# Disc Jockey News

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## The Neatest People You Meet

**by John Young, Disc Jockey News**

As I near my 20th anniversary in the disc jockey business, I find myself looking back at the major changes I have made as a person and as a business person in the dj industry.

I could go on about the technology changes, the market changes, or the perception changes the industry has seen in the past 20 (or 10 or 5 or 2) years, but today I want to focus on friends.

When we performed our first few shows in the late 80s, we really didn't have any industry friends. I had my partner who started the company with me... and that was about it.

At first, I just didn't know of or care about the other dj companies out there. I was so new, that I was just happy if I could have sound the whole night without major dead air. Over time, we started to need to book more shows to help cover the expense of the new gear and music.

That is when we started paying attention to and worrying about the competition in the market. It seemed like overnight we found djs from all over the region that we could now learn to hate. Heck, we didn't know them from anyone else walking down the street, but if they booked a show which we felt we should have booked, they were the slime of the earth!

That feeling of 'Us Against Them' continued for a number of years. It was something we all do, and it was probably the most destructive time in my career at an entertainer. The added stress I put on myself as I tried to figure out what they were doing right that I wasn't doing; or, what they were offering that I wasn't; or the popular favorite, how were they undercutting me and stealing these shows? It became a negative game of jealously and envy.

Now, fast forward to about 1993 when I met a dj at a bridal show. He and I hit if off, and found out that we could hang out and be friends and not have to compete with each other. I found out I could talk with another dj and not have to worry about him taking my shows and ruining my business.

He eventually talked me into going to my first dj convention. I had heard about the disc jockey conventions, but never gave them a whole lot of thought. But, once we went to the first convention, we found out that there are tons of great people in this industry who are more than willing to bend over backwards to help out a friend.

This was a long way from my earlier ideas of other djs as the evil, gig stealing zealots who would just as soon steal shows as shake my hand. I found out that most djs are great people and really care about the industry and each other. I have met what have turned out to be some of my closest friends from dj conventions and local meetings. I can pick up the phone at (almost) any time of the day and reach a close friend from almost anywhere in the country. We can share a laugh, talk about business, or talk about what my boys are up to this time; and the neatest part: they really care!

If you haven't experienced the networking and friendship building for yourself yet, take the time to attend a local meeting. Or better yet, plan to come up to Minnesota in October and meet new friends from around the country.

Who knows, it might be the best thing to reduce your stress level you have ever done.

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We would all like to express our appreciation for John & Lori and the Disc Jockey News on their outstanding efforts at the Southern Disc Jockey Convention and we're all eagerly looking forward to their next show, the Northern Disc Jockey Conference in October. For more information on the Northern Disc Jockey Conference, visit http://www.discjockeynews.com

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www.discjockeynews.com
29442 120th St.
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Phone: 320-285-2323
Fax: 320-285-5264
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President/Editor
Lori Young
320-285-2323 office
612-597-2998 cell
editor@discjockeynews.com

Sales Manager
John Young
sales@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
Amber Benning
amberbenning@discjockeynews.com
320-285-2323 office
218-310-2619 cell

Sales:
320-285-2323 office
320-285-5264 fax
advertising@discjockeynews.com

Classified:
http://www.midwestdiscjockeynews.com
classified@discjockeynews.com

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# Are You Responsible?

## By Dude Walker

Has incessant coddling left us with irresponsible people? Where did accountability go?

Living the "dream life" is being spoon fed to society all around us. Being cautious...using restraint...."reality" is a buzz-kill. Isn't that why it's called a reality check? In the mad dash to notoriety and success, somehow ethics and personal responsibility have been pushed aside.

I had the personal amusement of viewing/overhearing a DJ who works at a retail store go into detail with a co-worker how their pay wasn't commensurate to their responsibilities at the store. Yet, on the other side of the coin, this DJs non-benefit paying...barely making ends meet DJ venture is where this person is willing to assume greater responsibilities and risks...for nothing? By "nothing" I reference, FREE dinner music, FREE wedding ceremony sound reinforcement, FREE complimentary first dance CD produced in-house, FREE travel, FREE karaoke upgrade, FREE lighting, FREE video projection, FREE party props with an all day package for one low price with a Money Back Guarantee if you're not completely satisfied.

< blink...blink ? >

If man descended from monkey's and apes...why are there still monkey's and apes? Behold, I present the MDJ industry. Where success is merely a mutation we call evolutionary progress based upon a full calendar...<exasperated sigh>

Are there DJs really that desperate? Is their self esteem that low? There are hookers with higher business standards moral fiber.

Just in case there is someone with the ill-conceived notion that FREE actually means FREE...let me be the first to say that you're a moron.

"There's no such thing as a free lunch." an appropriate saying popularized by economist Milton Friedman

Free or the concept of free has been the overused bait to lure potential clients by legions of DJs to gain an allusion of market edge. Yet, landing the gig is one thing...paying the production costs are another.

It never ceases to amaze me how non-aware DJs are with regards to their responsibility, the surrounding MDJ industry and its economy. Yet, everyday DJs rush headlong into contracts, written and verbal, rife with future pitfalls and economic losses. Where does one expect to make their return? How long is a MDJ willing to support their hobby by being gainfully underemployed by another?

There are actual and assumed risks all around us. An interesting article written by Kristin S. Shrader-Frechette titled "Perceived Risks Versus Actual Risks: Managing Hazards Through Negotiation" ( http://www.piercelaw.edu/risk/vol1/fall/shraderF.htm ) purports that all risks are perceived, although they are not wholly relative. At some point, some measure of valuation needs to be placed upon risk to most appropriately establish a fee for services rendered.

