

# **“MAKE THE IMPOSSIBLE POSSIBLE”**

## **Newsletter**

Summer 2014

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For positive inspiration, contact Bazyn Communications  
**“Making the Impossible Possible”**

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### **Letter from the editor**

Dear Readers,

This spring has been a hectic time in my life. My husband Kevin was struck crossing a street in late March, suffering a crushed foot (multiple breaks needing a plate and two screws, a lesser break in his right arm, along with multiple sprains and bruises. He just went back to work but still having a boot. My time was full assisting him along with my busy schedule. However, we were relieved it wasn't worse and thank God for his healing. I feel blessed by the interactions I've had with my circles: family and friends and the colleagues with whom I work. Many have helped with errands and rides for doctor appointments and support.

Did you know I offer a free session to anyone who would like to know more about how I can assist you in moving forward? I want to know how I can work with any business, possibly even trading services. We can share contacts- a win/win situation. Any business needing someone to make presentations on their behalf or interviewing past clients to follow-up-- I can help!

This year, my travels have included: Las Vegas, NV; Washington, DC; Sacramento, CA (twice); Palm Desert, CA; and Fayetteville, NC.

In the next few months, I'll be in: Las Vegas, NV; Sioux Falls, SD; St. Cloud, MN; Minneapolis, MN; Kansas City, MO; and Amsterdam, The Netherlands.

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 always adding cities to my itinerary.

Have a relaxing and safe summer!

Ardis Bazyn

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## **Tips for Public Speaking**

By: Ardis Bazyn

Do you feel nervous about making a presentation for a strange audience? How do you feel speaking with a Senator, Congressman, or local Representative? How do you handle interviews? Some people tell me they even find simple networking to be intimidating. I wrote the following tips to make your next interview, presentation, or networking event easier.

1. Practice speaking slowly. Most people talk faster when they are nervous.
2. When you know you will have to speak, plan ahead. Write a script or just make some notes. You will be less nervous and unlikely to make mistakes or forget important information.
3. Practice as often as time permits. Just running the key points through your mind while dressing or showering helps. Read through your talk before bedtime. Your subconscious will absorb it.
4. Record yourself making your presentation. It may help you notice undesirable habits...uhs and ands. Listen for mistakes.
5. Listen to yourself as you talk to friends, clients, and family. Get into the habit of noticing when you make statements that are unclear. Most of us can improve our communication to others.
6. When planning what to say, think about the points you wish to make as well as a personal story. Stories help create an emotional response.
7. Visualize yourself doing well. Imagine you are confident, know the right information, and feel great.
8. Eat a light meal ahead of time. An empty stomach or having too much to eat ahead of a presentation can be a distraction.
9. Have a glass or bottle of water near you. A dry mouth is common when you're nervous.

10. Take a few deep breaths before you start speaking to help you relax.
11. Smile at the audience before you start. They will smile back and help you feel relaxed.
12. Good eye contact with the audience helps them relate to you.
13. Focus on what you want the audience to learn rather than on what they think of you.

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## **Membership Organization NEWSLETTERS**

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. For more questions or assistance with newsletters, please contact me at 818-238-9321.

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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).

Does your organization need strategic planning and/or an action plans for the future? Contact [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com) for more information.

We're also available for a variety of writing projects: business plans, marketing plans, articles, and copy for most types of media for small businesses and nonprofits. Order books and products from the Product link on my website. If you wish to receive a text version of this newsletter or receive any past issues, please email: [abazyn@bazyncommunications.com](mailto: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 [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com)  
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	<a href="http://www.acb.org">www.acb.org</a>
Burbank activities	<a href="http://www.burbank.com">www.burbank.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>
California Council of the Blind	<a href="http://www.ccbnet.org">www.ccbnet.org</a>
California Voter Empowerment Circle	<a href="http://www.calvec.org">www.calvec.org</a>
Coaching and Speaking Internationally	<a href="http://www.247coaching.com">www.247coaching.com</a>
Democracy Live Accessible Voting	<a href="http://www.democracylive.com">www.democracylive.com</a>
Independent Visually Impaired Entrepreneurs	<a href="http://www.ivie-acb.org">www.ivie-acb.org</a>
Randolph Sheppard Vendors of America	<a href="http://www.randolph-sheppard.org">www.randolph-sheppard.org</a>
Speaker Match	<a href="http://www.speakersmatch.com">www.speakersmatch.com</a>
Success Simplified	<a href="http://www.successsimplified.com">www.successsimplified.com</a>
Xlibris Publishing	<a href="http://www.xlibris.com">www.xlibris.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

“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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