

Disc Jockey News

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The Regional Disc Jockey Newspaper

Free

EV launches Pro Audio Seminars

The quest for great sound; that seems to be an ongoing journey for disc jockeys who are out performing in a variety of venues each weekend.

With the wide variety of speakers, amps, mixers, equalizers, and processors out there, finding just the right mix and knowing how to make it all work together can be a huge struggle.

Enter the Pro-Audio Seminars sponsored by Electro-Voice.

Electro-Voice is a Burnsville, Minnesota based company that produces a variety of professional sound re-enforcement equipment. They are very well known in the disc jockey industry for their powered and non-powered speakers.

On Sunday September 17th 15 bleary eyed DJs stumbled into the Electro-Voice headquarters in Burnsville for the first day long Pro-Audio Seminar. A wide slate of topics were covered from amplifiers to wireless microphones to interpreting spec

sheets when comparing brands of gear.

A lot of useful information was shared specific to DJs needs. Mary Alexander of Star Entertainment in Winona attended the Seminar. She commented that she gained a lot of insight into optimizing her sound system from the seminar. Others who attended were equally impressed.

As a part of the seminar Todd Hertauss volunteered to bring his system in to have his settings put under the microscope. The audio pros at Electro-Voice were impressed with his understanding of his gear. Yet they were able to use his set up to discuss gain structure and many other issues that DJs frequently encounter.

The Electro-Voice Academy is usually only open to EV retailers and was just recently opened exclusively to MAPDJ members in this first Pro-Audio Seminar. EV will be sponsoring a Mini Pro-Audio Seminar during the Northern DJ Conference on October 22-24th, 2006 at Mystic

Lake Casino for conference attendees. This mini event will be held in the EV/Metro Sound & Light demo room.

"The best part was at the end of the seminar when they showed us this new sound system that literally BLEW you away!" commented Disc Jockey News writer and Northern DJ Conference speaker Jeff Richards.

Richards continued, "It consisted of four subs. Each was four foot by four foot and two feet deep. The high end was two speakers about three feet across five feet tall and two feet deep.

"When they turned this on I was standing about 50 feet away but the movement of air made my shirt move, it made cables on the floor move and pop cans on table move."

This was first of many seminars EV hopes to provide to MAPDJ and the disc jockey industry. According to Michael Duocot, EV inside sales manager, "We see the value of cultivating a relationship with local trade organizations like MAPDJ and want to support their efforts." The next seminar for MAPDJ members is tentatively scheduled for January or February of 2007.

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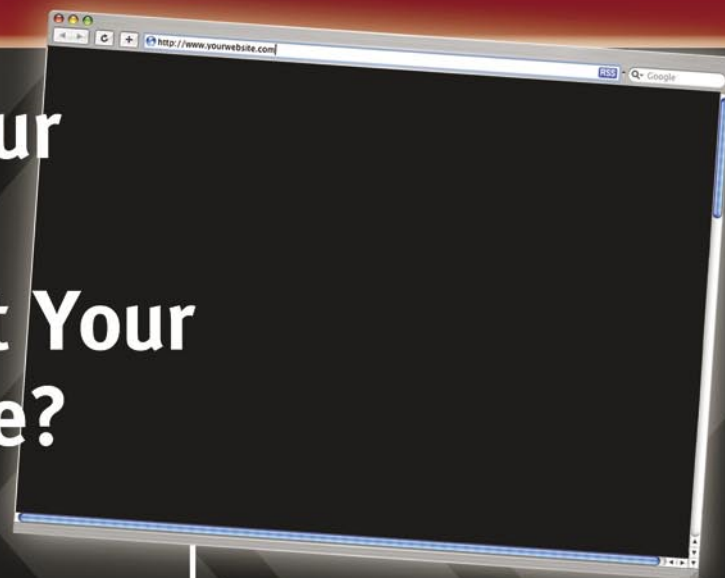
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The \$599 Mac mini



MegaSeg running on a MacBook (left) and iMac (right)

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MegaSeg running on a 15" MacBook Pro

The big picture

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Do You Deserve Success?

By Dude Walker

It never ceases to amaze me.

Just last night while I unloaded for a rural ND homecoming I had a superintendent complain about how "I" was charging an outrageous rate. I countered by asking "compared to what?" He responded by saying "well it's all you DJs...you all charge too much...it's like a conspiracy." I countered by asking "in what way?" He responded by saying "well I remember when I was in HS a DJ only cost (X)." I countered by saying "it's a good thing that times change," I added, "If it weren't for bars and high schools fostering the cheaters within the industry...perhaps you'd have a better point of reference."

Did I overstep my bounds or defend my livelihood? It's all a matter of perspective. That and the fact that half way through the dance he was trying to arrange for us to play for prom. Sadly - I know of several spineless DJs that would have been affected and seized the opportunity to lower their rate. They would overbook themselves, then try to dump a low paying show on any desperate dj in the market rather than being mature enough to defend a higher rate for their limited availability thus insuring a higher quality....just to earn a living.

According to < <http://www.co-intelligence.org/co-stupidity.html> > "Co-stupidity can arise from both competition and conformity. Some of the most co-stupid

groups are made up of brilliant people who use their brilliance to undermine each other so that together they add up to nothing."

WOW! Do you suppose that Irving Janis and the rest of the psychiatric society are picking on Mobile Disc Jockeys (MDJ) or have they discovered some form of abhorrent behavior that is trademark of some of the insipid, Napoleonic crackpots that attempt to lord over and nullify nearly every attempt to improve the Mobile Disc Jockey industry (MDJ).

There has been much debate over whether or not a Mobile Disc Jockey (MDJ) "industry" even exists. At times, it appears that the only true participants that could be referred to as any form of "industry" is that extremely small group that strives passionately to further our credibility in the face of adverse squatters that attempt to suck the gold out of every attempt.

This goes way beyond the co-stupidity of "if your not with us...your against us" argument. Where else can you find a drowning man refuse to be rescued by the person or persons that they hold in contempt? Perhaps we should let the pathetic naysayers drown. What feeble attempt have they even made toward self-improvement? Success is only deserved by those that seek it and earn it. Not the DJs that cheat, seek props and live the illusion of being successful.

"The men and women who have the right ideals ... are those who have the courage to strive for the happiness which comes only with labor and effort and self-sacrifice, and those whose joy in life springs in part from power of work and sense of duty." - Theodore Roosevelt's Awesome words! However, had they been written by a DJ imagine the inevitable sarcasm that would have followed...

