

Disc Jockey News



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The Regional Disc Jockey Newspaper

Free

'American Idol' Your Business

by Aaron Foster, MarketingForEntertainers.com

I want to start out with one point and I will expand on it later. Here is the point:

Too many of you are doing too many things within your business for too little money!

For months and months of writing these articles, I have been PREACHING the art of "niche and grow rich." For those of you who are new or those of you who can't remember, I will take a moment to revisit what niche marketing means.

"Find a focused need, fill it, and go deep within it" - that's what niche and grow rich is all about. Finding a "focused" group of people, with a specialized interest, eager to buy (the niche), promoting a suitable product or service to all those interested in buying it (fill it), and finding every possible income source within that niche so that you can grow rich (going deep).

What market is your niche?

I have a lot of business cards from various disc jockeys all over the world. Many of them say we do: weddings, schools, corporate, birthday parties, bar mitzvahs, teen dances, anniversaries, nightclubs, quinceaneras, block parties, sweet 16's, etc. You may be laughing,

but I have seriously met entertainers who have all of those things listed on their card. How can you do all of those types of events and be good at any of them? Think about it! **YOU CAN'T!**

What you can do is choose a maximum of TWO markets that you want to focus on. Design your marketing materials to fit EACH market. I am not talking about a website for weddings and corporate, but rather TWO DIFFERENT websites: one for weddings and one for corporate events. I know that you think this will cost you more money, which it will, but the pay-off in the end will be much higher. *People will be more likely to hire you for higher fees when they feel that you are an expert in that market.*

So what does American Idol have to do with this?

Last night I was watching the season recaps from American Idol seasons #1-4. What an amazing show that finds talent of ordinary people and changes their life over the course of a few months. I don't want to get too caught up in the show, but rather the concept behind it. Simon Fuller (creator of American Idol) is an absolute genius. Many new reality shows have followed his footsteps in creating their own niche, but none of them have done it as well as Fuller.

First of all he started off with a show concept

that he thought would be hot (the niche) and he involved the audience and viewers (focus group) every week. The audience and voters would vote every week and that would be a reason they would come back. It was kinda like watching 12 different football teams playing in the same game because EVERYONE has their own person that they are cheering for, but they are part of a nationwide team of fans that is rooting for that person. Houses and relationships were divided because of who they were rooting for. It was a great night for the entire family to be gathered around the TV.

American Idol was not only making money off of the advertising, the commercials, and CD sales, but also the tour that they put many of the top contestants on after the conclusion of the season. Here is the GO DEEP part of the niche. Simon Fuller has taken this entire thing to the next level by even selling the fashions

that each of the contestants are wearing during their performances, selling downloads of songs and videos, selling ringtones, VIP memberships merchandise store, and much more. In my opinion, Simon Fuller deserves an award for being the sales and marketing genius of the century. I could go on and on for the entire newspaper about how brilliant of a concept American Idol is, but I won't. If you can just model your business after a "niche and grow rich" business like that, then you will have more shows and more money than you know what to do with. "Niche & Grow Rich!"

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!

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Brand New Audio Program Released

Monthly audio program will help you increase your business.

Dallas, TX – MarketingForEntertainers.com has just made **TWO HUGE announcements** that may affect your business.

"I wanted to come up with an idea that would help out fellow entertainers on a monthly basis. I know how giddy some dj's get waiting for their monthly industry magazine or hit music CD to arrive. *That is where this whole idea came from,*" said Aaron Foster, owner of MarketingForEntertainers.com

BUSINESS BUILDER MONTHLY FOR ENTERTAINERS will be an audio CD program that will give you tons of information to help you INCREASE YOUR BUSINESS and make more money.

After much thought and consideration, Aaron has decided to come out with **TWO MONTHLY AUDIO PROGRAMS!** Call him crazy, but he wants to pack your business toolbox with as much information as possible so that you can make as much money as you want. Every

month, you will get both the **Sales Edition** and the **Marketing Edition** of the *Business Builder Monthly* delivered to your mailbox. That's 2 audio CD's delivered to you EACH MONTH! **Over 24 audio programs that you will get each year to help your business.**

"When I was thinking about this idea, I was trying to think of all the possible business topics that I could talk about. Most of them were either sales or marketing topics. I was even thinking about the different markets that entertainers work and how I could dissect the sales and marketing portion into part of this. It would take **over 10 years worth** of monthly audio programs in order to cover the topics on these areas alone," said Foster.

The topics will always be changing in order to address the changing needs of your business. For instance, the first month will be about creating your 30-second elevator speech to let people know what

you do. Next month's program will be about building "Strategic Alliances" and how they can have a substantial difference on your business than just referrals. One idea (which there are many more than that) in just a single monthly audio program will pay for YEARS of this audio program series.

The audio program is very reasonably priced at \$29.95/month (which is the Disc Jockey News Subscriber Discount) and you will get BOTH the **Sales Edition** and **Marketing Edition** of the *Business Builder Monthly for Entertainers* PLUS you will be considered a Platinum Member. As a Platinum Member, you are going to be **invited to special member-only quarterly teleseminars** in which they will be inviting some very amazing guests, **discounts on future products/training, a special Platinum members forum only** and also some other soon-to-be-revealed special bonuses and surpris-

es that they are still working on.

Sign-up at www.marketingforentertainers.com/djnews.htm or call 888-777-1865

Here is the best part: If at anytime you are not happy with the product, you may cancel at anytime. There are no long term agreements or anything like that. Just simply send an e-mail and they will be more than happy to immediately cancel your subscription. Don't worry, the bonuses are yours to keep just for trying out the monthly program.

SECOND ANNOUNCEMENT: MarketingForEntertainers.com has just come to an agreement with TM Century. If you are one of the **first 50 people to sign-up** for the Business Builder Monthly, you will get **TWO FREE TM CENTURY PRIMECUTS CD'S!** Click on the links above and find out more information about this.

Sign-up at www.marketingforentertainers.com/djnews.htm or call 888-777-1865

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Classified ads: Classified ads are free for the first 20 words and \$.50 per word thereafter. Classified ads must be paid in full prior to publication. Ads can be submitted via mail with an accompanying check or they can be submitted via email. We reserve the right to edit or reject questionable ads. Classified ads taken via telephone will receive an additional \$2.00 handling fee.

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Encountering The Enemy Part 2

By Dude Walker

There are several mind sets that MDJs subscribe to. There are MDJs that aspire to be as legitimate as possible whereas there are others that view the MDJs industry as a license to steal. There are MDJs that routinely offer customer service prior to an event whereas there are others that seem to not want to be bothered by client needs and details. There are MDJs that underscore their skills and abilities as their greatest feature whereas there are others that promote their value based on the gear and quantity of which they are willing to show off for less than the "street" rental price of the gear.

After all, all's fair in love and war...but what about business? Where is the honor...where is the integrity? Is their any wonder why the MDJ industry is given such little respect?

As the wedding season gets into full swing in the upper mid-west I've made it a point to speak to well over 200 full-time and part-time MDJs. After one gets past the postured blustering nearly all are experiencing either lower closure rates, last minute bookings or loss of "sure thing" bookings to companies they've never heard of. Uniquely, only ten of the companies I spoke with are reporting a better than expected year. Coincidentally, these ten companies are all charging less than \$450 for their shows. Hmmm...

So here we have it. A competitive marketplace with various business mind sets experiencing similar problems. How can this be? When so many MDJs would rather chalk these problems up to regional differences? How can DJs from over 25 states and Canada be experiencing similar things? What's the common denominator? What's the catalyst? Or should we subscribe to an immature belief that this is all just rampant chaos with just the allusion of commonality?

