

Disc Jockey News

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The Regional Disc Jockey Newspaper

Free

M.A.P.D.J. Does it Again!!

For the fourth year in a row the Midwest Association of Professional Disc Jockeys (MAPDJ) hosted a stellar convention in the great state of Minnesota. DJs from across the nation joined MAPDJ members this past November



annual meeting and a dinner for their members. The welcome party followed featuring Brian West who performed his magic show. The night was very entertaining with some great prizes provided by

the night's sponsors.

6-8 at the Grand Rios Hotel in Brooklyn Park for three days of networking, learning and fun.

The convention kicked off on Sunday with time for networking and exhibits. This time was followed by the MAPDJ

Monday was a very full day with several great convention speakers including Todd Mitchem who started the day by speaking about his "use it" mentality. He was followed by Dr.

Chuck Tomkovick, "The Marketing Doc," from the University of WI, Eau Claire who spoke twice during the day about marketing and persuasion. If that wasn't enough, MAPDJ threw in "The Game Master" Mr. Scott Favre who again wowed the crowd with his knowledge and activities. The remainder of the afternoon was filled with great info from Charles Beam, Shawn Welter, Mike Early and Jeff Richards who covered everything from marketing for single operators to how to better use your DJing software. Monday wrapped with some great laughs at the annual Schtick Night where DJs were able to "show off" some of their great ideas.

Even though Monday was a full day,

MAPDJ didn't let us down on Tuesday. That morning attendees were educated by Brian Kelm, Rob Peters, Mike Walter and Phil Trau. That afternoon Randy Bartlett revisited his 1% Solution offering extremely valuable information to the convention attendees. The afternoon wrapped with Todd Mitchem's a two hour seminar entitled "Hey DJ! Focus!"

The convention was a blast with many opportunities to network and learn from peers in addition to the great seminar content. Once again, MAPDJ did an awesome job, hats off to the organization and its members!

For more photos from the 2005 MAPDJ convention, turn to page 15.

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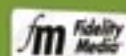
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Is the mistake you make today, the one you're willing to live with?

By Dude Walker

MDJs (mobile disc jockeys) make mistakes everyday. One of the greatest mistakes most commonly made is the belief that there's nothing wrong with the MDJ industry. There are those that use a rose colored glasses approach as their sword and shield of defense. The end result is un-abashed denial.

Every MDJ from all walks of life has something that they believe needs improvement. The question, however, is where to start. For some it becomes a matter of priorities that stare them headlong in the face. To others the mild irritations that competitors place in our laps. No matter where the motivation comes from, it's the way that we react to that motivation that defines us as the MDJ business owners that we are. Let's face it, there are generally 8 phases that a MDJ goes through to reach true success. Every step of the way riddled with pitfalls and mistakes just waiting to happen.

Phase 1: EGO, the belief that you personally know music and how to perform better than the next DJ.

Phase 2: VISION, the dreams of cool gear, lighting, transportation. Being the object of hero-worship.

Phase 3: ENVY, disenchantment that someone else was chosen over yourself or that they get more accolades.

Phase 4: AGGRESSION, taking whatever steps necessary to impede your competitors hopes for success.

Phase 5: GREED, the temptation to add ad-

ditional systems and services to gain a controlling market share.

Phase 6: SELF REFLECTION, taking stock in who you are and what you've become.

Phase 7: EPIPHANY, being truthful with oneself to the point of clarity denouncing how you've arrived to the present.

Phase 8: SUCCESS, varied, measured largely by family, friends and what your character stands for.

I have not met one DJ that doesn't share a similar story of an upstart DJ with no prior experience entering the marketplace trying to malign their way to the top. Why? To what end? What we say today, we pay for in spades tomorrow.

MDJs become so focused on their immediate surroundings that they refuse to acknowledge the freight train bearing down on the MDJ industry. There are those that mistakenly believe that processes of capitalism will self correct our industry. Hogwash! Pure and simple burying one's head in the sand. Very simply not being alert, mired in apathy and complacency.

The influx into our industry is increasing everyday. The devices and methods become increasingly easier for each following generation. At the time I am writing these words I product searched an IPOD mixer. \$262.50 includes shipping. With a credit card in hand in 7-10 days an upstart MDJ could have delivered to their door 500 business cards, 1 IPOD mixer, 2 IPOD players, 2 powered speakers, 1

microphone, 8 par light system with controller and stands for under \$1,500. Add to that borrowing and stealing a music library and TADAA...instant competitor. You would have to be a blithering idiot to deny that doesn't present a problem to this industry. There are those that mistakenly infer that inability to adapt and overcome this obstacle is a personal shortcoming. When reality it is a matter of changing the rules mid-game for most.

Everything that we as MDJs do to set ourselves apart will in time be copied, pasted and plagiarized. Make no mistake, the services currently offered by more learned companies will be offered by the next generation for a lower price. That starts with the price shopping calls. Simply "people" gathering info for buddies to offer at a reduced rate. Need an example? Try dinner music! People used to be able to up sell dinner music...now there is a frenzy to offer it for free. The correct school of thought should be: "If I'm responsible to not screw it up, I should be paid for it." Where MDJs make their mistake: Thinking that over committing themselves in desperation to land the gig will go unnoticed. That "act" in turn becomes habit forming. Which in turn, generally speaking, becomes commonplace expectations of the clients. Once the clients "expect" something, the cycle repeats itself because a new standard has been created.

Are we creating tomorrows mistakes with today's "golden gimmicks?" Have we mar-

keted ourselves into a pseudo indentured servitude? This is not a video game that can be reset and started over when the going gets tough. It's a matter of meeting the problems head on with wisdom and experience.

Imagine if the headlines tomorrow announced that a killer asteroid will hit earth in 7 days. Imagine the chaos that would ensue. Imagine how trivial world politics would seem in the shadow of imminent destruction. Yet, how long would it take for the blaming to begin? Why weren't we notified sooner? Why wasn't somebody on top of this?

Now let's take a look at the "killer asteroids" that hit the MDJ industry in the late 1990s. The MP3 and p2p servers. The combination of both in the hands of those pursuing this technology with reckless abandon, just like nuclear physicists did with radiation at the dawn of the nuclear age, has directly contributed to our MDJ world today. We are "now" dealing with the mistakes of yesterday.

Humans are creatures that require trial and error to learn. If we can learn from our mistakes we can build a better tomorrow.

So I ask you this 3 fold question: Part 1: What is the one thing that you feel is the greatest dilemma facing the MDJ industry? Part 2: Do you expect someone else to cure this problem or do you have it within yourself to make things better? Part 3: If you make the mistake of doing nothing, do you deserve to call yourself a professional mobile disc jockey?



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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly progressive article that will help those of you just starting in the Disc Jockey business. Each article will cover what it takes to be a successful mobile DJ.

Today's topic is: New Years Eve. New Years Eve is one of the single most celebrated holidays that will use a DJ for entertainment. In one twenty four hour period the entire world celebrates the turning of time. It can be a very fun and profitable night for a DJ. Many bars, clubs, halls and event centers that normally don't have live entertainment will host a party using a DJ to emcee and entertain their guests.

The first rule of doing a New Years Eve Party is INCREASE YOUR PRICE!!!! I would suggest that what ever you charge now; multiply it by 1½ to 2 times your standard rate. When people ask why it is so much more than other DJ's, or the standard price, I tell them this: A) it's a national holiday, if you work a "regular" job you would be paid extra "holiday pay", B) I will have to spend time away from my family, friends and loved ones, giving up my "holiday" time that I would like to spend with them, C) New Years Eve is a night that people feel it is necessary to drink to excess and is one of the most dangerous nights to be out on the road, and D) Sometimes the guests who have had too much to drink can get uncontrollable. They have a tendency to

cause problems, be it knocking over your equipment or just harassing you because they think they can do a better job. You should hire a minimum of one extra person as backup for protecting yourself, your gear and your business.

