

Bazyn Communications Newsletter

December 2005

***“For positive inspiration, contact Bazyn Communications”
“True vision with insight”***

If you wish to be added to or removed from my email newsletter list, please sign up online at <http://www.bazyncommunications.com>.

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Letter from the editor

Dear readers,

December and January are fun times for most of us because we have several holidays. My favorite is Christmas. I enjoy giving gifts to family and friends as well as taking part in parties and celebrations of the wonderful birth of Christ. No matter what holiday you celebrate, I hope you enjoy the season. I'm offering a holiday special: buy one of my books as a gift and get the second one for 1/2 off. 25 percent off gift certificates for coaching and products. Check my update column for coaching packages now available. All discounts are good until January 15. Check the choices of books and formats on my website product page and contact me for the special pricing: <http://www.bazyncommunications.com>

My third book was published in August and is available for sale on my website: <http://www.bazyncommunications.com>. Even after January 15, discounted copies may be purchased from my publisher at <http://www.xlibris.com>. Read more about ordering under “Updates”. I've also included another article in this newsletter with more excerpts from a chapter from my third book. The second article in this newsletter is one I thought would be beneficial to anyone who is in leadership – whether it is an organization or a business – about networking.

Enjoy reading this issue! As always, if you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to abazyn@bazyncommunications.com.

Ardis Bazyn

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Updates

My third book is now available for purchase on my website: <http://www.bazyncommunications.com> and on my publisher's website: <http://www.xlibris.com>.

BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers and Motivate Employees?

It will be available on my website in print, audio CD-ROM, audiocassette tape, and in BRF format for Braille displays and note takers (diskette).

To order discounted print copies, go to <http://www.xlibris.com>. Go to the author page and look for Ardis Bazyn or go to the book page and look for "Building Blocks to Success".

I now have two new coaching plans available. One for three months for \$300 and one for six months for \$500. Each includes one hour, sit-down preferable, and one 15 minute phone session each week following. I can help you set realistic and reachable goals and teach you techniques to improve your business/organization.

If you wish to receive a text version of this newsletter or receive any past issues, please email me at: abazyn@bazyncommunications.com or call (818) 238-9321. If you would like to receive a copy of my brochure or one of my flyers on specific services, please contact me. Under the inspirational speaking link on my website, many of my speech and coaching topics are listed including an additional link with the key points for most topics.

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Vital Purpose

Do your employees understand your products and services well enough to explain them clearly to others? Do they understand your primary purpose is to see all your customers happy and satisfied with your products or services? All employees need to be taught the ultimate goals of your business to function in the best fashion. Communicating this purpose thoroughly requires setting goals and objectives for each employee or group (if a larger business).

Your employees need to believe your primary focus in order to carry out your expectations. If your employees' primary purpose for

working for your business is to take home a paycheck, tasks may not be performed well on a regular basis. Incentives, bonuses, and other rewards are successful in motivating many employees. Often employees may be excited about your purpose if they see you and other key management really trying to keep customers informed and satisfied.

It is essential to involve most employees in setting goals by creating incentive or profit sharing programs if possible. If all employees feel part of a positive functioning body, they will feel more valued and want to continue to work for your business. If an employee is only involved in a peripheral way and just coming to work, they will find it easier to be sloppy or resign from the business at any time it seems convenient.

More involvement in the processes and activities will encourage employees to help the business reach its goals. Each employee has different talents and businesses can use a variety of these gifts. Employees who enjoy most aspects of their work will be inclined to give better service to customers.

Outlining the purpose of any new projects will give employees a better sense of their importance. If employees learn the attractive capabilities of new product lines, it will inevitably lead to less criticism and better employee service. Clear purposes or missions allow employees to volunteer to work with the activities they believe are more meaningful to them.

Promoting goals and objectives is critical for employees. Specific tasks for each one should be clearly designed for optimum results. In this way, the manager or group leader can more easily follow the work being accomplished and see where more input or assistance is necessary. Employees need to realize they are important to the overall positive functionality of the business.

Your employees need to be able to differentiate your business and your products and services to attract potential customers. If you have designed brochures, which clearly show the positives of all products and services, employees can use them to promote your products. Any pamphlets, training, or other helpful hints giving the employee confidence in your products and services will help them to sell or exhibit your offerings more easily.