Three weeks ago I had the opportunity to play in an adjacent room to a company that was chosen for a wedding over mine. Looking back at the notes in the file, the main reason was "they found someone more affordable". In the interest of self-improvement I routinely inquire if there was there something that the client was looking for that we didn't offer and the usual answer comes back to price. I then inquire who they hired. I was completed with my setup by 4:15 pm (clients arriving at 6:00 pm)...other DJ not there yet. I leave to freshen up and return to play dinner music for 273 guests and the wait staff informed me that the DJ next door had just showed up to setup. I ducked into the serving hallway and peered through the security eye to view guests arriving while the DJ was setting up gear in a room set for 400+ guests. My contract was to run to midnight whereas the other DJ was to play until 1:00 am. By 10:00 pm I had hit my stride with my dance and had handled most of the interactive pleasantries. So with a full dance floor I decided to duck into the serving hallway to take a peek next door. 10:07 pm, 2 people on the other dance floor. Assuming that it was anomaly I check back 6 times in the 10 o'clock hour. Wow! Only once did I see more than 4 people on the dance floor and that was topped out at 12. I couldn't resist, I had to pop my head in to see the guests...or should I say lack thereof. Over half the tables were empty and most guests had their arms crossed peering at the DJ with a look of disgust. Feeling somewhat vindicated I returned to my show and poured on the steam. Around 11:20 pm I noticed something curious on my dance-floor. Not one...but two wedding gowns. There she was...the bride that passed my company over on price - dancing in front of me at another brides wedding dance. I had so

many thoughts and comments running through my mind...alas I uttered not a word.

As I closed down my dance at midnight offering one more round of congratulations to the bride and groom, the applause died down and the final notes emanated from my system a comforting calmness set into the hotel ballrooms broken only by the murmur of departing guests, orders of one more round of drinks and the chatter of how to move all the wedding gifts.

I left the room to pull my vehicle into the loading dock only to encounter the other DJ or should I say 3 DJs closing the doors to their vehicle. I asked them how their night went and they happily said the bride had to leave early so the dance was done. I inquired why she left...oh they wanted to get an early start on their honeymoon. I said really!?! (grinning inside) Don't you just hate it when that happens. They added that she didn't want to dance to anything. I said oh really?! I thought she was a good dancer. They asked how would you know? I said I can only go by what I observed on MY dance floor. A bit confused they asked what I meant. So I directly explained that their bride showed up at my dance for about a 1/2 hour. I'm not sure which expression I liked more: constipation, contempt or embarrassment but their looks were priceless.

I inquired if the gentlemen would consider an invite to attend a local DJ association meeting. They declined asking what's in it for them. <(ignorant question) I said a group a MDJs owners gets together and shares ideas, skills, business concepts and war stories. They further replied they didn't want to have anything to do with people trying to unionize DJs... <(ignorant statement) I was compelled, so I asked: Just curious, pertaining to DJing what type of formal

training, business training or continuing education have you participated in? (It is better to remain silent and be thought a fool than to open one's mouth and remove all doubt - Abraham Lincoln) Their reply: Who needs that? All you need is some good music and flashy lights. <(ignorant fools) I countered: I beg to differ. There are people that actually treat this as a business...I'm one of those people. They responded: Well where else are you going to make \$300 partying on a Saturday night. I asked: Is that \$300 each? They said: No, we split it 50/50. (I'm now burying my forehead into the heel of my hand - \$300, 50/50, 3 ways...?) They asked sarcastically: So how much did you get paid. My response: You don't wanna know. As I opened the doors to my cargo trailer they implored me to share what I got paid. I said the only difference between your \$300 and my \$300 is that my \$300 is per hour. They scoffed and inferred I was full of it. I just shrugged my shoulders and strategically placed my contract face up on the dash of my vehicle. They objected: What makes you so special. I replied: Three things: #1 Experience, #2 a full dance floor and #3 I'm mature enough to continue my education by attending conventions, seminars, reading books and treating my company as a business...not a hobby.

As I entered the hotel for my first load of gear I looked back to see 2 of the 3 DJs looking at the contract on my dash I'd left face up on purpose. The stunned look on their faces was them realizing that they just had their "antlers" tore off...due to sheer ignorance.

I, for one, will be attending the Northern Disc Jockey Conference this October in Minneapolis...will you?

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Where You Live And How You Succeed Are Joined At The Hip

By Jeffery Gitomer

When I say "success environment" what do you think about? Is it the French Riviera where you are out sunbathing and relaxing? Is it a brand new office, with a brand new computer, and you in a brand new suit?

Throw some cold water on your face there, Sparky.

That's not the environment I'm talking about. I'm referring to the environment you set for yourself. Your personal environment. Your success-setting environment. In short, your surroundings both physical and mental, how they play a vital role in your success, and how you can harness their power by taking control of them. Oh, THAT environment.

N O T E WELL: The success environment begins in your head (enviro-MENTAL), and manifests itself in everything you do, and every place that you occupy. It also manifests itself through the people you interact with -- your family, your friends, your business associates, and, of course, your customers. It starts with the "weather and climate" you set in your head. Hopefully yours is set on "sunny and mild."

Your mental environment starts with a positive attitude, and grows to your thought dedication and your acceptance of new things (change), new people, and new ideas. It's your mental receptiveness, your mental willingness to see the bright side of everything, and your mental ability to turn obstacles into opportunities.

By setting the right mental environment, your physical environments and your personal relationships become the steppingstones to your success. Think about where you live, think about where you work, and think about who you associate with. These are the environments that you live in and live with. They're your surroundings and the people you surround yourself with.

Is your work environment success conducive? If it isn't, it's your responsibility to make it a better one. Is your home environment success conducive? If it isn't, it's your responsibility to make it a better one.

Think about how you grew up, and where you grew up. And think about the impact that has had not just on your success, but on your entire belief system. Think about the people you hang around with. Not just the ones at work. I'm also talking about your friends, and your relatives -- maybe even your spouse or your significant other. Are the people that you are hanging out with encouraging you? Are they supportive of you? If they're not, it's time to find a new bunch of people.

Is it easy to concentrate at work? Are the ergonomics right? Are your work associates great? Do they help you succeed? How about your boss?

I don't think you understand the value and the power of environment. And don't start working on

your home, or your office, or your friends, until you have started working on yourself. You have to set your own mental tone for environment, or you will begin to blame your existing environment for your lack of success. This is not a fatal flaw, this is THE fatal flaw.

If you have the right environment in you head, you can slowly begin to create the right environment in every other area of your life. If I tell you that your success is tied to your environment, you may not believe me until you change it in your mind, your internal environment. Then, and only then, can you begin to watch your success momentum build as you slowly change your external environment.

Here are a few things you can do to create your total success environment:

1. Create a great place to read, study, and write at home. Some small space that's yours. Inhabit the space an hour or two a day.
2. Set your mental tone by reading positive books and thoughts while you're in your space. Write and generate new ideas. Make it a habit by doing it every day without fail.
3. Make appointments with successful people. Entice them by creating a value proposition for them as incentive to meet with you.
4. Create a success space at work. At work it may be harder to create your own space, but don't limit yourself to your desk or office. Find an empty room that's not used and claim it. Even if you're just there an hour a day to think out ideas and situations. Have a white board or a flip chart to document your immediate thoughts.
- 4.5 Be aware of where you are at all times

both physically and mentally. This will give you the control AND the option to change your situation as you go through your day.

