

Disc Jockey News

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The Regional Disc Jockey Newspaper

Free

Mobile Beat Show Surges in Niagara

NIAGARA FALLS, NY / NIAGARA FALLS, ON: It was certainly hot, both outside and inside the Mobile Beat DJ Show and Conference last June 24-27. Outside, it was the beautiful but steamy weather; inside it was the multitude of mobile entertainers heating up the Holiday Inn Select, adjacent to the Falls. But the deluge of information, gear, parties, and networking opportunities provided by Mobile Beat's summer installment was more than enough to quench the attendees' thirst for professional development and personal recreation.



DJ Sticky Boots (South Bend, IN) mixes video at the Mobile Beat Show's Canada Night.

presenting experts—including Ray Martinez, John Rozz, Jim Cerone, Dr. Drax, Matt Graumann, Rob Peters, Budd Kazz, and Jim Johnson—are very familiar to attendees of Mobile Beat's Las Vegas shows, they were new to the more than 70 percent of Niagara Falls attendees who had not experienced a previous Mobile Beat-produced show. While the majority of attendees drove in from the Midwest and Northeast, many other areas, including California, Florida, and even Puerto Rico, were also represented.

While most of the names of the show's The members of WNYMEA (Western

New York Mobile Entertainers Alliance) provided audio/video expertise, energy, and a welcoming attitude, all of which were integral to the show's success.

On the tradeshow floor, DJs got hands-on demonstrations of new technology from companies like TriceraSoft and Atomix Virtual DJ (DJ/VJ software), Denon, American DJ, and many others. Everything from the latest party props to the lowdown on association membership was available to Niagara Falls attendees. And a bunch of lucky DJs walked away with free gear, in the form of prizes at the show's many giveaways. The culmination of this was the Sensational Sound System Giveaway, valued at over \$5,000. Rick and Sue Hunt of Midnight

Sky Entertainment Services in Salem, Ohio drove in for the last day of the show—and drove home with a free system upgrade.

With everything that was going on inside the conference center, there was still ample time for the DJs to take in the grand vista of the Falls (with cool lighting and fireworks at night), to enjoy the overflow of food, drink and dancing over the bridge to Canada in the Clifton Hill entertainment district, or to try their luck at one of area's three casinos. Evening festivities included the popular DJ All-star Party and Canada Night at Rumours.

The upcoming Mobile Beat DJ Show in Las Vegas (February 21-23, 2006 at the Stardust Hotel and Conference Center) is expected to be the biggest Mobile Beat event yet,

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Enforcing the Contract

By Dude Walker

America boasts one of the most free, powerful and democratic economies in the world. Capitalism...THE FREE ENTERPRISE SYSTEM... nearly everything around us has been a part of either an oral or physical contract at some time. The most profound and essential tool in business...the contract. It comes in various forms, the freedom of contract is the very foundation that allows a legally enforceable system to exist that is paramount to bargaining as a benefit to society. Essentially, the future of business!

Human beings are profoundly creative problem solvers. With that capacity comes the ability to change ones mind AND in ones best interest. If everyone were allowed to run amok, changing their minds with regards to contracts - society as we know it could not exist. The Free Enterprise Systems depends on a stable set of guidelines that are deemed morally acceptable to reduce the uncertainty of people that will at first give their word and later as a matter of convenience change their mind.

Henry James Sumner Maine (1822-1888) proposed a radical thought in the mid 1800's. To have social structures shift from a status system to a contract system, wherein all people are equal rather than having obligations and relationships created by birth. This amazing imposed obligation is entered into as a contract, where all parties to the contract derive some benefit. Contrary to unjust enrichment, where one party offers some good or service contingent upon compensation that is greater than the good or service being offered.

So how does this affect the mobile disc jockey industry? How do the teaming masses of mobile disc jockeys create a value system to collect the revenue befitting our talents and services offered and then convey this to our clientele?

Let's take a peek at the basis of any given mobile disc jockey, single or multi-op. Each mobile disc jockey system and disc jockey can only be in one place at one time. A gentleman by the name of Cap Capello, NY, brought this term to light just a few short weeks ago: "Date Exclusivity" or in other terms "Date Security." This would be a written guarantee/promise that a specific date has been exclusively booked for the client. Talents are the merits of why we are hired, yet, essentially mobile disc jockeys are selling a future date on a calendar to a client. The actual level of involvement varies with each event and ultimately affects the overall price but the DATE is the main objective. Any given date only happens once in history. Once past, never to return.

The basic mechanics of a contract are simple. A contract needs to be entered into freely, with mutual consent, and communicated to each party.

So what do we do when all parties are in agreement on the same thing and in the same sense at the time of forming the contract but at some later date change their minds? If a client changes their mind one year out the chance to mitigate a loss is higher. If that same client wants to cancel an event for next weekend, the chance to mitigate your loss is extremely remote. So where does a person draw the line to receive full

payment for services already rendered - 30, 60, 90, 120+ days out? When does a future date pass the point of no return, that point where mitigation of loss is most unlikely? The services that we as mobile disc jockeys offer begin at the time that the contract is formed and are concluded either upon performance or breach of the contract.

So why go the extra mile to enforce a contract? If we don't...who will? If we as mobile disc jockeys don't regard our contracts as our paychecks, why should our clientele? What sane person would contract for a any other job position, do the legwork training for a specific job and then allow themselves to be turned away empty handed after expenses have been incurred? Wage and Hour, Department of Labor and Job Service all exist to assist people who feel they've been victimized by an employer? Who is there to fight for the mobile disc jockey?

For years the rhetoric of raising the bar has been thrown around nearly all circles of the mobile disc jockey industry. How can we expect to 'raise the bar' if we cannot muster enough courage to speak up for what is rightfully ours by contract. How many potential paying clients does a mobile disc jockey need to turn away only to be burned by a nonpaying client? When is enough...enough?

There is a rampant consuming fear that permeates some mobile disc jockeys that enforcement of their contract will drive customers from their doorstep. When in reality, the almost

exact opposite effect would be true. Think about any bill that you currently owe. If you defiantly refused to pay that bill, what would happen? Would the bill collector come knocking? Better yet, would you want the fact that you don't pay your bills to become public knowledge? Why would the bill that you owe be any more valid than your contract and fee to client? Is it a matter that we are scared our competitors will find out that we enforce our contracts and then use that information to vilify and sell against us? If that actual scenario were to take place that person would only open themselves up to the very thing they are speaking-out against. In essence "you reap what you sow."

