

## Bazyn Communications Newsletter

Spring 2010

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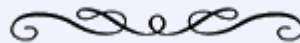
For positive inspiration, contact Bazyn Communications  
“True vision with insight”

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### Letter from the editor

Dear readers,

As we reflect upon the first quarter of the year, I hope all of you have found it productive. In the past few months, I've seen several people move onto a life in heaven. After each one has left, it has made me feel both sad but yet inspired when I learn or remember their many life experiences and accomplishments. It gives me a sense of empowerment to continue to try to make a difference in people's lives.

I've continued writing many articles for various publications and customers. In this issue, I've written an article on “Marketing your Business More Effectively.” The second article is

“Completing Business More Efficiently”. Both these topics can assist organizations, businesses, and churches to become more effective.

#### Current Travel Schedule

January 2010	Lawton, OK and Las Vegas, NV
February 2010	Cedar Rapids, IA and Washington, D.C.
April 2010	San Francisco, CA and Des Moines, IA
May 2010	Boise, ID
July 2010	Phoenix, AZ and Sioux Falls, SD

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 Spring,

Ardis Bazyn

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#### MARKETING YOUR BUSINESS MORE EFFECTIVELY

By: Ardis Bazyn, Bazyn Communications

Recently, I gave a presentation on “Marketing Your Business More Effectively”. Even though the group represented mostly different types of food service businesses and convenience stores, marketing is always necessary for any business or organization. Basically, marketing is selling your products and services in a way that makes the customers want to purchase them. Here are some of the tips they learned.

1. Businesses need to make changes constantly to remain strong in these difficult times. Updates in product, service delivery, and the equipment used need to be implemented regularly.
2. Ask your customers and primary target market how you can better give them what they want.
3. Conduct surveys regularly. Allow various ways of responding to them: online forms, email, paper, or by phone.
4. Ask customers about products or services you are considering. Ask them about current service delivery, customer service, follow-up, or refund policies.
5. Expect your employees to provide excellent customer service, training them to be friendly and courteous.
6. Listen to complaints patiently, illustrating best practices to employees. Managing complaints wisely may make a happy customer brag about you and your business to others.
7. Request testimonials from satisfied customers.
8. Send out email newsletters with information that customers might appreciate. For a food service or convenience store, it might include menus, new products, refund information, and specials.
9. Always ask for feedback. Customers sometimes give good ideas.
10. Double-check your employees' work. You need to know if they are servicing your customers well.
11. Build relationships with other business owners -- it may help you recruit new customers, develop or find new products, and give and get referrals.
12. Thank your customers. Do something special for them once in a while: free coffee and donuts, an open house with discounts, or a contest.

Copyright © January, 2010: Bazyn Communications, All rights reserved. (For other assistance in marketing, please contact me.) -- Read other helpful tips to promote your organization, church, or business in my book series: "BUILDING BLOCKS TO SUCCESS"

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Completing business meetings more efficiently  
By: Ardis Bazyn, ACB Membership Chair

Recently, I conducted a focus call on the topic: "How can we complete our business during meetings and committee meetings more efficiently?" Many great comments were made that would benefit presidents or committee chairs in conducting meetings that accomplish the necessary work in a short time. The discussion ranged from preparing ahead of time to monitoring carefully the time length of the call and individuals speaking.

The first and most important aspect of efficiency is for the person in charge of the meeting to have an agenda prepared in advance and circulated to the appropriate members (board, committee members, or attendees). In some groups, a standard agenda is followed. The agenda should be written with the most important action items listed on top and the least time sensitive matters at the end, in case time doesn't permit. When the allotted time for the meeting is over, the topics that were not covered could be placed at the top of the next agenda.

In order to finish as many of the agenda items at a given meeting, the leader (president or chair) needs to set forth some ground rules for those attending. Some recommendations are: allow each person to speak only once on any motion unless more input is needed, only two to five minutes taken on any given topic or motion, only relevant conversation on the topic at hand, and moving to a vote or another topic as soon as it is adequately covered. Sometimes the chair or president will have to ask those that make inappropriate interruptions to wait until the end of the meeting. When rules are made at the beginning of a meeting, it is easier to keep the meeting moving.