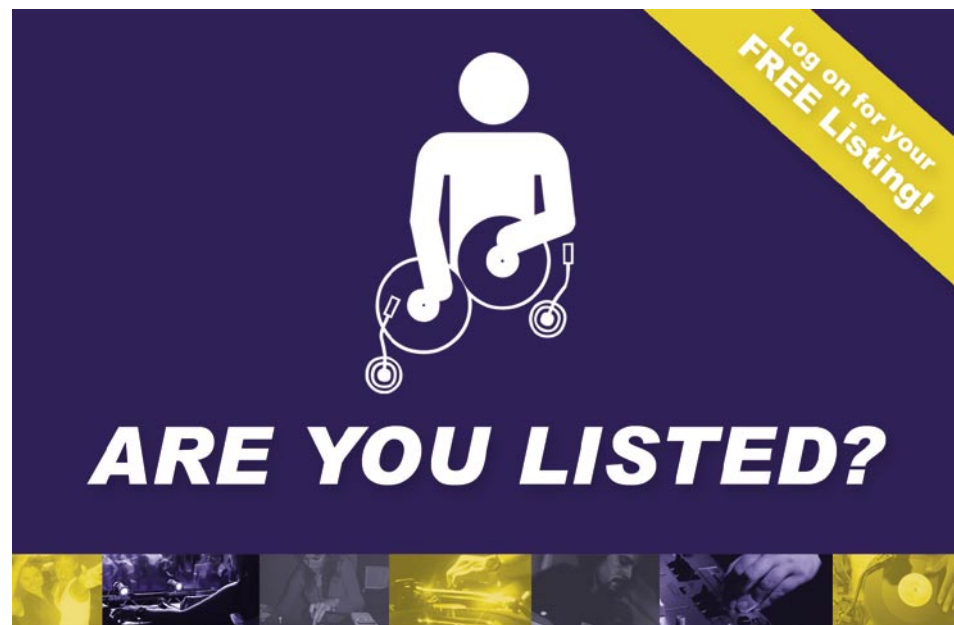
You have both the opportunity and the responsibility to create your own environments in everything you do, and touch, in every place that you live, in every place that you work, and with everyone that you meet or know.

Success environments do not come easy. You may have a struggle to gain control in some of the elements. **HERE'S THE GOOD NEWS:** The harder you fight for control of every facet of your environment, the easier success will become. Once you gain control of your environment, you'll also gain control of one other important element in your success. Your bank account.

THINK ABOUT THIS: You spend twenty or thirty minutes a day watching the weather on TV and zero minutes a day creating the weather in your head. Seems pretty silly when you think about it, doesn't it? What's the weather like in your head?

Want more ideas on setting your mental environment? Go to www.gitomer.com, register if you're a first time visitor, and enter the words **SUCCESS ATTITUDE** in the GitBit box.

Jeffery Gitomer is the author of *The Sales Bible*, and *The Little Red Book of Selling*. 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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How A Very Different Approach To Marketing My Disc Jockey Services Took Me From Being A Dead-Broke, "Almost Needing To Get A Job" DJ To Become An In-Demand, Highly Respected Full-Time Single Operator...I Have Shared My SYSTEM With DJs Across The Country Who Will Verify Everything I Promise You Is True, And You Can Do It Too! That's Why It's 100% Guaranteed To Work For You.

by Mark Imperial

Stop Wasting Money On Advertising "Guesswork"

How would you like a steady, predictable stream of high-paying gigs that you can practically increase or decrease at will? All while eliminating costly advertising by saying "NO!" to the ad reps that show up at your door.

If I could show you in detail, a proven system to do that and more on a CD and report, could I send it to you for FREE?

Being The Best DJ Is Not Good Enough

Even the best DJ in town won't amount to a hill of beans without a steady stream of new clients. I used to think that if I was a great DJ, the world would beat a path to my door.

I was DEAD WRONG!

I had a rollercoaster income. I fell victim to every ad rep that came to my door selling me expensive ads. When the phone barely rang, I jumped at it and played the "cheap price" game (actually the worst thing you could do). I barely survived taking every crappy gig I could get.

I made a pitiful \$2,200.00 per month and struggled to get it. Some months I was starving. My biggest mistake was trying to figure all this out myself.

How I Skyrocketed My DJ Income

On a chance meeting with a celebrity marketing expert, I copied one thing he was doing and it doubled my bookings without costly advertising! I was introduced to other mentors, became addicted to learning these "guerilla" marketing strategies and created 106 that applied directly to my DJ business. Tactics I never knew existed. In less than 7 months my calendar was full (I only had 1 system), and made \$141,956.96!

The best part is I put all of it on auto-pilot, and my flow of gigs is as predictable as the sunrise in the morning.

You Will Waste Far Too Much Time And Money

Trying To Figure This Out Yourself When You Don't Have To
I spent years operating "blind" until I got my head out of my a** and found solutions...and I had to go outside of the DJ world to find them. (DJs got into business to DJ, not sell!) I have already done all the painful grunt work. You can simply benefit by learning from my "expensive experience."

I Guarantee 100% That This Will Work For You

My guarantee is rock-solid simply because it works. Period.

Let's Wrap This Up

Anyone can copy what I am doing. I can show you how to position yourself so uniquely that it makes competition practically non-existent. I can show you how you can become the famous expert in your market. My unique strategies are virtually unknown in our industry!

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly 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 DJ. Today's topic: Dealing with "Price Quotes".

I get numerous calls each day asking for a PRICE QUOTE. Being a disc jockey for over 25 years, this question always makes me crazy. When the first thing they say to me is "can I get a price quote" I want to ask them what kind of car do they drive? The general perception of our profession is that all disc jockeys are exactly alike and the client is only paying for the few hours when you're at the event playing music. Simple phone price quotes may work for car insurance but not for the disc jockey industry.

What do you do when you receive a call like this? Do you just pick a number in hopes that it fits their budget or do you go into a long drawn out sales pitch trying to convince them to hire you? Sometimes I feel like I want to ask the bride, "Did you call around to all the bridal shops asking for a quote on a dress? What about the cake? Did you buy the flowers based solely on the lowest price quoted? I don't think so. Then why would you hire an entertainer just because he was the cheapest?" Jim Carrey makes twenty million a film, heck I'd do it for only five million, we're both entertainers but of course the produc-

ers will hire the most qualified person for the project.

The majority of potential clients has never hired a disc jockey before and don't know what it entails. When I get asked for a quote, I explain to them that I'll need more details of the event to give them an accurate price. I'll begin asking them questions about date, location, type of event, what special things they may need, what do they want from the disc jockey, etc, etc. I'm hoping that they realize there is more to a disc jockey than just showing up and playing music. I get them to talk about what they want, don't want and the benefits and service they will receive from hiring me. Let them do most of the talking while you listen closely.

If the caller was truly only interested in the price, when I finally get to an estimate for their event, they normally will get upset with me for taking up their time and rudely hang up as soon as I quote a price that is higher than they believed it would or should be. In my experience people who call for price quotes are typically those looking to hire the lowest priced disc jockey that they can find and don't care about the quality, service or performance of the entertainer. Those who are interested in more than just the cost will continue and we'll get more in depth to planning the event.

I will also direct them to my web site to see pictures of what we were speaking of

over the phone. If they should decide to go on with calling the next disc jockey in the book they at least will have a better idea of what to ask about other than the price.

I like it when they ask me why I cost twice as much as the last disc jockey they called. I tell them, "It's not that I charge twice as much; it's that he costs half as much. You should ask him why he is half the price? Is he half as good? Half the talent? Half as skilled? Does he only do half the job? Is he truly a business? Will he still be in business when your special day comes? Is he only worth half as much?" I have found on many occasions that the potential client will continue to talk with other disc jockeys but then call back to hire me because I took the time to explain the importance of having a great disc jockey for their event.

