

Bazyn Communications Newsletter

Fall 2009

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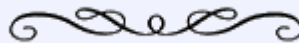
For positive inspiration, contact Bazyn Communications
“True vision with insight”

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Contents

1. [Letter from the editor](#)
2. Articles
 - a. [“How to Get Results with your Writing”](#)
 - b. [“Tips for Coping with Challenges and Change”](#)
3. [Updates](#)
4. [Products and Services](#)
5. [Contributing to this newsletter](#)
6. [Recommended links](#)
7. [Contact information](#)
8. [Favorite quotes](#)

[Return to Table of Contents](#)



Letter from the editor

Dear readers,

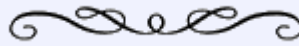
It constantly amazes me how fast time flies. As usual, I've travelled to many cities throughout the country this year. Not only have I spoken to many groups, facilitated other groups, and exhibited products, but I've also visited family and friends. I appreciate meeting many new people wherever I go. I find it refreshing to learn about others and their accomplishments and general life experience.

This year, I've written many articles for various publications and for those who've purchased my services. I continue to enjoy writing on a variety of topics. In this issue, I've written an article on writing tips to remember. The second article is on social networking: its advantages and its failings.

Please consider contributing an article for this newsletter. I like sharing others' tips as well as my own. If you'd like to use one of my articles in a publication you edit or read, please let me know. Articles can be shared as long as they are attributed to me and have my website and name listed so I can be contacted.

Happy New year, Ardis Bazyn

[Return to Table of Contents](#)



How to Get Results with your Writing By: Ardis Bazyn

Whether you are writing an article, writing, an advocacy position paper, or writing a speech, you need to plan your writing carefully. How Do You get the Right Message Across to your audience, whether it be Potential Customers, state or federal legislators, or readers of some publication: magazine, newsletter, social media source, or newspaper? Below are some tips to assist your thinking.

Use these questions to 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? Why should the audience act on your suggestion?

What do you want the person to remember? Choose a statement or question that requires an action from the listener. For best results, the statement or question should include a follow-up mechanism. The message should be short - less than 20 words. You should not use jargon in the message. The message can be positive or negative. However, if it is negative, positive outcomes should be given.

The facts must be communicated effectively. 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 topic of interest.

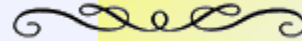
Give the reader your contact information. Personal or professional information might be relevant: your name, the city where you live, and your website. If you speak for an organization or a company rather than your own business, you might wish to explain your role.

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? Are you sure that you are clear on the action equation. Now, read your writing piece and see if you think it makes sense. You might want someone else to check it as well.

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- Read other helpful tips to promote your organization, church, or business in my book series: “BUILDING BLOCKS TO SUCCESS”

[Return to Table of Contents](#)



Tips for Coping with Challenges and Change By: Ardis Bazyn

The holiday season is always a stressful time of the year. With all the news about a bad economy, it seems more and more people have to deal with new challenges and changes in their lives. These tips should help you adjust to the challenges a bit more easily and start the new year refreshed and ready for whatever happens.

1. Benefit from the support of friends and family. Talk to friends and family members about your challenges and they can either assist by giving you great ideas or just give you some mental support. I've found friends and family as well as my faith in God to be helpful on many occasions.
2. Use humor to keep your focus positive. Read some humorous stories, find a joke website, and look at life in a humorous way when you can. I try to remember all the silly things I've done in my life to cheer up others.
3. Learn strategies to deal with necessary changes in your life or job. Sometimes, the easiest way to cope is by developing new skills or starting a new exercise program. Learn some stress relievers.
4. View challenges or obstacles as opportunities. Sometimes, our lives get in a rut. When we face challenges, we need to look for other ways to do things, whether it be finding a new job or taking a break from the stress to do something more restful.
5. Develop Visualization techniques. When I'm having a stressful time, I like to visualize a better time, usually a future goal. Then I can set some goals and priorities and visualize accomplishment.

---Ardis gives many tips in her inspirational presentation on “Coping with Challenge and Change”, which is available on DVD at www.bazyncommunications.com/products.

[Return to Table of Contents](#)



Updates

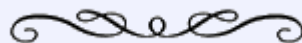
From December 10, 2009 through April 30, 2010, I have some discounts available to celebrate Bazyn Communications 10th anniversary: \$5 off one product; \$15 off three or more products; \$20 off any coaching session; or \$50 off any coaching plan or writing project of over \$150 or more. Let me know you read about the offer in my online newsletter. Business coaching plans are available starting at \$300. Contact me for more details.

To order books or seminars, check out www.bazyncommunications.com or call 818-238-9321. Checks, money orders, and Visa or MasterCard through Paypal are accepted.

All my books are available for purchase on my website: www.bazyncommunications.com in several formats. 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".

[Return to Table of Contents](#)

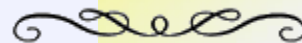


Products and Services

Bazyn Communications continues to offer inspirational and motivational speaking, business coaching, and writing. A free consultation by phone or in person is available upon request. For a list of speaking or coaching topics, visit www.bazyncommunications.com. We're also available for a variety of writing projects, small and large: business plans, marketing plans, articles, and copy for most types of media for small businesses and nonprofits. Small Braille transcription projects including greeting cards or business cards are offered at reasonable prices. Contact us for pricing.

If you wish to receive a text version of this newsletter or receive any past issues, please email: or call (818) 238-9321.

[Return to Table of Contents](#)



Contributions Accepted

If you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to . Each article received will be read and will be printed if it meets the newsletter criteria.

[Return to Table of Contents](#)

Links

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.randolph-sheppard.org
California Voter Empowerment Circle	www.CALVEC.org

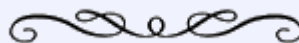
[Return to Table of Contents](#)



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[Return to Table of Contents](#)



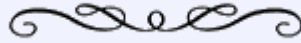
Favorite Quotes

“Laughter is an Instant Vacation.”

“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance” - Steve Jobs

“Opportunity dances with those who are already on the dance floor.” - H. Jackson Brown Jr.

[Return to Table of Contents](#)



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