Written reports from committee chairs should be requested ahead of time. Board members could read these in advance of the meeting. Then, only the items in the report that need board action would need to be discussed. In addition, recommendations could be flushed out on email lists or discussion boards ahead of time, leaving more time to make the necessary decisions.

Board members and committee members need to receive timely notices in sufficient advance of the meetings, so as many members as possible can attend. Meetings should be scheduled at previous meetings or notices given at least two weeks in advance of the meetings. For board meetings, it would be best to have regularly scheduled meetings each month or quarter if possible, with emergency meetings planned when needed. Meeting notices should be placed on your organization's website and in your newsletters whenever possible. If you can meet on a regular schedule, same day and time each month or quarter, it would be advantageous. Additional reminders should be sent closer to the meeting date.

Notices could be sent in email but follow-up phone reminders need to be made for those not using email. If a board member or committee member has not responded in email, that member needs a friendly phone call reminder. Email is not foolproof. Also, members should not be chosen for committees or boards based on whether they have email or not.

Have time limitations established in advance of meetings. One to two hours are the best time frames for conference call meetings for both committee and board meetings. If they are longer than that, members get frustrated or lose focus. Members on the phone may start pushing items through rather than effectively dealing with the topic. In person committee or board meetings could be longer, especially when much travel is needed to participate. You could plan a four to six hour time frame with lunch in between for a board meeting or two to three hours for committee meetings. Since in person meetings might accomplish more, it might be advisable to hold them whenever possible. The time limit should be made clear in advance. If lower priority items need to be moved to another meeting, everyone will understand.

It is important to have open in person board meetings at least occasionally, so general members can observe how the board is functioning. The membership of any group likes to know what is

happening and feels more involved in the organization. Conference call board meetings should be held on an open call so all members can observe. When sensitive legal or personnel items need to be handled, a separate closed executive session of the board can be held.

Presidents need to use the gavel when side noise occurs. If observers or board members are having their own side conversations, they need to be told this will not be tolerated. Ask all participants to shut off cell phones. On conference calls, ask those with background noise to mute their phones. At meetings, give meeting responsibilities to members who interrupt or talk often.

It is important for committees to consist of a diverse set of participants, i.e. those that are computer literate, those that do not use computers, and those with different demographics, i.e. race, disability, geography, etc. In order to accomplish this, committees need to use accessible phone systems that allow everyone to participate. Skype, accessible phone systems, and web systems can be used to allow those without transportation to attend various meetings. If they cannot use the system in your state, someone must be designated to inform those who cannot participate.

For more membership and tips and other organization leadership strategies, email: [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com).

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## Updates

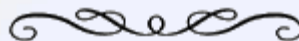
From December 10, 2009 through July 31, 2010, I have some discounts available to celebrate Bazyn Communications 10th anniversary: \$5 off one product; \$15 off three or more products; \$20 off any coaching session; or \$50 off any coaching plan or writing project of over \$150 or more. Let me know you 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](http://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](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".

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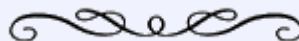


## Products and Services

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: or call (818) 238-9321.

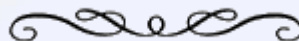
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## Contributions Accepted

If you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to . 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:

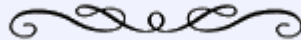
Xlibris Publishing	<a href="http://www.xlibris.com">www.xlibris.com</a>
Burbank Business Network International	<a href="http://www.bniburbank.com">www.bniburbank.com</a>
Burbank Chamber of Commerce	<a href="http://www.burbankchamber.com">www.burbankchamber.com</a>
Burbank activities	<a href="http://www.burbank.com">www.burbank.com</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 [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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#### Contact Information

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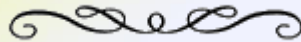
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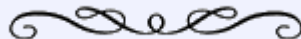
#### Favorite Quotes

“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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