The most important thing to remember when handling phone calls with a price shopper or a potential client is to keep your tone of voice happy, excited, interested in every word they have to say and very business like at all times. If you get upset, annoyed or angry with the caller it will come across in your tone of voice. No matter how good it may feel to pop off, talk back or give the person a piece of your mind, no good will ever come from this. Always try to leave the caller with a positive feeling after your conversation.

Disc jockeys argue whether or not you

should have your prices listed on your web site or other promotional items. If you have your prices listed it tells the potential client exactly what it will cost to hire your services and also give an idea of your value and worth. It can help to stop some of those "price shoppers" from wasting your time. The problem with listing your price is that it may deter potential clients that you might have been able to convince to hire you even if your price is slightly out of their estimated budget. You might want to try and list your package prices with the phrase: "starting at...." This way you have the ability to adjust the price as needed and at the same time it gives them a ball park idea of your cost. With it listed, every time you need to make an adjustment in your price you will have to pay a fee to change it. If not listed, it allows you the flexibility to adjust prices as needed with each event.

Until next time, Keep on Rockin'!!

To respond to Jeff's column send an e-mail to info@partytimeproductions.biz. 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.



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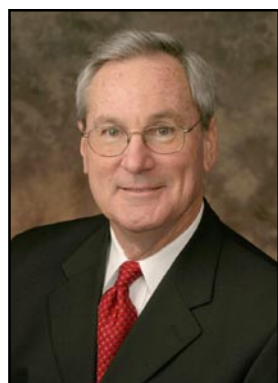
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The Northern Disc Jockey & Wedding Professionals Conference features the return of the internationally known **Carr Hagerman**. Carr will be presenting his very popular 'FISH! Philosophy' training seminar and he will be also presenting his new seminar titled Lessons From A Street Entertainer.

Sunday night features the popular author and speaker **Michael Port** presenting his high end sales seminar titled 'Book Yourself Solid.' (There will be an additional charge for Michael's Presentation)

Peter Merry of Merry Weddings will be returning to Minnesota with a brand new seminar based on his new book called 'The Best Wedding Reception Ever!'

Bryan Flanagan of the Zig Ziglar® Training Corporation rocked the house at the Southern Disc Jockey Convention in April, and he will be coming to Minnesota with some new sales training focusing on the **who/what/when/where/why of sales** as only the Ziglar® Training program can teach it. Bryan will also be doing a special session on closing the sale. This is truly a DON'T MISS seminar!!

Bill Hermann of Blue Chip Productions will bring his years of experience as an actor and entertainer to our seminar room as he helps refine the roles disc jockeys play at events and how disc jockeys can be more polished at the event with his presentation called 'The Entertainment Experience.'

Joseph Mire of The Jam Session will be delivering his popular presentation on wedding preparation and planning in the seminar 'The Invisible Microphone.'

Website aficionado **Jim Weisz** will present his seminar on 'Effective Marketing Tips For Your Website.'

Bill Lage of DJSourceOnline.com will dig into the world of website search engines with tips on how to **optimize your website** for those internet spiders.

This is only a partial list of the great speaker lineup for the Northern Disc Jockey & Wedding Professionals Conference coming this October!

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Emotion Plus Logic

By Dr. John C. Maxwell

As a referee in the National Football League for 31 years, Jim Tunney had myriad opportunities to witness great teams in action. He officiated at no less than 29 post-season games (an NFL record), including 10 Championships and three Super Bowls.

Now a respected motivational speaker, Tunney uses what he observed on the football field to help organizations and corporations build winning teams. For example, he believes that clearly defined goals are a key component to team success—both on and off the field.



"If employees don't understand their company's goals and its game plan, these goals won't be achieved," he says. "Football doesn't make this mistake. Its goals are always

clearly defined. At the end of the field is a goal line. Why do we call it a goal line? Because 11 people on the offensive team huddle for a single purpose—to move the ball across it."

From a business perspective, not all goals are quite so obvious—or so clear-cut in attainability. But whether you're talking about players in uniform or team members at the office, one thing is certain: Vision determines the direction of the team.

When it comes to casting a compelling vision, I believe that there are two critical elements: emotional and logical transference. This is where many leaders go wrong. Some are great at explaining their vision logically, but they lack the emotion necessary to carry it forward. Others are very emotional when casting a vision, but they lack the logic to sustain it.

If you want to cast a vision that will send your team in the right direction for the long haul, you must do it with logic and emotion. It's not an either/or situation. You must have both.

To transfer a vision emotionally, five elements are needed:

1. Credibility. This is the most important ingredient for successful emotional transference. The person casting the vision absolutely must have integrity. His team must know—beyond a shadow of a doubt—that he walks the walk and talks the talk.

2. Passion. It's very difficult to pass a vision on to someone else if you don't believe in it yourself. Half-hearted vision-casting simply doesn't work.

3. Relationships. The closer a leader is to the members of her team, the quicker they'll buy in to her vision.

4. Timing. There's a right time and a wrong time to cast a vision. A good vision

presented at the wrong time will fail.

5. Felt need. It's hard for people to catch a vision when they don't feel the goal is necessary.

On the other hand, to transfer a vision logically, these seven components are necessary:

1. A realistic understanding of the situation today. If you're not realistic about where you are today, people will know that you don't have a clue about tomorrow. Leaders often make the mistake of trying to cast a vision for the future because they're struggling now. In other words, they use the vision to cover up their existing problems. But when you cast a vision, your people must know that you understand your current situation. Otherwise, they'll simply roll their eyes and think, "If he isn't realistic about where we are right now, how can he ever be realistic about where we want to go?"

2. An experienced team. It's tough to keep a vision alive without seasoned players who comprehend why it's important to the success of your organization.

3. A sound strategy. The step-by-step process of how you're going to achieve your vision must be well-reasoned and watertight; otherwise it will fall apart.

4. Acceptance of responsibility by the leaders. The success of a vision nearly always is based upon the buy-in of the leaders who are willing to sign their names to the bottom-line number, whatever it is. Don't even attempt to cast a vision until your leaders are ready to put their names by the bottom line.

5. The celebration and communication of each victory. Such recognition provides an infusion of enthusiasm and gives your people something concrete to hold on to as they continue to move toward the ultimate goal of fulfilling the vision.

6. Evaluation and communication for each defeat. Be as open about explaining the defeats as you are about celebrating the victories. After each setback, tell your team, "Here's what we did wrong; here's why we did not accomplish what we need to."

7. Time. This is interesting, isn't it?

To emotionally transfer a vision, you need proper timing. To logically transfer it, you just need time.

What happens when emotion joins logic in the transference of a vision? People unite around the goal and start working to achieve it because they believe in what they're doing and they understand why they're doing it.

That's how teams win—both on and off the field.

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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How do YOU keep track of your events?

My first event tracking system didn't work.

Years ago I used to keep track of all of my events on slips of paper. These **bits of paper ended up being spread here, there, and everywhere** in my office. Sometimes I misplaced one of those pieces of paper and had to spend hours finding it again. Worse yet, I would occasionally lose something that I had written down. I would have to sheepishly call my clients and ask for the information again. Or worse yet, I would just "fake it" and fly by the seat of my pants without the correct information.

My second event tracking system was better.

In 1996 I developed a tracking system based on a database produced by a company located in Redmond, Washington. It was very simple, and boy did it help me in keeping track of my events. Accidental double-bookings became a thing of the past and I was finally able to tame the paper monster that my business had become.

There was one problem.

The information contained in the desktop application was **stuck on my desktop computer**. I had no way to access the information unless I was actually sitting at the computer that the program was installed on. The usefulness of the application was very limited because I was in my business office only a small

percentage of the time.

I had an idea.