"Define - right ideals"

"Those aren't my ideals"

"What gives you the right to impose your ideals"

"Why should we take advice from someone who...."

Is it any wonder that effective leadership is left to a small handful of people. Those willing to look past infantile attacks while focusing on a greater sense of tomorrow. Most people won't lead because they simply do not know how. Rather than sticking their necks out and serving they'd rather be ineffective armchair quarterbacks. I marvel at the hypocrisy of those that advocate that associations and leaders as unnecessary. Does this group suffer from strange form of delusional psychosis? The mere act of voicing a contrary opinion is in itself an attempt at leadership and forming alliances of opinion. Complacency is not a cure...it's a demise!

The most referred to...openly heralded

and attacked platforms in the past decade has been the Get What You're Worth (GWYW) campaign. The mere controversy created over this basic philosophy validates it's importance. The buffoons that condemn seminars, books, CDR and DVD materials as crass commercialism need to get over themselves. Libraries and bookstores are filled with various self help series. Who better to relate to Mobile Disc Jockeys (MDJ) than other Mobile Disc Jockeys (MDJ)? Whether or not the material is effective for any single person is more a credit to the single DJs intelligence of getting the concept and improving on yesterdays accomplishments.

Mobile Disc Jockeys (MDJ) as an industry are doomed to repeat the same debates if we fail to instill credible desires in those currently entering the industry/profession. With little to no citable factual history to learn from, the next generation is forced to establish morals and ethics with technologies that pander to convenience as opposed to common sense. What pompous arrogance we suffer when we seek respect for things that we've not earned.

"Lead, follow, or get out of the way."

- Thomas Paine

Dude Walker can be reached at dudewalker@discjockeynews.com.

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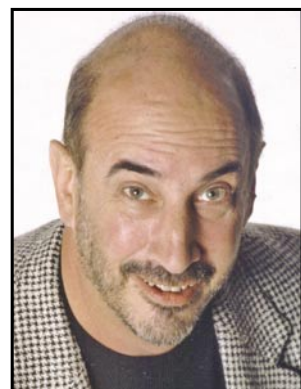
Sense Of Reality

By Jeffery Gitomer

Your internal picture of the most important person in the world

Got sales sense?

The sense of selling, or sales sense, comes from mastering a series of internal senses. These senses are both subtle and blatant. They are both simple to understand and complex to master, and they hold the key to your sales success.



**N O T E
W E L L :** This is NOT “how to make a sale.” Rather this is “how sales are made.” Big difference. How to make a sale is technique driven. How sales are made is your understanding of your selling senses and helps you go from “a” sale to “sales forever.”

Here are your sales senses, and how to become more aware of them:

1. *Sense of self.* You have to know

who you are in order to be able to project an image and a message that others will accept and buy. The sense of self stands at the top of the list, because the customer buys the salesperson way before they buy the product, the service, or the company. Having a sense of self means that you understand who you are in terms of how you help others and that you believe in what you do. It's also the way you carry yourself, the way you present yourself, and the way you subliminally convey those qualities to others.

2. *Sense of others.* Making a sale becomes a much simpler process when you understand the person that you hope will purchase. This goes way beyond your product knowledge and your product presentation. This is all about how well you understand the mental readiness and the mental acceptance of your prospective customer. What will create the buying atmosphere and what will make them want to -- or desire to -- buy from you. When you have a sense of the other person, it means that you understand their feelings and their emotions, and that you're able to craft your questions, value statements, and

insights in terms of what they need. In short, you are able to take your message and state it in terms of their motives.

3. *Sense of surroundings.* Most salespeople make the fatal error of not getting comfortable in their sales surroundings, and as a result, become nervous or anxious as they are presenting their message. This is especially true when you're at the customer's place of business and could be continually interrupted as you're making your presentation. It's up to the salesperson, it's up to you, to not just set the surroundings, but also to set the ground rules. The key to success here is being relaxed and being adaptable to whatever happens, not losing your cool if the room gets hot.

4. *Sense of situation.* The biggest fatal flaw in sales is concentrating on your presentation and going past the opportunity to make a sale or solidify an agreement because you failed to pay attention to the signals being offered by the buyer as you are progressing. The easiest way to establish a sense of situation is to continually ask questions that draw out interest, desire to take ad-

vantage, and the previous experience or the opinion of the buyer. The more you ask, the more you'll understand and control the situation. Here's the rule: The more you talk, the less chance you have of winning the sale.

Well those are the BIG FOUR. But that's not all of them. **Visit the blog area at <http://www.discjockeynews.com> for the article on the rest of the senses.** I challenge you to study these four before you make your next sales call. Apply them to your thoughts and actions and watch your results start to change.

There are other senses. Go to www.gitomer.com, register if you're a first time user, and enter SALES SENSE in the GitBit box.

Jeffery Gitomer is the author of The Little Red Book of Selling and The Little Red Book of Sales Answers. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly article that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Halloween Fun!

The end of summer is upon us and the smell of fall is in the air. The next big DJ holiday is Halloween and it is time to begin planning your party. With Halloween taking place on a Tuesday this year there will be fewer events available to book then if it was a Friday or Saturday. Halloween is one of the biggest holidays for spending cash second only to Christmas. More and more adults are getting into the fun of dressing up like strange characters and going out to get their freak on! Here are a few tips to help with your Spook-tacular Halloween Event.

Costume: Every DJ needs to have a great costume for a Halloween party. Your costume should be fun, interesting and age appropriate for the guests. It should be simple, light weight and easy to move around in. Do not use a costume that requires a mask. A full head mask gets very hot and are very difficult to see clearly out of, especially when the lights go down. Costumes requiring make up will involve extra time to apply and remove after the event. Costumes that require gloves also do not work. The gloves will cause problems handling CDs and pushing buttons on equipment. If

you're doing an outdoor event you will need a costume that helps to keep you warm if it cools after sundown. Be creative and try to have a "musical" themed costume. Elvis, Hendrix, Morrison, are all very easy but yet memorable costumes. I've always found that if you take a store bought costume then add your own personal touch it will make it so much better. Try looking in places like thrift stores, Salvation Army or "used" clothing stores. On the internet, google the words "Halloween Costume" and you will find hundreds of online stores with some of the best costumes available.