You may want to get a room at the closest hotel to the event. I will do this for any event that is more than an hour drive away from my home. I like to tear down then just walk back to my hotel room and get a good nights rest. I do charge extra when a room is needed and most clients understand this charge.

The second rule of doing a New Years Eve event is NEVER drink alcohol before, during or after the event. It can be very tempting to drink on the job, but it's best to refrain from consumption, not just on New Years Eve but at all events. You are a business person with clients expecting a professional service from you. If you drink on the job it won't look good to the clients or the guests watching you. Can you name one other professional job that allows you to drink while on duty? If you drive home after the party you could be getting yourself and your business into serious danger if you get pulled over or get into an accident. I went into a bar one night and saw a DJ who was only one hour into his five hour gig. He was so drunk that he was slurring his words, banging his equipment, causing the discs

to skip and saying inappropriate things over the microphone, needless to say I didn't stick around to see how that ended.

The third rule of doing a New Years Eve event is HAVE FUN! This really pertains to any event. If you're not having fun the guests can see this and feel the vibe from you, making them uncomfortable and causing them not to have fun. SMILE! LAUGH and DANCE around! Don't let problems on the job or in your personal life get to you. Keep a positive upbeat attitude and enjoy the happiness that you bring to the guests. Yes, you are doing a job, providing a service, but there is no reason you can't enjoy yourself. If you don't love what you're doing, if problems keep you from having fun, then you might want to rethink your profession.

I did a New Years event at an upscale hotel that could have been a complete disaster but I was able to turn it around and keep it a great time for everyone. When I arrived I asked what kind of a crowd they were expecting. The manager, who couldn't have been all of twenty one years old, said "an OLD crowd." So I asked "What sixties or seventies?" no she replied, "forties!" Being that I had just turned forty two weeks prior, it made me feel real old. I had the night planned and programmed music people my age would enjoy. The party was to start at 8:00 and go to 1:00. The first guests arrived around 8:30 and they were in their sixties

and seventies. I had to quickly change the styles of music and my frame of mind that I had already prepared for the night. In the whole banquet room there was only one table of guests under the age of sixty and they were the friends of the employees. The second problem that occurred was when they wanted to start a count down to midnight. The hotel rented a large screen and a projector to show the ball dropping in Times Square. The manager didn't realize New York is one hour ahead of us, so when it was midnight, there was no ball dropping on TV. I quickly got us back on track with a count down that started a few minutes late. At midnight the manager was to pull a string to release a large group of balloons onto the dance floor. The rig was set up like a large zipper but the manager was standing on the wrong side of the dance floor, pulling the zipper in the wrong direction. She kept yanking on the string until the entire bag fell on top of the crowd all at once knocking a few down. After seeing that no one was injured, I quickly injected a joke or two getting everyone laughing and dancing again. By 12:15 the room had emptied of the older crowd leaving the twenty something's to party to 1:00 a.m.

Until next time, Keep On Rockin'! Jeff Richards: Party Time Productions. To respond to his column, e-mail him at jeffrec.hardsspt@yahoo.com.

The Role of a Professional DJ

By Bob Romeo

What exactly is it? Is it just showing up to spinning the same tunes over and over at each gig and hoping people dance? Or is it to take responsibility on the success of the event. In all the cities all over America, every DJ should understand that the industry is changing. With the help of the internet and prominent wedding sites, more and more clients are starting to realize and understand that the role of a DJ is more than just coming to play music. The problem is, that a lot of DJ's have not been either willing or educated enough to realize or understand exactly what their role really is in THIS day and age. Are you the type of DJ that promises less but delivers more? If so, welcome to "TOP GUN." If your not, then maybe you should reevaluate why you got into this business. The industry is slowly but surely building a strong bond of DJ's to disembowel the BOTTOM FEEDERS thanks to associations like the American DJ Association, and the National Association of Mobile Entertainers. With the help of fellow colleagues, we have collected a list and explanation of what we all should be doing to continue to raise the bar for the DJ industry. Copy this. Use this for your

next consultation with a potential client. It's up to you to educate them so you can MAKE WHAT YOUR WORTH.

Writer: As with every radio show or TV show, each event is carefully written and produced ahead of time. In a wedding or private event, a professional DJ takes on the same role to prep for the event based on information received from the client. Proper planning and having a pre-written itinerary makes for a much smoother more elegant event.

Event planner: An experienced DJ also takes on the role of an event planner. He or she can help in the preparation of making the event the best it can be. From advising the client on the proper position and set-up of the dance floor to advise on seating arrangements for guest.

Layout planner: Some venues are just not suitable for certain types of events. A skilled and experienced DJ can assist in laying out the room that would best suit your specific event while not compromising the quality of the entertainment.

Production manager: Once the event has gotten underway, It has to be managed. Any event no matter if it's a

Role continued on page 6



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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I've written extensively about the importance of ongoing meetings to keep your staff up-to-date and informed about everything that is cutting edge about our industry. My main point is always that I, and a select few of my office staff, are full-time DJs. We read all the trade publications, we attend the Expos and we do everything we can to stay on top of the latest and greatest innovations. But the majority of my staff are part-timers. They are students or salespeople or video editors or teachers. So it falls upon the full-timers to keep the part-timers up to speed.

The other thing we do on a fairly regular basis, is party!

And I'm not talking about what we do on the weekends.

I'm talking about events that I throw for my staff. We have at least two parties a year and sometimes a third.

We call our big party every year a "Kickoff Party" and it takes place in January or February. We save it till after the New Year because we are all too busy in December to find a night that works for everyone. Plus, here in the North-East, business slows way down in January and February. So for a myriad of reasons, the winter is the best time to throw a party for my staff.

One of the things I have found with our staff is when we get together, we generally don't want to dance. I mean we have gone "clubbing" together before but that's not what I'm talking about. Years ago I threw a party for my DJs and after dinner we cranked up the music and tried to get the dance floor going. But nothing happened. There are a lot of reasons for this. First, we have a predominately male staff so our parties have similar demographics to DJ Expos (mostly guys!) Second, we dance for a living. When we have a night off we like to do something else. And third, we

definitely don't want to do any audience participation. Much as I love the Electric Slide at weddings because it packs my dance floor, I definitely don't want to do it when I'm not working.

From that year on I decided that every party had to have something different. A different theme or reason to get together. And through the years I think I've been pretty resourceful. We've done casino nights, murder mystery dinners, a Super Bowl party and a trip to a comedy club. Usually there's some kind of competition involved and some cool prizes for the winners.

I also give year-end awards out at our Kickoff Party. We usually name a "Rookie of the Year" and a "DJ of the Year" along with "Comeback DJ of the Year" and a "Referral King." The promotional company I work with that makes my pens and Tee-shirts found an Oscar looking statuette for me and that's been the giveaway to the winners for a number of years now. It's always an awesome night for the staff.

I'm careful who I invite to our staff parties. Of course my entire staff and their families are all invited. Also, there are a few professionals that we work with that we extend invitations to but I'm cautious about this and here's why: I want my staff to be able to BE THEMSELVES. If I invite every banquet manager and wedding consultant we work with, then I have to ask my staff to be on their best behavior. And then it's no longer a party for them but a networking

event for us. So the few professionals I invite are people who we are close enough to that we can act out in front of and get a little silly and they'll still recommend us!