Has this industry become so overcrowded that we are more desperate for what could be...rather than what actually is?

If there is any hope for this industry to reach the next level we need to acknowledge the very basics of business. Every performance begins with a conversation which can lead toward a contract, whether written or verbal. It goes without saying that a written contract gives the strongest defense for enforcement. Situational conditions will always affect the ultimate outcome on whether or not to enforce the terms of a contract. The question is, are you a strong enough business person to make the tough decisions weighing the pros and cons to defend your business future, livelihood and rights as a business owner?

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Law of Large Numbers Pays Large Dividends

By Harvey Mackay

If you can't be number one, the best position you can shoot for is number two.

It doesn't matter if it's politics or business, number two is the strongest position to be in. Because, when number one has trouble or messes up in some way, number two is there to take over.

Many people have the attitude that if they can't be number one, who cares if you're number two or number 10. You still aren't the winner.

Vince Lombardi once said, "There is no room for second place. There's only one place, and that's first place."

That may be true for athletics, but it's certainly not true for business. You have to think long term and what can happen in the future. In sales, if you don't get the order, shoot for runner-up.

Consider the Law of Large Numbers. An entire industry, insurance, is built on the principle of the Law of Large Numbers. There are 280 million living Americans. The insurance people can tell you within one-fourth of one percent just how many of us are going to die within the next 12 months – and how – and where – and in what age bracket, sex, color and creed. That's pretty amazing. The only thing they can't tell us is which ones!

Being an envelope guy, one of my

favorite examples of the Law of Large Numbers is direct mail. How many pieces of advertising do you receive each day? Companies keep sending mailings because they know a certain percentage of us will buy.

Telemarketing works on the same principle. For all the calls a telemarketer makes, a certain percentage will respond positively.

The lottery is another industry that fits the Law of Large Numbers. Lottery America Calculated Results Tables show, among other things, the calculated results in one column and the actual results in another column for each of the different types of number combinations. Once you see the comparison, you understand why lotteries are classic examples of the Law of Large Numbers.

Some people find it surprising that there are more than 16 million others on the planet who share their birthdate. At a typical football game with attendance of 50,000 people, most fans are likely to share their birthday with about 135 others. The notable exception will be those born on Feb. 29. There will only be about 34 fans born on that day.

Avis, the gigantic car rental company, had a slogan that focused on the importance of being second, "We're number two

and we try harder." They were primed for Hertz to stub its toe, big time. Over the years, Avis shortened its slogan to "We try harder," and it is one of the 10 most recognizable slogans in business today. It stands as a model of quality and service and a spirit that keeps customers returning.

If you are in sales, apply the Law of Large Numbers to your prospect list. Position yourself as number two to every prospect on your list and keep adding to that list. I can promise you that if your list is long enough, there are going to be number ones who retire, die, are terminated or lose their territories for a hundred reasons and succumb to the Law of Large Numbers. What I can't tell you is which one.

But fortunately, as in the insurance business, "which one" doesn't matter. All that matters is that you have the perseverance and patience to position yourself as number two to enough different people, and the Law of Large Numbers will do for you what it has done for the insurance industry: You will be an extremely successful and wealthy salesperson.

Jacob Bernoulli, a noted Swiss mathematician, is credited with developing the Law of Large Numbers,

which states that if an experiment is repeated a certain number of times, the relative frequency of an occurrence tends to be a fixed number.

That's why I say if you're standing second in line, in enough lines, sooner or later you're going to move up to number one. And the amazing thing is that few people ever use this strategy.

Mackay's Moral: *Let the Law of Large Numbers work for you, and your numbers will get large.*

Reprinted with permission from nationally syndicated columnist *Harvey Mackay*, author of the *New York Times* #1 bestseller "Swim With The Sharks



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Landing Your Thoughts

By Dr. John C. Maxwell

Years ago, a friend of mine looked at me in a meeting and made a statement that I've never forgotten. "John," he said, "ideas are like soap bubbles floating in the air close to jagged rocks on a windy day."

What a vivid picture of how incredibly frail thoughts and ideas really are! Think about it. How many times during the day does a thought pop into your head that makes you stop and say, "I really need to write that down—that's a great idea"? Now, how



many of those thoughts do you actually remember and act upon? Unless you've made an intentional effort to record your ideas as they come, I'm guessing the first number is far greater than the second.

In my book, *Thinking for a Change*, I talk about the importance of "landing your thoughts." I compare this process to landing an airplane. What is the first thing you do when the flight attendant announces that your

plane has begun its descent? You fasten your seatbelt because you realize you could be hitting the runway hard and you don't want to get hurt.

Now, if you were really afraid of a bumpy landing, you could beg the flight attendant not to let the pilot land the plane. But, in addition to attracting unwanted attention from airline security, that would defeat the whole point of being on the airplane, which is to get you to your final destination. So you fasten your seatbelt, grit your teeth and prepare for impact.

The same principle applies to landing a thought. Any idea that remains only an idea doesn't make a great impact. The real power of an idea comes when it goes from abstraction to application. And that's where seatbelts (and perhaps some teeth-gritting) are needed. When you land a thought—either by writing it down so you can study it later or by expressing it out loud to the people around you—you're bound to get all sorts of responses. The members of your audience (including yourself) might be receptive to your thought, but they also might be confused, skeptical, hostile or indifferent.

Such reactions aren't reserved only for bad ideas. That's why it's so important to fasten your mental seatbelt before you attempt to land a thought. When an idea has potential, some part of the landing will prob-

ably be rough. But that's OK, because this process has a way of honing, strengthening and clarifying good thoughts, thereby turning them into great ideas.

With that in mind, here are four observations about thinking that may help you hang tough when you're trying to land a thought.

1. Thoughts never begin fully formed. I don't know about you, but I've never had a complete idea come to me immediately. This certainly would be a more efficient way of thinking, but it simply doesn't work that way.

2. Thoughts take time and others to reach their potential. Notice I didn't say it takes time or others to develop a thought. It takes both. Thought maturation works best when it occurs over time and with input from other informed, thinking people.