MUSIC: Along with the typical songs list, Halloween allows you to play a really different selection of tunes. For background music before the party begins I purchased a set of Karaoke Halloween Discs called "Halloween Hits" vol. #1 to #4. In one CD player (mp3) I will play these discs and in the other I will play a CD (mp3) with scary sound effects to set a mood for the night. There are hundreds of big hit songs by national artists that have a "Halloween" theme that are great to play at the dance. A few examples are: Witchy Woman, by the Eagles, Black Magic Women by Santana, Thriller by Michael Jackson. Frankenstein by Edger Winter Group and Spooky by the Classic IV. Have fun with the music selection.

Decorations: I like to decorate my area

to give a spooky feeling to the event. Buy a cheap bag of fake spider webs to add a touch of scary. The fake spider web stretches out and forms what looks like a real web across speakers, lights, podiums, tables or what ever you have. Large rubber rats, skulls, severed body parts are cool to add. I like to hang a "life size" skeleton from one of my light poles. I will replace two of my standard lights with two lit pumpkins which flash to the music. Use decorations that tie in with your costume if possible. One year I was Leather Face from Texas Chain Saw Massacre. I took a white pillow case and covered it with red paint spots to simulate blood then filled it with rubber body parts. I had chain saws (no blades) rubber chickens and feathers from a pillow tossed about. Before the guests (kids) arrived I started the background music then sat down in a chair away from my DJ booth. I sat still as kids walked by wondering if I was real or a prop. Then when one would get close enough I would jump up and scare the h*!! out of them.

Contests and Games: You can't have a Halloween party without a costume contest. The problem is everyone thinks they have the best costume and should win. If you are the judge, then everyone who didn't win will hate you. To best avoid this problem, either have a "secret" panel of judges doing the choosing or do the audience picks by ap-

plause method. This way it's not your fault if DW dressed as a ballerina doesn't win.

Games always seem to be a big part of Halloween parties. I like to get one of those huge plastic jars from a warehouse type store filled with candy. Empty out the candy to hand out at home. Put a plastic \$25 gift card from a local store into a zip lock bag and place it in the bottom of the jar. Fill the jar with fake eye balls and using green, yellow or red food coloring, add colored water to fill the spaces. Have a guessing contest as to how many eye balls are in the jar. The winner must reach into the jar of eye balls and pull the gift card out. There are many great game ideas at Halloween stores or on the internet that you can play.

The best part is that these parties are not as structured as a Wedding. You can have more fun, do exciting things and be almost anyone/anything that you want to be on this night. Enjoy the moment!

Until next time, Keep on Rockin'!!

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com. Jeff Richards has over 25 years of experience as a DJ/Entertainer and is the Executive Vice President of the Midwest Association of Professional Disc Jockeys, He speaks at National DJ Conventions and for local DJ Associations. Jeff also offers private consultations to DJ services.

M.A.P.D.J., Metro Sound & Light & Martin Lighting Present: Schtick Night & Texas Hold 'em



Monday, October 23
<http://www.mapdj.org>



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8:00 pm Schtick Night • 9:30 PM Poker Tournament.

• NOTICE: 2006 MAPDJ ANNUAL MEETING •

The 2006 Midwest Association of Professional Disc Jockeys Annual Meeting will be held before the Northern Disc Jockey Conference on October 22, 2006 at 3:00 pm. at Mystic Lake Casino.



Learn • Grow • Connect

The Q Corner, Where Quality Meets Quantity

By Mike Walter

When was the last time someone said to you: "So, how's the DJing going?"

Or, "Still spinning records?"

Or worse, "Is that all you do?"

The answer to that last one is very simple, "No." That's not all we do. Not by a long shot. Most Mobile DJs do so much more than just "spin discs." Indeed in this age of the PCDJ, some never even

touch a disc anymore. So let's look at some of the roles we fill at an event and let's recognize the fact that if we are doing these things, we should be marketing these services

and charging accordingly for them. After all when you go to get your car washed they don't detail it for you, change the oil and wiper blades and rotate the tires, and then only charge you five bucks for the car wash, do they?

No, a full service like that would market itself, and surely charge, accordingly.

And so should we.

COORDINATOR

We'll start here because this is usually where the interplay with the client begins. Most Mobile DJs, before they ever even load in a piece of equipment or play a single song, spend some time with their clients coordinating and planning the event. For some, this is a phone call. For others, it's a face to face meeting (or meetings.) Still others go so far as drawing up itineraries and meeting with the other professionals (banquet manager, photographer etc).

Whatever your level of coordination, this is a service. And more than likely your musical knowledge and experience will be tapped during these conversations. A Bride may ask you: "I'd like to do a special dance with my Step-Dad. Can you suggest something?" Or a Bar Mitzvah family might say, "We're having a sports theme so we need an appropriate introduction song." These questions make you not just a coordinator but something of a music advisor as well. And hopefully you are experienced enough and have seen enough to offer insightful answers. Sometimes the success of the event is determined right then and there in these consultations and if you

master the art of coordination, you are almost guaranteed referrals from the client. No one else at the event may realize all the time and effort that went into the pre-planning (in fact a well planned event should look effortless and spontaneous so no one should realize) but your client will always know. And when you play that perfect song they'll be reminded that it was you who helped them select it.

THERAPIST

Along with coordinating, we often find ourselves in the role of counseling. Calming our clients down and being a voice of reason for them. It's natural. Planning an event with the size and scope of a Wedding or Bar / Bat Mitzvah can be extremely stressful. With weddings, your clients not only have the reception staring them in the face, but the major life change of actually getting married. Bar and Bat Mitzvahs often carry a level of social pressure as families attempt to "outdo" other families in their temples. And corporate parties are also a high stress event since everyone there is going to look at the person who put the event together as responsible for it's success. How often do you have clients say, "Just make me look good."

The best way to be a therapist is to

show your clients that they have nothing to worry about when it comes to the entertainment. To reassure them that you are the true professional they thought you were when they hired you.

First, be agreeable when you meet. When a client asks me not to play "The Chicken Dance" I usually tell them, "No problem, that song is kind of cheesy isn't it?" But when a client asks me for it, I tell them it's great fun and it's going to be a highlight at their party. The way I see it, if they have already made up their minds, why should I undermine their decision?

Another way to reassure your clients is to offer good quality suggestions. If a Bride-to-be asks you for suggestions for dancing with her Father and all you have to offer is "Daddy's Little Girl" then you should do some homework. The same goes for introduction music, games and anything else that the client will look to you for. You should have a myriad of choices. Not so many that they overwhelm your client but enough that they are impressed by your knowledge and reassure them that they have made the right choice for their entertainment.

