

# Bazyn Communications

## Making the Impossible Possible Newsletter

Winter 2015

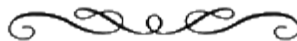
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For positive inspiration, contact Bazyn Communications  
**“Making the Impossible Possible”**

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### Contents

1. [Letter from the editor](#)
2. Articles
  - a. [“Tips for Planning an Event or Seminar”](#)
  - b. [“Enlightening Questionnaires”](#)
3. [Updates](#)
4. [Products and Services](#)
5. [Contributing to this newsletter](#)
6. [Recommended links](#)
7. [Contact information](#)
8. [Favorite quotes](#)



### Letter from the editor

Dear readers,

The year end holidays are my favorites: Thanksgiving, Christmas, and New year's Eve. It is the time of the year when I reflect on my priorities and goals: ones I've achieved and those I need to establish or improve in the coming year. It is also the season to thank God for many blessings: work opportunities, family, friends, and my wide network of colleagues around the country. I want to thank those who have trusted me with referrals: speaking to their groups or providing leads to writing or technical assistance. I look forward to another wonderful year of networking and building even more relationships.

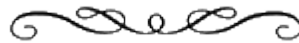
Since August, my travels have included Sioux Falls, SD; St. Cloud, MN; Concord, CA; Minneapolis, MN; Albuquerque, NM; London, England; Sacramento, CA; Sioux Falls, SD; and New York City, NY. I've already got plans to travel in 2016 to the following: Las Vegas,

NV; Washington, DC; Sacramento, CA; San Diego, CA; and Minneapolis, MN.

For discounted speaking fees, I try to coordinate events and trainings. Please let me know about events in these and other areas, since I'm always adding cities to my itinerary.

Have a wonderful holiday season and winter,  
Ardis Bazyn

[Return to Table of Contents](#)



## **Tips for Planning An Event or Seminar**

By: Ardis Bazyn

Have you ever seriously considered where you hold an event or seminar? Is the place the most convenient space for participants? The following questions should be answered when looking for any potential place for an event or seminar.

- Is it in a convenient neighborhood for working people during typical working hours?
- How busy is the time of the day and day of the week of your potential event?
- Is it close to bus routes for those who can't drive? Some people with chronic heart conditions, severe diabetes, or seizure conditions are not able to drive and may not want others to know.
- Have you thought about accessibility? You may wish to choose a facility with a ramp.
- Are there parking spaces designated for handicapped customers? In any flyer about workshops, mention access or just say A.D.A. compliant. An explanation or map of the facility illustrating specific rooms might encourage a person to come.
- Is the environment safe and well lighted?
- Do you have someone available to assist with a planned buffet?
- Do you offer alternatives for those on special diets?
- Are rest rooms easy to locate and accessible?
- Is there enough aisle space for wheelchairs? If seminar areas are accessible for wheelchairs, other disabled persons will be able to attend. When planning your seating, allow space for wheelchairs to move in. You can always pull out a couple of moveable chairs to allow one or more to sit. Aisles should be wide enough to accommodate a wheelchair.
- Do you have newsletters, brochures, and other materials available in alternative media for visually impaired persons, people with learning disabilities, people with limited English skills, and seniors? (Large print, Braille, cd, audio recordings, or email)
- Do you consider how to assist hearing impaired or seniors with hearing difficulties attending? You could place reserved signs for seats up front. Those with hearing impairments may be able to request assistive listening devices (most hotels and convention centers with meeting rooms have them available if requested in advance). If you have your own facility and smaller rooms, guide those with hearing problems to the front seats, explaining that they will be able to hear and see much clearer. If you can identify who is having trouble hearing, try to have your seminar speaker stand closer to them. Always ask the speaker to refrain from talking with his/her back to the audience;

many people with hearing loss use lip reading as a coping strategy. Ask the speaker not to speak too quickly because this makes hearing more difficult for them to understand.

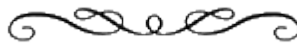
If you have thought about these situations and answered the above questions, possible concerns might be avoided. Having specific checklists on your pre-registration would facilitate these requests. For example, if you inquire on the form if participants need special accommodations, you can plan them in advance, i.e. Braille or large print programs or email attachments of the material, assistive listening devices, wheel chair accessible rooms, guide dog relief areas, and special meal requirements.

If you are renting a facility or using a restaurant or hotel conference room, the place should be evaluated. The maintenance or upkeep of the place may affect how customers perceive you. Always visit and check a perspective facility before booking an event. A current or prospective customer would definitely be turned off if a bathroom was unusable or outside security lights were not functioning. If you are presenting the event or seminar, it could affect potential follow-up business.

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-- Read more helpful tips to promote your own business in Ardis's book: "BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers or Motivate Employees?" available at: [www.bazyncommunications.com](http://www.bazyncommunications.com)

[Return to Table of Contents](#)



## **ENLIGHTENING QUESTIONNAIRES**

By: Ardis Bazyn

Do you know why customers discontinue buying your products or services? How could you get more registrations or responses to your seminars or workshops? How do you determine what hours to operate your business? Helpful feedback is crucial when making any future decisions or considering a change in current offerings. A variety of questions could be included in a survey. Surveys are returned more quickly if the respondents are eager to facilitate change. Current customers who have a vested interest in your business will be the most apt to respond. A gift certificate, free gift, or coupon might generate more returned surveys or questionnaires. A personal invitation may elicit quicker responses.

