IVIE Motivator Newsletter Spring 2022

Welcome to the quarterly IVIE Motivator Newsletter! Newsletters are more valuable if many members share information and resources. Articles can be about anything you found to be helpful in growing your business. Please share your business experiences including how you started your business, the way you advertise or market your business, the technology you use, and other items of interest. We welcome book reviews, technology reviews, online resources, or organizations or agencies you've found useful. We'd also like an in-depth profile of a member in each issue highlighting your business or goals for a new business. Please include any specials, new products, or new features of your business. Please send articles to abazyn@bazyncommunications.com.

Message from IVIE President

Hi members,

Spring has always been the time of year for growth and change. However, I was disappointed when Teresa Gregg, our president elected last summer, resigned as president. She had introduced the book of the month

discussion and worked diligently to move our website to a more mobile platform. Elected as Vice President, I’m now the President. I'm working to continue the positive efforts started in IVIE. IVIE will elect a Vice President and Treasurer this summer, since both 2-year positions are now vacant. IVIE will continue to provide opportunities for members and friends to network and share ideas. If you have not already taken advantage of the following options available for members, please consider participating in one or all of them.

- On the second Sunday night each month, IVIE sponsors an ACB community call called the IVIE Entrepreneur Exchange. Each month, a topic is suggested. Those on the call give input others can use for their business. Each attendee gets the opportunity to introduce themselves and their business.
- On the fourth Sunday evening of each month, IVIE holds a business related book discussion. Members are encouraged to volunteer to lead a book discussion on a book they have found valuable. Why not volunteer for an upcoming month?
- The IVIE email discussion list is available for members and interested list participants to share resources, opportunities, and other information of interest to business owners and those interested in starting a business.

- As you know, the IVIE business directory gives members a chance to be contacted for networking or business purposes. If you'd like changes to your information on the business directory, please let me know.
- Our quarterly newsletter is sent to members every quarter. Members can submit articles about their business or helpful tips.
- IVIE now has a new email list for members only. Now, IVIE members can share IVIE business related information such as potential Constitution and Bylaw amendments, resolutions, and positive strategies to improve IVIE in the future.
- IVIE will participate in the 2022 ACB conference and convention this summer. Carla has written an excellent article for this newsletter giving all the details for the summer IVIE convention.
- IVIE is endeavoring to have a quarterly presentation beneficial to all who attend. A committee was formed to identify topics and speakers.

I thought newer members might be interested in knowing more about me. This year is my 22nd year in my current business, Bazyn Communications. Previously, I'd been a vendor in the Randolph-Sheppard PROGRAM. When I lost my sight at the age of 20, I was introduced to the

Randolph-Sheppard Program during my rehabilitation. After training at the Cleveland Sight Center, I was offered my first facility, the Sioux Falls Argus-Leader Snack Bar. (I'd worked there before losing my sight.) I then managed 5 other facilities in SD and IA with the last one at the Cedar Rapids Post Office Vending in IA. I started my current business right before I moved to CA. I had gone to college to get a degree in Public Relations and Speech Communications. I had been speaking and training while I was in food service management. I then completed my Master's degree in Education so I could have the necessary education and experience to market my new business. I enjoy assisting clients, businesses, and nonprofits by speaking, writing, and business coaching. The hardest part of moving my new business forward was the lack of connections in CA. I should have likely moved a few years later while establishing my business. After suffering a heart attack in 2000, I took the healing time to write two books. Since then, I've written 2 more and written a chapter in another book with fifteen other speakers. I belong to the Burbank chapter of Business Network International where members refer business to one another. I'm also active in several other organizations and have gained most of my clients through the organizations I've joined.

IVIE 2022 CONVENTION HAPPENINGS

by Carla Hayes, IVIE Secretary

Before you know it, the 2022 ACB Convention will be here! IVIE has a packed agenda for this year's convention.

We start things off on Saturday June 25th with our annual business meeting. It will take place from 10:00 to 11:15 AM Central time on Zoom. IVIE members will be sent a Zoom invitation. We hope that many members will participate.