In an effort to have access to my event tracking software, I installed a copy of the software on a computer my "real job". I also installed the program on my laptop computer. In addition, I kept a calendar planner with me so that when a client called, I could check my availability, even when I was on the road.

This created another problem.

Trying to keep all of the software data and the paper calendar synchronized quickly became a real challenge. I didn't have a good system to keep all the data synchronized and there were points at which I didn't know which set of data was correct or current. I needed a central repository to store all of the information about my events. I had to put an end to the **constant synchronization issues** that I had been dealing with.

The solution.

The internet provided the ideal solution to my event tracking problems. I developed a web-based event tracking system that let me finally get organized and put an end to the constant synchronization problems that came along with desktop software. Because the software was web-based, I could access the information from anywhere there was an internet connection. All of the event **information was stored in one location**,

on a web server located in a secure, stable environment, which had daily backups.

Designed for others from the beginning.

When I started designing the web-based software, I knew that other disc jockeys would be interested in keeping their businesses organized too. That's why I designed the software in such a way that it would scale well to the needs of many users, and that it would be customizable. I knew that every company would want to customize the look and wording to suit their needs.

Integrated, easy to use interface.

Another important factor to the software was that it was easy to use. I studied several user interface designs, and went through a few actual designs before finally deciding on the current interface. I also knew that there needed to be one central control panel. Everything had to be accessible from that control panel. It couldn't have multiple logons and interfaces for various functions.

Sounds great, but what does it do?

The web based software allows you to keep you **keep track of your events**. You can view the dates, times, client information, fees, contacts you've made with the client, payments received, and the event planning details like requests and special activities. The software displays your events in a calendar format, making it

easy to see your upcoming daily, monthly, or yearly schedule.

What about clients, can they log on and access the information?

Each client of your disc jockey business gets their own account and username-password combination. They can **access their account 24 hours a day** and review their event details and update their event planner.

Enhance your website.

The software that I developed will enhance your website with many useful functions. You can add an **availability checker, information request form, music database, and event calendar** all by simply copying and pasting a little bit of code onto your web pages.

No obligation offer

I am going to offer **30 days of unlimited access** to this event tracking software for no cost. It's your opportunity to see for yourself how the event tracking software can help you organize your Disc Jockey business. As an added bonus, by signing up you will be listed on the djfinder search engine at no additional cost. Please visit the following website to sign up for your free trial:

www.djeventplanner.com

Just who is Michael Port?

<http://www.bookyourselfsolid.com/movie/index.html>

Come see Michael Port and learn how to Book Yourself Solid at the Northern Disc Jockey & Wedding Professionals Conference

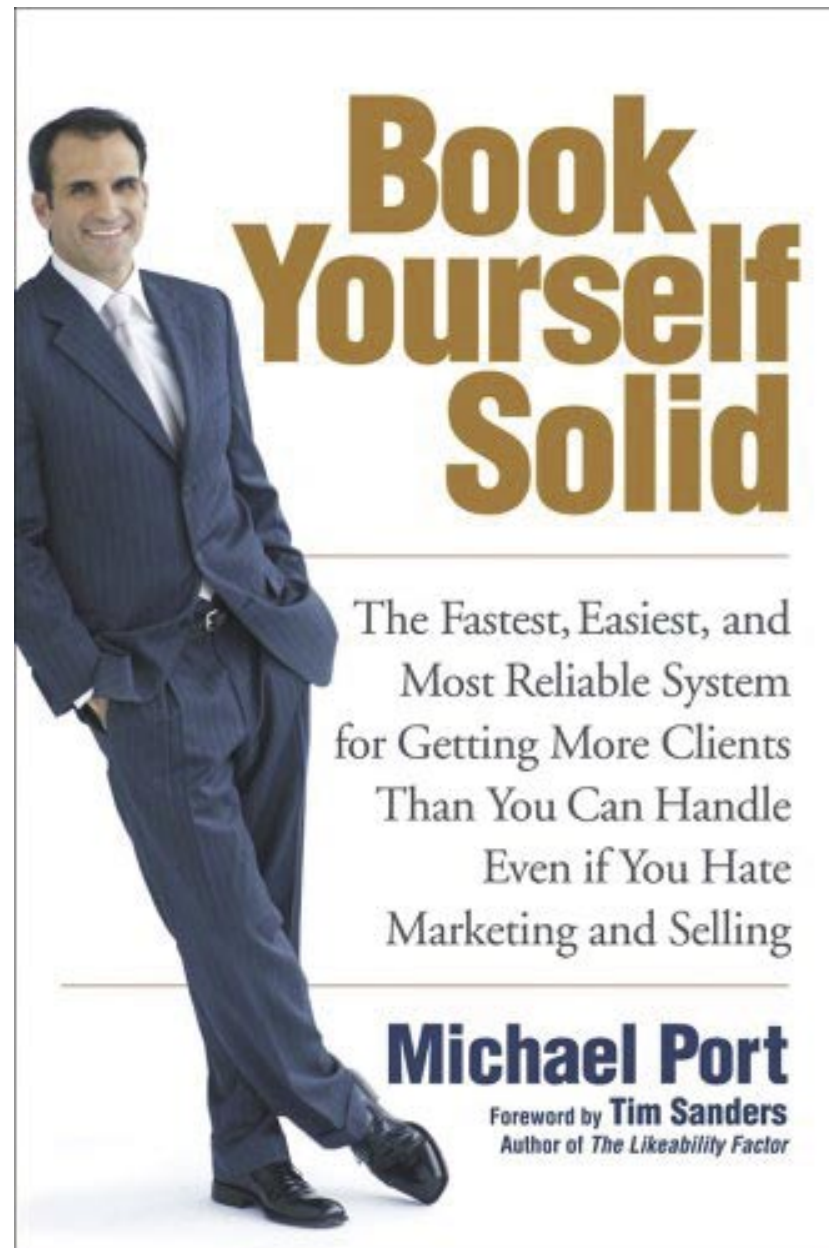
What People are saying:

Deborah Boland: "Before I read this book the idea of being a "salesperson" made me feel slimy and uncomfortable.

Michael helped me let go of my limiting beliefs and dramatically shifted my perspective of the sales process.

As a result, I'm out there helping others and changing lives. My business is booming and I'm Getting Booked Solid!

Definitely a refreshing change from all the dry and boring business books I've bought before, but never got around to finishing. Michael has the magic touch!"



**Michael Port's Book Yourself Solid Seminar
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As part of the Northern Disc Jockey & Wedding Professionals Conference

October 22-24, 2006

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Tickets available at: <http://www.discjockeynews.com>

Stay Focused On The Big Picture

By Harvey Mackay

A reader of this column sent me an email recently, thanking me for a column I had written on getting outside the box. She then told me how she had lost focus for a while, but had turned things around. She encouraged me to write a column on staying focused.

I immediately thought of my varsity golfing days at the University of Minnesota many years ago. Back then The Saint Paul Open was one of the top tournaments on the men's professional golf circuit. Prior to the tournament, I had a chance to meet Gary Player when he was taking a lesson from our team coach, Les Bolstad. Later that evening I went to dinner with the world's future #1 player when he was still an unknown.

The following day at The Saint Paul Open, I saw Gary after he teed off the first hole and ran up to him to say hi. I wanted to tell him what a great time I had the night before. His steely eyes remained focused on the fairway ahead and he never broke stride. "Harvey, please don't talk to me. I must concentrate. I will see you when I'm finished."

I remember how devastated I felt, but I learned a valuable lesson on focus. Many years later when he was world famous, my wife, Carol Ann, and I ran into Gary and his wife in South Africa. I

reintroduced myself and reminded him of what happened on the golf course. Gary's wife told me, "Don't feel bad. He doesn't even talk to me on the golf course."

