

Bazyn Communications Newsletter

March 2005

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

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Letter from the editor

Dear readers,

Spring is a beautiful time of the year. Besides bringing warmer weather, it also gives a sense of new beginnings. I find it a great time to reflect on new endeavors. Each time I read about a new website, it gives me a feeling of the vastness of the Internet. We truly have access to volumes of information to use. This month, I've listed many websites that are loaded with information you may find helpful. I've also included an article about free publicity you might want to consider.

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

Ardis Bazyn

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Updates

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 flyer for particular services, the following ones are available: my price list for writing services, the list of all services and books, my list of books with chapters, and one listing my speech and coaching topics. I can also send you a copy of a

past press release, flyer, website copy, or an article – all written for previous customers. These can give you a view of past services I've performed for others. 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, many of my speech and coaching topics are listed. For each one, a link lists the key points for that topic. There are also testimonials as well.

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Useful websites for Business Owners

For some business owners that like to complete their own IRS forms, here is a website you may want to check out. TaxACT 2004 is software that you can use absolutely FREE, without cost, risk, or obligation of any kind. You can prepare and print your federal 1040 ABSOLUTELY free. The site includes all the forms and schedules most taxpayers need to complete their return. This includes schedules for itemized deductions, EIC, interest and dividend income, business income, state forms, and much more. You can choose to fill out the forms online or download the free software. The site automatically calculates your return as you enter information. It Double-checks your return and alerts you to potential problems, missing data, and many tax-saving opportunities. It Prints IRS-approved tax forms on plain paper so you can file by mail. It electronically files your return for a faster refund. TaxACT users typically get their refund in just 8 to 16 days after e-filing and even faster with direct deposit. You can e-file with TaxACT for just \$7.95. You can start Your FREE Return Online on the following website:

<https://www.taxact.com>

A relatively new web site that helps women small business owners deal with the ever-changing business climate and identify federal government resources for women is:

Http://www.women-21.gov.

Navigating the government's information network is one of the hardest things a business owner has to do, and even the fastest-moving businesses need to stop and ask for directions now and then. Now, when women entrepreneurs want to stop and ask for directions that will health them get through the maze of government resources, they can make one stop and ask at www.women-21.gov.

By doing so, they will discover the answers and resources they need to keep moving forward and continue setting the pace for all of America's entrepreneurs. The Web site is an outgrowth of Women Entrepreneurship in the 21st century, a series of women's summits to discuss the increasing role of women in the American economy and the concerns about roadblocks to growth, long-term viability and their financial health. Highlights of the Web site feature

up-to-date information on key issues for women entrepreneurs, including: Access to capital, Healthcare for small businesses Government procurement and contracting opportunities, Retirement security, and Technology.

[HTTP://www.entrepreneur.com](http://www.entrepreneur.com) is a website with lots of information for business owners. Many articles on marketing and general business tips are posted which can help managers of any sized business.

[HTTP://www.smallbusinessnow.com](http://www.smallbusinessnow.com) is another site for small business owners. It has many ideas for improving the success of your business. While many articles are particularly related to home based businesses, others contain much more relevant information for anyone managing a business of any type.

<http://www.ideacafe.com> is a website with lots of resources for business owners. You can read about businesses and how they were started, how they developed, and why they were successful in their chosen field. You can sign up for a monthly newsletter as well as online chats. You also can benefit from deals from selected businesses that have partnered with this site. If you don't choose to sign up for the email newsletter, you can read it online instead.

[Http://www.marketingtips.com](http://www.marketingtips.com) is a website that includes many links to newsletters, website tips, marketing tips, and other useful information for businesses who want to expand. It is especially a good site for those who want to market more on the Internet.

<http://www.jumpondeals.com> is a website that lists promotion codes for all sorts of businesses including most companies you use frequently.

All employers should be aware of this new resource for employers. The U.S. Equal Employment Opportunity Commission has posted a document entitled "How to Comply with the Americans with Disabilities Act: A Guide for Restaurants and Other Food Service Employers" on their website. You can access the Guide on-line at: http://eeoc.gov/facts/restaurant_guide.html

Do any of you ever get annoyed when email is sent with those obnoxious greater than symbols throughout them? Here is one solution. A free program that will strip out the greater than signs from messages and reformat the lines is available on the following website. Just download the .exe file to your desktop and click it when you need it. It's easiest to use if it is on the start menu.

<http://www.papercut.biz/emailStripper.htm>

As a busy business owner, you still need time to relax. Here are some "fun" websites that can help relieve your stress ...