ROADIE

Ever notice that equipment is heavier
Q Corner continued on page 15



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The 2006 Schedule:

Sunday, October 22:

4:00 pm: Registration Desk opens

6:00 pm: Room opens, exhibitors open

7:00 pm - 9:30 pm: An evening with Michael Port, author of "Book Yourself Solid"

Monday, October 23:

9:30 am - 11:30 am: Carr Hagerman, corporate trainer for the FISH! Philosophy

1:30 pm - 2:30 pm: Joseph Mire with 'The Invisible Microphone' (sponsored by NAME)

1:30 pm - 2:30 pm: Jeff Richards with 'To Be or Not To Be Professional'

1:30 pm - 2:30 pm: Jim Weisz with website marketing tips

2:40 pm - 3:40 pm: Bill Hermann with 'The Entertainment Experience'

2:40 pm - 3:40 pm: TBA (sponsored by NAME)

2:40 pm - 3:40 pm: Enhancing photos with a Mac (sponsored by Firsttech/Apple)

3:50 pm - 4:50 pm: Jim Cerone with 'Being The Perfect Host' (sponsored by the ADJA)

3:50 pm - 4:50 pm: Aaron Foster with targeted marketing and developing your personal niche

3:50 pm - 4:50 pm: Video editing one on a Mac (sponsored by Firsttech/Apple)

Tuesday, October 24:

10:00 am - noon: Bryan Flanagan (Ziglar Corporate Trainer) with 'Now, Go Sell Someone Something'

1:30 pm - 3:00 pm: Bryan Flanagan with 'Now, Go Sell Someone Something, The Closings'

3:30 pm - 4:30 pm: Rob Snyder TBA (Sponsored by the ADJA)

3:30 pm - 4:30 pm: Bill Lage with 'Increasing Your Search Engine Rankings'

3:30 pm - 4:30 pm: Photoshop tips (sponsored by Firsttech/Apple)

4:40 pm - 6:00 pm: Peter Merry with 'The Best Wedding Reception Ever!'

4:40 pm - 6:00 pm: Video Editing two on a Mac (sponsored by Firsttech/Apple)

(Tentative Schedule, Subject to Change)

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Values 101

By Dr. John C. Maxwell

When the legendary John Wooden was coaching basketball at UCLA, he seldom made home visits to prospective players. He did make an occasional exception, however, like the time he went to see an extremely talented prospect who had great potential to help his team.

Wooden had every intention of offering the player a scholarship that night. In fact, all the necessary paperwork was ready and waiting in the pocket of his suit coat. But when he left the player's house later that evening, the scholarship was still in his pocket.



What changed Wooden's mind? His decision had nothing to do with basketball, that's for sure. Rather, as Wooden watched the player interact with his mother, he was troubled by what he saw as a decided lack of respect. He surmised that a young man who spoke disrespectfully to his mom probably wouldn't respect his coach, either. That was enough to keep Wooden from offering him a spot on the team.

When Wooden shared this story with me, he noted that he had often passed on exceptional talent if the player lacked good values. "What I have found is, just because the talent and the giftedness is there doesn't mean you're going to be able, as a coach, to bring it out of them," he said. "But if their values are there—the right ones—you can bring the best out of them every time."

This story is a great illustration of an important teamwork concept: Values—those guiding principles that influence and guide behavior—determine the foundation of the team. When the members of a team are guided by respect, integrity, excellence and other positive attributes, their footing as a group is strong. Their shared values provide stability for their organization to build upon.

That's not all a strong set of values will do for a group of people working together, of course. Let me illustrate with a few word pictures.

Values are like glue. They hold an organization together.

Values are like a ruler. They set the standard for a team's performance.

Values are like a compass. They give direction and guidance.

Values are like a magnet. They attract like-minded people.

Values provide identity. They define and identify the team.

It's easy to talk about values in a generic sense. It takes a bit more effort to identify the specific principles that your company or team lives by, and even more discipline to communicate those values effectively to each person you hire. Sharp new employees will be able to ascertain much of what your organization believes in by watching your team in action. But it's always helpful when you reinforce those nonverbal messages with some kind of structured presentation that explains who you are and what you believe in as a company.

I did this very thing several years ago when I moved my company to Atlanta from San Diego. We hired quite a few people when we moved, and to bring them up to speed on where we had come from organizationally, I gave them a formal overview of who we were and what was important to us.

In this talk, I articulated the following values to my team:

1. Personal growth. It is the responsibility of each individual to grow personally, but it's the leader's responsibility to help facilitate that process. You can grow your organization only as much as you grow your people.

2. Making a significant contribution. I believe every person ought to do something that he or she truly believes is making a difference.

3. Living and working with passion. I don't know about you, but I want everyone around me to love what they do as much as I do. I have

no desire to motivate people the people I work with to get passionate about life. I would rather beg them to find another job!

4. Commitment to excellence. As I've written in this column before, I believe each of us should set the bar higher for ourselves than anybody else will.

5. Team leadership. The only way to build a successful organization is by developing a great team around you.

6. Living a life of integrity. Without this, everything else is meaningless.

Finally, the best way to ensure that everyone on your team is guided by similar principles is to examine each prospective employee through the lens of your organization's values and hire only those individuals who share those same values. If their values already match yours, they'll fit in much more quickly and start being productive a lot sooner than they would if you had to help them adapt to your company's mindset.

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."

His Training program on building and developing leaders will be presented on March 19-20 in Minneapolis, Minnesota for current and up-and-coming disc jockey industry leaders. For more information, visit <http://www.discjockeynews.com>.

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Improve Your Time And Your Time Will Improve You

By Harvey Mackay

In the 1920s, Charles Schwab, chairman of Bethlehem Steel Company, called in management consultant Ivy Lee to give him advice on how to better manage his time. After observing Schwab for several hours, Lee gave this advice: "Every evening write down the six most important things that must get done the next day, and list them in order of importance."

Schwab asked Lee how much he wanted for this advice and Lee said, "Use the plan for six months and send me a check for how much you think it is worth." After six months, Lee received a check from Schwab for \$25,000 -- which was really a lot of money 80-plus years ago.

Time management tips -- if they truly work -- are invaluable. That's why allocating our time should be a top priority. Over a lifetime, it's incredible how much time you can save, and the advantages you can achieve, often while you're sitting on your duff in your car.

The late management guru and author, Peter Drucker, said, "Time is the scarcest resource, and unless it is managed nothing else can be managed."

I stumbled upon this list I created many years ago, but I continue these practices today.

