



Rethinking Remote Work

Generating Remote Income as a Resume Writer

A guide for beginners



What We'll Cover

- **First Steps:** Personal, RVing, and Resume Writing Considerations
- **Brand Building:** Attention-Getting Tips & Strategies
- **Website Creation:** Do-it-Yourself or Hire it Out (Options for Each)
- **Marketing Strategy:** Choosing the Right Channels & Platforms for You
- **Systems & Tech:** To Help You Work Smarter & Make Your Life Easier

What We Won't Cover

Financial Management / Operations Legal Considerations / Issues

These are highly specialized and regulated areas of business, and I recommend consulting with a trained and experienced expert on these matters.

Actual Resume Writing

ResumeLezlie.com/rethinkingremote

- Online course - my exact method of writing client resume
- Exclusive discount offer

What Makes Me Qualified to Take Up an Hour of Your Time?

Lezlie Garr

- Full-time RVer since 2017
 - Multi-Certified Resume Writer and Job Search Coach
 - 'Top Job Search Experts to Follow on LinkedIn 2021' - JobScan
 - Best Dallas Resume Service 2021 - Find My Profession
 - Featured in numerous podcasts, publications, and speaking events
-

ResumeLezlie.com/about

My Background

- Started my own business after an unexpected layoff and exactly ZERO business training
 - Career Services
 - Teaching / Education
 - Mom is an HR Executive
-





ResumeLezlie.com/rethinkingremote

Resume How-To Course

- Exclusive **discount** offer
- In-depth resume writing training

Free Downloads

- Full presentation slide deck
- Resume Certifications & Memberships Guide
- How to Use LinkedIn for Your Resume Writing Business
- Website Options & Tips
- Systems & Automation Technology
- Resume Biz Checklist

First Steps

Personal, RVing, & Resume Writing
Considerations

Personal Considerations

Assess Your Fit:

- Skills + Experience + Background
- Interest Level
- What's your 'Why'?



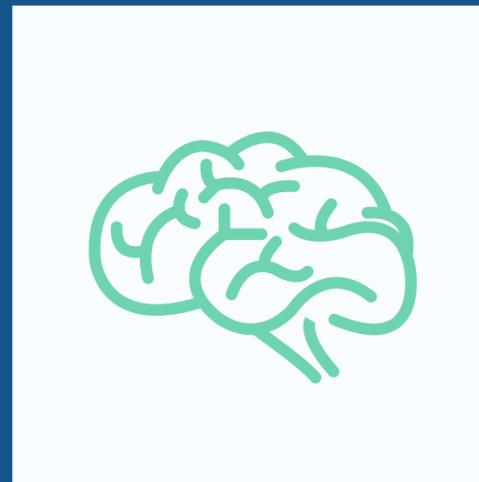
Potential Qualifications



Writing &
Communication
(Business)



