

## Bazyn Communications Newsletter

Summer 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,

Many of you have likely had some summer vacations. In June, I went to Washington, D.C. where I participated in a business conference; and in early July, I handled several presentations in Phoenix, AZ at another conference and convention. As fulfilling as these are, I do enjoy time with family and friends as well.

In early August, I'm flying to Sioux Falls, SD to meet family and we're driving to northern Minnesota. We have had annual sibling reunions near Bemidji the last few years. Later in August, my husband and I are flying to London, taking a western European cruise, and then going to The Netherlands for a few days to visit my oldest daughter and her husband. We call this our "honeymoon" trip, since we didn't go on one when we got married last year.

In this issue, I'm including an article on "Successful Client and Organizational Meetings/Seminars". It has some tips I've learned from setting up many in the past. The second article is "Showcasing Customer or Member Benefits". Both these topics can assist organizations, businesses, and churches to reach their audience.

### **Current Travel Schedule**

**July:** Phoenix, AZ  
**August:** Sioux Falls, SD and Bemidji, MN  
**August/September:** London, Ireland, Scotland, France, the Netherlands  
**September:** Tulsa, OK  
**October:** San Diego, CA

Enjoy your summer

Ardis Bazyn

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### **Successful Client and Organizational Meetings/Seminars When, Where, and How? By: Ardis Bazyn**

When do you hold meetings or seminars? Are they convenient for most of your clients or members to attend? Some client sessions or organizational meetings may have to be held on Saturdays or weekday evenings for working people to attend.

Where do you hold meetings/seminars? Do you have them in restaurants, public meeting places, or other settings? Of course, large seminars may need to be held in a larger venue such as a hotel or conference center. On some occasions, it might be appropriate to have conference call meetings, online chats, or even use group email for shorter presentations.

How do you invite people to meetings or seminars? Do you send invitations using phone trees, email lists, flyers, PSAs or ads on radio and in newspapers? Do you attend networking events? Are you subscribed to social networking sites, such as: FaceBook, LinkedIn, etc.? Most social networking sites have links to set up invitations that go to whatever list of people you wish.

Do you plan your seminars or meetings well in advance? Do you have speakers, topics of discussion, and a prepared agenda? Disseminating this information in advance will definitely help attendance. Vague invitations are less likely to get much response.

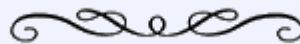
A good meeting or seminar needs a well prepared facilitator. Greeters to welcome newcomers, a positive atmosphere, and pleasant surroundings all lead to a receptive audience. If you have prepared assistant(s) on the day of the meeting or seminar, it will make the event run more smoothly.

Is your meeting organized in a way to allow networking or socializing? Does your meeting incorporate some getting acquainted time? Do you have a lunch, dinner, or snack time either before the meeting starts or afterward?

Do you have an assistive listening system? These systems include a cordless microphone and whatever number of assistive listening transmitters you purchase. This might help those with hearing difficulties. If you have visually impaired participants, try to make hand-outs available in alternate format. The facility should be accessible for people with other physical disabilities. You might ask if people participating need any accommodations. Good parking areas are helpful to those driving to the event.

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

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## Showcasing Customer or Member Benefits

By: Ardis Bazyn

Do you know your main purpose or mission? What are your key values? Passing these on to your customers or possible members might make them more willing to use your services or become a member. My own business mission is to inspire businesses, organizations, churches, or individuals to improve their image or cope with challenges and change. That purpose helps me focus on how I can find tools that would assist them in their efforts.

As you consider reaching new customers or members, think about what your main focus is and how you can best highlight that arena. For example, I try to provide education, resources, and support for their personal or business efforts to have a positive image or cope with those challenges or changes in life/business. I offer goal setting sessions, assist in writing articles or news releases,

and offer training in marketing, leadership strategies, or presentations on coping with challenges and change. What can you offer your particular audience?

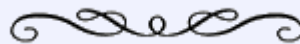
Some examples for your organization might be providing scholarships, mentoring or problem-solving, publishing monthly magazines or newsletters, hosting listservs for sharing issues, or having a Website with information and resources. You might produce an Internet radio show, plan an annual convention, or establish local chapters as support networks. In these difficult times, you may even develop loans for employment or Have grant crisis funds for emergencies. Whatever benefits you have, you need to make sure you have brochures or flyers that state these benefits in a way that gets attention from the audience you want to reach.

If you have a business, you need to produce brochures that clearly list your products and services in such a way that distinguishes the benefits of you over other similar businesses. You want to show your audience the value of your tips and ideas. You want to disseminate up-to-date information about your business through email lists, social networking sites, regular newsletters (online or mailings), and an updated website.

You should consider occasional seminars, either by phone or in person. If seminars aren't good for your organization or business, plan an open house for some upcoming occasion: anniversary of your business/organization, special holiday, special guest, or favorite time of the year. People love open house opportunities. Use this to show customers/potential members your latest products or services, new outreach mechanisms, your office/building, etc. Networking with neighbors, friends, and current customers or members will add to your ability to make or build relationships.

Copyright © August 2010: Bazyn Communications, All rights reserved. (For other assistance in writing or editing your copy, please see my contact information at the end of this newsletter.) ---Ardis gives many tips in her inspirational presentation on "Coping with Challenge and Change", which is available on DVD at [www.bazyncommunications.com/products](http://www.bazyncommunications.com/products).

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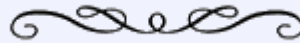
## Updates

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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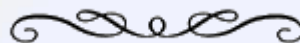


### Products and Services

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.

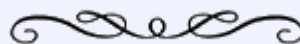
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### Contributions Accepted

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	<a href="http://www.ccbnet.org">www.ccbnet.org</a>
Randolph Sheppard Vendors of America	<a href="http://www.randolph-sheppard.org">www.randolph-sheppard.org</a>
California Voter Empowerment Circle	<a href="http://www.CALVEC.org">www.CALVEC.org</a>
Success Simplified	<a href="http://www.successsimplified.com">www.successsimplified.com</a>
Speaker Match	<a href="http://www.speakermatch.com">www.speakermatch.com</a>
247 Coaching	<a href="http://www.247coaching.com">www.247coaching.com</a>

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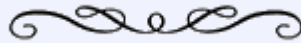


## Favorite Quotes

“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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