Never travel without a recorder at your

side so you can verbally make notes to yourself while driving. Keep that recorder with you at all times, including on your nightstand when you're sleeping -- but still thinking. No matter where I am, I have the ability to record notes -- be it in my Blackberry, tape recorder or pen and paper. I also have a dedicated phone line that I can call 24/7 and have all my messages transcribed by 9 a.m. the next workday.

Use your cell phone in your car, and I might add on speaker, so you can have both hands on the wheel.

Always phone ahead when you make a call on a customer or prospect.

Want to avoid telephone tag? Never leave a phone message without telling the other person exactly when you can be reached.

Park your car in a getaway position. Find out the best spots for restaurants, athletic events, concerts, etc.

Turn your car into a university and listen to MP3s, CDs or audiotapes that teach you something. (If you drive 10,000 miles a year, you will spend the equivalent of 2 1/2 years of your life in your automobile.) Do the same when you run or exercise.

Always carry something useful to read if you ever have any down time.

If you are in sales, arrange to have coffee with customers and rarely with other sales-

people.

Take a speed-reading course.

Always get the name of the person to whom you're talking when you are making a service or product complaint. It will cut down the number of follow-up calls and speed up the process. People pay attention when they know you're "taking notes."

Always ask your subordinates to report their conclusions and recommendations in two sentences first, then decide if you really need any explanations.

Reprioritize and revise your schedule at noon every day.

Avoid people who waste time.

If a sales person starts to pitch you something you know you don't want, interrupt them with: "Excuse me. I respect your and my time too much to let you continue. I know that I couldn't possibly use this. Good luck with your next prospect. Goodbye."

Praise subordinates who transact their business with you quickly and reprimand those who don't. Many people think that spending more time with the boss shows their importance. Don't reinforce that idea.

Avoid people who waste time. (I know. I know ... I said this before, but this is really, really important.

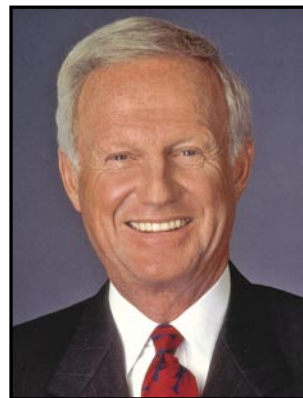
Schedule any meetings with time wasters shortly before they must leave the building.

Schedule phone meetings or on-line conferencing instead of physical meetings whenever appropriate. Be as prompt and attentive for these meetings as you would for a face-to-face meeting.

Go to other people's offices for meetings because you can leave their offices a lot quicker than you can get them to leave yours. This gets you out from behind your desk and seen by others. Plus you will learn something new while you are out.

Mackay's Moral: Don't just mark time; use time to make your mark.

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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A Crash Course In Failure

By Michael Edwin Q.

I would like to start this article by extending a heartfelt apology to all those hard working and talented DJs out there. Being the manager of the oldest Entertainment Agency in the southwest (JOAN FRANK PRODUCTIONS [1934] – Dallas, TX.), in all my years I have seen fads come and go, and when DJs started to come into vogue, I suspected it to last only a few months – I was wrong. My other mistake at the time was to underestimate what was needed to be a successful DJ. “After all,” I thought, “even a monkey can push a button?”

So, I began to hire DJs without really checking them out. If they had decent equipment and a good song selection, I would send them out on a job. That was my next and biggest mistake. Clients began calling on Monday morning to complain about the DJ I had sent them. I was perplexed. How could they screw it up? All you have to do is press a button and let the song play; a minimal amount of brains and talent are needed! Wrong again!

I realized then and there I would have to change my approach as to how I hired DJs. But those first initial weeks were a learning process for me. I asked my clients “If all he had to do was simply spin songs; how in heaven’s name could he be a bad DJ?” The answers they gave me were numerous and ran the gambit from “He was rude” to “He smelled bad”. Following are some dos and don’ts which relate to some of the complaints that I heard from my costumers then, and some that I still hear to this day.

Being on time is a must, but being early is better. Be well prepared; know what kind of party it is, who’s in charge, what is expected of you. The night of the gig is no time to ask essential questions.

Appearance is paramount! That includes fine grooming, as well as dressing for the occasion. You’re an entertainer; you must look and act the part.

Sure it’s a party; but it’s not your party! Don’t think you can start acting like a guest by eating, drinking, dancing, flirting...etc. Be friendly, but not familiar.

Play the music they want to hear, not what you want to hear. Your job isn’t to introduce anyone to something new and different. It’s not the time or place. No matter what you may think of their taste in music; it’s not your place to question it. Just give them what they want, and at the volume they desire it. This is a main complaint of clients, “He played what he wanted and it was too loud”.

There is a fine line you must walk between talking too much and not talking enough. I get complaints that range from “He wouldn’t shut up! He had to be the center of attraction the entire night” to “It was like he wasn’t even there. He had the personality of a fence post”.

Attitude is everything. A happy, smiling, can-do attitude, under any circumstance, will win an audience over, every time. This also means acquiring a thick skin. Even the best of the best can’t make everyone happy every time. Complaints are bound to happen. If you put up your defenses, you’ve lost. I’m not saying you need to let people walk all over

you, but remember, “Smile and the world smiles with you. Cry and they’ll never hire you again.”

Lastly, make sure the clients feels they are getting their moneys worth. For some reason, a song or two played after your scheduled quitting time can make all the difference to a paying customer. Don’t be in a hurry to leave. Ask them if there is anything else you can do for them, and don’t forget to thank them. Make them feel like a million and they’ll think the same of you. Remember, the best advertising is a satisfied customer.

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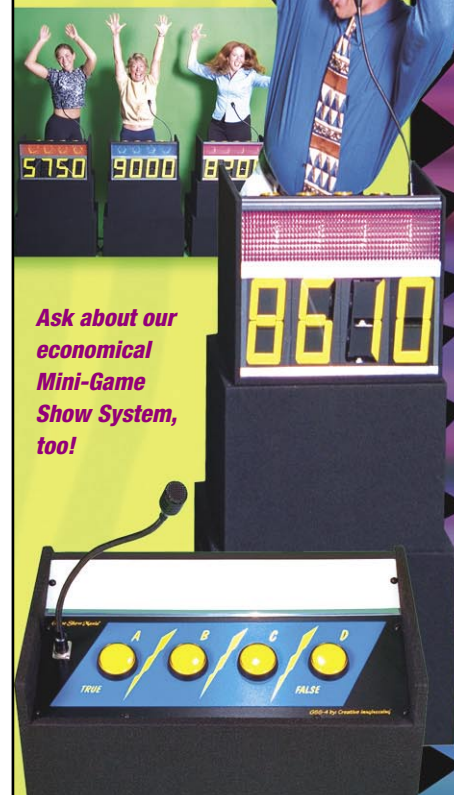
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Can I Have Your Order Please

By Dan Nichols

Are you visiting the stove of life and asking for heat but forgetting to feed the fire? Believe it or not most of my clients have to pause before they answer and often the answer is, "well, yeah." Whether it's in your business or some other area of your life, all results come from an order -- whether the outcome is

good or bad. If you're looking at your results as an entrepreneur and wondering 'why oh why aren't things better' you need only look in the mirror to find the biggest obstacle your business will ever face.

