

# Bazyn Communications

## Making the Impossible Possible

### Newsletter

Winter 2018-2019

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### Contents

1. [Letter from the editor](#)
2. Articles
  - a. [“Schmoozing 101 AKA Networking to Increase Your Bottom Line”](#)  
by *Harvey Branman, Burbank Networker of the Year*
  - b. [“The Written Rules of Employment”](#)  
by *Bob Cushman, SCORE Counselor since 1998*
3. [Products and Services](#)
4. [Contributing to this newsletter](#)
5. [Recommended links](#)
6. [Contact information](#)
7. [Favorite quotes](#)



### Letter from the editor

Dear readers,

A new year gives us a chance to reflect on the successes and challenges from the past year. As you think on future plans, remember past mistakes are useful in creating a better outcome now. Focus on what can be handled differently rather than the negative aspect of what happened.

A business or life coach can keep us motivated and on target. I offer a free consultation to see if I can assist you. Do you need help developing your strategies for the future? Are you considering retirement, deciding on whether to become an entrepreneur, or more fully develop your business with a new marketing or business plan? Please give me a call and we can discuss your projects. I can motivate you to move forward!

In recent months, my travels included Lawton, OK; Sioux Falls, SD; San Diego, CA; San

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Francisco, CA; Long Beach, CA; Santa Anna, CA; Sacramento, CA; and Denver, CO. In the next few months, I'll be flying to Las Vegas, NV; Washington, DC; Denver, CO; and Rochester, NY.

To give organizations and corporations discounted speaking fees, I try to coordinate events and trainings. Please let me know about events or possible speaking opportunities in these and other areas, since I'm always adding cities to my itinerary.

Have a productive and happy new year!  
Ardis Bazyn

[Return to Table of Contents](#)



## **Schmoozing 101 AKA** **Networking to Increase Your Bottom Line**

By: *Harvey Branman, Burbank CA Networker of the Year*

***Are you showing up, but not getting new business?*** When you meet someone, do you listen more than you talk? Are you specific when you say what you do? Are you pro-active in putting people together? Do you ask for help in building your business?

It involves the art of listening. Let's talk about your comfort level when you walk into a room of people you don't know but are interested in networking with them to help your sales. Most people have the same fear of rejection, and will be much happier if you are the one who instigates a conversation. Because of this insecurity common to most of us, people have a tendency to stand, or sit, with people they already know. That doesn't serve the purpose of going to the event, does it?

My suggestion is, that you see this fear as a **challenge**, and make a point of approaching as many individuals you've **never** met before, to see if you are in a related, but non-competitive field, and have clients that you can refer to one another. When you find out this is the case, make it clear that you are interested in getting together for a one-on-one in the very near future. And, make sure you follow up the very next day. Then move on to someone else to see what you have in common. Make a point of not spending more than 5 minutes with one person so that you can make several new potential partners in the game of networking.

Have you ever been at a function when someone walks up to you, hands you a business card, and rambles on about what they do, and **never** asks about you? Doesn't that make you want to run away as fast as you can? What works best is to show interest in the other person. We have two ears, but only one mouth. Using them in the same proportion is essential to starting a relationship.

**Here is the best technique I've learned to help build relationships.** To be good at tennis, or golf as examples, you need to use good **FORM**. And, when you're networking, you also need to use good **FORM**. **FORM**, is an acronym. The letters stand for those areas of someone's life that you can easily ask about - in order to start building rapport with them.

**F is for FAMILY.** "Are you a native of LA? Is your family from another part of the country (or world)? Are you lucky enough to still have your parents around? Are you married? Or,

have a partner? Any kids (or grandkids, if you're as old as I am)?"

By asking the first question, I've found many others who are also from Chicago, and even some that went to the same high school, even my class but didn't know or remember them. That's so much fun.

**O** is for **OCCUPATION**. This is always the easiest one for me if I'm at **ANY** type of networking function, and I'm introduced to a new person, or introducing myself. It's as simple as saying: "What do you do?" "Tell me more" is another way to get them to continue sharing. Only once in nine years has one of my clients told me I was nosey. That's a story you'll have to ask me to tell you.

**R** is for **RECREATION**. Most people have a hobby or favorite activity they like to talk about. "So, when you're not at work, what do you enjoy doing to get away from it all?" It will amaze you how many things you have in common with people when you get them to talk about their personal interests.

**M** is for **MOTIVATION**. You can ask -"What motivates you to get up every morning and do what you do? How do you feel you are a problem solver for your clients?" If you can get others into being proud of themselves, they're going to like being around you, and work hard to help you make relationships with the people they know.

Let me tell you about the expert networker that was delayed at an airport for one and a half hours. Just after she sat down, a gentleman sat beside her, and she started to mentally count how many words she used during the time they were together. She used a total of 15 words. As he was getting up to leave for his flight, he turned to her, and said "You're the **most** interesting person I've ever met!"

It's obvious that she made him feel important by asking him all the questions that one would use when using **FORM**. This is what most people in retail businesses have never learned. Make it personal with your clients and they'll love you for it. Just don't make it too personal.

**Say what you do in Technicolor**. What do you say when you meet someone for the first time (or, maybe it's been so long, they forgot who you are) and they ask "What do you do?" If you are generalizing, or giving an all inclusive rundown on every aspect of your business, more than likely, the other person will have tuned you out after the first 10 seconds. There is a reason why award winning TV commercials keep you guessing what they're selling until well into the 30 second (or shorter) ad.

