

Bazyn Communications Newsletter

August 2004

*“For positive inspiration, contact Bazyn
Communications”*

“True vision with insight”

If you wish to subscribe or unsubscribe from this newsletter, please go to [HTTP://www.bazyncommunications.com](http://www.bazyncommunications.com), check “Subscribe” or “Unsubscribe” and enter your email address.

Contents

1. [Letter from the editor](#)
2. [Updates](#)
3. Articles of interest
 - a. [Sharing Your Experiences](#)
 - b. [How to build beneficial relationships on basic principles of human dynamics](#)
4. [Products and Services](#)
5. [How to contribute to this newsletter](#)
6. [Recommended links](#)
7. [Contact information](#)
8. [Favorite quotes](#)

* * * *

Letter from the editor

Dear readers,

It's hard to believe it's already nearing the end of August. Some of my time was spent with family and friends this summer and I attended a couple of conferences, which have rejuvenated me. However, it's time to start thinking of all the fall activities right around the corner. I hope you are ready to again swing into a busier season.

One of the conferences I recently attended focused on how sharing our experiences can be helpful to others, whether these experiences are positive or negative. I've written an article regarding this topic of experiences in this newsletter. Perhaps, it may inspire you to share your personal experiences with others.

I've also included an article on relationships again this month. It explains the importance of building your personal

network not only for your business but for your own personal success. This article may give you some ideas you can use.

Finally, if you wish to contribute an article to a future newsletter or make any suggestions, please check the contact information at the end of this newsletter. Enjoy the information given!

Ardis Bazyn

[Back to Table of Contents](#)

* * * *

Updates

I've recently produced a flyer giving my updated price list for many of my services. If you wish to receive this, email or call me and I'll send you one in your choice of format—mail or email. Under the inspirational speaking link on my website, my speech and coping topics are listed. For each one, a link is available to find the key points for each topic. There are also testimonials as well. Interested persons can sign up on the home page for my online newsletter. Subscribers will automatically receive the link to the most recent newsletter on my website.

[Back to Table of Contents](#)

* * * *

Sharing Your Experiences

When I speak to different audiences, I try to imagine what will be remembered tomorrow or next week. I know from listening to others speak that their very real day-to-day situations affect my thoughts later. My emotions are swayed by the feelings or thoughts expressed.

Therefore, I try to incorporate my true experiences when I speak about related topics. For example, when speaking of coping with challenges and change I bring the following experiences into my talk: losing my sight at 20, living with a multi-disabled spouse needing on-going care, raising children, owning and managing a variety of businesses, having a mild heart attack, and moving several times through-out the country.

When I speak on image building and related business strategies (organizations and churches as well), I mention positive influences of organizations I've worked, past personal experience working with different boards, owning my own businesses, and how using positive methods makes organizations look better to the public.

When I speak on goal setting, I use personal examples of setting realistic and reachable goals. I explain how my personal challenges have reinforced the positive nature of goal setting. I also emphasize how a vision of the future kept me striving to reach my goals when I might have become depressed or upset by the particular situation.

If speakers use personal experiences explained in a realistic way, the audience will find empathy with you and your experiences. Some similarities in their own life may be triggered even if the situation itself is actually much different. The audience will remember your vivid stories if you capture the true sense of your feelings at the time or use humor to reflect the situation later.

Even if you are only speaking about a particular service or product in your organization or business, sharing on-going experiences you've had with those products, services, or customers will be much more meaningful than simply giving the facts about the service or product. It is often your positive outlook and experience that sway others rather than simple marketing techniques.

So, as you speak to friends, family, customers, or colleagues on the job, remember to share your experiences. Even if they are not too positive, finding humor in each situation helps others to relate better to you. In life, we work with all types of people. Using our experiences to meld us together can be helpful in today's diverse culture.

[Back to Table of Contents](#)

* * * *

How to build beneficial relationships on basic principles of human dynamics

By Don Morgan, Executive Director-BNI Canada

Humans are internally wired for relationships. As "social animals" we need relationships regardless of the activity we engage in. Business is conducted through relationships. Every person is influenced by family relationships. We play with other individuals to strengthen our relationships, and we even relate spiritually to others. The more we understand this phenomenon of relationships, the easier it will be to achieve our goals, and achieving goals ultimately leads toward a more successful life.

Returns from our relationships come in many shapes and sizes and sometimes are even hard to identify immediately. Personal support, increased knowledge, shared resources

and concluded business transactions are just a few of the benefits generated from relationships. Despite the many returns we receive from relationships with others, it's curious that we don't spend more time studying and practicing good human relations. Relationships just don't happen. The really good ones are built on solid principles of human dynamics.

In the business of word-of-mouth referral marketing, if we get one referred contact from another person, it could mean that the referring person is attempting to build a relationship. Aren't we sending a message to another person when we give them a gift of flowers, referrals or a bottle of wine? The first referral might signal an interest of one person to engage in or improve a relationship with another. The second referral or gift that is given to the same person might suggest a more meaningful intent than merely happenstance. When the third referral or gift is conveyed, the recipient can't help but feel something beyond the ordinary is happening. If you want to send a clear message of your interest in a long-term relationship, send three gifts or referrals.