The other events I put together every year include a summer outing (which has been everything from a simple summer picnic to a bus trip to see a Yankees or Mets game) and a Halloween party (which also includes prizes for best costumes.)

My goals with each and every event

are simple: I want to show my staff that I appreciate their hard work and dedication throughout the year, and I personally want to have a good time! The fact that these events, just like our regular meetings, help to build the camaraderie and family-like feelings within our staff is just an added bonus. The bottom line is, I like my crew, they like each other and when we get together we have fun.



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The Disc Jockey News

Northern Disc Jockey Conference
October 22-24, 2006
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wedding or private event, is constantly changing. I.e. dinner being delayed, or sudden changes in the itinerary. A skilled experienced DJ will be able to make the event flow smoothly.

Master of ceremonies: One of the most important things that a skilled DJ does is to be able to speak in front of large groups of people. This one aspect alone is a skill all in itself. Most people would rather go to the dentist than to speak in front of a large group of people. To be able to do this, and make it look easy, is only mastered by top professionals.

Party motivator: A true talent is to be able to motivate people. A professional skilled DJ will be able to convey his or her energy, talent, and charisma to his or her audience. Truly, what is a celebration if no one has fun?

Event coordinator: Similar but very different to a production manager, an event coordinator will constantly be in contact with the photographer, videographer and room captain to insure that all the details that have been pre-arranged are executed and that all parties involved are present. To give you an example of this, can you imagine if the DJ announces that "it's time to cut the cake" and the photographer or parents are not in the room at the time? That event, in the client's eyes, is now ruined. And there is nothing that anyone can do to recoup from that mistake.

Event analyst: Every event is different. Different people, different musical tastes, different demographics. The skilled DJ is able to read his audience and play accordingly based on the energy at that given time. Most importantly, he must be able to constantly analyze the development of the event and make any changes in the programming on a moment's notice.

Light technician: When applicable, the DJ also acts as a lighting technician. Although most lights on the market today automatically sync to the beat of the music, they also have the capabilities to do very unique "light shows" which can be pre-programmed based on the event. A skilled experienced DJ will know what lights to use to set the mood for a more romantic feel and what lights to use to create more energy in the room.

Sound technician: Every venue is different. The quality of the music depends greatly on the size and layout of each room. High ceilings for instance create bad echo's that could severely hamper the quality of your event. A prominent DJ will be able to adapt to that kind of situation with proper placement of speakers to diffuse audio abnormalities.

Troubleshooter: It's inevitable. A problem with a speaker or some piece of equipment can and will occur. Most DJ's that have years of experience will be able to quickly identify the normal problems such as a loose connection and fix them

immediately.

Music aficionado: One of the most important factors of what we do is know music. What to play and when to play it. To put this in perspective, imagine this. A DJ has been asked to play at a local nursing home and when there, playing all rap. Just because someone has a large collection of music, doesn't mean you can be a DJ. It takes a lot of skill to identify the type of music to start with to get everyone motivated and continue that course throughout the event.

Event consultant: Let's face it. Planning any type of event can be stressful. By utilizing someone that is skilled at running a party, could help greatly reduce the stress involved which in turn will

make you enjoy the experience.

Maitre'D: A DJ that will be noticed as a true professional will help in getting people seated at their proper tables AND be the person to release tables for dinner in situations where for instance the dinner would be buffet style. He also may go table to table to introduce himself and interact with your guest on a more personal nature.

As you can see. The role of a Professional DJ is a lot more than just coming to your event to play music. He or she is the one that will be noticed the most throughout the event and will be the one thing that most if not all of the guest will remember for years to come after the event.

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by Mark Imperial

Chicago, IL. – Making good money as a DJ doesn't have a whole lot to do with how good of a job you do. You can be the very best DJ in your area, using only the best equipment, know more about music than anybody, know how to pack a dancefloor and still starve to death.

You're busy one week, phone not ringing the next and worrying about where the next job is coming from. I know, because I have been there and almost starved myself out of the business by stubbornly thinking that because I was a great DJ, the world would beat a path to my door. Thinking that by getting

better and better at slamming parties, I'd automatically make more money. **Wrong. Dead Wrong!**

I did what most people do, started advertising and waiting for the phone to ring, then playing the "cheap price" game (actually the worst thing you can do). I barely survived by bottom feeding and begging, taking every crappy gig that came in and doing cold calling which is as fun as a car wreck. I nearly quit every other day. I was grossing a pitiful \$2,200.00 per month and working myself to death getting it. Some months I was starving. I know that things happen by either determination or desperation, and I had both going for me. That is when I finally

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Avoid 'Mental Flabbiness'

By Dr. John C. Maxwell

I have a designated "thinking chair" in my office.

I don't sit in it when someone drops by to talk. I don't take power naps in it. I use it only for thinking.

This chair doesn't think for me, but it does speak to me every now and then. If I've gone a few days without sitting in it, its presence subtly reminds me that I'm not devoting enough time to the all-important task of thinking.



When we fail to make thinking a priority, we develop what author Gordon MacDonald calls "mental flabbiness." This may not sound like a life-threatening condition, but

some ways, it can be quite dangerous. Here's how MacDonald explains it:

"In our pressurized society, people who are out of shape mentally usually fall victim to ideas and systems that are destructive to the human spirit and to the human relationship," he writes. "They are victimized because they have not taught themselves how to think, nor have they set themselves to the lifelong pursuit of growth of the mind. Not having the faculty of a strong mind, they grow dependent upon the thoughts and opinions of others. Rather than deal with ideas and issues, they reduce themselves to lives full of rules, regulations, and programs."

You can't be an effective leader with a mind set like that—it's just not possible.

Fortunately, there is an antidote to mental flabbiness: making time to think. I realize this can be a daunting assignment for people whose schedules are already bursting at the seams. And yet, when we don't make thinking a priority, we're actually sabotaging our own creativity and success.

Think about it. One of the highest commodities in a person's life is a great idea. A great idea has transforming power. It can take you places you may never have dreamed of going. But great ideas don't come out of nowhere. They begin as thoughts. So it stands to reason that the more time we spend thinking, the more great ideas we'll have.

The good news is that it doesn't take hours of thinking each day to generate ideas and stay in good mental shape. You can accomplish a great deal in a few moments of concentrated, intentional thought.

Let me give you two examples of how

this works in my life. Every morning, I devote three minutes to what I call "big-picture thinking." I look at my schedule for the day and ask myself one simple question: What's the main event? Of all the things I'm going to do, of all the people I'm going to see, of all the experiences that I'm going to encounter, what's the main event?

You can't prioritize your day if you don't see everything in your day. That's why I practice big-picture thinking in the morning. I have to pick out my main event early, because whatever it is, that's where I had better be at my best. I'm human, and I don't always hit the ball out of the park. Sometimes I don't hit the ball at all. But at the main event, I had better hit a home run. Big-picture thinking helps me achieve that goal.

At the end of the day, I spend another five to 10 minutes doing what I refer to as "reflective thinking." I go to my thinking chair and spend time reviewing my whole day. I ask myself questions such as, "Who did I see today? How did I add value to those people? What lessons did I learn?" Reflective thinking doesn't take long, but it's an incredibly valuable exercise because it turns experience into insight.

Can you imagine what would happen in your life if you practiced big-picture

and reflective thinking? You would stop wasting time on things that don't really matter, which would give you more energy for the really important activities. You would be more organized and efficient. You would experience less stress. Most importantly, you would also take more away from each day that would enable you to lead better the next day.

The best way to start this process is to designate a specific place to think. It doesn't matter if your "thinking chair" is in your den at home or your office at work. It just has to be a spot where you can do nothing but think for a few moments twice a day.