3. Thoughts are very fragile in the beginning. The quote from my friend says it all.

4. Thoughts only reach their full potential in a healthy environment. In this kind of setting, criticism is constructive, not destructive. Hard questions are asked to clarify and define an idea, not to attack it or tear it apart. Thoughts may be challenged, but the overall atmosphere is positive, not negative.

Even if you're completely prepared for bumpy thought landings, there will always be times when your thoughts crash and burn on impact. In other words, they fail to

survive the landing process. Here are two reasons why.

1. They're not good thoughts. I sometimes wake up in the middle of the night with a great idea. I grab the pen and writing pad that I keep by my bed and jot it down, certain that in the morning, I'll be able to lift the thought to a whole new level. But when I look at what I wrote the next day, all that comes to mind is, "What a stupid thought! What was I thinking?" These thoughts fail because they're just not good.

2. An unhealthy environment. I just stated that thoughts only reach their full potential in a healthy environment. So it only makes sense that an unhealthy setting—marked by negativity, excuses, and excess stress and busyness—would be detrimental to good thinking.

In the next few issues of *Leadership Wired*, I'm going to delve deeper into the subject of good thinking—why it's so valuable and how to make it happen. Until then, begin to think of your thoughts as delicate soap bubbles—full of possibility yet always in danger of evaporating—and handle them accordingly.

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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Use It!

By Todd Mitchem

“The road to a life of no excuses.”

When I decided to jump back into the DJ training field, I came to an agreement with myself that my training needed to contain something new... a usable paradigm for entertainers needed to be created so that I could help make a difference in someone's performance or business. I felt that I had to share a piece of myself that I could never really articulate before. This two word mantra was so simple that I made fun of myself for missing it all these years. They say good things come when you least expect them and not until you are ready. So here goes. It is time for you to learn to USE IT!

What if everything in your life and work happened on purpose? What if at every event, you were in complete control of everything? If you could wield this power would you make yourself the DJ superhero fighting for the good of all events everywhere or would you become the nemesis to every bride on the planet? I am ready to tell you that you that you already are in control and that you do have the ultimate power over all things that occur. Surprise! You are not a victim of circumstance or luck. No longer will you be at the whim of chance. No longer will you enter your events hoping that the room is filled with shiny happy people ready to do your bidding. You'll realize that every

situation and person you encounter is not put there to annoy you as if in some great cosmic comedy. When you decide today that you are going to adopt the “Use It” mentality, your life and work situations will improve forever. You are in control.

“I don't believe it.”

Good. Question it. The great thing about a truth is that you don't need to believe it for it to be true. It just is. But if things are questioned, then the truth can enter into the mind to stretch and rework old ideas. Perhaps if the true definition of control were discussed we could have some context which would help you to adopt this new way of living. When talking about control, the true meaning is to be in charge of something. In the case of the “Use It” philosophy, you are in charge of your thoughts and your reactions as well as the resulting actions during any given moment. This true example is how I tested the Use It theory in my life situation. Later we'll relate this to your work.

“Use This!”

About two years ago I was flying to Canada to pitch a large corporate conference concept to one of my then potential clients. This was a huge meeting for me, my business partner and one of our colleagues. We had been up late the night before working on the final touches for the project and had to meet up for a 6 am

flight leaving from LAX the next morning. When we finally arrived at the airport we were two minutes late for the standard forty minute check in window that this particular airline imposed on all passengers. If we missed this flight, getting to Canada that day would have proved to be problematic and we all knew it, so I decide to try to sweet-talk the counter agent.

When I approached this agent she was noticeably upset that I jumped from the electronic kiosk to her. The story of our plight and slight tardiness did not seem to move her, but her reaction was a mind blower. When I wrapped up my story I ended with, “We really need to get to Canada so if you were us what would you do?”

“I wouldn't be late next time” was the response she gave us. We were in shock. Had this professional ticket agent really just released her morning of frustration out on us? Yes. We were so stunned that we simply went to the rear of the ticket line to wait for another agent that could perhaps ticket us as standby for one of the next two flight options, one of which was an earlier flight that connected to Chicago and the other was a later flight that was direct. As we approached the new agent, she too was covered in disdain for the next group of traveling degenerates and here we were. This time, when divulging our situation I

added that we would love to be on one of the two flight options still available to us. We were concerned that if we chose the later option as standby we could miss our opportunity completely and never make it to Canada. Again I asked her what she would do in our situation, and, you guessed it, she also stated, “I would not be late next time!”

Now you may think that this story is simply too good to be true, but I could not write fiction this creative. As a doctor of “Use It-ology”, I believe that we have to take what life is giving us and make it work, so I chose to understand that these people were not being personal. This was not an attack on us, but rather their unconscious anger leaking out. As we accepted the first flight option on standby we asked to speak to a supervisor to at least voice our poor customer service. To our amazement the supervisor turned out to be the first agent we encountered. Declining the complaint for obvious reasons we hurried to security.

As you can imagine, security took an enormous amount of time and we missed our next flight. Now the options were reduced to one single direct flight to Canada. Approaching the next airline representative made me feel strangely hopeful. The thought of “Use It” was ringing in my ear like an alarm clock reminding me that I

Use It Continued from Page 8

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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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The Q Corner, Where Quality Meets Quantity

By Mike Walter

Let's Talk About Sets

In last month's article I discussed the importance of having regular meetings with your staff. I thought I'd expand on one of the meetings that we run every year. It's a fun and interactive meeting that can be very educational to everyone on staff (even you!) I call it: "Let's Talk About Sets!"

Two weeks before the date I mail everyone a memo notifying them that



it's time once again for our annual "Let's Talk About Sets!" meeting. I also include in that mailer a specific song for them. Every DJ on staff gets a different song. With some songs I also include

some "Do Not Play" songs. I'll explain why in a minute.

At the meeting, every DJ will be expected to get up and put a 3-5 song set together that includes the song they were

given. The scenario is this: "You are doing a wedding and the Bride says, '_____ is my favorite song.' So of course as great DJs we don't just want to play her song any old place, we want to give it the best possible chance to succeed. With that in mind, build us a set."