Every great chef knows that baking a great dish is the result of following a specific recipe. Great entrepreneurs almost without exception when reflecting on their success in business would tell you that their success was also the result of a great

recipe. Success is the result of following the natural order success demands. I didn't invent it, you didn't invent it, but it has certainly undeniably always been here -- it just IS. Life has a natural order -- look at our biology, our ecology, our education our spiritual development, athletics and so forth -- there is order.

Success comes as a result of three things all dependent on one another. More often than not, people will set out in a business of their own without giving much thought to the order a successful business demands and on top of it, they will often do it without the help of someone experienced in such matters. We'll hire a coach to help us with our golf swing, a specialist to program our computer, an instructor to show us how to dance, a roofer to roof our house, a doctor to cure our ills and a plumber to fix a faucet but we'll start a business endeavor at the drop of a hat with just an idea and a little inspiration. Of all those things I mentioned, plumbers, doctors, golf pros etc., every one of them has an order of doing things to reach a goal -- everyone of them. A doctor walks thru several protocols and by process of elimination determines what's going on

with his patient. A plumber methodically figures how to cut each pipe, where to install each valve and so forth. Airplane pilots use instruments, maps and geography to determine the best way to get somewhere, public education uses a path to take you from flash cards to geometry, and letter blocks to English composition.

Failure to order and plan, failure to see things clearly and follow the necessary steps to completion creates a disconnect and rarely is this disconnect identified. What then happens in most cases is the entrepreneur begins circling the drain because of a lack of direction. Some entrepreneurs may be lucky enough to tread water without the spin down but most take the inevitable plunge to the murky depths of business failure or worse yet, they create a job for themselves often working twice as hard for the same money they once made at a regular 9-5 bread and butter job. And I say "worse yet" because at least when we fail completely at something, we stand a greater chance at learning what it was we did wrong.

As a professional business coach I'm here to tell you, you can not only

stay above water but you can jump out of this wake of mediocrity. This feeling of discontent with where you're at in your career or business is what I call disconnect. A close cousin to anxiety, it's a feeling you get when you just can't figure it out, something is missing and you just can't pinpoint it. I'll pinpoint the 3 components to success for you in an article to follow called the "3 Imperatives to Success." For now, know that success demands order and without knowing the order, you'll be on your quest for the treasure with a map that looks more like a maze. Coming up in some articles to follow I'll shed some insight into why most mobile disc jockeys are frustrated with their financial situations. Here is a clue - it has to do with what they think they are.

Dan Nichols is a professional business coach and published author based in Michigan. He also has 16 years experience as a mobile dj. As a coach he helps his clients discover which steps to take next to grow their business. www.businesslaunchexpert.com or by phone at 248-541-0250.



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Q Corner continued from page 6

on the load out? That after the gig is over your speakers weigh more and your top half is bulkier? I look at my sound system sometimes after a party and wonder if it would be easier to just leave it there and buy a whole new one tomorrow before my next gig. That's the life of being an entertainer and a roadie.

We have a few banquet halls in our area that have a strict rule: No changing in our bathrooms. Lovely. Okay, so here it is, mid-summer in the north-east. Ninety degrees and humid and I've got to load a sound system in, set it up and then look presentable an hour later without changing my tux shirt. Thanks! That also is the life of being an entertainer and a roadie.

There are DJs and companies that have roadies but the vast majority of the Mobile jocks I know load in their own gear, set it up and sound check it by themselves. And yes, after dancing around for four hours, they all load the thing out instead of buying a new one tomorrow. Maybe they have an assistant to help lift the heavy stuff and hold the doors, but let's face it, when it's your gear, who else is going to carry it?

DISC JOCKEY

Yes, we do still spin discs. And though they aren't made of vinyl anymore, the mixing of music is one of the most important things we do. Keeping the "sound track" of a party flowing

smoothly and seamlessly is one of our most important tasks.

It is true that our level of artistry may vary from the most proficient mixers to the most basic segue-ers. Nonetheless, the "disc jockey" role that we play at parties is essential. And no successful Mobile jock can exist without at least a rudimentary idea of how to mix.

PROGRAMMER

Mixing is important. Mixing the right music is just as important. Pacing a party and peaking a party are talents that every successful Mobile jock possesses. Also, working with a client's request list, and maximizing that list for the best results, are abilities that we all are proud of. Radio stations have full-time program directors that decide the same thing we do. Yet they do it in the quiet and solace of their offices after studying charts and ratings and with no immediate pressure on their decisions. We do it on the fly, with a million other things going on and the pressure of a full dance floor weighing on our shoulders.

EMCEE

When I train new DJs I tell them their voice is their number one tool. Being a "Master of Ceremonies" means utilizing your voice to maximize every moment at the event. We direct people. We move people. We motivate people. And if we are good at what we do, our voice is never annoying. It is always assuring and

confident.

Peter Merry, owner of Last Dance Entertainment in southern California and Past President of the A.D.J.A., says that the emcee on the microphone at a party is a "spokesperson" for the families and the guest of honor. That description puts the onus on the DJ to act according to the family's wishes, which is why I love that point and teach it to my recruits. Finding out what "style" of spokesperson your client wants is your first job (and should happen in the coordination phase). Delivering that style at the event is an essential part of being the emcee.

RING LEADER

When I was young I used to work at the local church doing maintenance work and odd jobs. The head maintenance man there, a man named Brendan Holihan, was a real salt-of-the-earth kind of guy. He taught me more about management than any book I've ever read and I find myself repeating him more often than I'm even aware. One of things Brendan used to say was that if you showed up somewhere with a clipboard you could steal just about anything. He exaggerated of course but his point was the clipboard makes you an authority. It makes people think, That's the guy who knows what's going on.