The bottom line is this: If you find a place to think your thoughts, you'll have more thoughts. If you find a place to shape your thoughts, you will have better thoughts. And if you find a place to stretch your thoughts, you will have bigger thoughts.

All this, from just three minutes in the morning and five to ten minutes at night. As you can see, the results far outweigh the time investment.

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Failing Forward" and "The 21 Irrefutable Laws of Leadership."

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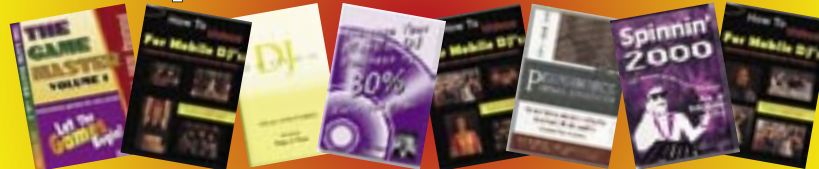
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Drawing a bead on leadership

By Harvey Mackay

What are the qualities that make a good leader? And remember many of us are all leaders. You don't have to be a general ... a CEO ... or president. We lead families, and we lead teams at work.

Leaders of all sorts know this to be true: It's amazing what you can accomplish if you don't care who gets the credit.

Marshall Loeb, editor at-large of Fortune magazine - and a friend - once spoke on the "10 Steps to Effective Leadership." The following principles are Marshall's. I've tweaked their language a bit and thrown in examples that brought the ideas to life for me:

·Leading is not just managing. Leadership guru Warren Bennis formulated this bombshell: The infant United States had 3 million people. "Six world-class leaders" signed the Constitution: Washington, Adams, Jefferson, Hamilton, Franklin and Madison. Today we have nearly 300 million people. (And, I'd add, U.S. managers outnumber the population of many large countries.) But, are we short on leaders?

·Leaders have a "sense of purpose." They think in terms of goals ... There isn't a college football coach with a greater sense of purpose than Lou Holtz. He proved it at Notre Dame, Arkansas and a host of other universities. Did you

know that Lou once coached the New York Jets? He left the job after only eight months. Why? Because, as Lou told me, he came to the job "without a clear sense of purpose...Absent a focus of my own, I couldn't give one to the team. I was embarrassed by my inability to provide them with proper leadership. So I left." Few leaders are as honest.

·Leaders have courage. As Tom Peters put it, "Martin Luther King, Nelson Mandela, Vaclav Havel, Mahatma Gandhi: Each had a mission, a vision, extraordinary integrity, persistence. Very tough hides."

·Leaders are forceful. You don't have to guess where they stand. Take Winston Churchill's talk at the Harrow School in 1941: "Never give in, never give in, never, never, never, never - in nothing, great or small, large or petty - never give in except to convictions of honor and good sense."

·Leaders are consistent. Leaders know how to help shake things up to be creative. But Intel's Andy Grove says leaders also have to "rein in chaos." He calls it "clarity of direction." Don't pile on alternatives. Don't muddle the message. "Hedging is expensive and dilutes commitment."

·Leaders are truthful ... even when it hurts. Bill Gates puts it this way: "Bad

news must travel fast." He wonders if the most important job of a CEO isn't to listen for and act on bad news. It takes guts to admit bad news happens on your watch.

·Leaders concentrate on a couple big themes; they don't try to do it all. President Carter had a fine, logical mind, but he got caught up in the details - even scheduling the White House tennis court. President Reagan couldn't remember many details. He succeeded as a leader because he stayed with his program and kept it short and simple.

·Leaders don't have to pretend they thought of everything themselves. Look at companies that stop innovating. Harvard Prof Rosabeth Moss Kanter sums it up: "The leaders who get into trouble are the ones who get lucky - and then don't realize it was luck. They think they know more than anyone else..." Suddenly arrogance takes over. (I love the line from Fiddler On The Roof, "Those who are rich really think they know.")

·Leaders are made not born. Suppose you're asked to back a candidate for public office. He wants some bucks from your Political Action Committee. Here's his resumé: Bought a small store and ran it into the ground. Left him with a wad of debt. Campaigned for the state legislature and lost twice. Campaigned for the U.S.

senate and tanked twice. Interested? His name is Abe Lincoln.

·How do you spot a leader? Peter Drucker wrote that General MacArthur and Presidents Truman, Eisenhower and Lincoln had different styles. But, you could spot one common trait in these four: They all "wanted able, independent, self-assured people around them; they encouraged their associates and subordinates, praising and promoting them."

Mackay's Moral: Cream doesn't rise to the top ... It works its way up.

Reprinted with permission from nationally syndicated columnist *Harvey Mackay*, author of the *New York Times* #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."



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Don't just stand there, the house is falling apart

By Jeffrey J. Mayer

What's the most important thing you should be doing every day?

Think about that for a moment. Before you continue reading today's article write your answer down on a piece of paper. Look at the words you wrote on the piece of paper. Why is this so important?

And if it is so important, how much time do you spend doing it every day?

And if you did more of it, how much better would your business, career, and life be? From my perspective, I think the single most important task a salesperson, business owner, or corporate executive has is to look for new customers.

The second most important task is to keep your current customers happy.

For if you don't have customers, there is no business!

When you're getting started in business there are no customers so you've got to go out and find them. After a while the business begins to grow.

Before you know it you're spending all of your time doing paperwork, attending staff and sales meetings, and having status meetings with your customers.

But you've stopped looking for new customers and sooner or later it comes back to haunt you.

I was speaking with Lois the other day who said, "I've got more business than I can handle. I don't want any more."

That hit me like a ton of bricks. "Do you mean to tell me that you don't want to earn any more money?"

Or is it that you're so bogged down in miscellaneous paperwork and administrative 'stuff' that you don't have time to look for - let alone service - any new customers?"

"As much as I want more customers, and more revenue, I haven't got the time to look for them."

With that kind of perspective, it's real dangerous to be running a business. Just because you've got a customer - even a happy and satisfied customer - today doesn't mean you've got one tomorrow.

Just because you've got a prosperous lifestyle today doesn't mean it can't come crashing down - like a falling house - tomorrow.

Every week I get at least one call from a newsletter reader who wants help saving his business because his business has just turned south.

One of these three things has just happened:

- * His long-time contact at his best customer just retired, and the replacement has decided to put the account out for bid.

- * His best customer was just acquired and will be merging its operations and moving out of state. The local office will be closing.

- * His best customer has had some hard times and didn't make it. It's going out of business.

(Any of this sound familiar? Has it ever happened to you? How big a hit did you take?)

He needs help with: prospecting, telephone techniques, asking questions, reaching

decision makers, and more.

Unfortunately, it's been so long since he looked for new business that he's forgotten how to do it.

He can't even remember the last time he attended a networking event. Let alone asked for a business card from a prospect.

He's in desperate need of help. The house - his business - is falling apart and he's frantically trying to keep it in one piece.

By now it's too late.

The time to be looking for new business is when you've got plenty of it. That's the only way you'll guarantee that you'll have plenty of business tomorrow and in the future.

When you're in the habit of looking for new business every day... you find it.

And when you're not looking for new business, it becomes self-fulfilling prophecy.

So take another look at the words you wrote on your piece of paper. If you wrote "Look for new customers." Congratulations. You're brilliant.

If you wrote something else, maybe you should rethink your priorities.

Make it your mission to search for new customers every day. Your business will thrive and you'll end up living in the house of your dreams.

Note from the Editor: The Late Jeffrey Mayer had submitted many quality articles on sales and marketing. The Disc Jockey News will continue to run his articles until the new articles become available from Succeedinginbusiness.com.

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Stuff The Funnel, Get More Gigs!