On Friday July 1st at 9:00 PM, RSVA has invited IVIE to join them in a combined in-person mixer in Omaha. Come and catch up with old friends and make some new ones.

Saturday July 2nd brings the first of three opportunities for IVIE members to exhibit their products and services. IVIE can have up to five tables at ACB Marketplace from 4:00 to 7:00 PM which can be purchased from IVIE at a cost of $10 a table for IVIE members and $25 a table for non-members. Watch the IVIE list for more details.

Monday July 4th is IVIE Day at the ACB Convention. We begin the day's festivities at 12:15 with our annual luncheon. This will be followed by our program at 1:00 PM which will be streamed. IVIE will Team up with ACB Next Generation and the ACB Employment Committee for a panel presentation titled, "Selling Yourself: How to Put Your Best Foot Forward In The Evolving Employment World." Join Sara Freeman Smith, an HR professional on

the ACB Employment Committee, Kaila Allen, recent new-hire and ACB Next Generation member, and IVIE past member Pam Shaw who will share their experience with written, Verbal and visual aspects of positioning yourself as the best job candidate and maximizing those networking opportunities. The panel will tackle these three aspects in each of their facets of the employment/networking processes.

Immediately after this presentation, the IVIE Business Expo will take place from 2:30-5:15 where blind and visually impaired business owners will showcase their products and services. This will be your second exhibiting opportunity of the convention. Tables will cost $10 for IVIE members and $25 for non-members with the option of joining IVIE and applying $15 of the expo booth cost to IVIE annual dues.

If there's enough interest, IVIE will also purchase an table in the ACB Convention Exhibit Hall and members will pay IVIE for exhibit hours at the table. This can only happen if we get enough people who are willing to pay for exhibit hours and share the cost of the table. If you are interested in any of these exhibiting opportunities please contact Ardis Bazyn.

This would also be an excellent time to pay your IVIE annual dues of $15. You can pay electronically on IVIE's secure website: ivie-acb.org or by submitting your check along with the membership form which can be printed from the website.

As you can see, we have a busy convention planned for you! I hope you will join us for some or all of our activities.

From Selling to Storytelling

By Ron Brooks

Prior to 2021 when I dove into my own business, I served in a series of corporate business development roles within the public transit industry. My job was to sell my company and its transportation services to public transit agencies who contracted for the operation of their transit and paratransit services. I was good at what I did, but I always cringed when someone referred to me as a “salesperson” or to my role as a sales role. This was confusing because I believed in my company’s integrity and in our commitment to providing a good service that people needed. But I didn’t like the idea of selling—something I was being paid to do. To me, my job was customer service—not sales. I believed my job was to get to know an agency and its challenges and then figure out if my company could do something to help. If we could, I would try really hard to convince them to give us a chance. And if I didn’t think we could make their lives or those of their customers better, I would try to help them find a better solution—something my sales colleagues did not always appreciate.

Now I had coworkers, and I knew lots of people from other companies, who seemed, at least to me, much more like what I thought of as salespeople. They would talk and talk about themselves, the company, its products, the benefits of partnering, how a partnership would result in better safety, lower costs, happier passengers, and on and on. Often, these people had a higher closing percentage than I did. Heck, I didn't even like the phrase "closing a sale." What was wrong with me? Why was I in a sales role in the first place?

Ultimately, I left the corporate world before I learned the answer to my question. It turns out that the answer is amazingly simple, and now that I understand it, I understand why selling is so important. Put simply, I cannot help a customer until I have a customer, and getting customers depends on selling. But what does good selling look like? Spoiler alert! It doesn't look like someone talking to hear themselves talk. In his 2017 book, "Building a StoryBrand: Clarifying Your Message so Customers will Listen," Donald Miller demonstrates how to create a story with your customer as the hero and you as the guide. (Think Luke Skywalker and Yoda.) There are other powerful take-aways in this book, but I want to spend the balance of this article laying out the seven universal elements of any powerful story and show how they

can transform a boring sales message into a powerful tale that can create curiosity and attract potential customers. And I'll close with a simple suggestion you can use to see if this approach fits you and your business.

