

For the 2019 Pat Schuler Kick Butt Award, I nominate Wendi Weiner, The Writing Guru.

Nominated by Marie Plett.

✓ **Fearless in creating and innovating within the industry and/or the individual business.**

Earlier this year, Wendi alerted top industry players and résumé writing associations to a person who was harassing résumé writers – and even their spouses and friends – with threats of extortion. This person launched websites designed to defame individual résumé writers, actively slandered writers who refused to give into his demands, and was relentless in tarnishing the brands and personal lives of his competitors.

As a skilled attorney, Wendi immediately pursued every possible legal course of action to make this harassment stop. Recognizing that the résumé writing industry is not regulated, and often left unprotected, she announced all possible courses of corrective action against these constantly escalating threats.

Not only has she given many résumé writers desperately needed relief by pursuing legal action against this bad actor, she has become the industry authority in protecting your business against online harassers. When résumé writers start receiving fishy emails from anybody, they contact Wendi for advice and trust her considerable expertise.

The best thing about this story is how Wendi turned lemons into lemonade, using this experience to strengthen her own business through highly effective techniques to eliminate phony online customer complaints, improve Google/Yelp reviews, and boost search engine rankings.

✓ **High integrity in communicating with others, customers, peers, colleagues, and on social media.**

Wendi maintains the highest industry standard in communications excellence. Few career experts can match her media presence. Last month, she was interviewed by Jenny Hutt on SiriusXM Radio discussing best practices for LinkedIn, career changes, resume development, and hiring a resume writer. She has been featured and published in 50+ media outlets, including The Huffington Post, Thrive Global, Fortune, The Muse, Fast Company, Glassdoor, Business News Daily, Monster, CareerBuilder, and Forbes as a founding member of the Forbes Coaches Council.

✓ **Life-long commitment to learning demonstrated through personal stretch to pursue additional training in new areas.**

In the last year alone, Wendi earned her NCRW and NCOPE Certifications, adding to her already impressive list of industry credentials, which includes CPRW, CCTC, CCM, and 360Reach Analyst.

✓ **Focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.**

Few people in our industry exhibit the kind of extraordinary selflessness and altruism that Wendi naturally exudes. I cannot imagine how many days and sleepless nights she's dedicated to protecting her colleagues this year alone. She was a beacon of knowledge and hope to résumé writers who felt

their livelihoods, reputations, and even personal safety were under attack, and is continuing to educate others on reputation and business protection through her articles and workshops.

After following her articles and posts for many years, I was so excited to finally meet Wendi in person at the 2018 NRWA Conference in Seattle. She has always been a personal inspiration of mine. A practicing attorney turned résumé-writing juggernaut, Wendi is truly "The Writing Guru" for job seekers pursuing legal positions or profound career changes. I was fortunate enough to share a flight with her, and as we were waiting at the gate, she looked at my LinkedIn profile and suggested some minor changes that immediately doubled my LinkedIn traffic. The suggestions just popped out of her mouth.

But that's just Wendi. She's always instinctively helping others to excel in this industry.

- ✓ **Maintains active CDI membership.**
<https://careerdirectors.com/member-directory/?lname=weiner>