

Bazyn Communications Newsletter

Summer 2011

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

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Letter from the editor

Dear readers,

Another season is moving along rapidly. It has been an enriching summer visiting with family and friends, participating in meaningful conferences, and keeping busy in my business. I'm excited to report that my third book just became available in a digital format and interested readers can find

it on major book sites or on my publisher's website: www.xlibris.com: "BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers and Motivate Employees?"

In this newsletter, I've reprinted an article written by Rick Frishman called "Ten Clowns Don't Make A Circus" and wrote an article on "Social Networking: Do I Have Time?" I hope these will assist you in learning more for your business, church, or organization.

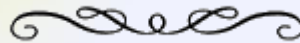
As a contributor to the book "Success Simplified", I tell people what I've found to help me be more successful in life and what I think "success" really means. Please contact me about purchasing a copy of this book. It is available on major websites, but if you purchase one from me, it will have my photo on the cover with other successful speakers. It is available on my shopping cart on my website as well... very exciting!

In the next couple months, my travel includes: Knoxville, TN; Boise, ID; Minneapolis, MN (twice); and Sioux Falls, SD. For discounted speaking fees, I try to coordinate events and trainings. Please let me know about events in these and other areas, since I'm constantly adding cities to my itinerary.

Enjoy the rest of the summer,

Ardis Bazyn

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Ten Clowns Don't Make A Circus
By: Rick Frishman

Any business, like any circus, requires a certain amount of diversity. You need different people to fill different roles - lion tamers, trapeze artists, and human cannonballs - or the show just doesn't work.

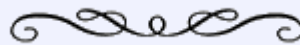
WHAT IT MEANS: Cars have different systems and subsystems that must all do their job for the car to work - and so do companies. Other people's roles (and backgrounds, personalities, perspectives, etc.) are quite likely to vary from yours—and that's a good thing. For one thing, the characteristics that might make a great sales rep might make a terrible financial analyst (and vice versa). Second, having a diversity of thought (and thinkers) can help formulate more carefully considered decisions. Just because someone disagrees with you does not make him or her wrong. It takes all kinds to build a successful business—all kinds of skills, all kinds of positions, and all kinds of people.

ACTION PLAN: Try to be more open the next time someone at work disagrees with you. Don't take it personally. Focus on what is being said, not on who is saying it.

EVEN BETTER: Nobody in a company has a monopoly on good ideas. You can tap into the collective wisdom, creativity, and experience of your workgroup by maintaining an open pipeline for their ideas, suggestions, and feedback to proposed new projects and policies. As a wise colleague of mine often says, "If you want to think outside the box, sometimes you have to journey outside the box."

Reprinted from "Rick Frishman's Wednesday Tips"
Subscribe at <http://www.rickfrishman.com> and receive Rick's "Million Dollar Rolodex"

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Social Networking: Do I Have Time?

By: Ardis Bazyn

What thought comes to mind when you hear the words "social networking"? I think of time and managing it best. After much reading and visiting the various websites and what content there is, it seems like it would take hours every day to keep up. FaceBook, Twitter, mycity, Digg, Myspace, Flickr, Youtube, linkedin, Delicious, and Stumbleupon are just some sites you can check.

Here are some tips I've gleaned from others active on social networking sites.

1. Determine what you want from these sites. You may just want to keep in touch with friends and family. If this is the case, FaceBook and MYSpace are likely the sites you will want to join. If you wish to network with business associates, a FaceBook page, a LinkedIn profile, and signing on to sites like mycity may be the best choices.
2. Consider how you will connect. Most of the social network sites have a way for you to receive updates in your email so you don't have to go to each site once or more each day. You can choose the settings to get the notifications you want.
3. You can interact with several sites from a single source if you have the right tool. Read about RSS reader, TweetDeck, or FrFeed.
4. Have social media accounts for personal and business purposes, designating different privacy settings based on who you wish to read your postings. Keeping a good presence online can pay off in business contacts and job leads. You can make a personal profile, company or professional profile, and/or a group profile.
5. Give readers something of value so you can build the trust you need for ongoing relationships. Let them know about your business but don't try to sell them anything.
6. Keep adding digital files to your site- photographs, company photographs, product photographs, customer photographs, video, and audio files. You want your customers and

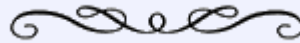
your prospects to find you. People are looking for content that is interesting and worthwhile- not merely commercials.

7. Add your social network links to your website so readers can check your online profiles.

Read other helpful tips to promote your organization, church, or business in my book series: "BUILDING BLOCKS TO SUCCESS". Find descriptions on the product and services page on www.bazyncommunications.com.

www.bazyncommunications.com/products.

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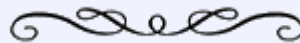
Updates

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 various 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".

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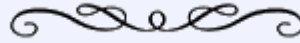


Products and Services

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. 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.

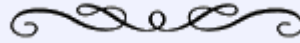
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Contributions Accepted

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:

American Council of the Blind	www.acb.org
Burbank activities	www.burbank.com
Burbank Business Network International	www.bniburbank.com
Burbank Chamber of Commerce	www.burbankchamber.com
California Council of the Blind	www.ccbnet.org
California Voter Empowerment Circle	www.calvec.org
Coaching and Speaking Internationally	www.247coaching.com
Democracy Live Accessible Voting	www.democracylive.com
Independent Visually Impaired Enterprisers	www.ivie-acb.org
Randolph Sheppard Vendors of America	www.randolph-sheppard.org

Speaker Match

www.speakermatch.com

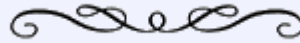
Success Simplified

www.successsimplified.com

Xlibris Publishing

www.xlibris.com

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Contact Information

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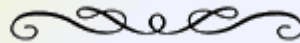
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Favorite Quotes

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

“You can have everything you want by helping enough other people”

“The right idea with no follow-through is dead on arrival”

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