That's the focus that it takes to do your best. If you have the ability to focus fully on the task at hand, and shut out everything else, you can accomplish amazing things.

Arnold Palmer, another golfing legend, recalled a tough lesson he learned about focus in Carol Mann's book "The 19th Hole":

"It was the final hole of the 1961 Masters tournament, and I had a one-stroke lead and had just hit a very satisfying tee shot. I felt I was in pretty good shape. As I approached my ball, I saw an old friend standing at the edge of the gallery. He motioned me over, stuck out his hand and said, 'Congratulations.' I took his hand and shook it, but as soon as I did, I knew I had lost my focus. On my next two shots, I hit the ball into a sand trap, then put it over the edge of the green. I missed a putt and lost the Masters. You don't forget a mistake like that; you just learn from it and become determined that you will never do that again." Trust me, your friends will understand!

A response Babe Ruth once gave to a reporter sticks in my mind. "How is it,"

the Babe was asked, "that you always come through in the clutch? How is it you can come up to bat in the bottom of the 9th, in a key game with the score tied, with thousands of fans screaming in the stadium, with millions listening on the radio, the entire game on the line and deliver the game winning hit?" His answer, "I don't know. I just keep my eye on the ball."

In other words ... focus.

How many times have you heard an athlete talk about focus? It's a topic I also hear about frequently in business. The most common complaints? Too many irons in the fire. Too many projects spinning at one time. Too many interruptions. Too many phone calls. Too many emails. Too many things to do. Too little time.

The late Peter Drucker, management consultant and author, observed, "When you have 186 objectives nothing gets done. I always ask, 'What's the one thing you want to do?' In Mexico they call me *Senor Una Cosa*." (translation: one thing)

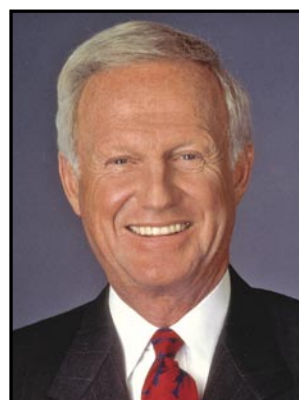
Decide what's most important. Make a list every day or every week and prioritize your activities. Scale back the amount of time you spend on meetings; they can be the biggest time-wasters of all. Learn to delegate, and make sure all members of your team follow through on

assigned tasks. Set aside a specific time of day to return phone calls and emails, and keep distractions to a minimum. In other words, set rules about how others use your time. And if you're not the boss, work with your supervisor to make sure you agree on priorities.

Stay focused as best you can, and don't let things happen to you - not when you can make things happen.

Mackay's Moral: *The person who is everywhere is nowhere.*

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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You're Only As Good As Your Customer Service

By Jeffrey J. Mayer

When a business' customer service begins to decline, it's just a matter of time before the business finds itself Out Of Business.

I experienced this last Saturday night.

Let me explain.

My daughter, DeLaine, is taking improvisational acting classes through Chicago's Second City. When Mitzi and I picked her up on Saturday night we decided to go to dinner at one of the local restaurants on Wells Street.

Unfortunately, we had forgotten to make a reservation. At 6:30 in the evening it seemed that every restaurant was packed.

We walked into Donato's. There was a 30 minute wait.

Down the street at Fireplace Inn, there were three seats in the bar - which was smoking - but a 45 minute wait in the main restaurant. Thanks, but no thanks.

Next door at Topo Gigio, the manager gave us that weird look that said, "Are you crazy, do you really think you can get into my restaurant on a Saturday night without a reservation!" when we asked if he had any tables.

He said the wait was a minimum of 60 minutes.

Now it was past 7:00pm. As we walked up Wells Street we passed a restaurant - I'll call it Charlie's (the name has been changed to protect the guilty - that we had last visited two years ago.

We were hungry. Getting cranky. And thought we would give Charlie's another chance.

It's amazing how your mind remembers things that happened a long time ago, and is able to bring them back with vivid clarity.

When we were last at Charlie's the service was so bad we walked out without eating our meal.

I remember

* The table we sat at, * The meal I ordered, and * The fact that my dinner was so undercooked that I had to send it back.

When the waiter returned with another, 25 minutes later, it wasn't any better. Out of frustration we got up and left.

But tonight we were hungry and thought we would give Charlie's another try.

The first thing that surprised us when we walked into the restaurant was they had tables available. The bar was empty, the restaurant was less than half-full.

Mitzi and I made eye contact. She gave me a "Where are all the customers? Everybody else is packed. Why not Charlie's? Maybe they know something we don't." look.

The hostess started to seat us in the same section of the restaurant when we last had dinner at Charlie's. I asked to be seated in the main dining room.

We sat down at our table. The hostess gave us our menus. The busboy filled up our glasses with water. And we waited. And waited. And waited.

Five minutes later the waiter came by and asked if we would like drinks. I ordered a glass of wine. DeLaine had a soda. We waited some more.

I watched the waiter walk around the dining room. Serve other customers. Walk back into the kitchen and out again. He never returned with our drinks.

I began to feel like we were invisible. Completely and totally ignored.

"Can we have some rolls and butter?" I asked a busboy. He gave me a weird look and walked off.

Several minutes later I asked another waiter the same question, "Can we have some rolls and butter?" He mumbled something to himself and started looking

for our waiter.

With that Mitzi said, "Jeff, do you want to leave? I can see that you're not happy with the service we're getting. It doesn't seem to be any better than the last time we were here."

"YES!" I said, after a brief moment's reflection.

We got up from the table, walked to the hostess and asked her for our coats.

"How was your dinner?" the manager asked.

"We never had dinner. Your service was so bad we've decided to leave and have dinner elsewhere."

"Can I buy you a drink? Is there anything I can do for you?" he pleaded.

"NO!" I said as we put on our coats and walked out the door. To have dinner at Boston Market, which was DeLaine's first choice anyhow.

Learning From The Experience: For more than 30 years I've wondered why one business is successful and another fails.

I've come to the conclusion that it comes down to the quality of the customer service and the customer's experience.

Happy customers tell their friends. They become repeat customers.

For a business that is doing the right things, business grows, revenues and profits increase and there's money to invest in the business. It's a wonderful cycle.

Ask your customers what they want. Give it to them in an efficient and cost effective way, and your business will prosper and thrive.

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

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That Little Something Extra

By Michael Edwin Q.

Ok...so you have talent, you're reliable and professional. You've mastered your craft, and have put your expertise on the market at a fair price. But is that enough? Why should anyone hire you over so many others with the same qualifications?

Sometimes it's those little something extra, little special things you do for a client that makes all the difference in the world. Going that additional mile maybe what tips the balances in your favor.

To you, it may just seem like another gig, but to the client it is usually a long awaited and very important event in their lives – treat it as such!

Don't avoid meeting with them face to face. Even if the deal is contracted and all the details are set in stone, a one on one meeting will always put the clients concerns at bay. Of course, there's no need for weekly meetings – though some nervous bride-to-be may think so. And, if you feel one quick meeting is taking away from your precious time, then perhaps you're not charging enough?

Easy access is also very much appreciated by clients, and puts them in a state of confidence. As you know, often events take on a life of their own; last minute changes are inevitable. Responding to a phone call within twenty-four hours, will give them peace of mind, responding within the same day will make you shine in their eyes, and

responding to their messages within one to three hours will have them singing your praises to everyone they know.

Presenting the client with your complete song-list should be a must. This is not only a benefit for the client but for the D.J. as well. You not only know before hand what songs and style of music they will want to hear, but by making the selections from your song-list in advance, there will be no surprises – no request for songs you don't have.