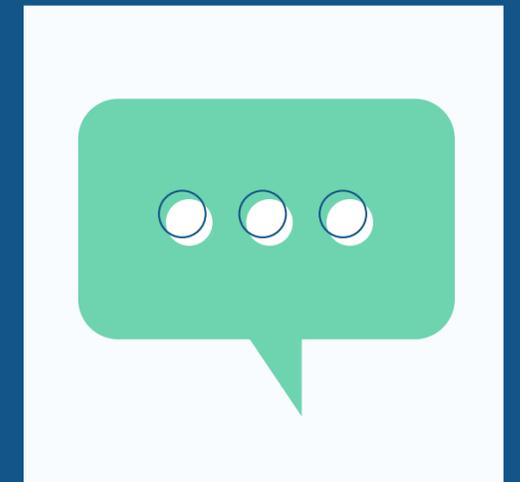
MS Word



Learn Concepts
& Differentiate
Details



Naturally
Inquisitive



Enjoy Talking to
& Learning
About Others

RVing Considerations

3 Main Points:

- Power
- Internet Service
- Workspace

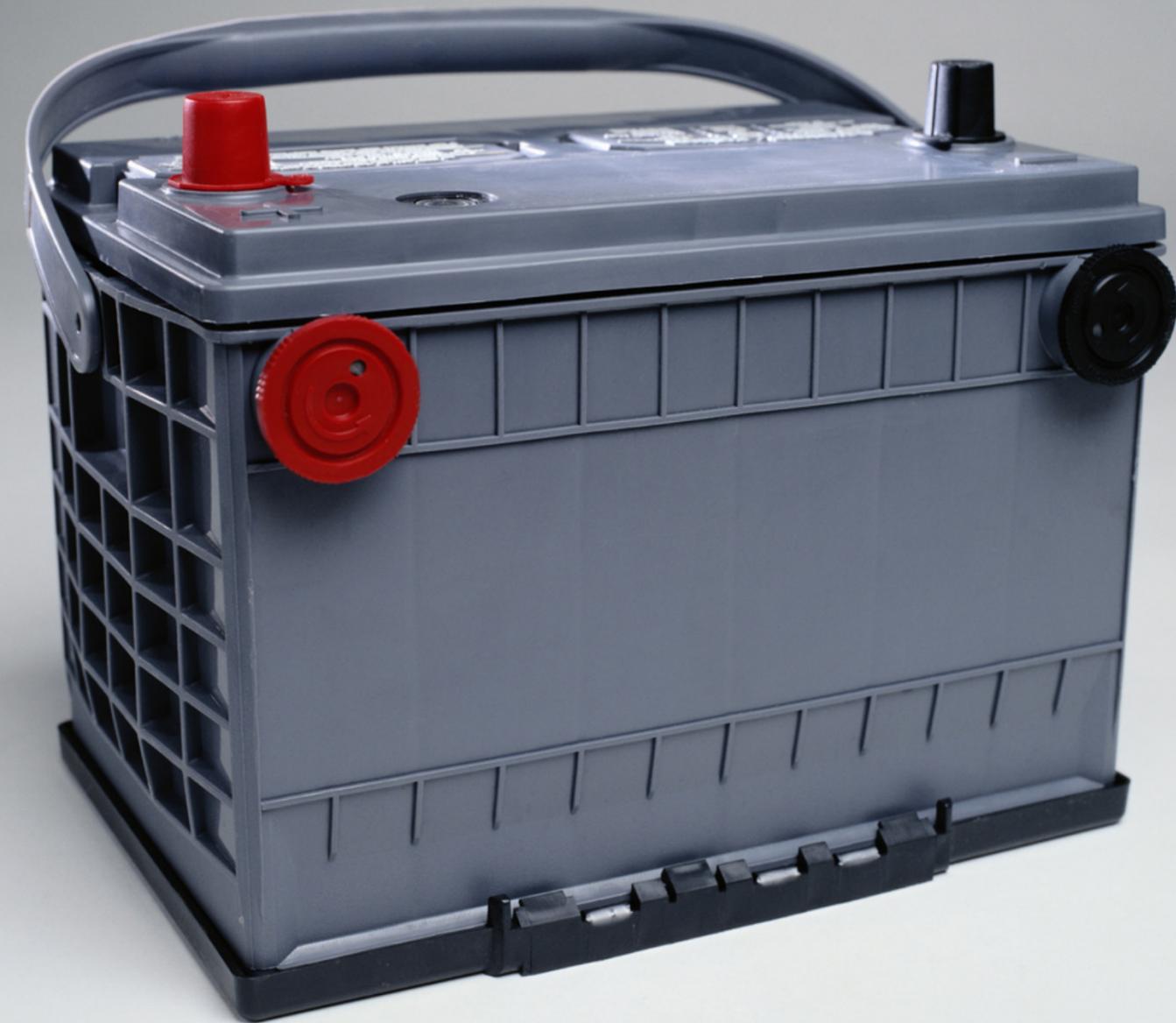


OUR SETUP

Power

35-ft 5th wheel | 2 full-time+ workers | Boondock alot
****VERY Minimal****

- (1) 12V 100Ah Deep-Cycle Battery
 - Trojan 31-AGM Deep-Cycle Battery
- (2) 100W solar panels - portable/ground deployable
 - 20A MPPT Solar Controller - connects to batter
 - Battery connects to a 600W power inverter - inverts 12VDC to 120VAC - allows laptop plug in for power
- (1) 444Wh Power Station - portable battery for laptops
 - can re-charge with solar, truck, or wall outlet
- (1) 20,000 mA USB Power Bank - portable cell phone charger
- (1) 3,200 Running Watt Propane Generator



