

# “MAKING THE IMPOSSIBLE POSSIBLE”

## Newsletter Fall 2015

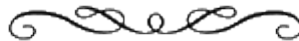
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For positive inspiration, contact Bazyn Communications,  
“Making the Impossible Possible”

If you wish to be added to my email newsletter list, please sign up in the subscription form on my BazynCommunications.com website front page

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## Letter from the editor

Dear Readers,

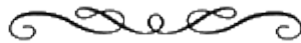
Positive communication is the key to my personal and business success. The two articles I'm sharing in this newsletter are meant to be helpful for either your business or nonprofit organization relationships. Please pass them along to those you feel would benefit.

This year, my travels have included: Las Vegas, NV; Washington, DC; Sacramento, CA; Tucson, AZ; Columbus, OH;] Seattle, WA; Dallas, TX;] Sioux Falls, SD; and St. Cloud, MN. Later this year, I'll be travelling to Concord, CA;

Minneapolis, MN; Oklahoma City, OK; Albuquerque, NM; London, England; 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 always adding cities to my itinerary.

Have a wonderful spring and summer!  
Ardis Bazyn



## **Why is Diversity Training Important for our Business/Organizations?**

By Ardis Bazyn

All businesses and organizations wish to market their image in order to gain as much positive attention as possible. However, your actions or those of employees are just as important as other marketing techniques. Your customer service and your networking relationships make a difference to your overall image. One of the factors leading to a better image is how you and/or a staff member interact with each person you contact in person or on the phone.

People may feel uncomfortable meeting or even talking to people very different from them, i.e. older person, younger person, person with a disability, person with a different background (dressed much more richly or poorly), or a person from a different culture/race. If you are just as friendly to each person you meet and are open to new ideas and thoughts, you will have more customers or members. Instead of assuming a person intended to be sexist or prejudiced, each one of us should assume the comment or reference didn't have any malicious intent. Each of us makes an occasional comment without even thinking how others would react.

If you have a store or office, you should endeavor to think how members of your staff might communicate to visitors. When attending a networking event or meeting people, you should routinely welcome any visitors/newcomers, not only those close in age or similar to you. You should invite all visitors to return. You should converse with as many other participants as possible, regardless of how they look (dress, manners, or demeanor). You should arrive at meetings early so you can mingle with most participants at a given function. Follow-up with all first-timers/visitors even if their background is not similar to your current members/customers.

How many persons with a disability, seniors, or persons with a different ethnicity, background, or culture have you invited to attend any function? Do you feel your business/organization is open and inviting to any visitor? Would you feel comfortable introducing a person with a disability to a business owner or CEO of an organization at an event? Do you ever notice any one standing alone before or after events or meetings? If a visitor did not speak very good English, would you try to talk with him/her? If an elderly person was visiting an event, would you greet him/her as quickly as you might greet someone closer to your own age? Do you talk directly to a person with a disability if he/she is with someone else?

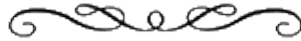
All people wish to be treated the same. Courtesy is the best policy. In other words, treat others as you wish to be treated—the Golden Rule. If you meet a person with a disability such as blindness, it's ok to ask if he/she needs assistance. He/she may ask you to give directions. If you are planning to walk in the same direction, you could offer your arm. Do not feel bad about using specific words when you talk to a visually impaired person, i.e. see, vision, sight, look, etc.

Do not talk louder to a person with a disability than you would to others. Do not talk down to a person with a disability as if he/she was less intelligent. Do not talk to someone who is with a person with a disability instead of the person with the disability.

When you meet someone that does not speak English very well, take the time to understand what they are saying. If you are having much difficulty, ask a colleague to join you to make it easier. If no one else is around, ask them to give you their contact information and have someone else call them back (if in person, you may have to do rough sign language). A friendly smile and hello will let them know you don't think less of them.