Maybe you saw the commercial several years ago which showed a teen on a dirt bike chasing down a wildcat, maybe a cougar, or whatever it was – but it was running really fast. Anyway, the boy jumps off his bike, wrestles the cat to the ground, reaches down the cat's throat and pulls out a Mountain Dew, and then says, "**Bad cat!**" and starts to drink. The viewer had no idea what product was being sold till the last seconds of the ad. This approach sure got my attention.

This is what needs to take place when you introduce yourself, either one-on-one, or to a group. This is an opportunity to give a 7 to 10 second **exciting and colorful** commercial. One that'll make them say: "That's very interesting, tell me more."

Now that I have two businesses, my memory hook varies. If I'm at an event where they see me as a photographer, I'll say that I'm a "licensed social photo-therapist, and I work with couples or individuals as well as families and children." Or, I may simply say "I'm a memory maker".

My other short self-introduction might be – “I’m a molecular hydration consultant” or “I teach people the differences between water – because like most people, I used to think water is just water.”

A good **memory hook** can be funny or serious. It can be a short poem or rhyme. You can even sing it, if you’re brave enough. I’ve seen people get over their fear of looking silly by being silly, and when they do, it works well.

One that works for a dentist is: “Only floss the ones you want to keep”. Another I’ve heard for a dentist was: “I believe in the tooth, the whole tooth, and nothing but the tooth, so help me God.” A chiropractor might say: “I crack you up.” or “If you’re spines in line, you’ll feel fine.”

I find it easier to come up with good memory hooks by asking for help from a partner in your networking group. A women house painter who I know, used to have a lot of fear of talking to people. After spending a few minutes brainstorming with another member of her networking group she came up with this: “You’ll love your house so much, you can’t wait to get home every day.” Her latest is: “We’re painting the town, one house at a time.”

Be creative and you’ll get results when you give your sales pitch. And, after you’re given the attention you deserve, it’s time to tell:

- Why you are better than anyone else in your field
- What makes your company unique
- How you solved a problem for a client recently
- What kind of doors you need help opening.

**Be pro-active in networking, not an order taker.** Do you actively put people together with others they should know? If someone you know would benefit from getting to know another one of your friends, clients or business associates, couldn’t you arrange for a time to all get together, maybe at lunch, or a game of golf?

Let me tell you about the plastic wrap manufacturer that had several times tried to get in to see the buyer for the largest chain of supermarkets in Australia. He couldn’t get past the front desk. But, when an attorney in his networking group, during a golf game heard the brainstorm of this same buyer, which was to put all the bunches of bananas in plastic wrap, this was the start of an introduction that led to a ¼ million dollar contract.

In actuality, this attorney really was just keeping his ears open, waiting for the opportunity for him to find a referral for someone he could help make a great connection.

What could have happened many months before, was for this same connection to have occurred by means of a phone call to see if the buyer **might** be interested in meeting with the manufacturer. In other words, **actively** putting together individuals we know, who would benefit from knowing others that we know, is our **responsibility** if we are going to be working for our partners in whatever networking group we’re in. If each week, or month, you were to pair off with one person in your networking group, and actively work to make contacts for that individual, you’ll find many other connections come to fruition for other members in the group.

**Don’t be afraid to ask for help.** People like to assist those they have rapport with, so after you’ve formed a new relationship with someone in your contact sphere, let them know you’re attempting to grow your business and need their help. Ask them, using these words: “Who do you know who could use a professional \_\_\_\_\_?” Asking for help is a lot less threatening than asking for someone’s money. But, be sure to help those people you expect

to go out of their way to make new contacts for you.

Harvey Branman is available for one-on-one consultations: call 818-954-9294.

[Return to Table of Contents](#)



## **The Written Rules of Employment**

By Bob Cushman, SCORE Counselor since 1998

### **WHAT YOU HAVE TO HAVE AND WHAT YOU SHOULD HAVE FOR EVERY EMPLOYEE!**

- Non-compete and conflicts of interest agreement
- Employment (Part-time) defined
- Contract labor defined
- Training & evaluation period defined
- At-will employment agreement
- Employee policy acknowledgement
- Equal employment policy
- Accommodation for disabilities policy
- Personnel file policy
- Harassment and discrimination reporting policy
- Confidentiality agreement
- Blogging and social media policy
- Job Descriptions
- Performance evaluations
- Progressive discipline
- Employee recognition
- Employee retirement & termination

#### **Attendance Expectations**

- Hours of work and breaks
- Overtime requirement
- Recording time worked
- Payroll system

#### **WORKPLACE SAFETY**

- Drugs and alcohol
- Weapons in the workplace
- Smoke-free workplace
- Proper dress requirement
- Reporting unsafe/unhealthy Conditions
- Reporting on-the-job injuries
- Video Recording and Searches
- Personal telecommunications Policy
- Postings in the workplace

## **BENEFITS**

- Employment benefits prescribed by law
- Unemployment compensation
- Workers compensation
- Social Security
- Medicare
- Vacation policy
- Holiday policy
- Family and medical leave
- Military leave
- Bereavement leave
- Jury duty

[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 documents using staples not binding, greeting cards or business cards are offered at reasonable prices. Contact us for pricing.

All my books and other products are listed online at [bazyncommunications.com](http://bazyncommunications.com) under my product page.

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 criteria.

[Return to Table of Contents](#)



## Links

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.com">www.burbankchamber.com</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>
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.speakermatch.com">www.speakermatch.com</a>
Success Simplified	<a href="http://www.successsimplified.com">www.successsimplified.com</a>

[Return to Table of Contents](#)



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[Return to Table of Contents](#)



## 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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