

# Bazyn Communications Newsletter

Spring, 2009

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

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## Letter from the editor

Dear readers,

Spring is around the corner and I find it a great time to think about fresh ideas. I've been deleting old files and updating information. Recently, I've signed up on Face Book too. It's not the easiest website to use if you are visually impaired, but I've found numerous “friends” there. I'm hoping to learn more about using it. LinkedIn has been a source of interesting information as well. I encourage all of you to check these sites for lots of information and networking.

In this newsletter, I've included an article on questionnaires you should consider for your business. As always, I welcome your suggestions and tips for upcoming newsletters. Feel free to email or call me for a free consultation as well. Please let me know if you enjoy this newsletter. Have a refreshing spring. It's my favorite time of the year- celebrating with friends and family!

Ardis Bazyn

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## Enlightening Questionnaires

Do you know why customers discontinue buying your products or services? How could you get more registrations or responses to your seminars or workshops? How do you determine what hours to operate your business? Helpful feedback is crucial when making any future decisions or considering a change in current offerings.

A variety of items could be included in a survey. You need to know why customers are not coming. Many previous customers would probably be willing to answer some survey questions if you make

a request. Just explain that you are trying to improve and these answers would guide you to future considerations. Surveys are returned more quickly if the respondents are eager to facilitate change. Therefore, people who have a vested interest in your business will be the most apt to respond.

A gift certificate, free gift, or coupon might generate more returned surveys or questionnaires. Likewise, a personal invitation would elicit more responses. This request might be deemed as a friendlier attempt at providing better services or activities in the future.

Some questions you might consider are: Why did you visit our business? Why did you purchase? Would you refer a friend? What would make it easier for you to refer a friend to a seminar or to buy products or services?

Your questionnaire could reflect choices of products, services, seminars, an attitude evaluation, website characteristics, and other items. Your business needs to decide what kind of information is important for your use in the future. Remember to leave a space for comments at the end. Sometimes comments provide new ideas or helpful suggestions.

You could also ask employees to list areas in your business which need improvement. A suggestion box or specific email address for them to send comments or suggestions might be very enlightening. An employee might be fearful of making negative comments unless you make it clear you wish to receive both positive and negative comments. An incentive to an employee giving the best suggestion or hint during the month might elicit more feedback on a regular basis. This would be especially useful when changes are being considered.

Follow-up questionnaires could be used to determine which services are most appreciated. These could also rate your customer service, your promptness, quality, etc. These would be helpful when determining if some services or products should be discontinued or expanded. Ask for any future services they might want. This could be then added to information in your data base.

You may decide to have employees fill out an annual interest survey to give them an opportunity to assist in new projects in the coming year. New employees could be requested to fill out a similar form when they join your staff. The questionnaire could contain any number of activities and events. Decide what kind of information is most important for your success and vitality in the future.

A possible question for an employee survey could be: In what areas would you prefer to work in the next year? You should list a number of choices. You should also ask if they'd be willing to volunteer for community projects your company may want to join. Finally, you might ask them to recommend areas of your business that could use improvement. Many employees notice problems in the places they work but are afraid they'll sound critical. Employers should be willing to listen to suggestions from any one who cares enough to make them. Remember, employees want to keep their jobs, so they want you to succeed.

-- Read other helpful tips to promote your own business in my book: "BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers or Motivate Employees?"

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## Tools to Improve Your Business/Organization

Have you considered using profile cards or a data base with several categories to keep track of your customers or members? These cards or files could include various items that you could use for future reference. These would help you to know which promotions would be appropriate for certain regular customers/members. New members could fill out membership applications and customers could fill out profile cards when they visit your facility or meet you at a trade show. Some owners/managers might prefer to fill these out themselves and ask the potential or current customer the information needed.

You would want to have their address, phone number, email address, and any other personal information that might be helpful to contact them in the future. You may want to automatically send them a letter once a year just to keep in touch. From the information you have gathered regarding their purchases, interests, birthday, etc., you could send a postcard to remind them of an upcoming program or special. You could also send out special promotions about new products or services. Coupons or discounts are always appreciated. Even nonprofits send out information or discounts for products their members might want.

Referral cards could help you know who to contact in the future. Asking customers to list ten persons they think might be interested in your services would be of benefit. Sometimes offering a coupon for future purchases might help interest someone enough to fill referral cards out. Without an incentive, this may not work as well.

You should consider writing a quarterly, bimonthly, or monthly newsletter. The time frame may depend on how much material you want to circulate and how much effort and cost you want to invest. This newsletter could be print or email. You would want to send it to your database plus others you think might be interested. Email newsletters are much cheaper and can be sent more often but they may not be read as thoroughly.

The key to success for any business or organization is regular communication. By asking enough questions from your members or customers initially will give you more opportunities to contact them in the future. Through regular contact, you will be able to retain members or customers and/or sell more products.

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## Updates

I did an interview for [www.airsla.org](http://www.airsla.org) on October 9<sup>th</sup> and you can download the podcast from their website or from the link on my website. She asked me about tips for “Coping with Challenges and Change”.

All my books are available for purchase on my website: [www.bazyncommunications.com](http://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](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”.

Business coaching plans are available at a discounted fee if you indicate you read this newsletter. Contact me for more details.

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## 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](http://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: [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com) or call (818) 238-9321.

To order books or seminars, check out [www.bazyncommunications.com](http://www.bazyncommunications.com) or call 818-238-9321. Checks, money orders, and Visa or MasterCard through Paypal are accepted.

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## Contributions Accepted

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). Each article received will be read and will be printed if it meets the newsletter criteria.

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## Links

Check out the links of organizations in which I participate:

Xlibris Publishing: [www.xlibris.com](http://www.xlibris.com)

Burbank Business Network International: [www.bniburbank.com](http://www.bniburbank.com)

Burbank Chamber of Commerce: [www.burbankchamber.com](http://www.burbankchamber.com)

Burbank activities: [www.burbank.com](http://www.burbank.com)

Independent Visually Impaired Enterprisers: [www.ivie-acb.org](http://www.ivie-acb.org)

American Council of the Blind: [www.acb.org](http://www.acb.org)

California Council of the Blind: [www.ccbnet.org](http://www.ccbnet.org)

Randolph Sheppard Vendors of America: [www.randolph-sheppard.org](http://www.randolph-sheppard.org)

California Voter Empowerment Circle: [www.CALVEC.org](http://www.CALVEC.org)

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## 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.

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