

# Bazyn Communications Newsletter

## Fall, 2006

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

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### Letter from the editor

Dear readers,

Recently, I've attended several teleseminars relaying lots of information that can help business owners expand their businesses. I'll share some of the website information later in this newsletter where you can listen to teleseminars that may interest you. Also, in this newsletter, I'm including a website where you can find articles about ways to promote your business some without added cost. I'll also share an article explaining a simple form you can use to outline benefits of your business/organization so others might be more interested.

Since I passed examinations to be an independent travel agent and a Certified Charities Consultant, I have new ways to assist businesses and organizations in travel and fundraising. Please contact me if you wish to learn more about traveling at great discounts or charity fundraising. My additional website information is included in my update section.

I've recently added a new forum to share information and inspiration: teleseminars. If you are interested in learning more about upcoming offerings, contact me. 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](mailto:abazyn@bazyncommunications.com).

Ardis Bazyn

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## Updates

I now can offer you a new business opportunity or a great way to get travel discounts. Read about it on the following website: [www.travelwithardis.gttrends.net](http://www.travelwithardis.gttrends.net). If you belong to a nonprofit organization interested in new funding streams, contact me as well. As a certified Charities Consultant, I can help any qualified nonprofit organization create a new way to earn money from the trips your members and supporters take right now.

My books are still available for purchase on my website: [www.bazyncommunications.com](http://www.bazyncommunications.com) in several formats (print, audio cd or cassette, and brf format for notetakers). You can receive a discount 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".

I now have two new coaching plans available if you indicate you read this newsletter. A three month plan is \$300 and a six month plan is \$500. Each includes one hour (sit-down preferable) and a phone session each week following the original session. I can help you set realistic and reachable goals and/or teach you techniques to improve your business/organization.

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### Your Two Minute Punch

#### How Do You Get the Right Message Across to Potential Customers?

By: Ardis Bazyn

##### Organize Your Thoughts:

- What do you want the person to learn?
- What facts do you have to prove your message?
- What is the action you want the person to take?
- How can you increase your personal credibility?
- How can acting on your request be a winning situation for the person?

##### Write the statement you want the person to remember.

- The message should be less than 20 words.
- The message must not use jargon.
- The message can be positive or negative. If negative, give positive outcomes.

##### Communicate the facts.

- List statistics or experiences that prove your statement.
- Cite references for the statistics or give credible testimonials.
- Use stories or experiences that relate to the person.

##### Choose a statement that requires an action from the listener.

- The statement or question should be short.
- The statement should include a follow-up mechanism.
- Do not use jargon.

### **Give the listener your contact information.**

- Give your name and where you live.
- Explain your experience with the product/service.
- Personal and professional information might be relevant.
- If you speak for a company rather than your own business, you might wish to explain your role.
- What are the advantages of agreeing to take action on your request?
- Are there cost savings?
- Would they be able to better meet their goals?
- Would they be able to save time with better techniques?
- Would they be able to solve a current problem?

### **How can you add all of these questions together?**

- I am...
- I want you to know...
- I know this because...
- I believe it will be to your advantage because...
- I want to give you this information to review at your convenience...

Have a single sheet of paper with your name, address and phone number, the first three facts on your list, and the action you want them to take. A brochure and business card might work if you are clear on the action equation.

Read other helpful tips to promote your business in my third book: *BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers or Motivate Employees?* Order print copies from Amazon, Barnes and Noble, or Borders as well as from my website. Currently, other formats are available from my website only.

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### **Website Articles and Downloads You Can Access Free**

"Ten Major Pitfalls Every Business Must Avoid." Is a free report you can receive from OTB Strategic Consulting, Inc. when you subscribe to their online newsletter on the following site: <http://www.otbstrategic.com>

*How to 'Socialize' Your Way to Improved Search Engine Placement* By: Derek Gehl, CEO, The Internet Marketing Center is available on [www.MarketingTips.com/newsletters](http://www.MarketingTips.com/newsletters)

Another good article on this site is "What can you tell me to help increase my Internet marketing sales?"

Check out this websites past newsletter articles for many other helpful articles on marketing and promoting your business. They are especially applicable if you sell anything on the Internet.