I restrict some songs mainly because I don't want to see the same pairings over and over. For example one of the pairings we use all the time is "It Takes Two" by Rob Base into "Jump Around" by House of Pain. So, if I give one of my DJs "Jump Around" as their song, I'll tell them that their imaginary Bride doesn't want to hear "It Takes Two."

I find this increases the creative juices that flow throughout the meeting.

As the meeting begins, each of my DJs presents their sets by playing snippets of whatever songs are included (if they played the whole song it would go all night!) They then explain the structure of the set, why they chose the songs they did and where in the night they'd play the set (start of the evening, middle or late.) Also, if there are any giveaways they'd use during the set they let us all know.

The structure of the set is something we emphasize greatly. I'm a firm believer that if you play the right four songs but

in the wrong order, you decrease your chance of success. We teach our staff that sets should build in energy (not necessarily BPMs but often so) and also in length throughout the night. A good set starts with a hook song (something very catchy that will get people up)

After everyone has presented, I usually give a few gift certificates away to the DJs who I thought presented the most clever or unique sets. You can have everyone vote if you'd like, I'm just more autocratic than that.

Also, before the night is over, I ask if any can IMPROVE on a set they've seen tonight. This usually gets even more creative juice flowing and sometimes the sets we get later in the night are even cooler than what everyone came prepared with.

During the meeting we write down

everyone's sets and then afterwards we'll type up the list and mail it out to everyone on staff. We encourage our DJs to carry as many written set ideas with them as possible. Not that we play the same sets over and over, just that sometimes at an event you get brain lock and it's good to have some ideas to look over.

One of the things I always emphasize to the business owners I speak with is, never ask your staff to do something you aren't willing to do too. So of course with a meeting like this, or any meeting when I am asking my staff to present ideas, I include myself. I'll present a set along with everyone else. And I always love it when some particularly brave DJ on staff offers to improve on one of my sets. That usually earns you a gift certificate right there!

Niagara Continued from Page 1

with celebrations of the 100th issue of Mobile Beat Magazine (January 2006) and the tenth anniversary of the show itself. Word is that some major extra excitement is being planned and the house is sure to be packed with performers. To keep up with breaking news on the Mobile Beat DJ Show, go to directly to www.djshow.info or access the

show site by way of www.mobilebeat.com.

Those who attended the summer event in Niagara Falls got a taste of what's to come in Vegas. To get an idea of the scope of the winter show, it's interesting to note that instead of a \$5,000 system, one lucky attendee will take home a Sensational DJ Giveaway system valued at over \$15,000.

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Use it Continued from Page 6

needed to take action. She looked up at me from mounds of paperwork and impatiently said, "YES?" It is in a moment like this that I had a choice to take control of my thoughts and take a new path or join the countless unconscious reaction junkies that bring misery to everyone around them. This new path contained positive thoughts and the belief that I have power over me.

"Hi, my name is Todd and boy do we have a story to tell you." I then spilled the entire story and ended with a final, "and after all of that I really need a hug!" Jokingly she said, "me too" Then I looked this, over fifty, mom type, agent in the eyes and said, "No. I am not kidding."

After a human interaction of that kind it is hard for anyone to be crass. We hugged, and she immediately moved her paper work aside. Like a magic cinematic moment scripted and played out in an Oscar winning film, she shifted all actions and worked diligently to get us to Canada on that direct flight. Not only did we make it, but Joyce put us in seat assignments instead of stand by. That is the power of Use It.

This situation and any in your work and life where you feel frustrated and helpless can illustrate how becoming the master of your actions will change your life moments. Most people when faced with these circumstances react with hostility. The hostile action or reaction causes more negativity to pour out and no one wins. Mastering the "Use It" process will enable

you to create magical moments that lead to positive situations especially in your work. Mobile DJs are faced with situations, clients, and guests that constantly challenge us. Top that with equipment failure, venue difficulty or rude venue staff and you have a potential for disaster. Now let me teach you how to "USE IT".

Steps to "Use It"

1) Take a deep breath

This seems so simple. Breath is the cornerstone to consciousness. It is no secret that I practice Yoga. My wife is a Yoga instructor, so it helps to have a master teacher in the house. Yoga teaches you that breath is the mind's way of connecting to the body. When you breathe deeply your mind slows down. You can actually feel this happening. If you don't believe me try it now. As you initially encounter any challenging situation, stop and take a long deep breath. Then you will have the strength to move on to the next step.

2) Say to yourself, "This is not personal"

In order to make this work you would need to literally repeat this to yourself. If your situation involves another person and you want to throw them off completely, actually say this statement aloud. Nothing that is perceived as happening to you is ever personal. I am often amazed by DJs that become angry at equipment when it malfunctions. One of my DJ mentors once screamed into a speaker, "Why do you hate me?" when it stopped working. This

simple but effective declaration releases the shackles of the victimized mind set. Try it.

3) Stay focused on the big picture.

What is the big picture anyway? The definition depends on your situation, but for events the big picture is all about the enjoyment of the guests and the satisfaction of the client. Nothing else is vital. When adopting the "Use It", the veil of ego is lifted to bring forth the truth and the joy of the experience. If you are told to set up in the corner and announce the cake cutting first, then "Use It". Apply every moment to the big picture and paint a masterpiece. It may help you to write this down at your event. Often a reminder that this night is about two amazing people who have joined their lives and families together is enough to keep you focused.

4) Ask yourself, "How can I use this?" and Use it!

You have three minutes until the Grand Entrance and suddenly you realize that the Bride and Groom are held up taking pictures. Immediately ask yourself, "How can I use this?" The surprise will be that many options will come to you. For example, you can announce to the group that you will be taking the next few minutes for everyone to meet each other and for you to take requests for music they will dance to later.

This paradigm changes your perception of the world around you. Upon applying the "Use It" action, you will find that the challenges which were once crippling to

you and your work are not as massive as you thought. Problems lose their heaviness. I encourage you to take the "Use It" philosophy and apply it slowly at first to a simple issue with your next event. Once your mind is stretched to the new idea you will find it hard to go back to your old ways. Don't take my word for it. Try to "Use It" today!

Todd Mitchem Bio:

Todd 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!

Purchase your copy at: www.mitcheminteractive.com

"As a professional DJ you can achieve the success you dream of if you start to capitalize on new training and techniques. My life mission is to uplift and educate people of all walks of life. Making this happen time and time again is what I view as one my greatest achievements."