By Aaron Foster

Just recently I was sitting at the airport in Des Moines, Iowa waiting to catch a flight to Las Vegas. I was on my way to a week long training on stage hypnosis and marketing. If you travel via airlines very much, you know that you have plenty of time to just sit and think. Well, I had plenty of time to just sit and think. Thousands of thoughts had crossed my mind including how exhausted I was.

Now just when you think about being exhausted, don't immediately look at that as a bad thing. I was exhausted because of the amount of work that I had been doing in order to leave town on this business trip. Why? Because our business is growing incredibly fast right now and we are creating record income in all areas. For some reason, I knew this was going to happen.

Don't worry, I am totally thankful for this happening. I feel totally blessed that we are able to do this and I just took a moment to think back to how we got where we are. Was it a large Yellow Pages ad? Was it the website? Was it the referral program that we started? Was it all the networking that I was doing with the Chamber of Commerce? Was it the great customer service and follow-up that we provided?

I can't really pinpoint one thing that made all the difference, but I can tell you this: Nothing happened at all with our business until we began to stuff the funnel full of potential clients. That's right! How do we

expect clients to know about our business unless we are out there doing numerous types of promotional activities to bring our company more leads. I know that in the last two weekends worth of events, I have given out more than 200+ business cards. Some of you may be thinking that's a lot of business cards. I understand, but first of all, not everyone is going to call on Monday morning and book. Plus my rather high fee discriminates many potential clients from even using our services. Look at all those leads that I have generated and if I only book 1% of those leads, that is still 2 shows. That's not too shabby for just going to work.

What if you got your name out in front of 10,000 people on any given year? What if only 1% of them booked you at your highest fee? Would you be willing to work 100 shows at your highest fee?

In order to complete the task of booking those 100 high paying shows, you must first be able to get your name out in front of the 10,000+ people necessary. This is called stuffing the funnel and it is the most important part of the whole process. This can be done numerous ways including business cards, yellow page ads, websites, referral programs, etc. You are going to have a hard time booking 100 high paying clients if you are only stuffing the funnel with 250 potential clients a year. The more people know about you, the more business you will to your own business.

What the booking agent looks for

By Michael Edwin Q.

I suppose, I could sum it up in three words, Talent, Reliability, and Professionalism. All three elements must be present in an entertainer, in the right proportions. If even one is missing, you cannot succeed. Let's look at each element, individually.

Talent: If you think, all you need is good equipment, a large song selection, and a tuxedo; you're very much mistaken. You need to be a 'People-Person.' Be able to smile and take orders, even when you know your way is better than theirs (The customer is always right!). You must be able to read the crowd. Know which way the party is going, and play the appropriate music. Know when and how to get a group up and going, or when to back off and stay in the background.

Your announcements should be clear and understandable, witty when need be, and somber when not. In short, you must be able to 'Think on your Feet.'

Reliability: Once the agent has procured an engagement for you, and you have a signed contract with all the information on it you need, the ball is in your court. If you don't know how to get to the site, find out where it is, on your own. If

you don't know what kind of party it is, find out. If you need to know how many people are attending, or what music they like, or what is expected of you, find out. Don't go calling the agency! If the agent has to take you by the hand and walk you through it, you will be viewed as useless.

And lastly, Professionalism: Never, never, ever be on time; be early! If you live thirty minutes from the gig, and it takes you thirty minutes to set up, don't leave for the gig an hour before start time. Always leave enough time for the inevitable unexpected.

You only can imagine how the agent views being late. Flat tire? You should have allowed time for it! Heavy traffic? The same! There are only two good excuses for being late, the hospital and the morgue. If you're not in either one of these, you're out.

Your appearance should be neat, clean, and appropriate. Your attitude should be a 'Can-Do' attitude. Again, the customer is always right. Then, after you've rocked their world, I guarantee your phone will ring, and it will be the agent on the line with another gig.

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Monday Night Featuring:

Ron White

www.ronwhitetraining.com

Ron speaks internationally and spoke in Malaysia and Singapore in May 2005. He will conduct a 10 city tour of China in 2006.

Ron has delivered tailored workshops for General Motors, Microsoft, Boy Scouts of America, Lexus, Coldwell Banker, Norwest Mortgage, Century 21 and thousands more across the country.

He broke the Guinness World Record by memorizing a 28 digit number in 1 minute 15 seconds on the FOX Good Day Dallas Show. (March 1, 2001)

In August of 2003, Ron was the guest on the British television program, 'Simply the Best' in which he demonstrated how anyone could train their mind to think more effectively.

He memorized the first seven chapters of the book of Proverbs for the Christian Business Expo in 1996. However, he will be the first to tell you, "What is amazing is not that I can do these things...it is amazing that I can teach ANYONE to do these things!"

In 2004, Ron wrote a political book that earned the response of congressmen, senators, newspapers and the ten O'Clock news in New Mexico. He is also the author of a success book entitled, 22 Success Lessons From Baseball and 8 audio programs. (2 with Zig Ziglar!)

Monday Morning Keynote:

Bryan Dodge

<http://www.results.com/>

Bryan Dodge is regarded as one of America's leading experts on the subjects of professional selling, success habits of the wealthy and memory development. Over 16 years ago, in his home in Colorado, Bryan Dodge began a study of success habits, and ways to bring these proven techniques to the market place. Over the past years, he has developed a marketing system that allowed these materials to be represented in over 41,000 Major corporations throughout the United States and Canada. Much of what he was discovering he personally used to change his own life. As an avid student of success principles, his new knowledge in a business venture allowed him to move to the Dallas market over 9 years ago, where the opportunities for progress were even greater. Soon the reputation of Bryan Dodge spread throughout the United States and he found himself in demand as a guest speaker at service club luncheons, business conventions and as a sales trainer for growing aggressive sales organizations.

As the audiences grew, so did his own storehouse of knowledge, gained from friendships and acquaintances from all parts of the country who sought his services as a consultant or guest speaker in order to make their own enterprises grow from the inspiration and insights shared by this committed individual.

His organization has been committed to promoting people such as Tom Hopkins, Brian Tracy, Jim Rohn, Blaine Athorn and many more.

Mr. Dodge's program, entitled, "How to Build a Better You", focuses on three key areas. The first will be how to have your best year ever. The second will be how to create consistent upward growth in your life. The third will be the benefits of a powerful memory. This program is informative, entertaining, and includes demonstrations of memory techniques and strategies known only to a handful of America's top professionals.



Tuesday Morning Keynote:

Bryan Flanagan

http://www.ziglartraining.com/speakers.php?info_id=7

Bryan Flanagan knows how to energize people. A fourteen-year veteran of IBM, Bryan's people skills launched him from salesman to marketing manager to national sales instructor while in their employ. Bryan is a businessman who understands the corporate marketplace! Since joining Ziglar Training Systems in 1984, Bryan has led seminars and workshops from Philadelphia to the Philippines! His "Who's Who" client list includes numerous Fortune 500 companies.

Bryan is the Director of Ziglar Sales Training where he has delivered powerful programs to over 1,200 groups and 500,000 people in the past decade. His career highlights include 25 years' experience in sales and sales management. He's developed and delivered training programs on teamwork, sales performance, customer service, presentation skills, negotiation and management. He has authored audio and video training courses, plus numerous professional articles. Bryan has appeared on radio and television, and has distinguished himself by sharing the platform worldwide with Zig Ziglar.

Bryan Flanagan is an international speaker whose keynote addresses, seminars and workshops present relevant information that will positively impact workforce development, productivity and people improvement in your organization.

Bryan will be presenting from his book "Now Go Sell Somebody Something!"



