

Bazyn Communications Newsletter

Winter, 2007

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

If you wish to be added to my email newsletter list, please sign up online at www.bazyncommunications.com

If you wish to be deleted from my newsletter list, please sign up online as well.

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Letter from the editor

Dear Readers

I enjoyed the holidays and am ready to meet new challenges. I hope all of you have made a list of goals for the new year. I update mine each year and delete the ones I reached last year. Of course, there are always more long-term goals I am still working on as well. Read the article on setting reachable goals. I've also included an article on networking at events.

Since I passed examinations to be an independent travel agent and a Certified Charities Consultant last year, 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.

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

I now can offer you an opportunity, a great way to get travel discounts. Read about it on the following website: 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 in several formats (print, audio cd or cassette, and brf format for notetakers). You can receive a discounted print copy of my third book by ordering it on my publisher's website: 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".

Coaching plans are available at a discounted fee if you indicate you read this newsletter. A three month plan may be as low as \$300 and a six month plan \$500. Contact me for more details.

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How to set goals that you can accomplish!

By: Ardis Bazyn

At the beginning of each year, it's very important to set GOALS especially if you have a business. However, just writing them down is not going to work unless you actually have a plan of action. First, I'd recommend jotting down a list of ALL the goals you would like to achieve in 2007.

Your goals could include: starting a newsletter, improving your data base system, adding new content to your web site, increasing sales 10 percent by the end of the year, or developing a new marketing plan. You may also want to include some personal goals. It is likely those might affect the outcome of your business goals.

It's a good idea to limit the number of your goals to five or six. Setting too many goals will make the list of action steps too long and you might get discouraged before you have a chance to start. By choosing the most important goals first, you will be able to

achieve them. Once you've reached those goals, you can always add more goals from your original list.

Setting goals is relatively easy. The hardest task is creating a realistic action plan that you can follow. This map or guide should include a summary of all your goals, a list of the actions needed to accomplish them, specific time-lines or dates when tasks need to be finished, and a list of tasks to be executed along the way.

Once you've decided on your main goals, do everything possible to achieve them. You should be able to focus your mind on your new concrete plan of action, since it will provide you with some clear direction. Of course, you should review your progress regularly to make sure you are attaining your objectives. In this way, you will be able to notice any potential obstacles or problem areas before they stop your plans completely.

You should reward yourself periodically to keep motivated. Give yourself a pat on the back or plan a celebration at the end of a task. It will make you feel good about your achievements. It will energize you for your next steps.

Running a business on your own can be stressful. Getting support from a coach, or even just an online forum, can help you out during those times you have difficulty planning what to do next. Having someone to use as a sounding board, to give you feedback, or just to make you feel accountable can be invaluable. Support can be your key to getting started.

Looking at the past year is the first step towards setting your goals for the next one. What are the successes that you had? Did anything fail? What lessons, good and bad, did you learn? The key to setting good goals for the new year is to build on your successes and learn from your mistakes. You need to use this knowledge to benefit your business. Achieving goals should be an enjoyable and satisfying experience, and using these tips should help you get there!

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-- 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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Understanding the Power of Meeting and Greeting at Networking Events

By: Ardis Bazyn

When you attend a networking event or visit a new group, what determines how and what to present about yourself to those you meet? Do you always use the same prepared "commercial" or intro? How do you decide whether to simply ask others about themselves rather than conveying much information about yourself? Do you investigate what the audience characteristics are and use them to decide how they might respond to you?

When I receive an invitation to a particular function, I try to find out as much as I can about the audience ahead of time. I first ask the person who invited me to the event. I check out the website of the organization, if there is one. I also try to arrive early enough to talk to as many participants as possible.

Asking about group members in advance may assist you in developing a more appropriate intro for those you meet. Also, you may learn important details such as the size of the audience, the range in age of the audience, and the gender percentages of the audience members. It is also helpful to know how the room will be laid out. You might ask if a microphone will be handed to participants to introduce themselves. If you know the answer to these questions, you will probably feel more comfortable.

If you know the history or background of the group, you can change certain elements of your introduction. I may make a mental note of several possibilities and use the one that feels right. If I know an audience is a group of people who have more recently started a new business, I can relate more quickly by telling about some of my past experiences.

First, you may wish to make a list of possible outcomes from your participation in the event. Do you want to get to know participants to build good relationships in the future? Do you want to inform them about your business? Do you want to learn enough about them to contact them in the future? Once you decide on the outcome you want, think of your past experiences and how they might be useful in making new contacts.

Positive interaction may happen more quickly if you show interest in the other participants. Allowing them to share their own experiences on relevant topics may get their attention more easily than blowing your own horn. You may ask the following information. If you are at a business networking event, you should ask them questions about their specific business. You might ask how long they've been in business and what type of customers they have. You could ask about their primary products and services. If you are genuinely interested in their business, you might inquire about specific products.

If the event is another type of organization, social or service oriented, you may want to ask more questions about their interests, family, or how they got involved in the particular group. Even with business networking groups, you can ask about their family and interests. However, in most cases, participants may wish to meet a number of others so long-winded conversations will not always be appreciated. You can ask for the person's business card or contact information so you can send them a follow-up note or call them later.

What has helped you remember others you have met? Was it the personal interests of the person? Was it people you know in common? If anything really made you remember them, make a note of it so you can mention it when you meet again. People like to have you remember something about them.

Once you return to your office, file the business cards under that event or date. If possible, write a note or call them within a couple of weeks. If you choose to email, you should call them as well since people don't always open email from those they don't know. A final point to remember: don't expect to sell a product or service at an event. It's a time to meet and greet and start the beginning of a new business relationship.

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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. For a list of speaking or coaching topics, visit my website. I also am available for a variety of 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 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.

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Check out the links of organizations in which I participate:

Xlibris Publishing: www.xlibris.com
Burbank Business Network International: www.bniburbank.com
Burbank Chamber of Commerce: www.burbankchamber.com
Burbank activities: www.burbank.com
Independent Visually Impaired Enterprisers: www.ivie-acb.org
American Council of the Blind: www.acb.org
California Council of the Blind: www.ccbnet.org
Randolph Sheppard Vendors of America: www.ntcbv.org
California Voter Empowerment Circle: www.CALVEC.org
National Alliance of Blind Students: www.blindstudents.org

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Favorite Quotes

"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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