- Todd Mitchem

Todd Mitchem currently resides in St. Louis with his wife Kathryn and son Tyler.

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Summer NAMM... They've got what you need...

By Jon Bruce



The NAMM summer and winter show are billed as "world's premiere music product trade shows." They succeeded on all counts with the Summer NAMM show in Indianapolis.

NAMM is not an event for performers or consumers. It is a neat event where you can see all of the latest gear and I would go the next time it comes back to town! This is a manufacturer, distributor, and retailer conclave. There are no tool wars, there is no arguing or discussion about whose is better. There are just a lot of people working hard to meet the wants and needs of musicians and performers. This might even involve selling, buying and negotiating. (GASP)

There isn't a lot for sale, the SWAG (free stuff) is OK. Surprisingly, there is a pretty even mix of business suits and rockers. I met reps, engineers, company presidents, moms and pops (and Bootsie Collins).

The exhibit space was dominated by string instruments, and accessories. Several DJ suppliers were also there in force. American Audio/Elation/American DJ, Shure, Numark, Odyssey, Vestax, SKB, Gator, Tricerasoft, Edirol, Roland, and Bobby Morganstein Productions.

The products on display are going to be in store and on someone's Christmas list this fall.

At this point, I need to warn you. I am not a big gear guy. I can fit my complete sound system, a Fender passport for cocktails, a table, and lights in a 2 Dr Honda Accord.

So here is what I saw that struck my fancy...

Numark - iDJ Mixing Console for iPod. Available this fall.

I have seen pictures for a while. I was under the impression that it was a photoshop joke. Then I got to play with it.

What it is... Really cool, smart, sleek, clever.

What it's not... A DJ tool. stand alone with two ipods loaded with music, it's on par with a pair of consumer CD players and an entry level mixer. It doesn't have a pitch control, It doesn't cue any better than an Ipod. It can link via USB with a PC and act as a library for software based DJ'ing.

Numark - CDMIX3 DJ Station

This popular backup tool now supports MP3's and has a sleeker interface.

Numark - KMX01 Karaoke DJ Station

Think CDMIX3 minus MP3 with CD+G... with video output! It has three mic inputs.

Numark - HDCD1 Dual CD Player

I looked at it. I touched it. I didn't have the heart to ask when it would be available.

American DJ - P36 LED

American DJ - P64 LED

DMX-512 LED lighting with RGB color mixing. lightweight, low heat color

changing. The P36 is billed as a pinspot. with a price tag around \$80. No one I talked to was very excited about replacing a traditional DJ par can setup with these "very smooth projection on walls with rich pallet of color" lights. still... this is something I would love to test.

Edirol - motion dive.tokyo performance package.

Edirol has a created a USB console for motion dive.tokyo video software. That is a really big name for a deceptively simple tool. It's very slick. It's super easy to figure out. It's an A/B configuration video with a wait lists. BUT it's not a tool for mixing music videos. Its a tool for creating a visual show for the music.

On-Stage Stands.

On-Stage Stands has two stand out products worthy of note. They have a folding T-Bar for lights and now offering crank stands that can be raised or lowered with a drill. Maybe I don't get out much.

SKB - SKB-4219DJ Battle Cruiser

A nice looking case for table top DJs.

SKB - Military Standard Cases

SKB has gone into over drive to support US

troops and their gear, the stuff we can apply to our business or personal lives is called a "peace dividend". In the interest of giving "Peace" a chance, I am now the proud owner of a Injection Molded - Waterproof Laptop Case. It's water proof to 50 feet and can protect a laptop from a fall. Check out the video on www.skbcases.com for a demonstration. More to my interests and

actual usage, it holds my laptop, sound card, USB hard drive, a memory card reader, power supply and a track ball, securely in a padded case, wired and ready to go, with room to grow.

Final Notes:

Many thanks to Ryan Burger and Ben Miller for the show pass.

Industry Directory

Get listed by calling: 320-285-2323

ASSOCIATIONS

American Disc Jockey Association
Education • Networking • Support
<http://www.adja.org>

Midwest Association of Professional
Disc Jockeys
<http://www.mapdj.org>

N.A.M.E.
National Association of Mobile
Entertainers
<http://www.djkj.com>

COMPUTER DJ HARDWARE

<http://www.ProDJpc.com>

COMPUTER DJ SOFTWARE

Fideltiy Media
Megaseg DJ Software
<http://www.megaseg.com>

CONVENTIONS

DJ Expo
<http://www.djtimes.com>

MAPDJ Convention
<http://www.mapdj.org>

Mobile Beat DJ Convention
<http://www.mobilebeat.com>

Southern Disc Jockey Convention
<http://www.discjockeynews.com>

DJ Cruise
<http://www.djcruise.com>

GAME SYSTEMS

Creative Imagination

<http://www.gameshowmania.com>

DigiGames
<http://www.TriviaProducer.com>

DJ SUPPLIERS/RETAIL

Western Starlight
American DJ, Martin Lighting
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idjnow.com
DJ Products Fast & Easy
<http://www.idjnow.com>

The Core Store
Your source for DJ Sound & Light
<http://www.thecorestore.com>

DJ World.com
DJ & Nightclub Superstore
<http://www.djworld.com>

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JAMM DISTRIBUTING
Pioneer, Samson, TC Dealers only
800-666-3218

INDUSTRY RESOURCES

<http://www.ProDJ.Com>

Marketing for Entertainers
www.marketingforentertainers.com

DowdleDesign
Professional business card design
<http://www.dowdledesign.com>

PUBLISHERS/PUBLICATIONS

The BPM List 2005 Edition
<http://www.bpmlist.com>

DJ Utilities

Books • DVDs • Videos • CD-Rom
<http://www.djutilities.com>

<http://www.ProDJPublishing.com>

Disc Jockey News Corporation
The regional disc jockey newspaper
<http://www.discjockeynews.com>

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non-broadcast industries.
<http://www.tmcentury.com>
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NOVELTIES

Glow The World Inc
Glow Products and Blinky Lights
<http://www.glowtheworld.com>

WEB SERVICES

Mobile Entertainer Directory
Internet Marketing for DJs
<http://www.FJDA.com>
<http://www.djwebmin.com>

<http://www.EZDJwebsites.com>

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Disc Jockey Spotlight

By Amber Benning

Our DJ spotlight takes us to the great land of South Dakota. On the eastern edge of the state is Brookings where our spotlight company, the Music Express, calls home.