Press Releases

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Shure new UHF-F

Offering superior RF performance and rock-solid reliability, as well as unparalleled control even in large, networked systems, Shure's new UHF-R wireless is now shipping. With 2,400 selectable frequencies across a 60 MHz bandwidth, UHF-R allows up to 40 preset compatible systems to be operated per band. Up to 108 systems can be put to work using multiple bands. Complementing this expanded window of operation is Shure's Advanced Track Tuning Filtering Technology, which shifts onboard RF filtering within selected frequencies to maximize both compatibility and isolation from interference.

Engineered to save time and effort in both fixed installations and touring sound applications, UHF-R is outfitted with an advanced feature set including automatic frequency selection with group scan, infrared automatic transmitter sync, and smart menu-driven system operation facilitating quick setup times and intuitive use.

Sounding more like a hardwired system than a wireless, UHF-R draws its crystal-clear audio characteristics from Shure's patented Audio Reference Companding circuitry. Using a variable companding ratio that automatically responds to audio levels, Audio Reference Companding eliminates wireless artifacts and increases dynamic range far beyond the capabilities of conventional wireless systems.

Equipped with a bitmapped LCD display providing access and control to all integral system functions, the UHF-R UR2 handheld transmitter features frequency and power lockout, and is available with a full line of Shure capsules including the SM58, SM86, SM87, Beta 58, Beta 87A, and Beta 87C. UHF-R systems can additionally be used with any Shure headworn, lavalier, or instrument mic, or a WA302 instrument cable when using the UHF-R UR1 bodypack transmitter.

Available in both single and dual-channel configurations as models UR4S and UR4D, the UHF-R wireless diversity receivers feature a flash memory capable of storing six 60-channel custom frequency groups. They are additionally AMX and Crestron compatible, facilitate USB and Ethernet network control and monitoring, and can be customized with an extensive range of accessories including an antenna/

power distribution system, passive antenna splitter kit, and active or passive directional wideband antennas. Also included with all UHF-R systems is Shure's Wireless Workbench software, which provides comprehensive PC management of all system parameters plus a real-time view of your complete networked environment.

UHF-R systems have a working range of 500 feet under typical conditions. Depending upon the microphone element, UHF-R frequency response ranges from 40-18,000 Hz, +/- 3 dB, while dynamic range is >105 dB, A-weighted.

Promo Only Announces the Release of Hot Video Classics Best of 2001 Volume 1

Promo Only, Inc., the nation's largest subscriber-based music and music video service, today announced the release of Hot Video Classics Best of 2001 Volume 1, the latest in its series of music video classics on DVD.

"Great programming and convenience are what our classic collections are ultimately about," said Jim Robinson, director, Promo Only. "With each new issue of our Hot Video Classics series, we offer our subscribers all the top video hits of any given era on one convenient disc."

"Which is why you'll find our 70s, 80s and 90s collections in more DJ booths and on more nightclub screens than any other classic collection," added Pete Werner, Promo Only's executive program director.

"Hot Video Classics Best of 2001," continued Robinson, "continues our Classics' tradition of quality and convenience with a compilation that offers our most recent collection of essential video hits to date."

Featuring 41 digitally remastered music videos, Best of 2001 Volume 1 track listings include such chart-topping hits as: Get The Party Started, Pink; Bootylicious, Destiny's Child; Days Go By, Dirty Vegas; Young'n (Holla Back) Fabolous; Drops Of Jupiter, Train; and Get Ur Freak On, Missy Elliot.

"What makes Best of 2001 any different from our previous best-selling Hot Video Classics selections?" concluded Robinson. "Absolutely nothing. Why mess with success?"

For more information about the Promo Only line of Hot Video Classics, or any Promo Only audio or video product visit <http://www.promoonly.com>.

Dear Santa,
I have been a very good DJ this year.
I would really like two passes to the Southern DJ convention in Dallas next April. It would be soo cool to hang out and learn all sorts of new stuff. (did I mention all of the great deals on the gear I'm gonna buy?)
Your Friend,
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You Choose, The Game

By Todd Mitchem

Every holiday season, we as DJs face the classic challenge for corporate and social holiday events: coming up with an engaging contest that will bring the group together while injecting humor and fun. Ten years ago I created such a contest. For those of you that have had a chance to see it either at the recent MAPDJ convention or on video, you have witnessed its awesome power for laughter and group cohesiveness. The contest is timeless because the participants drive the fun while the audience is involved from the beginning.

Overview: DJ chooses three contestants from the audience and instructs them to make their way to the dance floor or center stage. Each contestant chooses a number from 1-11 and then performs the corresponding activity. The audience will be the judge and will determine if the performance is worthy of Free Stuff!

1) Choose contestants and have them sit in chairs.

The best method for choosing these contestants is to ask, about 3-5 min. before the desired contest time, for volunteers who are willing to do anything for FREE STUFF. I always choose two male and one female contestant. I then strategically place the female contestant in the center seat on stage. By doing this you show diversity, but you still keep the male contestants in positions for maximum performance "umph" and humor.

2) State the rules to the contestants while

engaging the audience.

The rules are simple:

1) The contestant must choose a number from 1-11 and that number corresponds with a list of activities.

2) They will then perform that activity for everyone to witness.

3) Then the audience will determine if their performance is worthy of free stuff.

Make sure the audience knows they are responsible for judging the performances. Ask them to "make some noise" and practice their judging skills.

3) "Meet The List"-Ohhhhhh.....ahhhhhh
You have a piece of paper that supposedly has "The List" on it that you can hold up for audience and contestants to "ohhhhhh" and "ahhhh" over. Nobody actually sees what is on the list except for you! If you want to pre-select the activities and program your system to cue each one, this will enable you to control the elements. Often I will do this when performing alone. There is a sample list template provided on our "You Choose" page at Mitchem Interactive.com.

Sample List and accompanying song ideas...

1) Do your best John Travolta impersonation from the movie Saturday Night Fever - "Stayin' Alive"

2) Show us a great Michael Jackson impression - "Beat It"

3) "Vogue" like Madonna - "Vogue"

4) Take us to your ballet debut

- "Beethoven's Ninth"

5) Get Jiggy with It - "Get Jiggy with It"

6) Aerobics - "Jump" from Pointer Sisters

7) Male model walk - "I'm Too Sexy"

8) Roxbury - "What is Love"

9) Austin Powers impression - "Soul Bossa Nova"

10) River Dance - Anything from River Dance

11) Do your best George Michael from WHAM! - "Wake Me Up Before You Go Go"

4) "Meet contestant #1"

What a simple concept, but one that is the most missed. A good method for you to maintain control and to guide the experience is to ask the contestant to join you on center stage and then ask three simple questions:

1) What is your name?

2) Where are you from?

3) What do you do?

These simple but effective questions will help you improvise and add humor while allowing the audience a chance to get to know them.

5) Have the contestant choose a number from 1-11 then reveal the activity.

Once the activity is revealed, you as the host can demonstrate the chosen activity exactly as you would like to see the contestant to perform it. After the high-energy comedic demonstration, the contestant must then do their best to give a performance similar to the

yours. If you are not the entertainer type you can certainly defer this to the contestant and simply have them perform their interpretation of the activity.

6) Strike a pose

This is one of my favorite parts of the contest. You can demonstrate a sample pose that the contestant will start with. If you are not inclined to create or perform in this way, no problem. Simply ask the contestant to "strike a pose" before they begin. Once they are in position you say, "Ok, Contestant #1 is ready." Remember it will be critical for you to already have the appropriate music ready for each category. In the sample list above notice the corresponding songs. "Cue music..." and start the corresponding music to their routine that you have pre-chosen

7) Perform and judge

As the performance begins, get the audience excited about what is happening. After about 15-20 seconds stop the music and have the contestant strike another pose.