Also, a schedule of what will transpire at the event, in the order they will happen, filled out by the client will be a heaven-sent labor saving tool. And, if the schedule they receive from you, to fill out, is on good parchment with your letterhead and logo, the image you project will be that of a true professional.

A quick meeting by phone with the event planner and event the photographer will not only eliminate the possibility of last minute screw-ups, but your professional image will loom larger than life.

There are so many different way of offering that little something extra. I even know of a D.J. who assigns electronic pagers to all the people concerned with the event. The CEO of the company doesn't have to hang around the stage waiting for his turn to speak; he'll be paged when it's his turn. The father of the bride can feel free to socialize at his daughter's wedding; he'll be paged when

it's time for the father-daughter dance. And so on with all the others who would rather enjoy the event than stand around waiting in anticipation.

Mementoes, souvenirs, keepsakes, can be a great marketing tool. Why send your client off with nothing more than your card?

A recording of the Wedding Couple's song requests with your contact material on it will be something they will keep and share with others for years. A recording of hit songs from the year a company was founded, given to the head honcho, will be their pride and joy to share with others (make sure your contact info is on it).

Don't you shop at stores where you get

more for your money? That's why those stores make those offers. Shouldn't you be doing the same? Remember, you can catch more bees with honey! So, put on your thinking caps, and try to think of a little something extra you can offer.

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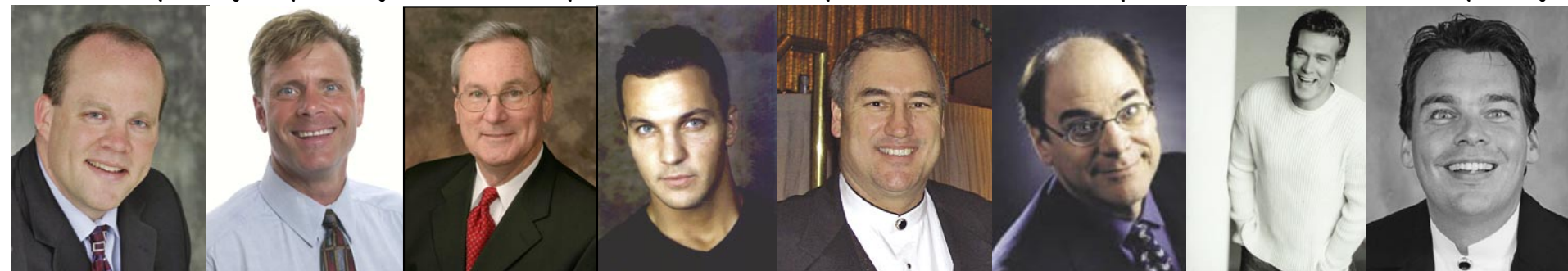
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Mania SCX700 Ultimate 150W Discharge Scanner

The Mania SCX series is Martin's response to the market demand for more powerful, compact and feature packed scanners. The latest in the series is the Mania SCX700, a far-reaching and blinding moving mirror effect driven by 150 watts of discharge power. The SCX700 also features crisp rotating gobos, a broad selection of colors and a fast strobe effect making it ideal for the all-night club dance floor.

This extraordinary discharge scanner effect houses the highest quality optical system for maximum light output and true high-definition image quality. It combines with a long life 150W discharge lamp (6000 hours, included) to kick out an impressively powerful array of graphics and color. And for easy serviceability, the lamp in the SCX700 is a breeze to replace.

The SCX700 features separate color and gobo wheels for a multitude of brilliant effects. Included are 7 interchangeable, indexable rotating gobos (3 glass, 4 metal) along with 9 interchangeable colors

and a split color feature for added color capability. What's more, an additional 8 metal gobos are included separately – and absolutely free - to give a broader more flexible choice of show options. The SCX700 is exceptionally fast with instant movement and a separate shutter is included for fast strobe effects.

Designed for both installation and portable use, the SCX700 is DMX controllable for ultimate manageability or use the convenience of the music trigger or stand-alone mode. It includes pre-programmed shows for easy impression and fast and easy programming.

Extremely service friendly, the SCX700 has no duty cycle meaning it can run all night long. And like all Mania products it is officially ETL, cETL and CE approved meaning users are assured of the fixtures' safety and performance.

The Mania SCX700 comes in a durable yet compact and stylish housing complete with hanging bracket that doubles as a carrying handle. This versatile scanner also includes a number of mounting options yet is durable enough for life on the road.

Combine the superior quality of the Mania brand with the unmatched value of the included long-life discharge lamp and users will experience incredible savings over other lights in its class. It is ideal for any show, club, or party and will be appreciated by DJs, live performers and club owners alike.

Arriba Introduces New Lifestyle Line Of Travel

Bags

Arriba Cases created a buzz in the market last year, when it introduced the first line of soft cases designed specifically for mobile lighting



fixtures used by DJs, VJs and bands. Now Arriba is bringing the same lightweight convenience and affordability to mobile entertainers' other transport needs with its new Lifestyle line of soft bags for gear beyond lighting.

Made of the same soft, durable synthetic material as the company's innovative lighting cases, the Arriba Lifestyle line features six bags designed to securely haul everything from computers to accessories to personal items. Included in the Lifestyle line are: a Backpack, DJ Computer Case, Duffle Bag, Wheeled Backpack with Computer Compartment, Microphone Case and Pinpoint Case.

Rugged and roadworthy, the Lifestyle bags have been specially designed to cater to mobile entertainers' needs. For example, as an "extra" feature in the Wheeled Backpack, there's a pull-out CD case that can hold 100 discs.

According to Brian Dowdle, marketing director for Arriba Cases, the Lifestyle line was inspired by the overwhelming success of Arriba's soft lighting cases. "The response to our lighting bags from DJs and entertainers was amazing -- even stronger than we anticipated," said Dowdle. "As the first soft lighting cases on the market, they offered a more economical and convenient alternative to what was previously out there."

"So we decided to come out with similar soft cases for all the other items that DJs and entertainers need to carry around," Dowdle added. "Just like our lighting bags, the new Lifestyle cases are very strong and offer great protection, while costing much less than hard cases. Plus, they're much more lightweight and portable."

The stylish black Lifestyle cases look as good as they travel, featuring a sleek design and Arriba's eye-catching color cube logo.

Like Arriba's lighting cases, the Lifestyle products are highly affordable, making them ideal

for DJs and entertainers on a budget. Their MS-RPs range from just \$9.95 each for the AL700 Microphone Case and AL710 Pinpoint Case, to \$74.95 for the LS520 High Quality Wheeled Backpack with Computer Compartment. The MS-RPs of the other Lifestyle products are: \$39.95 for the LS500 High Quality Backpack, \$44.95 for the LS510 High Quality Duffle, and \$69.95 for the LS525 High Quality DJ Computer Case.

For more information contact Arriba Products at 626-217-6710. Fax: 626-333-3010. Or visit: www.arribacase.com

Martin Magnum 1500 Flexible Fog Generator

The Martin Magnum name continues its reputation as a benchmark for top quality foggers with the new Magnum 1500.

The Magnum 1500 is a portable yet powerful fog generator for clubs, DJs and performers of all types. As a little brother to the long-time industry workhorse Magnum 2000, the Magnum 1500 features a robust 1200W (240V) heater that delivers impressive output for a portable machine.

Housed in a sturdy compact casing and featuring the popular Martin Mania series design, it is the perfect complement to the growing Mania DJ/performer line of effect lights, color changers, deco effects, strobe lights, scanners and promotional lights. Useful as a full fog or light enhancing effect, the Magnum 1500's 2.3 liter fluid capacity gives impressively long run times.