Express has improved their marketing.

The Music Express sends out full color

Music Express was founded 20 years ago and is one of the oldest DJ companies in the area. The company is owned by Paul Mobley and managed by Valerie Ruste.

The Music Express maintains a staff of 6-10 employees. All of the company's shows are staffed by two employees; one entertainer and one assistant. The Music Express performs mainly at high school shows and weddings. Their shows range in size from a medium show all the way to a show that could entertain thousands of guests. Their three largest shows include video, which has been a huge selling point, especially in the high school market.

The Music Express uses music as the focus of their performances, especially when dealing with shows that include video. However, since the company takes customer service seriously, they are able to accommodate clients who request interactivity.

Ruste is a member of the Midwest Association of Professional Disc Jockeys (MAPDJ) and has also recently joined the ADJA. She states that these organizations are great educational tools and they allow her to network with other people in the industry. This networking has led to additional referrals, advice from peers and ideas on improving their company.

According to Ruste the company has been able to raise their rates by over 50% in the past few years. She credits this improvement to several things. First, the company never treats the customer as an inconvenience. They

always focus on delivering more to their clients than what is expected. Additionally, the company has improved their internal training processes. But most importantly, the Music

mailings to all high schools in their area as well as mailings to prospective wedding clients. Ruste advises that "pictures sell" because people love to see what they are getting. In addition to their mailings, the company also spends time at the local bridal shows to generate business. And, most impressively, the company has a traveling billboard; the semi they use to transport their largest system with their company logo on the side.

In the future, Ruste thinks that the vast middle ground in our industry will disappear. She says that this will allow entertainers at the high and low ends to better hit their demographics and to better serve their clients. Her advice to anyone entering the industry is



to research the market they are entering and to have a plan.

Ruste and the entire staff of The Music Express are very proud of their performances and continue to perfect the services they provide. For more information on The Music Express, please visit their website at <http://www.medj.com>.

ADJA Face to Face with N.A.C.E.

By Rob Snyder



Peter Merry, Bryan Foley and Rob Snyder in the ADJA booth at the N.A.C.E. annual convention.

The American Disc Jockey Association was recently invited to speak at The National Association of Catering Executives annual convention held in Orlando, Florida at the Gaylord Palms Resort. Each year nearly one thousand catering executives, event planners, and industry related professionals gather to gain knowledge of the latest and greatest trends in the "event hosting" industry. Taught by industry leaders, N.A.C.E. spared no expense in bringing the very best. Famous event designer to the stars Preston Bailey, who has designed events for the likes of Oprah Winfrey and Donald Trump just to name a few, spoke about the creative process and delivering beyond clients expectations. America's most knowledgeable authority on quality productivity and communications, Frank Maguire, delivered a powerful talk on better communications; between employers and their employees and better communication with your clients.

The A.D.J.A.'s very own Peter Merry delivered a flawless presentation called "That's Entertainment." Those in attendance really got a better understanding of the roles of a disc jockey at any event. For some it was

an eye opening lesson on the overall effect the "Entertainment, not the Music" has on any event. Mr. Merry's passion and belief for our industry really shined through and opened a new awareness of the importance of quality entertainment.

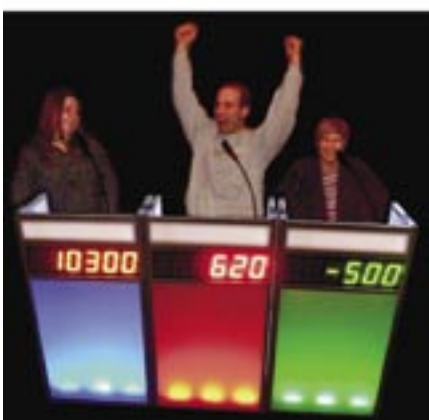
The opening reception, held on Sunday night (titled Marketplace), was a terrific kick off for a week filled with fun, food, and learning. Show attendee's are treated to a smorgasbord of delicious delicacies to delight the

palate, while rubbing shoulders with various vendors displaying their wares and talents. The American Disc Jockey Association had Membership Director Bryan Foley and Chapter Development Director Rob Snyder manning the booth. "We definitely benefited by having a booth," stated Bryan Foley. "It was a great opportunity to exchange ideas and concerns with the people whom set policy at event locations across the country. We brought an awareness of the ADJA to those in attendance, many of which had never heard of ANY national disc jockey association. Unanimously, every person we spoke to agreed that bringing disc jockeys together to help build and grow our industry through education, network, and support is a great idea."

The view of the disc jockey industry through the eyes of those in attendance at the N.A.C.E convention varies greatly. However, each attendee agreed that every professional, regardless of their trade, should belong to an organization that facilitates professional growth through education.

Simply put, professionals want to do business with like minded professionals.

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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 out in the disc jockey business. Each article will cover what it takes to be a successful mobile disc jockey. Today's topic is **CONTRACTS**. (Part one of two)

I prefer to call them service agreements. "Contracts" can be a frightening word to some customers. It congers up images of less then ethical people trying to swindle you into something you don't want with pages of microscopic printing. When I first started as a disc jockey, I had a simple one page agreement with only the important facts such as date, time and location; now my agreement is four pages long and continues to grow. You may ask "why do I need a contract?" In today's society there are always people who want something for nothing, or want to squeeze money or services out of hard working people like us. A good service agreement is designed to help protect you from these types of people and at the same time give the client a feeling of security, trust, and help remove some of the "CONTRACT" feelings they may have.

The first thing you should always do is get a lawyer involved in any legal matters you may have. I keep a lawyer on retainer at all times. There are many companies that can help you get legal advice at an inexpensive price. You can call the lawyer and they will answer questions over the phone

or they can look over or create legal documents at a discounted price.

There are just some things you can and can not put in your agreement. The wording is also very important to have correct. If a judge looks over your document and finds it either improperly worded, confusing or open to interpretation, it can lead to you losing your court case. A good lawyer can make sure everything is correct and clearly stated.

If you download my agreement off my web site www.partytimeproductions.biz and follow along, I will go over some of the most important items and why I have them in my service agreement.