Relationships are like two-way streets where traffic goes in both directions. Once a clear desire to build a relationship has been conveyed through giving gifts of referrals, the continuation of receiving referrals must be cultivated by giving back gifts of equal or greater value. The principle of "givers gain" explains that getting gifts of business from a person means we have to give back something of value to the giver if we wish the relationship to become increasingly profitable. The gift we return need not be the same type of item but must be perceived as a valuable return to the initial giver.

Rules of the road must be followed by traffic on a two-way street to avoid too many bumps and crashes. Relationships are the same. Stick to the rules and you will ultimately get to your destination. Not following the rules of relationships causes us to bump into and even collide with others. One rule we must follow is imposed by time and energy. It will take time and energy to create a flourishing and profitable relationship. Commit enough time and energy to exploring a direction that may provide a good return. Don't expect that the first corner that you come to will be your final destination. Just to add complexity, understand that while exploring new territory requires some caution, taking too much time may also create a dangerous condition or even cause a collision.

When we become accustomed to others, it is like traveling the same road over and over again. Don't be complacent. Traffic accidents happen in our own familiar neighborhood, and relationships can fail with those closest to us.

Maintaining a valuable relationship consumes as much thought, care and energy as starting the initial relationship. Humans possess an unbounded capacity to learn and create. Each of us changes daily. This means that for a relationship to maintain its strength of reciprocity and continue providing value to each party, the relationship must also adapt and be re-invented from time to time.

In the end, quality communication becomes the most important strategy for building and maintaining relationships that return great benefits to each party. Within a quality communication, subjects will be discussed swaying among the various interests, needs and wants of each person. During the communication process, each of the parties must convey an interest and active desire to help the other achieve their goal. Over time, as one person demonstrates his or her ability to add value to the other, the recipient will be governed by yet another law of human nature. This rule is the need to find a way to give equal value back to the giver. The formula is simple. Quality communication equals quality relationships where the byproduct becomes a givers gain process enabling each of the relationship partners to achieve his or her goals.

Reprinted with permission, from BNI *SuccessNet* - March/April 2004, a publication of Business Network International

[Back to Table of Contents](#)

* * * *

Products and Services

I continue to offer inspirational and motivational speaking and coaching. I will provide a free consultation by phone or in person, if requested. My primary topic areas are: coping with challenges and change, developing/maintaining a positive attitude, image building for organizations or churches, setting reachable goals, and successful business strategies. I also give training and facilitation on team building, time management, stress management, diversity training, and goal setting. I can adapt them as necessary for the person or group with which I'm working. For a list of the key points on many of these subjects, go to: [HTTP://www.bazyncommunications.com](http://www.bazyncommunications.com).

I provide writing projects including: articles (with or without interviews and research), transcription of tapes and cds, press releases, copy for websites or brochures, flyers, speeches, presentations, training modules (developed in

consultation with the company or organization), and ghost-writing. If you have questions, please ask.

To order one of my books, check out my website or call. I take checks, money orders, Visa, MasterCard since I'm registered with Paypal.

Ardis Bazyn

[Back to Table of Contents](#)

* * * *

Contributions Accepted

If you would like to contribute an article, please send it to:

abazyn@bazyncommunications.com.

Please send articles of interest to individuals and organizations or businesses wishing to portray a more positive image.

[Back to Table of Contents](#)

* * * *

Links of organizations in which I participate:

Burbank Business Network International:

[HTTP://www.bniburbank.com](http://www.bniburbank.com)

Burbank Chamber of Commerce:

[HTTP://www.burbankchamber.com](http://www.burbankchamber.com)

Burbank activities:

[HTTP://www.burbank.com](http://www.burbank.com)

American Council of the Blind:

[HTTP://www.acb.org](http://www.acb.org)

California Council of the Blind:

[HTTP://www.ccbnet.org](http://www.ccbnet.org)

Randolph Sheppard Vendors of America:

[HTTP://www.ntcbv.org](http://www.ntcbv.org)

Independent Visually Impaired Enterprisers:

[HTTP://www.acb.org/ivie](http://www.acb.org/ivie)

California Voter Empowerment Circle:

[HTTP://www.dredf.org](http://www.dredf.org)

National Alliance of Blind Students:

[HTTP://www.blindstudents.org](http://www.blindstudents.org)

[Back to Table of Contents](#)

* * * *

Contact information

Bazyn Communications

Ardis Bazyn

500 South 3rd Street, #H

Burbank, CA 91502-1476
(818) 238-9321
abazyn@bazyncommunications.com
[HTTP://www.bazyncommunications.com](http://www.bazyncommunications.com)

[Back to Table of Contents](#)

* * * *

Quotes

"The task we must set for ourselves is not to feel secure, but to be able to tolerate insecurity." - Erich Fromm

"Each decision of life is making us into a certain kind of person, and the opportunity to relive life is not open to us. Life is gained or lost in living." Robert H. Mounce

"Beautiful things cannot be seen or touched - they must be felt with the heart."

Helen Keller

[Back to Table of Contents](#)