The Magnum 1500 comes with a flying bracket as standard and an innovative 180 degree "Flip Solution" allows for versatile positioning for precise horizontal or more vertical projection. It comes complete with a truss mounting bracket for easy installation. The bracket also works as a handle to suit all mobile and fixed installations.

The Magnum 1500 includes remote control with variable output as well as a timer function for greater effect regulation. To control the unit from any DMX desk, an optional DMX interface is available and easy to install.

Based on proven technology and built from rugged components, the competitively priced Magnum 1500 houses state-of-the-art digital electronics and is designed for years of reliable service.

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Product Review: Symphonex -The Freedom To Perform

By Robert Lindquist

New PC-Based System can release your "Inner Entertainer"

Time was when you could measure a Mobile Entertainer by the size of his (or her) music library. A lot of folks may have amassed big personal collections of vinyl LPs for CDs, but only a DJ had the diverse collection that it takes to make a party.

Unfortunately, here in the new millennia, DJs have lost that edge. It's now possible for anyone to gather up the essential digital music files and pretend to be a party jock. But the operative word here is pretend. Many who've thought they could do a reception or Mitzvah armed with just a laptop, a mic and set of powered speakers have suffered the humiliation that comes when you do have the right combination of people skills, common sense and experience.

The bottom line is: technology has, musically speaking, leveled the playing field for DJs as well as DJ wannabees. As a result, the true professional mobile needs to concentrate more on presentation and performance. The less time spent looking for tunes to fill requests, or to reassembling a standard mix that is part of every show, the better.

It's Time You Took Control

Symphonex is a mobile, PC-based music (and messaging) system that not only gives you total control of your audio programming, it comes pre-loaded with the music you need. The system has been purposely "over-engineered" to remain reliable even with the rigors of day

in, day out use. Heavy-duty components are kept cool by hi-capacity fans and professional audio sound cards provide incredible, "better than CD" quality sound.

The touch-screen interface is a proven design modeled after high-end DJ CD Players but modified by sound engineers to be fully functional. All the tools you need to find songs, build play lists and program your show are right at your fingertips. Connect the audio outputs directly to your mixer and you're ready to go.

The Soundware software that drives the system has been in use since 1999 and is currently installed in over 2000 locations worldwide. The standard hard drive can hold up to 6500 songs, upgradeable to 16,000 titles. New music can be added to the system monthly with the DVD-ROM drive, which also provides the ability to load messages, sound effects and software upgrades.

Symphonex is available in three different zone configurations, with a single box able to provide up to 4 different programs covering multiple areas of a venue. This could be handy should you need to provide music for more than one event or area in a hall. There's also a DJ system option that provides for manual music playback as well a remote control.

The best part about the Symphonex system is that all the music is pre-loaded and categorized into up to 292 genres, moods and themes. In addition, all songs are cross-categorized to make crafting a perfect music mix fast and easy. The next step is "Just Push Play" and your list

will play in the order you determined, or shuffle play in random order. Sound effects and on-premise promo announcements of specials or upcoming events can be dropped in at will.

Exclusive with the Symphonex Music and Messaging system is access to the huge ERG music library offering over 100,000 titles (available for immediate download as needed with a high-speed connection) including the best new music as it's released. All required music licensing is included in the deal.

Reality Check

To find out if the Symphonex system works as well on the road as it did on our test bench, I contacted Steve Gabrush at Saskatoon's Solid Sound. Steve says "It's one of the best systems we've ever used— It's turning out to exceed my expectations. It has the best interface, the best music selection and overall, it's by far the most stable."

Two of the features that have made it a favorite with his customers are the instant programmability and the precise system of categorizing music. "I had a user of the system comment on how, when he gets a song request, he can simply select it and insert it in the playlist and the song will play automatically when the current songs ends. The system we formerly sold didn't have that feature, you'd have to wait 'til the current song ended and then insert the request manually."

The other feature Steve pointed to is the precise categorization of the music. "The Symphonex system uses the ERG music

library and ERG supplies the majority of the music used for professional applications in Canada. The music is all properly licensed, and they have thousands of songs in their library. The way that music is categorized is simply awesome. Where other systems may have categories like Country, Rock, and Pop Symphonex breaks it down into many levels. This really simplifies building a custom playlist and is a very important feature for say, a retail establishment, that needs to program to a very specific types of client in each department or section of the store. It also allows them to weed out music that's offensive or just doesn't work for them."

For For DJs working in clubs and lounges, Symphonex gives control of the audio programming back to the people who know the customers. Its scheduling feature allows the programmer to build playlists for playback hours, even days or months ahead of time. In needed, an Internet based back up system allows you to restore automatic settings and song lists fast and easy. With option of 4-zone programming, a single Symphonex system can provide four different music feeds to four different locations. For more information and a complete step-by-step demo, just go to www.symphonex.com or call 800-706-9746.

At the time this article was completed, the Symphonex Music and Messaging system was available exclusively in Canada. US Distribution forthcoming.

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Pop

- | | |
|------------------------------|--------------------------|
| 1. Shakira Feat. Wyclef Jean | Hips Don't Lie |
| 2. Sean Paul | Temperature |
| 3. Rihanna | S.O.S. |
| 4. Daniel Powter | Bad Day |
| 5. Fort Minor | Where'd You Go |
| 6. Natasha Bedingfield | Unwritten |
| 7. Nickelback | Savin' Me |
| 8. Kelly Clarkson | Walk Away |
| 9. Bubba Sparxxx | Ms. New Booty |
| 10. Nick Lachey | What's Left Of Me |
| 11. Mary J. Blige | Be Without You |
| 12. All-American Rejects | Move Along |
| 13. Staind | Right Here |
| 14. Chamillionaire | Ridin' |
| 15. Fray | Over My Head (Cable Car) |
| 16. James Blunt | You're Beautiful |
| 17. Ne-Yo | When You're Mad |
| 18. Cascada | Everytime We Touch |
| 19. Daddy Yankee | Rompe |
| 20. Teddy Geiger | For You I Will |

Rock

- | | |
|--------------------------|--------------------|
| 1. Red Hot Chili Peppers | Dani California |
| 2. Buckcherry | Crazy Bitch |
| 3. Pearl Jam | World Wide Suicide |
| 4. Godsmack | Speak |
| 5. Shinedown | I Dare You |

6. Tool
7. Foo Fighters
8. Wolfmother
9. Nickelback
10. Nickelback

1. Yung Joc
2. T.I.
3. Ne-Yo
4. Avant
5. Shawnna
6. Chamillionaire
7. Lil' Jon
8. Letoya
9. Jamie Foxx
10. Mary J. Blige

1. Jason Aldean
2. Dierks Bentley
3. Jack Ingram
4. LeAnn Rimes
5. Tim McGraw
6. Faith Hill
7. Bon Jovi F/ J. Nettles Who Says You Can't Go Home
8. Phil Vassar
9. Kenny Chesney
10. Joe Nichols

- Vicarious
No Way Back
Woman
Savin' Me
Animals

Urban

- It's Goin' Down
What You Know
When You're Mad
4 Minutes
Gettin' Some
Ridin'
Snap Yo Fingers
Torn
DJ Play A Love Song
Enough Cryin'

Country

- Why
Settle For A Slowdown
Wherever You Are
Something's Gotta Give
When The Stars Go Blue
The Lucky One
Last Day Of My Life
Summertime
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August, 21-24 2006
<http://www.djtimes.com>

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DJ Conference
Minneapolis, MN
October 22- 24, 2006
<http://www.discjockeynews.com>

The NAMM Show

Anaheim, CA
January 18-21, 2007
<http://www.NAMM.com>

Mobile Beat Las Vegas Convention

Las Vegas, NV
February 20-22, 2007
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