

Bazyn Communications Newsletter

Spring 2012

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

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Letter from the editor

Dear readers,

The first quarter of the year is always a time of reflection. As a business owner, I like to consider the networking I've done. I found the article: What is networking? An interesting take on this subject. I hope you enjoy it.

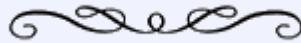
Many times, small business owners have the option to have a home office instead of an office in an office building. I wrote a list of questions that can be considered when contemplating your options. As always, I welcome your feedback on any article in this newsletter.

In the next few months, my travel includes: San Francisco, CA; Las Vegas, NV; Lisbon, Portugal; Raleigh, NC; Louisville, KY; 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.

Have a great spring

Ardis Bazyn

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WHAT IS NETWORKING

By: Rick Frishman

Networking is the process of building and maintaining relationships. It's the development of a team that will support your efforts and the efforts of your network teammates to reach your and their goals. In practice, networking is the establishment of multiple informal, loosely-knit, mutual support alliances. Networking is about forging bonds and sharing. It's connecting with to people who have common interests and objectives and generously giving to one another.

Networking extends into every aspect of your life; it's something you've been doing all of your life. When you recommend a movie, a housecleaner or a personal trainer, you're networking. We network as soon as we start making our own decisions. As kids, our friends introduce us to the latest and greatest; they turn us on to a constant flow of new friends and information.

My 17 year-old daughter Rachel, (now 25) said she and her friends use networking with "basically everything we do." Rachel was recommended for her job, found a SAT tutor, met guys who she dated and even arranged vacation plans through networking. Good will is the foundation of networking; it supports and underlies all of your networking efforts. To successfully network you must constantly create good will and then build upon that good will to forge bonds that develop into close, meaningful relationships.

Networking applies to all areas of life including:

- Friendships
- Romance
- Finances

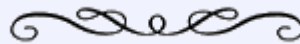
- Career
- Personal development
- Health and fitness
- Physical environment
- Recreation
- Hobbies and interests

Implicit in networking is the understanding that there will be a giving back, an exchange, “if you do for me, I’ll do for you.” This unspoken swap of mutual promises underlies networks and keeps them together. Ironically; however, the best networkers are those who give to others because they sincerely love to give and not in order to receive something in return. But that doesn’t mean that you don’t have to give because even the most giving and generous networkers will eventually stop giving when they repeatedly receive nothing in return.

Networks are not built overnight, they take time, patience and nurturing. Time to meet new contacts, cultivate them and build relationships. Time to discover what your network partners need and to continually try to find opportunities To fully satisfy those needs. Networking is a microcosm of life. It’s more about how you live your life than what you receive. It’s developing expertise, giving, sharing and building relationships. It’s the realization that people and generosity are the most important things in life, nothing else comes close, and it’s making a dedicated and concerted effort to steer your life in that direction.

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

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Pros and Cons of a Home Office

By: Ardis Bazyn

If you work from home already or are considering working from home, ask yourself these questions.

1. Working at home is more comfortable since you can get to work faster, but are you motivated to work when you see other home tasks you could or should do?
2. What are the zoning laws in your city/town? Can you see clients at home or have customers come to see your products?
3. Do you need a business license in your community? If so, the city official may wish to see your home office to make sure you are following the rules.
4. Do you have an office space you can use for your business that family won't upset?

5. Do you have enough office space for your computer needs and for inventory, if you have some?
6. Do you have enough time in quiet to do your work without interruptions?
7. Do you feel comfortable leaving the phone ring when you are working on a project that needs finishing? If you have caller ID, it might help but many calls don't give the name of the caller.
8. If you've started your home business already, do you take the time to go to networking events in your community?
9. Do you have a safe but quiet place where you can meet clients or customers outside your home?
10. Can you consistently work for enough hours without distractions at home?

If you can answer all these questions satisfactorily, you likely can handle an expanding business in your home. If you need other tips in working your business more successfully, please contact me, www.bazyncommunications.com

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Updates

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!

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?”

Business coaching plans are available starting at \$300. Contact me for more details.

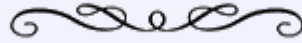
To order books or seminars, check out www.bazyncommunications.com or call 818-238-9321.

Checks, money orders, and credit cards 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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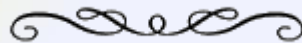
Products and Services

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: abazyn@bazyncommunications.com or call (818) 238-9321.

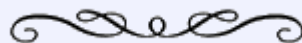
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Contributions Accepted

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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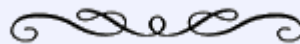


Links

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 Entrepreneurs	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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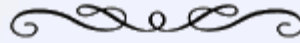


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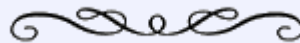
Favorite Quotes

“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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