OUR SET-UP



Internet

- Verizon
- 3 iPhones (2 personal + 1 business)
- 15-gig hotspots on each
- 'Jetpack' mobile hotspot device - 15-gig

Workspace

- Dining table
- Bed/bedroom
- Recliner chairs
- Picnic table / outside
- Public location w/ wifi

Resume Writing Considerations

Gain Knowledge & Authority

- Certifications / Memberships
- Professional Development
- Important Concepts & Best Practices



As a resume writer, it's not your job
to be the expert in every career field

It's your job to be the career expert, and to do the necessary research and/or ask the right questions of the client to make sure you get all the relevant info you need for an effective resume.

Certifications & Memberships

Gain Industry Knowledge
Build Credibility & Authority
Continuous Professional Development



Certifications & Memberships

[free download]

Memberships

- NRWA - National Resume Writer Association
- PARW - Professional Association of Resume Writers
- CDI - Career Director's International
- Career Thought Leaders

Certifications

- CPRW - Certified Professional Resume Writer
- NCRW - National Certified Resume Writer
- ACRW - Academy Certified Resume Writer
- MRW - Master Resume Writer

Awards

- ROAR - Recognizing Outstanding Achievement in Resumes
- TORI - Toast of the Resume Industry

Concepts & Best Practices

Recruiter Preferences
Applicant Tracking Systems (ATS)
Corporate Structure & Industry Distinctions