"How To PODCAST Teleseminar Series"

Learn How To PODCAST Your Message Worldwide From Scratch: A Beginner's Guide To Becoming A PODCASTING PRO! Annie Jennings, of the National PR Firm, Annie Jennings PR and Andrew Schlichting, WEB 2.0 Director from PRWEB.com present a 10 Session "How To Podcast" Support Group where you learn everything from the very basics to how to distribute your PODCASTS all over the world.

Get Your Podcast Series NOW at <http://www.anniejenningspr.com/podcast-now.htm>

## WHAT'S IN THE PODCASTING SUPPORT GROUPS 10 AUDIO SESSION SERIES?

**Session 1** discusses what a podcast is and what the group can expect from the meetings. The group talks about equipment you will need to build a podcast as well as assigns homework.

**Session 2** discusses the different types of microphones, microphone pickups, iPods, MP3 players, podcasts, and audio file formats.

**Session 3** contains information about podcast feeds, view option in itunes, khz, kbps, group testimonials, and ends with downloading Audacity.

**Session 4** discusses the free recording software Audacity, the free audio recording & editing program. The group talks about the features of the software as well as how to use them.

**Session 5** discusses Firefox, exporting and converting MP3's, initial exploration of using Blogger or WordPress and Feedburner to move into the distribution phase including an RSS discussion.

**Session 6** discusses bandwidth, web space for posting MP3's, Blogger, WordPress.com. The group advises becoming familiar with Blogger & WordPress.com to be prepared for Session 7 where the group will discuss building a blog & about RSS distribution.

**Session 7** discusses how to create a blog using Wordpress. Learn the details on blog creation and be sure to come to the next Podcast Support Group, #8, with an MP3 recording that is "Podcast Ready".

**Session 8** of the Podcast Support Group discusses how to build a RSS feed using Feedburner.

**Session 9** discusses what to do after creating an RSS feed. The group goes back to the itunes music store and uses another feature (uploading the podcast). As well as creating an account with Podcastpickle.

**Session 10** recaps how to build a podcast from scratch, from tagging to distribution covering how to build a successful podcast from scratch.

All 10th session of the Podcast Support Group are available for you at <http://www.anniejenningspr.com/podcast-now.htm>

When you're trying to find just the right word for a speech or article you're writing, a reverse dictionary might come in handy. One resource on the Web allows you to give the basic concept and get possible words to use <http://www.onelook.com/reverse-dictionary.shtml>

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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 most of these subjects, email me directly or check my website: [www.bazyncommunications.com](http://www.bazyncommunications.com).

I also produce writing projects, small and large. Contact me for pricing.

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

To order one of my books or seminars, 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](mailto: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:	<a href="http://www.xlibris.com">www.xlibris.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>
Burbank activities:	<a href="http://www.burbank.com">www.burbank.com</a>
Independent Visually Impaired Enterprisers:	<a href="http://www.ivie-acb.org">www.ivie-acb.org</a>
American Council of the Blind:	<a href="http://www.acb.org">www.acb.org</a>
California Council of the Blind:	<a href="http://www.ccbnet.org">www.ccbnet.org</a>
Randolph Sheppard Vendors of America:	<a href="http://www.ntcbv.org">www.ntcbv.org</a>
California Voter Empowerment Circle:	<a href="http://www.CALVEC.org">www.CALVEC.org</a>
National Alliance of Blind Students:	<a href="http://www.blindstudents.org">www.blindstudents.org</a>

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### **Favorite Quotes**

"Never forget the three powerful resources you always have available to you: love, prayer, and forgiveness" Jackson Brown, Jr

"Mile by mile, life's a trial, yard by yard, life is hard, inch by inch, life's a cinch"

"Face your deficiencies and acknowledge them; but do not let them master you. Let them teach you patience, sweetness, insight. When we do the best we can, we never know what miracle is wrought in our life, or in the life of another. Helen Keller

"You can make more friends in two months by becoming really interested in other people than you can in two years by trying to get other people interested in you. Which is just another way of saying that the way to make a friend is to be one." Dale Carnegie

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