Also, it is vital to involve as many employees as possible in task forces to keep them interested in your goals. Whether you invite them to experiment or simply share their ideas, they will feel more empowered. Employees are likely to want to participate in projects or activities in which they have the most expertise.

It is essential for employees to know the main reasons for your existence. You and your key employees should write a long-range

plan to determine a specific direction for your business. If employees participate fully in creating future plans, they will undoubtedly work harder to facilitate them.

Profit-sharing programs encourage employees to improve their knowledge about products and services. Sales persons also sometimes may derive a commission from sales they obtain. Employees must have a purpose for working hard for your business and strategies must be undertaken to make them a viable part of the process.

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Building the Best Network: Taking Inventory

In order to maximize your networking opportunities, you must know who is in your network. Check your address book, the business cards you've collected, and those scraps of paper filled with names and numbers. Ask yourself who else you know who would make a great network partner. Determine whether those with whom you interact would fit into your network.

Sharpen your focus by making a written list of your network members. Make your network broad and all-inclusive. Titles and positions can be deceptive and not indicate an individual's abilities, connections or value to your network. Include people who you like and who you enjoy being with and being associated with. Generally, those you list will fall into two categories:

- Direct contacts (first generation contacts). These are people who have what you want and can give it to you directly. On your list, write down your precise objective. Then prioritize the names of your direct contacts according to their ability to deliver what you need.
- Intermediary contacts (second generation contacts). These people can introduce you to others, or influence others, who can deliver or lead you to your objective.

Next inventory your personal assets to identify what you can bring to the table. When compiling your personal inventory, you should identify your talents, skills and values. The most important factor in building strong relationships is that the parties share common values. Common values help to forge common bonds that make relationships work. So if you are trying to make a good match, focus on the other party's values.

When you've identified your talents, skills, and values, you will feel more confident because you recognized precisely what you have to offer and the values that make you happy. Instead of vaguely asking network contacts if they know of any job openings, your approach will be stronger when you say, "This is what I'm good at;

these are the benefits I provide. Do you know of anyone who can use my talents?" The above is an excerpt from the National Bestseller *NETWORKING MAGIC* by Rick Frishman and Jill Lublin. Check out:

<http://www.rickfrishman.com>

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Products and Services

Bazyn Communications continues to offer inspirational and motivational speaking, coaching, and writing. A free consultation by phone or in person is available upon request. My primary topic areas for speaking or coaching 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, and diversity training. I can adapt my presentations as necessary for the person or group with which I'm working. For a list of the key points on these subjects, email me directly or check my website: <http://www.bazyncommunications.com>.

I also provide writing projects including: articles (with or without interviews and research), transcription of audio presentations (cassette tapes, cd-roms, and in person presentations), 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 would like to see a sample of any previous work, contact me. If you have questions, please ask.

To order one of my books, check out my website or call. I take checks, money orders, and can accept Visa or MasterCard through Paypal.

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Contributions Accepted

If you would like to contribute an article for an upcoming newsletter, please send it to: abazyn@bazyncommunications.com. Any article of interest to readers, both individuals and organizations may be accepted for inclusion in an upcoming issue.

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Links

Check out the links of organizations in which I participate:
Xlibris Publishing: <http://www.xlibris.com>

Burbank Business Network International:
<http://www.bniburbank.com>
Burbank Chamber of Commerce:
<http://www.burbankchamber.com>
Burbank activities: <http://www.burbank.com>
American Council of the Blind: <http://www.acb.org>
California Council of the Blind: <http://www.ccbnet.org>
Randolph Sheppard Vendors of America: <http://www.ntcbv.org>
Independent Visually Impaired Enterprisers:
<http://www.acb.org/ivie>
California Voter Empowerment Circle: <http://www.CALVEC.org>
(accumulated resources on voting issues)
National Alliance of Blind Students: <http://www.blindstudents.org>

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Favorite Quotes

“Recognition of the problem is 51 percent of the solution”

“No person will make a great business who wants to do it all himself, or get all the credit.”
Andrew Carnegie

“Always bear in mind that your own resolution to succeed is more important than any other one thing.” *Abraham Lincoln*

"To be a Christian means to forgive the inexcusable, because God has forgiven the inexcusable in you."
C.S. Lewis

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