### **Possible Questionnaire**

1. Why did you visit \_\_\_\_\_ (name of business) or attend this seminar?
  - Referred by a friend
    - Newspaper
    - Poster
    - Bulletin board
    - Website
  - Invited by another customer
  - Radio announcement

Networking event

2. Why did you purchase?

- My friends purchased products or services and were satisfied.
- The product impressed me.
- The services and products are relevant.
- Employees are friendly.
- The business is convenient.
- Seminars sounded interesting.

3. Would you refer a friend?

- Yes
- No

If not, why not?

4. What would make it easier for you to refer a friend to a seminar or to buy products or services?

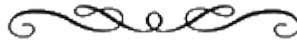
- A. Change time, day, or place of seminars or hours open
- B. Different products or services (If checked, write suggestions)
  - C. Different seminar topics (List suggestions or format change.)

A questionnaire could reflect choices of products, services, seminars, an attitude evaluation, website characteristics, and other items. Decide what kind of information is most helpful for your use in the future. Leaving a space for comments after each question eliciting a negative answer is very important. Sometimes comments provide new ideas or helpful suggestions.

You should also ask employees to list areas in your business which need improvement. A suggestion box or specific email address for them to send comments or suggestions might be very enlightening, especially after a seminar or special event. An employee might be fearful of making negative comments unless you make it clear you wish to receive both positive and negative ones. An incentive to an employee giving the best suggestion during the month might generate more feedback on a regular basis. These are especially useful when changes are being considered.

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## **Updates**

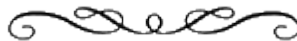
By Ardis Bazyn

To order books or seminars, check out [www.bazyncommunications.com](http://www.bazyncommunications.com) or call 818-238-9321. Checks, money orders, and credit cards through Paypal are accepted.

All my books are available for purchase at [www.bazyncommunications.com](http://www.bazyncommunications.com) in several formats. You can receive a discounted print copy of my third book by ordering it on my publisher's website: [www.xlibris.com](http://www.xlibris.com). BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers and Motivate Employees?

Go to the author page and look for Ardis Bazyn or go to the book page and look for "Building Blocks to Success".

[Return to Table of Contents](#)



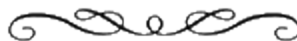
## **Products and Services**

Bazyn Communications continues to offer inspirational and motivational speaking, business coaching, and writing. A free consultation by phone or in person is available upon request. For a list of speaking or coaching topics, visit [www.bazyncommunications.com](http://www.bazyncommunications.com).

We're also available for a variety of writing projects, business plans, marketing plans, articles, and copy for most types of media for small businesses and nonprofits. Small Braille transcription projects including greeting cards or business cards are offered at reasonable prices. Contact us for pricing.

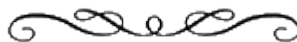
If you wish to receive a text version of this newsletter or receive any past issues, please email: [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com) or call (818) 238-9321.

[Return to Table of Contents](#)



## **Contributions Accepted**

If you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com). Each article received will be read and will be printed if it meets the newsletter



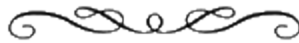
## **Links**

[www.bazyncommunications.com](http://www.bazyncommunications.com)

Check out the links of organizations in which I participate:

American Council of the Blind	<a href="http://www.acb.org">www.acb.org</a>
Burbank activities	<a href="http://www.burbank.com">www.burbank.com</a>
Burbank Business Network International	<a href="http://www.bniburbank.com">www.bniburbank.com</a>
Burbank Chamber of Commerce	<a href="http://www.burbankchamber.org">www.burbankchamber.org</a>
California Council of the Blind	<a href="http://www.ccbnet.org">www.ccbnet.org</a>
California Voter Empowerment Circle	<a href="http://www.CALVEC.org">www.CALVEC.org</a>
Coaching and Speaking Internationally	<a href="http://www.247coaching.com">www.247coaching.com</a>
Democracy Live Accessible Voting	<a href="http://www.democracylive.com">www.democracylive.com</a>
Independent Visually Impaired Entrepreneurs	<a href="http://www.ivie-acb.org">www.ivie-acb.org</a>
Randolph Sheppard Vendors of America	<a href="http://www.randolph-sheppard.org">www.randolph-sheppard.org</a>
Speaker Match	<a href="http://www.speakersmatch.com">www.speakersmatch.com</a>
Success Simplified	<a href="http://www.successsimplified.com">www.successsimplified.com</a>
Xlibris Publishing	<a href="http://www.xlibris.com">www.xlibris.com</a>

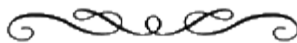
[Return to Table of Contents](#)



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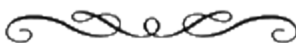
## Favorite Quotes

“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance” –Steve Jobs

“You can have everything you want by helping enough other

people” “The right idea with no follow-through is dead on arrival”

[Return to Table of Contents](#)



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