You should never assume a poorly dressed individual does not have enough money to purchase your products or services. Some people choose to dress down. Some well-dressed people may not be able to afford your services. If you treat everyone the same, you will be able to take advantage of each available customer/relationship.

In a short article, I don't have time to write all the ways you can make your organization or business more accessible and friendly to everyone in your community. Keep in mind your business, your website, and your staff should all be accessible to everyone. Websites should be readable with a screen reader. Persons with wheelchairs or other adaptive equipment should be able to access your building. I routinely give advice about accessibility to companies who request my services. For more information on diversity and accessibility, contact me at [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com). You can call me at: (818) 238-9321. Copyright (c) 2015 Bazyn Communications, All rights reserved.



## Tips for Entrepreneurship

By: Ardis Bazyn

Entrepreneurship is an option which doesn't suit everyone. Motivation is key when starting and building a business, marketing a business, and making priorities as necessary to keep it moving forward. As a business owner, you don't have a supervisor prompting you to accomplish tasks or find you projects. You generally won't have a steady income immediately. If you have lots of energy, like meeting new people all the time, and your personal life is more flexible, entrepreneurship may be a good choice.

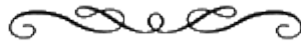
Once you've started your own business, here are some tips to keep in mind:

1. Generate free publicity. To get publicity without much cost is easy if you do some research. Many networking events take place each month in your local area: Chamber luncheons or mixers, Meet-up groups, and established and new business networking groups such as Business Network International and Heart Link (for women). Attend as a visitor and the only fee will likely be the lunch, dinner, or mixer fee which covers your food and the venue. Set up appointments with those you meet to develop relationships.
2. Design a positive customer service reputation. Respond to calls and emails as soon as possible. If you get a complaint or question about your services, respond immediately with possible solutions.
3. Develop informative employee meetings and training modules. You want your employees to respond to customers as positively as you would. If you have responses best for certain situations, make sure your employee has your scripts.
4. Understand and benefit from time management concepts. If you have a schedule for daily actions, it's more likely you'll accomplish what is important to you. Don't let distractions keep you from tasks you need completed quickly.
5. Create definitive action plans for the future. Having goals and priorities is paramount to reaching success. Time-lines should be set so you won't get side-tracked.
6. Collaborate with other businesses. Building relationships with other business owners will help you brainstorm ways you can work together. Perhaps, you could have a joint seminar or piggy-back services. Disseminate coupons or gift certificates to others to give to their customers.

7. Motivate employees and customers to be positive about your business. You can give incentives to those who refer you to new clients or customers. Ask friends, customers, and employees/contractors for referrals and thank them for promoting you to others.

8. Market a theme consistently in all advertising, publicity, networking, product packaging, and customer service. If you have a motto or tagline, use it. People will remember it. My tagline is "Making the Impossible Possible".

-- Read other helpful tips to promote your own business in Ardis's book: "BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers or Motivate Employees?" available at: [www.bazyncommunications.com](http://www.bazyncommunications.com)

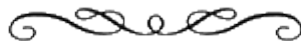


## Updates

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".



## 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).

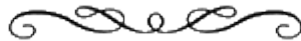
Does your organization need strategic planning and/or action plans for the future? Contact [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com) for more information.

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.

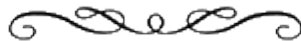
If you wish to receive a text version of this newsletter or receive any past issues, please email: [abazyn@bazyncommunications.com](mailto:abazyn@bazyncommunications.com) or call (818) 238-9321.

Archives of my past newsletters are available on my website.



## 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.



## Recommended 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

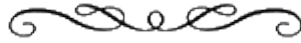
[www.speakermatch.com](http://www.speakermatch.com)

Success Simplified

[www.successsimplified.com](http://www.successsimplified.com)

Xlibris Publishing

[www.xlibris.com](http://www.xlibris.com)



## Contact Information

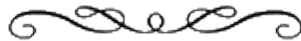
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## Favorite Quotes

"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"

Please tell others about this free online newsletter and subscribe to receive notification of future newsletters.

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