1. Make your customer the hero. – Take a look at just about any website or brochure. You'll read headers like About Us, Our Mission, Our Vision, Our Products, Our Story, About Our Founders. Put simply, the seller has positioned themselves as the hero. … By putting your customer in the lead role, you can make the story you tell about your customer, and everyone loves to read about themselves.

2. Your hero is facing a challenge. – Think of virtually any great action thriller or story, and there's a main character, a protagonist (the hero). That person is going about their life, and somewhere in the first five minutes or twenty pages, they are confronted with a challenge. It's always a big one, and they are generally unequipped and unready to deal with it. Depending on the story, they might spend the next several minutes or pages in denial, trying to avoid the challenge, trying to get someone else to deal with it, or flailing against it without effect. But the challenge is there, and it's not going away. … If we can identify such a challenge for our hero—one that we can help

them to solve, we can capture their attention. It has to be a challenge that the customer (our hero) cares about; it has to be important. But if we can create that challenge, they will be interested.

3. The hero needs a guide, and you (or your business) are that guide. =- In just about every story, the hero is not prepared to take on their challenge, for if they were, the story would simply end. In every good story, the hero needs help, and they get it from a guide. The guide is a teacher, a mentor, an ally—someone who has faced and overcome the hero's challenge, someone who can show the hero the way, someone who will be there to push and support the hero on their journey. If you can be that guide, you will be far more valuable to your hero than if you had just been the hero yourself.

4. As the guide, you provide the plan. – In a movie, it might be a sacred code or a magic sword or the ability to learn the force. In business, you, as the guide, must offer the plan, the product, or the service that the hero can use to help the hero overcome their challenge. For me, it's helping my industry understand how to provide accessible transportation services that customers will actually enjoy using—a product that almost no one else can offer. For you, it might be your approach to coaching, an adaptive aid that you have customized based on your unique blend of knowledge and experience. Whatever it is, your product or service must be the tool that the hero (your customer)

can use. If it is, you will be of extreme value to your customer.

5. The guide calls the hero to action. – This is what other people call “closing the sale,” and it’s critically important. Just think about your favorite mythical hero. They are almost always reluctant, and their guide almost always has to cajole them to act, to use the force, to make the impossible journey—you name it. So even after you have established yourself as the guide and showed the hero your plan, you are going to have to call the hero to act. After all, it’s the only way they can master the challenge with which you are there to assist. Incidentally, once I understood the “call to action” in this way, the idea of closing the sale got a lot easier. I’m actually serving my customer by doing so.

6. There are stakes for not taking action. – In any great story, the hero must take action, or very bad things will happen. This is the tension that moves all great stories forward, and it is true in sales. By helping your hero recognize that failure to act will result in pain, you will be helping them to recognize that taking action is preferable. Some businesses try to intimidate customers; this is not the idea. The idea is simply to get your customer to recognize that there are negative consequences for not doing business, just as there are positive consequences for doing business. And if you cannot quantify any negative consequences for your prospective customers not

doing business, then you may not be making a very compelling offer in the first place.

7. Help your hero imagine what success looks like. – Negative consequences can motivate people to act, but just as powerful are the positive consequences that come from action. Help your hero see the benefits that your product will create for them, and speak in terms that are important to your customer, in terms of the quality of their life. If you're selling assistive technology, it might be time and energy savings on work tasks. If you're a coach, it might be improved feelings of confidence, control, or satisfaction. If you're a consultant, it might be the ability to call upon highly valuable technical expertise at any time, thereby making hard projects easier to complete. The key is knowing what matters to your customer and portraying success in a way that resonates for them.

