

## Bazyn Communications Newsletter

Winter 2011

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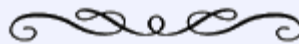
For positive inspiration, contact Bazyn Communications  
“True vision with insight”

If you wish to be added to my email newsletter list, please sign up in the [subscription box to your left](#).  
If you wish to be deleted from my newsletter list, please do so at [the same place](#) where you sign up.

### Contents

1. [Letter from the editor](#)
2. Articles
  - a. [“Snappy Newsletters”](#)
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,

So far, this year has been very eventful for me. I visited my youngest daughter and her family in Oklahoma in January and always enjoy seeing my granddaughter.

Last year, I was invited to have a chapter included in a book compilation on a number of well-known speakers. The book is called *Success Simplified*. My chapter tells 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 a couple of other speakers including Steven Covy. It should soon be available on my shopping cart on my website as well... very exciting!

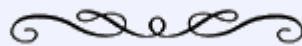
Travel includes: Salem, OR; Las Vegas, NV; Glendale, CA; Washington, DC; Boise, ID; Sacramento, CA; Reno, NV; Sioux Falls, SD. . For discounted speaking fees, I try to coordinate events and trainings. Please let me know about events in these areas.

In this issue, I'm including an article on "Snappy Newsletters". It has some tips I've learned from assisting organizations with newsletters. These can assist organizations, businesses, and churches to reach their audience.

Enjoy your spring,

Ardis Bazyn

[Return to Table of Contents](#)



## SNAPPY NEWSLETTERS

By: Ardis Bazyn

Does your organization have a monthly or quarterly newsletter or other timely publication? Regular newsletters or publications of some type keep members and friends informed about what the organization is doing on a regular basis. Communication is vital to keeping members interested in your organization. Members need to have as much knowledge as possible about any programs and activities your organization might offer.

A monthly or quarterly newsletter updates them on information and calendars of events. Many relationships are developed in organizations so include members' successes, as well as moves or deaths. It is also imperative to explain events in advance to make planning schedules easier.

Any publication or newsletter should have some prescribed or established guidelines. If your newsletter continues using these guidelines, readers will know what to expect. Guidelines can be up-dated or changed as necessary or desirable.

The editor or publications chair, should always explore new columns of interest so the newsletter contains relevant and up to date information. If your organization is an advocacy organization, current legislation and issues should be covered adequately in each issue. Different members should be asked to contribute articles or personal stories that will make the newsletter more exciting and vibrant.

Your organization should insure that your newsletter is a positive outreach mechanism. Nothing inappropriate or offensive should be published. Differing opinions about situations or programs may be written, but authors need to be respectful of others' views. Articles should not offend by commenting about anyone's gender, religion, ethnic background, disability, or sexual orientation as stated in equal opportunity laws.

Since newsletters or publications are usually expected at regular intervals, it should be sent in a timely manner. Asking members to send in changes of addresses as quickly as possible will help limit returned or forwarded newsletters. This is crucial if the newsletter contains information or calendars of up-coming conferences and activities.

Since the editor will want to keep the printing costs as low as possible, check printing sources as necessary. Compare costs for companies with the same quality and type of product. Your organization can save substantial costs if the newsletter can be produced in house by your office or by members with the equipment necessary. Different methods for printing a newsletter can be determined once your group makes a positive decision.

The printing and digital or audio quality should be checked after each issue. When considering quality, the color of the paper and the size of the print used should be evaluated. Many senior citizens or persons that are visually impaired need larger print and a greater variance in color. For example, colored print on color backgrounds is harder for many to read.

You should also consider having your newsletter available in audio, cd, or email for those with reading difficulties. Screen readers are available for visually impaired computer users and most people have audio cd players. Email newsletters are also very useful in saving expenses and circulating information faster than regular mail.

The number of pages you print will be based on the amount of information you have available to circulate and the funds your organization has allocated for this purpose. If you pay a printer, it will be best to keep the size of the newsletter approximately the same each issue.

You may wish to have an editor's column where the editor can give highlights about some of the columns or articles. A few surrounding facts can be inserted immediately before an article. Letters to the editor can be printed if you feel comfortable printing them. It probably would depend on how much room you have available for miscellaneous material and whether the letters are interesting or informative.

Articles from other publications may be reprinted if they would be beneficial to members and there is extra room in the issue. Of course, any reprinting must be acknowledged and have the permission from the author or copyright holder. The editor should consult the appropriate personnel if any article might be offensive to members.

In the following paragraphs, there is a list of possible additions for any publication. A logo or slogan should be displayed on the front cover of your newsletter for more visibility. Recognition comes more quickly with regular use. The name of the publication and organization should be

placed on the cover as well. Some organizations also give the editor's name, volume number, and the issue date on the cover.

If the publication is large enough, the purpose statement or mission (vision) of the organization should be given toward the beginning of the issue. After the organization office phone numbers and addresses, the table of contents should be listed.

After the editor's column, appropriate letters to the editor may follow. It is always important to have a president's message near the beginning in all your issues.

Convention or conference reports including programs and the schedule of meetings and other activities should be included. Major committee reports could be added if the information would be of interest to the members. Some articles submitted by members could be printed if they are relevant and enough space is left. Also, a member focus (articles about individual members) may encourage the organization to become more interested in talking to different persons at a meeting. These could highlight a specific accomplishment or a new job.

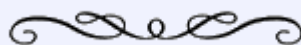
Information about other conferences of interest might be included if space permits. Special interest stories, jokes, or recipes (appropriate for your audience) could be inserted. A fund-raising letter could also be published occasionally.

The newsletter could also attach a list of board members and committee chairs. A couple of contact persons for potential members to call if they have a question about any listed activity should be included. A membership application should always be added. Pictures are welcome if your newsletter is able to handle them. However, if it is possible, photographs or other artwork may help the newsletter look more appealing.

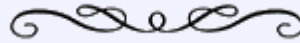
Finally, in many newsletters, a brief paragraph explains how donations can be made to the organization with the non-profit status. If you are a 501 C (3) tax-exempt non-profit organization, possible donors will be more likely to contribute. This status simply means that individuals may donate funds as a tax-deductible donation. An example of wording follows: "Much needed contributions, which are appreciated as well as tax-deductible, can be sent to \_\_\_\_ at the following address: \_\_\_\_." You could add "If you wish to remember a relative or friend by helping with the organization's continuing work, our office will acknowledge contributions made by loved ones in memory of a deceased person. Anyone wishing to remember (this organization) in his/her Last Will and Testament may do so by including a special paragraph for that purpose. If your wishes are more specific, you may contact our office for more information."

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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](#)



[Return to Table of Contents](#)



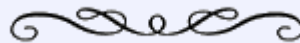
## Updates

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".

[Return to Table of Contents](#)

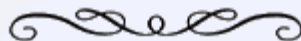


## Products and Services

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](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.

[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

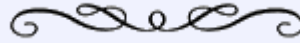
Check out the links of organizations in which I participate:

Xlibris Publishing	<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

[www.247coaching.com](http://www.247coaching.com)

[Return to Table of Contents](#)

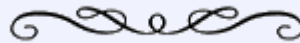


### Contact Information

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[Return to Table of Contents](#)

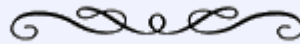


### Favorite Quotes

“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

[Return to Table of Contents](#)



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