established and managed several international trade associations, beginning in 1981. He's worked closely with thousands of professional résumé writers, including the very best and brightest who are the role models within our industry for anyone aspiring to business and financial success. We like to think of PARW/CC as your full-time business consultants...available whenever you have a question or problem!

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 key source of new business for your company. The PARW/CC web site is the top resource for locating professional résumé writers on Google and other top search engines. Note too, there are no links to sites other than association members. When prospective clients visit our site, we want them to contact you for the professional career services they need.

ELECTRONIC EMAIL FORUM (E-LIST)

Launched October 1, 1998 by PARW/CC's Member Training and Development Committee, 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. This is a daily exchange of emails between members where questions can be posed and receive multiple answers from a variety of perspectives. Valuable information is shared, links to interesting online articles and resources are posted, and topics of all kinds are discussed. According to the testimonials we've received, PARW/CC's E-List is definitely an important asset for your business. It has been described as the "best resource for operating a career business available...and a new chapter is added every week."

PROFESSIONAL RESUME WRITER CERTIFICATION

In 1991, 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 1992. Since that

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time, the certification test has continued to evolve and is now recognized as the standard of excellence within the résumé service industry. When you feel you're ready to meet the challenge, we invite you to take the exam and join the thousands of individuals who have earned the CPRW (Certified Professional Résumé Writer) credential.

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.

CERTIFIED PROFESSIONAL CAREER COACH

In 2001, the association recognized the growing interest and client demand for career coaching services. Unlike résumé writing and interview training, which often meet a client's immediate need, career coaching takes a longer view of the client's career goals. Where do they want to be in one year? Five years? Ten years? And more important, what steps are required to achieve that goal. It could be a career transition, preparation for a raise or key promotion at their current company, starting their own business, etc. Since its inception, the CPCC training and certification program has established its dominant position as the prestige credential for professional career coaches. Training materials include a 400-page manual of career coaching strategies and techniques, six hours of DVD video training, and real-time telephone training sessions with CPCC facilitator, Diane Burns.

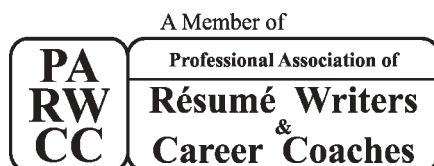
IDENTIFICATION

With your new member package, you'll receive a personalized membership certificate stating that your company is a member in good standing of your industry's professional association, in addition to a frameable "Code of Ethics." Your membership in PARW/CC demonstrates that you care enough about your business, your industry, and your clients' needs to participate in your industry's oldest, largest, and most-respected professional association. It also lets your clients know that you have access to information, ideas, and resources beyond the boundaries of your office walls. In addition, you'll receive an electronic "Member of PARW/CC" logo that you can reproduce on your web site, business cards, letterhead, sales literature, yellow page display ads, etc.

As you earn the association's certification credentials, you also receive a certificate for display in your office, and a corresponding logo that can be added to your marketing materials.

JOIN TODAY!

Use the handy membership application we've included and mail, fax or email your membership information today. Your new member "welcome" packet will be mailed to you immediately!



**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



PARW/CC MEMBERSHIP APPLICATION

~ Applicant Information ~

Name: _____

(Please include any certifications and designations such as CPRW, CEIP, etc.)

Additional Contact(s): _____

Company Name: _____

Address: _____

City / State / Zip Code: _____

Phone: _____ Toll-Free: _____

Fax: _____

E-Mail: _____

Web Site Address: _____

Office Location(s): (H) Home (O) Office (B) Both

Number of Years in Business: _____

Other Services Offered: _____

~ Method of Payment ~

My check or money order for **\$150.00** (annual membership) is enclosed.

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

Account Number: _____

(Please include all raised numbers on your card.)

Expiration Date: _____ Validation Code: _____

Signature: _____

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

PARW/CC

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