Here are a few modern audio theater urls that you might find enjoyable. Three of them give sample listening. Listen to XM radio with old time radio on channel 164 or new productions on sonic theater channel 163. Check out these URLs. There is the radio repertory theater and produces an Anne Manks outer space private eye. To hear one of her episodes: WWW.rca.com. Next, It's the Los Angeles Theater works, which has a massive amount of great audio plays. Their plays are very well written: www.latw.org. Here's a list of more plays: www.oneact.org

A site including off shore productions in Ireland, mostly comedy download an episode as an mp3 file. It's Crazy dog, Audio Theater at www.crazydogaudiotheater.com. There is a big production place called ZBS and they do some great shows. The URL is www.zbs.org. The twilight zone has shows in radio format. Check it out at www.twilightzoneradio.com.

Check out the Canadian Broadcasting Corporation at www.cbc.ca. They have a program called clean sweep. Finally, check out BBC7, which is a continuous live stream and has lots of comedy, drama, sci fi, and shows for the kids. You can get the BBC at www.bbc.co.uk.

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How to Take Advantage of Free Publicity

By: Ardis Bazyn

How do you currently market your business? Publicizing your business is probably the most important aspect of your business. If you have a great product or service to sell, how do possible customers hear about it? You can advertise on TV, radio, or newsprint; but these methods of publicity are very expensive. They also need to be repeated often to be successful.

Free publicity is another option and is well worth the effort it takes. Even though there is no media cost, there is labor involved. You may have to allot more time to do this yourself or find someone to help you with the task. You must decide which efforts would be easiest to perform yourself and if you need assistance.

First, consider what networking or social functions you attend. Often, business owners don't realize all the places and gatherings they attend. Each event you attend has many participants that you don't know. If you make sure you bring an adequate number of business cards and brochures or flyers, you can easily let many attendees know about your business. However, this will not be a benefit unless you get to know each one a bit before you just hand out a card or flyer. Read a prior newsletter about good networking techniques.

Second, you can volunteer at special events in your community through nonprofit organizations and service clubs. These can be networking events as well, but primarily focus on helping others. Your community will see you in a positive light. Others will notice you donating time to any worthy cause.

Another way you can publicize your business is by writing articles for newsletters or magazines in your area of expertise. There are many business related newsletters and magazines which allow you to send an article. If it is an interesting article that is relevant at the time, it may be published. You can also create your own newsletter. You can choose to send one in print or in emails. Another choice is adding it to your website. If it is on your website, you can send an email or letter to customers and prospects to let them know where to read it. You can find many articles written by others to add to your own information.

A press release is a good way to publicize a new product or service. They are not often used to publicize existing products or services unless you are moving or having an anniversary celebration in your community. Sometimes, you may have to pay someone to send them out unless you have collected names, emails, and addresses of news outlets. You can gather them by checking your yellow pages and calling them up to find out the news directors of those stations and newspapers.

Flyers and brochures are a good way to share your information with others. You can make simple flyers in Word on your computer if you are a decent writer. A more expensive way is to have brochures made by a graphic designer and printer. If your information changes regularly, you may wish to make a flyer yourself. With flyers, you can put them on doors, drop them in the mail, or simply hand them out.

If your business sells products to a given target market, you may wish to promote your products at another business. For example, if you are a photographer, you may ask a framing company if he'll hand out your flyers to his existing customers. A carpet cleaning company may offer discount cards or gift certificates for a carpet seller to give to customers. You may want to think about liaisons you can make with other business owners. Relationship building, particularly with related businesses, may help your business succeed.

Of course, joining referral organizations such as Business Network International is another way to publicize your business. When you are trying to build your business with limited funds, many free or inexpensive ways to promote your business are important to your success. If you have questions or wish more information on this topic, please contact me. You can email me: abazyn@bazyncommunications.com or call: (818) 238-9321.

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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, stress management, diversity training, and goal setting. 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, either email me directly or go to: [HTTP://www.bazyncommunications.com](http://www.bazyncommunications.com).

I also 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 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, since I'm registered with them.

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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. Please send any article, which may be of interest to readers, both individuals and organizations.

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Recommended Links

Check out the 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)

(accumulated articles on voting issues)

National Alliance of Blind Students:

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

Resources for the blind:

[HTTP://www.geocities.com/resourcesfortheblind/sitesofotherfellowblind.html](http://www.geocities.com/resourcesfortheblind/sitesofotherfellowblind.html)

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Quotes

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

Helen Keller

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