Where & How to Learn



Email Lists & Publications



Podcasts



Social Media: Follow Career Experts & Recruiters

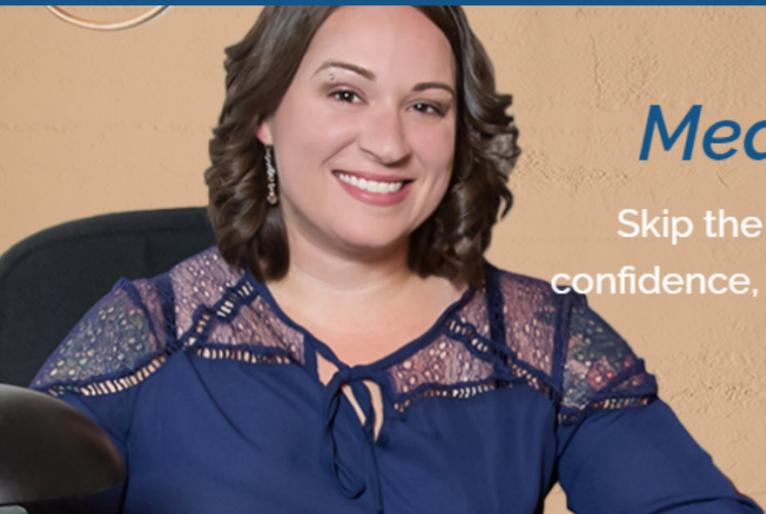


Research

Brand Building

Attention-Getting Tips
& Strategies

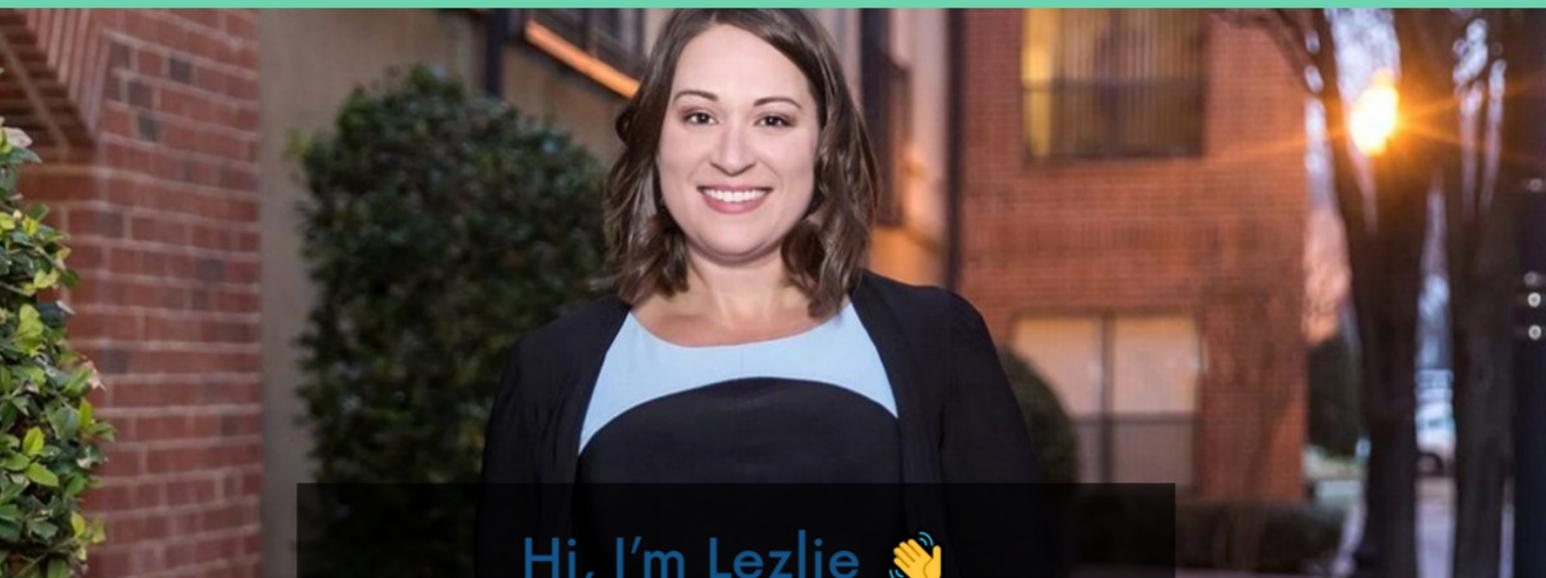
Let Your Name / Personality Be the Brand*



Your Career Can
Mean something more.

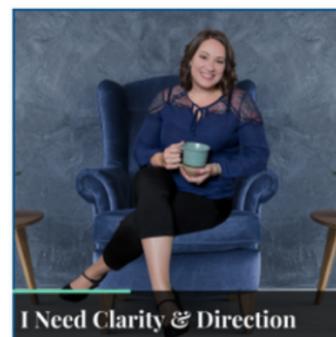
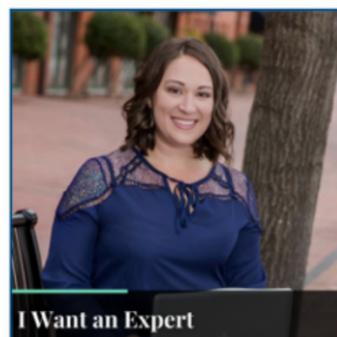
Skip the doubt and overwhelm, skyrocket your confidence, and get the clarity you need to ignite your career purpose.

[▶ Watch Video](#)



Hi, I'm Lezlie 🙋

What can I help you with?



It's What People Want

- Know, Like, Trust Element
- Help build email list

Easier

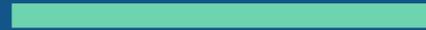
- No coming up with good name
- Url availability

*Unless

- Bigger organization
- Want to sell
- Privacy



Distinguish Yourself



Who do you serve?
What makes you different?
This takes RESEARCH.