Page one is the basics. Client name, address, phone number, etc. make sure you get both the bride and the grooms names and numbers. You would not believe the number of times one will fill out the paperwork and completely forget the info for the other. Next is the type of event (wedding, birthday etc) date, location and location telephone number along with the name of a contact person. I ask for the locations address so that I can get a map and directions on the internet. I like to speak to the person in charge to ask questions about the location, the load in and out, any special rules, special times, difficulties at the location and to confirm the directions to the site.

Next is the time schedule. I break this

down into several categories. "The disc jockey set up" is more for the clients benefit then yours. This tells them that you will be there at a specific time to set up and not be wandering in during the cocktail or dinner portion of the night. The "Event" time is when the actual wedding ceremony will take place and how long it will last. "Guests arrival time" is there to show the time I need to be completely finished before guests begin to arrive. "Background music" lets me know exactly the start time of my hourly music charge. "Meal served" designates how much time I have between the guest's arrival and the beginning of the festivities. "Toasts/announcements" will tell me when they want to do these items. Some like to give the toasts before the meal, some during the meal, some like to wait until after.

"Dance Music" allows me to plan out how much music will be needed, and how much time can be spent on things like the dollar dance, bouquet and garter toss and so on.

Page two is the break down of the client costs. It shows my hourly rate for Dance music, additional dance music, background and emcee work. I don't hide any of my costs to the client. I don't want a client to be "surprised" by anything. On the top of page two are several lines with titles for figuring out the exact charge for the event. "Additional fees" includes a mileage charge

for longer then normal travel time and gas costs. I will also add an extra charge if additional help is needed for difficult load in locations. On occasion I do ask for the costs of an overnight stay at a hotel when the location is outside my normal working area. A couple of years ago I did a two night party at a lake resort. It included two nights of dance music, four hours each night. I received my six hour charge per night, plus a private cabin on the lake for three days and two nights along with all my meals paid. Other then the four hours each night, the rest of the time was mine to do as I wanted. It was like a paid vacation! When it was done the weekend was a \$2000 job. There is also a "discount" line for any sale I may be offering and the "deposit paid" line for money put down to hold that date. These lines all add up to an easy to understand breakdown of the total cost to the client.

In next months article I will continue with pages three and four which describe all the little details that I've had to add over the years due to clients and their guests who don't take our business serious. Until next time, keep on rockin'!

Jeff Richards: C.E.O. (Chief Entertainment Officer) of Party Time Productions. To ask Jeff a question or respond to his column, just e-mail him at jeffrichardsptp@yahoo.com

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Use the Phone and Skip the Driving

By Jeffrey J. Mayer

John's been in sales for 14 years now. Today he sells newspaper advertising.

He was trained that he should always have face to face meetings with his customers and that the only reason he should use the telephone was to schedule an appointment. John called me a few weeks ago because he wanted to take his business to the next level. Though he had been doing well, his business seemed to have stalled. He had hit a plateau and sales have leveled off.

"How much time do you spend looking for new business?" I asked.

"Not very much. It seems I spend all of my time serving - and servicing - my current customers and I don't have much time to look for more business."

"How many meetings do you have each day?"

"Maybe... two or three. But not every day."

"How long is each meeting?"

"Thirty to forty-five minutes"

"Then why don't you have more meetings during your eight to ten hour day?"

"Because of traffic. Where I live - Minneapolis - we've only two seasons, winter and road construction. It seems to take me an hour to drive anywhere. Even if it's only for a fifteen-minute meeting."

"Why don't you use the phone more, and skip the driving?"

John didn't answer my question. There was only silence at the other end of the line.

"Why don't you use the phone more, and

skip the driving?" I repeated.

"Because I've always had face to face meetings. I'm not real comfortable talking with prospects on the phone."

"If you became more comfortable using the phone do you think you could do a better job of qualifying your prospects before you hop in the car to meet them face to face?"

"Sounds interesting, but I need to think about it."

A few weeks passed. Then we had another conversation.

John told me about the meeting he had with Pete, the marketing director of a local retail store. Pete had been very excited about meeting him when John called to setup an appointment.

John thought he had a great prospect, but found out otherwise during their meeting. After talking for 45 minutes John finally asked how much money they've got in their advertising budget. Pete said he doesn't handle the advertising.

"Carolyn, the company president, looks after the advertising, but business has been quite slow for the past year and they've stopped advertising. Period! There's no money in the budget," Pete explained.

With that, John's meeting with Pete ended. He got into his car for the L-O-N-G drive back to the office.

As John was telling me his story the following day I asked, "How did spending all that time with Pete make you feel?"

"Angry and frustrated. I wasted almost three

hours on that meeting and I've nothing to show for the wasted time!"

"Why didn't you qualify Pete over the phone? We talked about doing that a few weeks ago."

"I don't know. But I think I'm ready to discuss the idea of using the phone a bit further."

Leverage Your Time: Time is the most important asset you've got. The goal isn't to manage it. But to LEVERAGE it!

The telephone helps you to maximize your use of time.

From my perspective, the goal isn't to have lots of face to face meetings with people. It's to have lots of meetings with people who have a high probability of buying.

It's OK to ask questions to qualify your prospect. And you can ask the questions over the phone. If you get great answers, you've got yourself a prospect.

If you don't, then you only invested five, ten or fifteen minutes on the phone, instead of two to three hours in the car.

John could have asked questions like: *How does your company use advertising to bring in new customers? *What is your most effective advertising medium? *How do you decide where to advertise? *Who all gets involved in the decision to place advertising?

These are great questions. They can be asked in a face to face meeting, or over the phone.

Making The Phone Work For You

John's been spending more time on the phone and less time driving to and from his prospect's offices.

He's been practicing the art of asking great questions - and after a bit of hard work - he's gotten much better at it. (Sometimes old habits die hard.)

He's now able to qualify his prospects in a five to ten minute phone call. By spending more time calling prospects on the phone - and less time driving to and from their offices - his business has picked up dramatically because he's doing a much better job of identifying who is and isn't a prospect.

What Questions Should You Be Asking? Here's your homework: Make a list of the key questions you should ask each time you meet with a prospect.

Now ask those questions when you speak with the prospect on the phone. It's that simple.