Return to the audience and say "Let's make some noise for (contestant name)." It's important to keep the audience included in the game at all times.

To judge the contestants simply ask the audience. "Who thinks he or she deserves nothing? Who thinks they deserve FREE STUFF?" After judging have the contestant sit.

8) Repeat Steps 5-7 for the remaining

You Choose continued on page 15

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If Jesus were a DJ

By Mike Walter

The Holidays are a time when Christians around the world celebrate the birth of Christ. And whether you believe in Jesus' divinity or not, few question the historical figure named Jesus Christ. So, if you will allow a bit of a stretch of the imagination, I thought this would be a good time to take the oft-used Christian saying "What Would Jesus Do" (often referred to simply as W.W.J.D.) and imagine "What Would Jesus the D.J. Do?" (Bracelets with W.W.J.T.D.J.D. will be available in the lobby on your way out.)

First, let's consider how Jesus would have been as a DJ.

We all know one of the biggest fears people face is public speaking. Most people would rather be in one of those bizarre situations you see on "Fear Factor" than to have to speak publicly. Yet Jesus did it with no problem. I often picture the Sermon on the Mount, which is arguably Jesus' biggest speaking engagement. By this point in His "career" His reputation had spread and crowds were following Him everywhere, longing to see a miracle or hear how they could be saved. I picture Jesus sitting about half way up a hill. The crowd is spilling out as far as the

eye can see. There is tension in the air. Jesus doesn't start preaching right away. He's letting the last of the stragglers fill in. He's gathering His thoughts, perhaps mindful that His words today will go down in posterity and be repeated by millions. Finally He stands and a hush comes over the multitude. People strain forward expecting to barely be able to hear Him. And then Jesus begins.

It is undeniable that He had a great voice. Jesus regularly preached to hundreds and sometimes thousands of people. He didn't have the benefit of a sound system. He had no cordless microphone. Jesus didn't have intro music to pump crowds up or whirling lights to grab everyone's attention. He just spoke. We can assume that He was clear, concise and articulate. His gestures and body language must have been big and theatrical. Unquestionably, He had a great set of pipes.

Imagine a booming voice like that introducing a Wedding Party or opening up the dance floor. Wow!

Jesus was also a great communicator. His teachings have been remembered and passed down for two millennia. Sometimes, I can't even get table ten to

hear me and go up to the buffet. This is a guy who told stories and taught lessons that made an impact. In terms of voice and communication, it is hard to deny that Jesus had the skills.

On top of that, Jesus must have had great command. He was able to convince twelve disciples to leave their homes and follow Him with no promise of pay or fame or glory. His teachings began a movement that became a religion that is followed today by millions. People have chosen to live celibate lives in His honor. Martyrs have died in His name. Talk about a persuasive character. The way I see it, a guy like that can get a crowd to do a Conga line or the Electric Slide with no problem.

Jesus also would have been great at any type of function. He was raised Jewish and He loved children so you know He would have been a very popular Bar or Bat Mitzvah jock. Also, we're told His first miracle came at a Wedding, so He obviously understood the importance of the day for the Bride and Groom. Corporate parties? Well, since the busiest month for company gigs is December, right around the Holidays, I would think Jesus would be ready and

eager to do a ton of work. I mean, I get fired up when anyone remembers my birthday, so for Jesus going to Christmas Parties, well I think you see what I'm getting at. Come to think of it, Jesus was definitely a party person. He loved get-togethers and always wanted to be included. In Matthew's Gospel, Jesus even said, "Whenever two or more of you are gathered in my name, there I am." This guy never wanted to be left out of a party.

One of the things I look for in a DJ is confidence. I never thought a timid person could walk out on an empty dance floor and have the nerve to invite people to dance. Anyone who lacks self confidence will be shaking in their tux shoes and not come across sincerely at all. In this respect Jesus would have caught my attention. In Mark's Gospel, you can read about how a father of a sick boy came to Jesus, telling Him of his son's ailments. Then the father asked Jesus to help, "if you can." Jesus almost seemed insulted, "If I can? Everything is possible for one who has faith." That's the kind of DJ I want working a forty person afternoon corporate party! Can you imagine that? The client comes up to the DJ table and says, "Excuse me Jesus. Maybe you could get these people dancing. If you can?" And even if Jesus was afraid, this is a guy who faced His fears head on.

Jesus continued on page 15

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M.A.P.D.J. Convention

Jesus continued from page 14

His disciples warned Him about going to Jerusalem yet He went. This is not a guy who wouldn't play the Macarena for fear of being alone on the dance floor.

Finally, if you are a believer and follower of Jesus, if you accept everything in the Bible including the myriad of miracles attributed to Him, Jesus goes from being a talented DJ to, well, off the charts. Dancing ability? Anybody that can walk on water is certainly light enough on His feet. Run out of food or wine at your reception? No problem, Jesus will just whip up some more. And how many DJs have ever had this thought: "If I could get this crowd dancing, I could raise the dead." Well....

Jesus would have made a great DJ company owner as well. One of the biggest challenges every Multi-op faces is finding good talent. And training them. Well, Jesus was great at that. As I already mentioned, He put together a crew of disciples and taught them everything He could. He told them parables to help them remember things and led the way by example. He drove his message home so well that 2,000 years later people still repeat His teachings. That's a pretty good legacy. If Jesus had taught that crew how to perform Bridal Party introductions or how to set up the YMCA, something tells me they'd remember it well.

Jesus also had great loyalty amongst His disciples (with the exception of one guy, but hey every Multi-Op has one Judas in their past!) I mean let's face it, if a guy can recruit and train a staff that is willing to die for Him, I think He could get enough DJs to work on Friday nights.

There are also ethical questions and temptations that face our industry that Jesus as a business owner would have to wrestle with. And when it came to resisting temptations, no one shined brighter than Jesus Christ. This is a guy who spent forty days fasting in the desert and then when He was tempted to turn rocks into bread to satisfy His hunger He said "No," and quoted scripture. Most of us can't even get past week one on a new diet! This guy was steel when it came to resistance!

So think about what tempts us. Downloading music? Not for Jesus.

When He was questioned about paying taxes, Jesus said, "Give Caesar what is due Caesar." I think He would have the same opinion about the record industry. "Give them their \$11.99 for each CD and be happy you have good music to play," is probably what He would say. His opinion about giving Caesar his due probably means Jesus would never hide any cash from his tax return either. And how about the whole "bait and switch" thing that some Multi-Ops employ, promising the owner to clients only to switch the DJ at the last minute. No way would Jesus do that. I mean, in the Garden of Gethsemane when the Roman soldiers came to arrest Him, Jesus was surrounded by His disciples. And I've seen the movie, these guys were all dressed the same. That was the perfect time for a "bait and switch." So if Jesus didn't succumb to the temptation then, I guarantee He'd do every gig that He promised Himself on.

My favorite teaching by Jesus Christ is when He said, "You are the light of the world." He was saying that you should let your talents "shine" not hide them under a "bushel." Jesus lived that motto His whole adult life. He believed it was His duty to spread the Word of God and He did it. He did it every day with passion and commitment and He did it so brazenly it cost Him his life. As I've said, whether you believe Jesus was the Son of God or just some guy that had an unbelievable impact on the history of this world, you can't deny that Jesus never turned away from His calling. I realize it is far fetched to think of Jesus as a DJ but something tells me, if that had been His calling, Jesus would have done it passionately. He would have thrown Himself into DJing wholeheartedly. He would have worked day in and day out at being the best He could be. He would have read all the magazines, surfed all the websites and attended all the conventions. He would have shined His light as brightly and boldly as He could for all the world to see.