At parties, it's not the clipboard as much as the microphone. Once people see you with the microphone and hear

you make announcements, they assume you know it all. How many of us get asked to turn the Air Conditioner up. Photographers ask us when Cake Cutting will be. It's all about the microphone which makes us the de facto authority. And if you happen to use a clip board too... look out!

Being the ring leader at a party is not a bad thing. For me, I've always seen it as a way of expanding my "coordinator" role and making sure that nothing happens at an event without my knowledge. And when banquet people and photographers in your market learn that you can deliver a smooth and efficient party, they'll respect you and more importantly, many of them will refer you. And so what if I have to point out to some people where the bathrooms are.

As the professionalism in our industry continues to rise, and as our rates climb accordingly, it is becoming more and more important that we understand our roles and market them correctly. Throwing a great party is not your only job and surely if you have had success as a Mobile DJ it is not the only thing you do.

Mike Walter is the owner of Elite Entertainment of New Jersey and a nationally recognized expert in the area of multisystem company development and staff training. You can contact Mike at mikewalter@discjockeynews.com.

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Be A Follower!

By: Aaron Foster of Marketingforentertainers.com

As business owners we all want to be on the cutting edge; we all want to be leaders in our fields. We want to be the best, fastest, and first. But the secret to real business success comes from following...

... following up!

Here are three scenarios in which following up will benefit your business, build your business, allow you to give fantastic customer service, and turn you into a leader in the entertainment industry:

Follow up with the prospect:

When a prospect calls you for quotes, availability, and questions about your experience and play list, don't hang up and forget about them until the next time they call. (If they ever call back). Politely get some kind of contact information (including their phone number and/or email address) and contact them again.

If you have their email address, set up an autoresponder series to connect with them on a regular basis. If you have their phone number, give them a call in a week, then in two weeks, then

in a month, then monthly after that until you have the booking. No matter how you contact them, in all cases, be polite and let them know that you're busy but would love to include their event in your schedule. Until you get a firm "no", they are a potential "yes."

Follow up with the customer:

Once you have the booking, set up a time to sit down with them and go over their event. Don't make it seem like a hassle or something they must do... make it seem like it's something you love to do so you can carefully craft the very best event for them.

Depending on the event and the timeline, even more than one "planning session" could be appropriate. In each case position yourself as the expert who simply wants to help them out with consultations that will ultimately allow them to enjoy the event even more.

Follow up after the event:

After the event, follow up with them on two things: Did they enjoy themselves and do they have any suggestions for the future? And, do they know of anyone who you should call to talk

about an upcoming event? The most profitable businesses never need to advertise because they get their business through word of mouth. By making sure they were happy with your service and by getting the names of others, you'll get word of mouth advertising at a stunningly low cost of \$0.00.

This could be a simple phone call and call it a "post event consultation". Make it short and if it was a wedding, and then send them a "congratulations" card.

These three follow up events can help to increase the number of calls you get, improve your conversion ratio (the people who call to the people who book), and can help reduce the amount

you need to advertise.

Many DJs do it already, and I'm sure you've read this article thinking "I do that already". But the real question is, does it just happen or do you have a written and specific plan with goals for each follow-up meeting? Following up will separate a good DJ from a bad DJ. Following up with a specific, written plan will separate a great DJ from a good DJ.

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 to get your copy every week!

Situational Analysis

Tom Ohlendorf, Good Knight Entertainment

Situational analysis, what is it? Well, it is also known as WWYD or What Would You Do? But, basically it is the development of scenarios that have happened to you or other DJs and putting yourself in the scenario to determine how you'd handle the situation. The purpose is to develop your skills of thinking on your feet and looking at the situation objectively.

When I used to umpire high school baseball one of the umpires that ran the association would do this and I think it is a good thing to apply to your local association.

How's it done? Simple, think back on some stuff that's happened to you and recreate the situation or peruse any of the DJ boards and look at some of the situations that have been posted there. Then come up with a summary of the situation, generalizing as much as possible. Finish it off by asking, what would you do?

An example:

You are working a birthday party. The person that set it up has asked you to be

formal because it is an elegant birthday party. You arrive, setup, do all of your checks, and change into your tux. In comes this guy in a tux that hands you some paperwork and says that this is what you'll be working from tonight. You have in your hands all of the planning materials for a wedding. It turns out that this wedding coordinator read somewhere that DJs charge more for weddings and had the bride book you as a birthday party. What would you do?

Another example:

You are a computer DJ. In your rig you do have a burner, the software to burn a CD, and you do have some blank CDs with you. A DJ from the next room comes in and he's in a panic. It seems that the first dance for the wedding he is doing is Etta James' "At Last". He can't find his copy. He wants you to burn a copy for him. What do you do?

There are no right or wrong answers. It is simply a point of discussion for you and your association.

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Product Review: Velocity mp3

For information on how to have your product reviewed, email djnews@meltel.net

When I first started DJing, it was right in the middle of the old 45 record craze.

You could go down to the local drug store and pick up the latest hit song on a 45 record for about \$1.49. The biggest problem was there were only two songs on any record, and it almost never happened where both sides were usable songs.

Our DJ generation grew up with the 'one song per disc' mentality.

Down the road someone came out with the compact disc, and we could now buy a disc about the same size as the old 45 with up to 20 songs on a single disc! This was progress! The next generation of DJs could now bring ten times the music we could originally handle in 1/3 the space.

But, times continue to change. Today we are looking at one of the new mp3 playing CD players on the market: the American Audio Velocity mp3 dual CD player.

The Velocity is a higher end professional dual CD player which can do something very neat: it can read and play data discs loaded with mp3 files.

For those of us that used to carry around the one-song-per-disc inventory, the ability to have 120-130 high quality mp3 songs on one disc is amazing!

First off, let's look at the Velocity player. The first thing we noticed when setting

up the player is that it isn't a flimsy, cheap looking CD player. It is very well built and was certainly designed with durability on the road in mind. The buttons and the jog wheel are solid and responsive, just as you would expect. There isn't the 'play' or looseness you might find in an entry level piece. This deck is built well and designed to last a long time.

The Velocity is also designed for the 'dark DJ booth'. The controls light up and are very easy to see in a darker room, and the LED light on the front load CD slots really help in the low light situations. This is a long way from the old days of holding a flash light in one hand and cueing with the other.

The first thing I did to get ready to test the Velocity dual CD player was to pull out some very old CDR discs I burned with mp3 files back when they first came out. These were early generations CDRs and were not the greatest quality. I used one of these discs on one side, and a recently created mp3 disc on the other (of the same songs).