Jeff is president of *SucceedingInBusiness.com*, author of the Best-selling books include: "Opening Doors with a Brilliant Elevator Speech," "Winning the Fight Between You and Your Desk," "Overcoming the Fear of Cold Calling," "Success is a Journey," "Time Management for Dummies."



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Wanna Make More Money?

By Aaron Foster

I have been a DJ for 12+ years. Many of us know how tough it is to make it solely as a DJ. That is why the majority of DJ's have full time jobs and just do this on the side for extra income. I have had different part time jobs here and there to get me by, but I always have hated working for someone else. Finally, one day, I made the commitment that I would NEVER work another real job ever again. As Rich Dad/Poor Dad (Robert Kiyosaki) says, "You can either work for the corporation or you can own the corporation." Obviously, rich people own the corporation and poor people work for the corporation.

When I begin to venture out on my own as a full time entertainer, I knew that I would be able to make a comfortable living as a mobile DJ. I had to explore other sources of income that I could add into my entertainment business in order to make more than just a comfortable living. No matter what I knew that I was never going to go and work for someone else ever again.

From the later years of my high school days, I had always had this desire to become a stage hypnotist. I don't know why, but I did. Ever

since I saw one at one of my high school proms, I thought that it would be kind of fun. I liked the fact that these guys had to work very little in order to get a huge crowd response. They were instant celebrities and everyone loved them. A couple years after high school, I decided to research the training that was needed in order to become a stage hypnotist. I was relatively surprised how easy it was to learn.

After the initial investment of training, I was ready to go and do my first show. I had a client call that wanted a Christmas party for about 100 bank employees. They asked about price and I said in a firm, confident voice, "\$1600!" She then asked where she could send the deposit check to in order to reserve the date. I nearly fell off my chair and had a heart attack. In my DJ business, I had to work really hard to even get over the \$1,000 mark and this lady said "Yes" to my \$1600 rate (my first show remember) immediately.

For me, the best thing about adding stage hypnosis to my business as an additional stream of income is really how easy making money is at it. All of my shows are an hour long and range

in price from \$1400 - \$3200+ depending on the needs of the client. Not only that, but I sell products such as stop smoking, weight loss, and relaxation audio programs after the show and you don't even want to know how much additional income is made from that alone. Sometimes it's more than my fee was as a disc jockey.

I have never looked back from the day that I did the bank's Christmas party. I continue to operate my disc jockey business and also do stage hypnosis shows. I have a love for both that I will never be able to let go of one or the other. I will do anything that I have to...except I will never get another real job again.

****Note:** If you would like to learn more about becoming a stage hypnotist, please go to www.marketingforentertainers.com/staghypnosis.htm and sign up for a free report that will tell you all about stage hypnosis and how you can get started.

Next month: The very lucrative post prom/post grad business that could just make your business explode.

Aaron Foster is an experienced entertainer that publishes his own FREE weekly newsletter for entertainers that offers great marketing and business advice. You can sign up by going to www.marketingforentertainers.com and get your copy every Monday!

Monthly Music Charts

By Promo Only

Pop

- | | | |
|----|---------------------------|---------------------------------------|
| 1 | Inside Your Heaven | Carrie Underwood |
| 2 | We Belong Together | Mariah Carey |
| 3 | Don't Phunk With My Heart | The Black Eyed Peas |
| 4 | Hollaback Girl | Gwen Stefani |
| 5 | Behind These Hazel Eyes | Kelly Clarkson |
| 6 | Switch | Will Smith |
| 7 | Just A Lil Bit | 50 Cent |
| 8 | Don't Cha | The Pussycat Dolls Feat. Busta Rhymes |
| 9 | Incomplete | Backstreet Boys |
| 10 | Since U Been Gone | Kelly Clarkson |
| 11 | Let Me Go | 3 Doors Down |
| 12 | Scars | Papa Roach |
| 13 | Pon De Replay | Rihanna |
| 14 | Mr. Brightside | The Killers |
| 15 | Baby I'm Back | Baby Bash Feat. Akon |
| 16 | Get It Poppin' | Fat Joe Feat. Nelly |
| 17 | You And Me | Lifeshouse |
| 18 | Collide | Howie Day |
| 19 | Listen To Your Heart | June |
| 20 | Sugar (Gimmie Some) | Trick Daddy Feat. Ludacris & Cee-Lo |

Rock

- | | | |
|----|---------------------|-------------------|
| 1 | Beverly Hills | Weezer |
| 2 | The Hand That Feeds | Nine Inch Nails |
| 3 | Best Of You | Foo Fighters |
| 4 | B.Y.O.B. | System Of A Down |
| 5 | Speed Of Sound | Coldplay |
| 6 | Blue Orchid | The White Stripes |
| 7 | Feel Good, Inc. | Gorillaz |
| 8 | Right Here | Staind |
| 9 | Happy? | Mudvayne |
| 10 | Can't Repeat | The Offspring |

Urban

- | | | |
|---|-------------------------|-----------------|
| 1 | We Belong Together | Mariah Carey |
| 2 | Slow Down | Bobby Valentino |
| 3 | Wait (The Whisper Song) | Ying Yang Twins |
| 4 | Just A Lil Bit | 50 Cent |

- | | | |
|----|--|-----------------------|
| 5 | Free Yourself | Fantasia |
| 6 | Grind With Me | Pretty Ricky |
| 7 | Trapped In The Closet (Chapter 1 Of 5) | R. Kelly |
| 8 | Oh | Ciara Feat. Ludacris |
| 9 | Give Me That | Webbie Feat. Bun B |
| 10 | Let Me Hold You | Bow Wow Feat. Omarion |

Country

- | | | |
|----|----------------------------|----------------|
| 1 | Fast Cars And Freedom | Rascal Flatts |
| 2 | You'll Be There | George Strait |
| 3 | Something More | Sugarland |
| 4 | Keg In The Closet | Kenny Chesney |
| 5 | Mississippi Girl | Faith Hill |
| 6 | If Something Should Happen | Darryl Worley |
| 7 | Goodbye Time | Blake Shelton |
| 8 | Play Something Country | Brooks & Dunn |
| 9 | Don't Ask Me How I Know | Bobby Pinson |
| 10 | Pickin' Wildflowers | Keith Anderson |

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