Not a bad lesson for all of us to learn about our industry. Don't hide your talents. Let them shine.

Merry Christmas!



Randy Bartlett & Mike Walter



Mike Early



Jeff Richards



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You Choose continued from page 13
contestants

9) Thanks to all and the audience

When you wrap up the contest have all contestants stand, then congratulate them again. Have the audience make noise for them and move into the next element of your event. You have successfully "loosened up" the group and gotten them ready for dancing, socializing, etc.

When you log onto <http://mitcheminteractive.com/houchoose.html> you can view the contest in a streaming format. This will help guide you as you practice "You Choose!" In the last ten years I have presented this contest, I have never had a failure. It is highly customizable, light hearted and if you

adapt it correctly, can work with ANY audience. Good luck in the holiday season!

Todd Mitchem is an accomplished leadership trainer, Disc Jockey, event producer/designer, and entertainer. He has trained thousands of Mobile DJs across the world. You may have witnessed his awesome message and learning at various Mobile Beat or MAPDJ conventions. Todd produces full day customized training and private coaching. His EXCITING NEW DVD is professionally produced and contains never before seen information. The return on investment is guaranteed!

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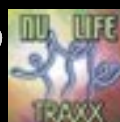
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Subscription Services

Marketing and Advertising Your Company Through the Internet

By Jeff Siegel

In today's world the Internet serves to connect people in the name of both personal and business interests. The entertainment service industry has also exploited the Internet for commercial purposes. Customers no longer only open the phone directory or rely on their friends and business associates for referrals. Instead, many people open their internet browser to search for a company who can fulfill their needs. Companies providing entertainment services can take advantage of this by advertising through various Internet based companies that provide more direct marketing techniques.

Many business owners think that just by creating a website and listing it in a search engine, it will attract customers. However, the number of listings in any given directory is enormous; just go to Google and type in disc jockey and you'll see the thousands of listings. In order to maximize the number of potential customers who view your company via the internet, it is especially important to list your company's website (this assumes that you already have a website) in as many places as possible whether they are free or commercial.

Even after subscribing to various Internet directories, customers may not always be readily attracted to your company's website for one reason or another. The possible reasons are another article at another time.

Some of the web based companies include: (This is only a partial listing. We do not endorse any one over the other)

<http://www.discjockeys.com>

<http://www.djfinder.com>
<http://www.prodj.com>
<http://www.fdj.com>

Not to mention any of the trade organizations that you should be a member of such as N.A.M.E. and all other related associations to your industry.

These website companies can advertise your business by exposing your company to hundreds perhaps thousands of new prospects per day. It is what they do full time. These are just a few. There are many more. Now that we have given you some information about marketing your company through the internet, we must have you understand the difference between advertising, marketing, prospects & clients. First lets examine advertising:

Advertising is what you do to promote your company and all of the different services that you might offer. Lets say that you are a single operator and only supply DJ's. Your advertisements might let prospects know that you DJ for many different types of events, (weddings, proms, sweet 16's, mitzvah's) as opposed to just offering a DJ for fun or at a club.

Marketing is what you do to promote your company and specific services to a specific group or various groups. For example, you want to solicit more High School proms. You would take your advertising material geared towards proms and proceed to direct mail and/or email to all of the schools within your market area. This literature does not go to any other groups. You have now started to market to schools. Market-

ing materials are things such as business cards, fliers, brochures, websites and e-mails.

Prospects are all of those people or groups that might be interested in your services. Prospects are not clients.

Clients are those people or groups that sign your contract and send you a retainer or deposit. A client is only a client while you are in contract with each other. Once the contract is fulfilled they are no longer "your client."

Past Clients are just that. They are clients that you have completed assignments for but might not be a client at this particular time.

Allow me to elaborate on one of the biggest mistakes that most small businesses make. Many businesses confuse advertising and marketing. Advertising can take shape in different forms of media that promote your company and/or service, as a whole, or for specific purposes. For instance, a general flyer of your DJ service inserted into the local newspaper would be one type of media.

Marketing tools are direct marketing materials that can be in the form of advertisements. For example the same flyer that was inserted into the local newspaper, can also be mailed directly to schools and colleges. Many businesses expect immediate results from their advertising and marketing efforts. While there are always exceptions, in reality those advertisements need to be kept on the internet for at least twelve months. This will ensure that your company's advertising and marketing efforts will receive the proper exposure needed for potential success.

To potentially get results from advertising you need to outline a plan over the course of twelve months. This plan needs to include your advertising and marketing goal(s) and the action you plan on taking to fulfill such goals. Moreover, this plan needs to include dates and should establish benchmarks. For example, if your goal is to market your services to colleges and universities you need to make a plan that starts in September with marketing materials that will continually be sent out over the next six months along with the use of phone calls and emails. The action part of the plan is to get the labels printed, advertising materials made up and mail the correct literature to your market. This plan would enable you to potentially book events at those schools for the upcoming spring. At the same time, you need to have your website up on the internet. You also need to have your website listed in as many places for free and for pay. (For pay will enable your company to be seen more often. Most free listings do not get you in front of the prospect.)

Advertising and Marketing can be highly successful while showing a great return on your investment (ROI). Whether you are a single operator, multi operator or a full service entertainment company, it only takes a plan, action and follow through to increase your company's growth. For more information or assistance with putting your advertising/marketing goals into action, call or email us and I will be glad to assist you. 845-791-4878 ext. 300 or jeff.tcc@gmail.com.

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1. Kelly Clarkson Because Of You
2. Chris Brown Run It
3. Kanye West F/ Jamie Foxx Gold Digger
4. Nickelback Photograph
5. Fall Out Boy Sugar, We're Going Down
6. Black Eyed Peas My Humps
7. Pussycat Dolls Stickwitu
8. Mariah Carey Don't Forget About Us
9. Sean Paul We Be Burnin'
10. Young Jeezy Feat. Akon Soul Survivor
11. Weezer Beverly Hills
12. Mariah Carey Shake It Off
13. Gwen Stefani Luxurious
14. Green Day Wake Me When Sept. Ends
15. Pretty Ricky Your Body
16. Lifehouse You And Me
17. Madonna Hung Up
18. Bow Wow F/ Ciara Like You
19. All-American Rejects Dirty Little Secret
20. Beyonce Feat. Slim Thug Check On It

Rock

1. Shinedown Save Me
2. Nickelback Photograph
3. Audioslave Doesn't Remind Me
4. Seether Remedy
5. Foo Fighters D.O.A.

6. Disturbed
7. Trapt
8. Foo Fighters
9. Staind
10. 10 Years

Urban

1. Dem Franchize Boys I Think Dey Like Me
2. Keyshia Cole I Should Have Cheated
3. Chris Brown Run It
4. Trina F/ Kelly Rowland Here We Go
5. Twista F/ Trey Songz Girl Tonight
6. Ray J One Wish
7. Three 6 Mafia Stay Fly
8. Young Jeezy F/ Akon Soul Survivor
9. T-Pain I'm Sprung
10. D4L Laffy Taffy

Country

1. Dierks Bentley Come A Little Closer
2. Kenny Chesney Who You'd Be Today
3. Keith Urban Better Life
4. Joe Nichols Tequila Makes Her Clothes Fall Off
5. Garth Brooks Good Ride Cowboy
6. Rascal Flatts Skin (Sarabeth)
7. Toby Keith Big Blue Note
8. Gary Allan Best I Ever Had
9. George Strait She Let Herself Go
10. Billy Currington Must Be Doin' Somethin' Right

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