First off, even though the older disc would not read on some computers, the Velocity found it and all folders just like it did with a new disc. With 6 folders on the discs (120 songs) it found the information and was ready to play a song within

10 seconds of putting the disc in. With a bit of practice, I could put either disc in, jump to folder 4 and play track 10 in under 15 seconds.

Now, if you only saw the folder number and track number, that wouldn't be that neat. But the Velocity shows you the name of the folder and the track mp3 tag information as you click through the songs. So, if your folder is the album name and the song titles are correct, you can flip through them quickly and see exactly which song you want to play. No more trying to read the tiny type on a CD sleeve insert!

The Velocity has a ton of great features including scratch, filter, echo, trans, skid, phase, flanger, pan and bop. Used correctly, many of these can add some life to the same old songs you have played over and over again (like making your own special version). The real value is to practice with a few and learn which ones work best together (did I mention some of these effects can be layered over each other?) to create unique versions of songs or to create unique high energy mixes during your favorite dance set. The Velocity has some great tools to bring out your creativity at a show and make yourself stand out for your mixing ability in your market.

Another neat feature includes the BPM counter. This seems to be one of the most accurate BPM counters I have tested. It also works with the different effect options keeping everything in sync with the music. This really is neat when applying some ef-

fects to the end of one song when doing a high energy mix.

My favorite feature (well, as if having all of your music on 50 cds instead of 500 isn't cool enough) would be the "Power Touch" touch sensitive interactive jog wheel. The jog wheel has a solid, high quality turn table type feel. You are not trying to work with something that feels like a cheap plastic knob here! But, what it has beyond a traditional turn table is the ability to react to light touch on the wheel while in the scratch mode. You can lightly tap the wheel and add some very neat mixing/scratching effects to a song and with limited practice (or mixing knowledge) and sound like a pro!

The list of features goes on and on with the Velocity. There is sampler with three assignable locations, a flip flop feature to play songs alternately between two discs, as well as a great seamless loop feature. There are many more features, but we just don't have enough room to cover all of the useful features of the Velocity. The unit is designed for the serious DJ who is looking for a well built playback deck that is easy to use, yet has the features to mix and sound great in the club.

The list price for the Velocity mp3 dual CD player is \$1299. Street prices are generally under \$850.

For more information on the Velocity or other American Audio gear, visit: <http://www.adjaudio.com>.

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4. Fergie
5. Panic! At The Disco
6. Nelly Furtado
7. JoJo
8. Sean Paul F/ K.Cole(When You Gonna) Give It Up...
9. Cassie
10. Christina Aguilera

Rock

1. Three Days Grace
2. Stone Sour
3. Audioslave
4. Nickelback
5. Hinder
6. Breaking Benjamin
7. Disturbed
8. Shinedown
9. Buckcherry
10. Red Hot Chili Peppers

- SexyBack
- Buttons
- Far Away
- London Bridge (Oh Snap)
- I Write Sins Not Tragedies
- Promiscuous
- Too Little Too Late
- Give It Up...
- Me & U
- Ain't No Other Man

- Animal I Have Become
- Through The Glass
- Original Fire
- Rockstar
- Lips Of An Angel
- The Diary Of Jane
- Land Of Confusion
- Heroes
- Crazy Bitch
- Dani California

1. Chingy
2. Yung Joc
3. Lyfe Jennings
4. Ne-Yo
5. Young Dro
6. Ludacris
7. Chris Brown
8. Janet Jackson F/Nelly
9. Sean Paul F/ K.Cole
10. Ciara F/ Chamillionaire

Urban

- Pullin' Me Back
- I Know You See It
- S.E.X.
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- Shoulder Lean
- Money Maker
- Say Goodbye
- Call On Me
- (When You Gonna) Give...
- Get Up

Country

1. George Strait
2. Steve Holy
3. Josh Turner
4. Wreckers
5. Brooks & Dunn
6. Heartland
7. Keith Urban
8. Faith Hill
9. Dierks Bentley
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The DJ Swap Shop

For Sale: Purchase the BPM List 2006 Edition today at bpmlist.com." (TFN)

For Sale: DJ equipment \$2,900: 1 Numark (CDN-34S) Professional Dual CD player with anti-shock. 1 Gemini Platinum series stereo pre-amp mixer (PS-900). 1 ETA conditioned power distribution (EMI/RFI spike surge protection) (PD8L). All professionally enclosed in 1 Fiber Tech DJ case. (2) Community 2-way loud speaker system (XLT 47) (each speaker cabinet contains two 15" subwoofers and a single horn). Contact Randy 703-491-3557 or email: occarshow1@yahoo.com.

For Sale: 2 Mackie powered subwoofers SWA1501 With 2 custom quilted covers and 2 pole mounts (SPM100). Total original purchase price: \$2256. I only used these twice. Everything looks just like brand new. Asking only \$1800 OBO. Call Tim at 314-705-0680

For Sale: 4 Martin MX-4 fixtures/with

2510 Controller; 1 MobaLazer ML-8/with G-Scan Head, all accessories included, loaded mint condition, and never used. 0 Hrs; 2 Lotus's, need Lamps; Assorted O-Clamps, bar clamps., tri angle truss, regular trussing; 2 complete par can systems, 1 4800 watts, 1 2400 watts, 1 american dj, 1 lightronics, With gels; 1 pair Klipsch LaScala 's. 1 pr MTX Dual Subs 15", 1 pair Klipsch Cornwalls. Much more stuff, all in excellent condition. Contact Jeffrey at muffin1@uscellular.blackberry.com or 319-430-2801

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mail at DJPaul8463@Verizon.net.

For Sale: Thousands of 12" records from 1986-present. I belonged to the Ft. Lauderdale/Miami record pool and was #3 in pool. I recently stopped the pool and now have 1000's of used in mint shape and hard to find import records. Selling whole lot or by the piece. Make me an offer!!! Randy 954-214-9870

For Sale: Large Collection of 45's (over 5,400) Doo wop, Disco, classic rock and country. Very Good to mint condition (all in sleeves) \$21,000.00. or best offer. Serious inquiries only. Call Joe (727) 861-3335

For Sale: Chauvet Par 38 Lighting System. Four spots with gels, tripod stand, controller, foot switch. \$75. Kansas City 816-519-5555.

For Sale: (16) Martin 812s in cases, (7) 2510 martin controllers, in Minneapolis area. 877-775-4784,

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