Consistent Free Information



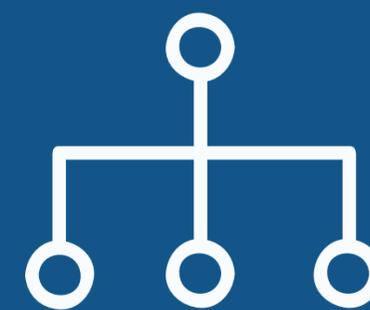
Social Currency



Authority Building



Thought Leadership



Build Network

Website Creation

Do-It-Yourself or
Hire It Out

Start with an Easy, Cheap Setup like Wix or Weebly

This will get you an online presence and help you start building a brand and a following.

**After that, you
have 2 choices:**

[free download]



Hire it Out

\$\$\$

Web Design & Development
Copy Writing

Build Your Own

Super time-intensive

Hosting
Coding vs. Drag-&-Drop Builders
Wordpress vs. Squarespace

Marketing Strategy

Choosing the Right Channels
& Platforms for You

Two Sides

Marketing Strategy
Marketing Channels



Marketing Strategies

Organic

- People naturally find you

Paid

- People find you through paid advertising or other paid strategies

Organic

Google

- Google My Business
- Google Reviews
- Google is everything

SEO - Search Engine Optimization

- Copy writing
- Pages & Blogs
- Front end & Back end

Social

- Good for Google: YouTube, LinkedIn, Pinterest
- LinkedIn & Facebook
 - Business pages & groups
 - Video is powerful
 - LIVE Video is powerful
 - Worried about RV recording?



Paid

Advertising



Google



YouTube



Facebook



LinkedIn



Marketing Channels

Social Media

- Direct connection to a large audience

Blog

- Establish authority & thought leadership

Email List

- Send consistent emails with helpful information

Social Media

LinkedIn

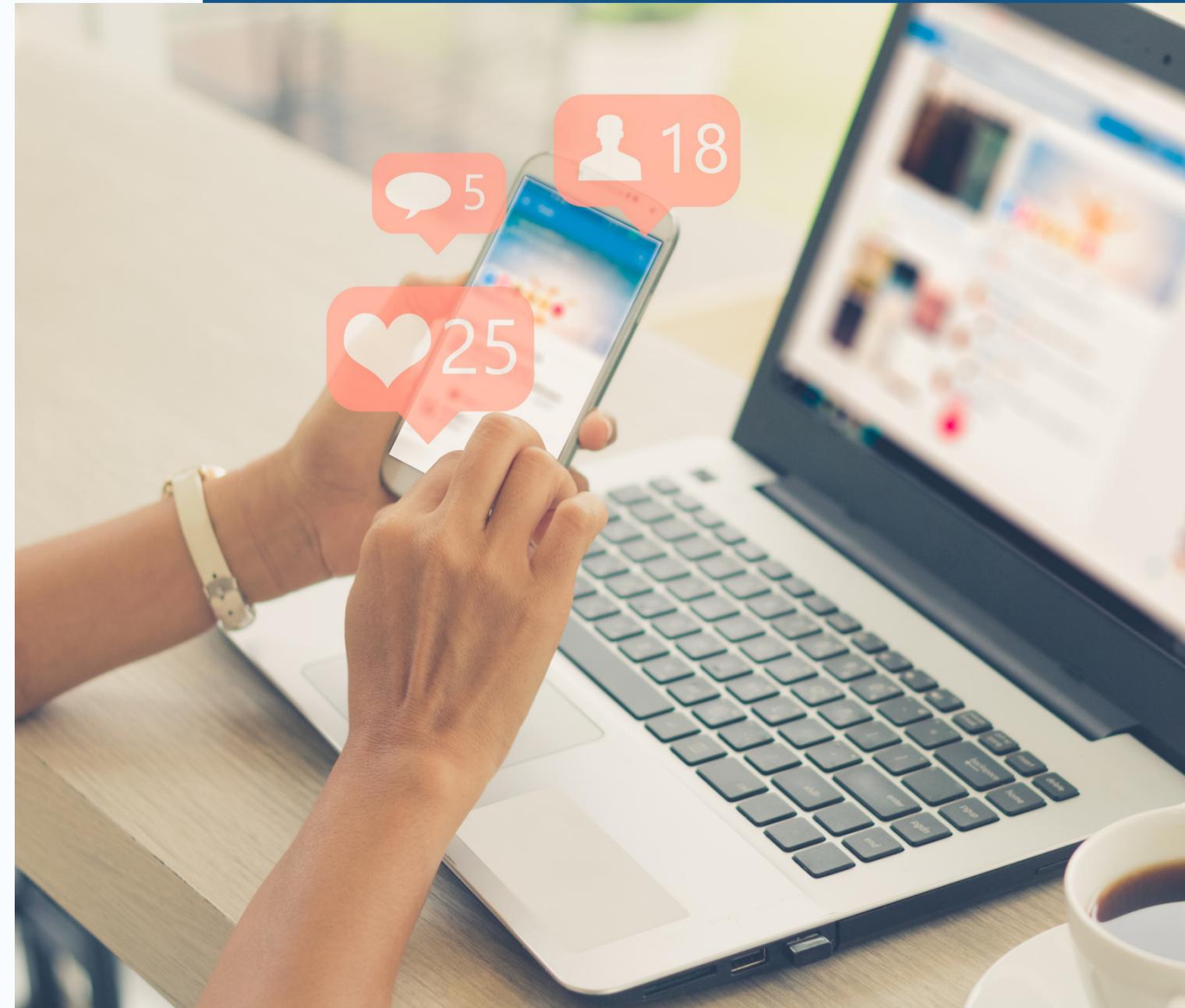
- Best for this space
- Access to active job seekers
- Strong network
- Positive