Donald Miller's StoryBrand framework has transformed my approach to sales and marketing, my company's website, and the way we are approaching every interaction with every customer. Better still, I am able to embrace my sales and marketing responsibilities because I know that if I am truly keeping my customers in the position of hero and positioning myself as a guide who is in service to their stories and their success, I know that I am serving them, and that really makes me feel good as a professional and as a human being.

I will close with my own call to action. If your current marketing and sales approach is working perfectly, then please skip this section; there's no need for you to do anything. But if you think your sales and marketing efforts could improve, and if you're up for a little fun and creativity, do this simple exercise. Write a simple story with your customer as the hero. Give your hero a challenge that you and your business can help them to solve. Then, introduce yourself as a guide, offer your customer your plan for overcoming their challenge. Call them to action and help them discover the consequences of taking no action and the wonderful things that will come from accepting your call to action. AT worst, you will have wasted a span of a few minutes or maybe an hour. I am predicting that you will discover some powerful insights that you can use for guiding the heroes you are here to serve.

About the Author

Ron Brooks is an IVIE member, a 29-year veteran of the accessible transit and paratransit industry, and a champion for transportation and mobility products and services that are accessible to everyone. In 2020, Ron founded Accessible Avenue in order to assist the mobility services industry with consulting and training services focused on designing, developing and

delivering mobility-related products and services that are accessible to everyone. To get to know Ron, find him on LinkedIn at www.linkedin.com/in/ron-brooks-066b174/

What's New?

APP HELPS USERS MAINTAIN DISTANCE IN LINES

Maintaining an appropriate distance can be a challenge. A team of IBM researchers created an AI-driven smartphone application called LineChaser. The app is designed to help the blind or visually impaired find the end of the line and continuously report the distance and direction of the last person in line so the user can follow them easily. The app uses the RGB camera integrated into the smartphone and detects nearby pedestrians. It also leverages the integrated infrared depth sensor to estimate their position. Combined, the data estimates whether nearby pedestrians are standing in line and audio and vibration signals notify the user when they should start or stop moving forward. The goal of the new study was to simplify and reduce the size of the assistive device using an off-the-shelf smartphone. IBM researchers trialed the system with participants who had various visual difficulties, and the app helped everyone. The app was able to help the user stop at an acceptable position 91.7 percent of the time. Smartphones need to ensure they come equipped with IR Blaster. IBM says it hopes that acceptance of the use of

camera devices in public spaces will improve over time. https://coolblindtech.com/ibm-unveils-app-to-help-visually-impaired-users-maintain-distance-in-lines/

HOLOLENS 2

With its vision enhancement capabilities, 3D holographic models, training tools and digital access to precise, expert information, the HoloLens 2 has improved efficiency in industries ranging from construction, manufacturing and aerospace to retail, healthcare, education, etc. It's used by such industry titans as NASA, Panasonic, Toyota, and Airbus.
https://www.eastersealstech.com/2021/06/08/hololens-2-enhanced-vision-through-augmented-reality/

MANO 6 HANDHELD VIDEO MAGNIFIER

The Mano 6 includes an infinitely variable fold-out handle which can be used as a stand. It turns on automatically when you fold out the stand. You can then place the magnifier on top of your reading template and start reading in an "ergonomic reading angle". Users can save images in the picture gallery (internal storage = 2GB of freeze-frame images) and/or transfer them to a micro-SD card. https://www.eastersealstech.com/2021/05/25/mano-6-handheld-video-magnifier/

KEYBOARD SHORTCUTS

https://www.youtube.com/watch?v=42-31ZBr0vQ&t=983s
This site offers lists of keyboard shortcuts, and you can sign up to receive a weekly email containing a new keyboard shortcut: https://sharons-shortcuts.ie

Keyxl Keyboard Shortcuts Databaseis a fairly comprehensive list of keyboard shortcuts: http://www.keyxl.com/
All hotkeys are another source for providing lists of keyboard shortcuts: https://allhotkeys.com/

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Thanks for reading this issue of the IVIE Motivator. Articles are due for the next issue by June 15, 2022. Happy writing!