YouTube

- Search engine
- Video is powerful
- Know, like, trust
- Lasting value

Facebook & Others

- Less value (personal experience)
- Relaxation or entertainment



Blog



- One of the most effective tools for increasing organic search traffic. highly influential with buyers
- Establish authority & thought leadership
- Speak to your niche
- Connect with your audience

Email List

- Offer a freebie – on social, blogs, homepage
- Send consistent emails with helpful information
- Ask what they want to know & what their struggles are



Systems & Tech

To Help You Work Smarter
& to Make Your Life Easier

Build Systems from the Very Start

Scalability

Don't get caught in the cycle of trading time for money. In this industry, it's hard to charge enough to make that work.

Track & document processes

Create processes with automation in mind

Find the right technology

Automate as early and as much as you can.

- [free download]

Scalability

Ways to scale

- Products:
 - Live Trainings
 - Online Courses
 - eBooks
 - Books
- Coaching
- Group Coaching
- Corporate Contracts (Outplacement)
- Speaker



Processes

Consider your processes for:

- Initial lead communication?
- Following up with a lost lead?
- Payment?
- Information gathering?
- Resume Research?
- Resume Writing?
- Drafts / corrections?
- When someone joins your mailing list?

Also:

- What emails do you write over and over?
- What questions do you ask over and over?





Find the Right Technology

This is SOOO helpful!

Systems, processes, automations, and technology can help you scale your business, save time and effort, and stay sane in the process. [free download]

When you're ready, hire people to help you with the thinkgs you're worst at. Organization? Administration? Accountability?



Believe in Yourself

- Adopt a positive mindset
- Get out of your comfort zone
- Remember: The ROI is in HELPING



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- Website Options & Tips
- Systems & Automation Technology
- Resume Biz Checklist

QUESTIONS? COMMENTS? LET ME KNOW!

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Follow Our Travels

Full-Time RV Nomads:

Chasing Good Weather, Happiness,
and Our Own Version of Normal

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Resume How-To Course

- In-depth resume writing training
- Exclusive discount offer

Free Downloads

- Full Course Slide Deck
- Resume Certifications & Memberships Guide
- How to Use LinkedIn for Your Resume Writing Business
- Website Options & Tips
- Systems & Automation Technology
- Resume Biz Checklist