There are several schools of thought surrounding the MDJ industry, however, it all comes down to playing music at some point. Despite the medium of how the music is delivered...generally speaking we provide music for clients. Assuming that this is the most uniform basis in the MDJ industry this becomes the starting point for perceiving a common risk and how we value that service. Strip away the arguments of the quality of sound reproduction and a 4 minute song is 4 minute on any system. Not until we begin to value quality, does the 4 minute song go from being simply heard...to being experienced.

Let's step outside the MDJ industry for a moment for a different perspective. Let's take two individuals that agree to change a 1,000 watt light bulb. The only difference, one is bulb is changed from a two step ladder and the other has to climb 1,000 feet to change the bulb atop a broadcast tower. The end result is that both are changing a 1,000 watt light bulb, yet is one assuming more risk? If so, how does one assess valuation for the payment of services rendered?

This is where several DJs fail miserably at being a business person and is the catalyst that sparks so much debate. While valuing one's services are you devaluing another's? Without some point of reference we either need to fall back on common sense (which isn't common) or conventional business approach ( which is the buzz-kill).

So how does a MDJ place value on what they do? By comparison shopping their competitors? Or by increasing their business knowledge to assist is assessing value for services rendered. Perhaps the easiest pop culture approach to valuation is resigning oneself to the fact that if you could screw it up...you should be paid for. Remember, FREE implies an assumed value. If you fail to deliver anything stated or implied as FREE within your marketing materials and/or contract your client will most likely expect a refund . In some remote cases, reimbursement for the complete wedding.

Are you willing to be held accountable for the things you offer for free...even if it costs you your life's savings?

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

# Major Presentation Clues That Lead To A Sale

**By Jeffery Gitomer**

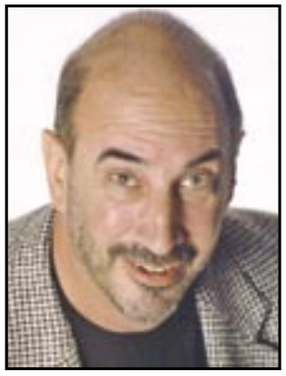
Got a BIG appointment?

Want (or need) the sale?

Sure you do – everyone wants to make the sale, especially when it's a BIG one.

Well, here's the good news: This column is NOT about "how to make the sale." Rather, it contains elements of a sale that engage the prospect. It's way more powerful than your typical, "probe, present, overcome objections, close, follow up."

These elements go way beyond your "system" of selling.



They go way beyond traditional selling. These elements are for professionals who want to build relationships – not just make a sale. These elements will make the prospect respect you. These elements will lead to partnering. These elements will make the prospect want to buy from you.

Here are the major elements about the sale that you must incorporate into your presentation:

1. Develop a belief system in your company, your product or service, and yourself, that's so strong, you assume every sale before you walk in the door. This mental mindset is the single most powerful element you can possess. If belief is weak, the passion will be weak, and the prospect won't catch your fire.

2. Do your homework the night before. Prepare ideas to help the customer produce more and profit more. Being ready with ideas that will help the prospect will breed your own self-confidence. You'll feel "ready to win."

3. Pre-relax. Set your own internal tone. Listen to your favorite music on the way over. Be bouncy, and in high spirits.

4. Set your mind on helping them achieve their objectives – NOT selling your stuff. That will set a game plan and the agenda for the meeting at the same time.

5. Tell the prospective customer you have come with a few ideas that will help them. This immediately separates you from the others. The prospect will be engaged, and listening from the beginning.

6. Make friends with the person or people you are presenting to before you begin your formalized talk. Become likeable. If they don't like you, you have greatly reduced the probability of them buying from you. Make small talk that allows you to find something in common. It helps everyone relax, and if you're lucky enough, or smart enough, to find a "link" (something of mutual passion), you have set the tone for a positive outcome and the beginning of a relationship – not a sales presentation. If they aren't smiling, if they aren't friendly at the beginning of the meeting, DIG IN. You're not likely to make the sale without a price fight. Strictly business means strictly price.

7. Ask ONE killer question at the beginning. One that makes the prospect stop and think, consider new information, and respond in terms of you. Get them to respond with their past experience or their opinion. Get them thinking. Get them involved. And earn their respect with questions.

8. Create points of value, and areas of differentiation as you're speaking. It's like a prize fight. You have to win each round so you can win the contest. You don't have to knock them out – you just have to get the decision.

9. Don't "need" the sale. If it's the end of the month, if it's a big customer, and it's a "must" sale, it's likely that you will telegraph this fact to your prospect if it's on your mind. You'll be trying too hard. Pressing and pressuring for a "now" answer. It is likely you will try to manipulate the sale so it can be completed within your quota period. There are a number of worse mistakes in sales, but I am hard pressed to think of one at this moment. By the way – the reason you're pressing is that your pipeline of prospects and prospective customers is empty.

10. Remember all the sales you have already made. Keep your mindset on the winner that you are. But keep your focus on helping the customer win for themselves. The more the prospect feels "they win," the more likely they will buy. When in doubt, ask more questions. When in doubt, think long term.

11. Don't be afraid to ask for the sale. That's why you came, remember?

11.5 While you are qualifying them, they are qualifying you. This is a secret that most salespeople never realize, and are never taught. From the way you enter the room, from the way you look, from the way you treated the administrative person at the front desk, from the first words you speak, the prospect is judging you, and deciding who you are as a person. And they're deciding if they want to do business with you or not. Not your company, not your product, not your service, they are deciding on YOU!

Well, there you have it. Hope I have helped change your sales mindset. If I did, you win. If I didn't, your competition wins. Go for it.

If you want more information on setting your mindset to positive, I offer you this anonymous poem called DON'T QUIT. Go to www.gitomer.com, register if you're a first time user, and enter DON'T QUIT in the GitBit box.

*Jeffrey 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 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: National Night Out (NNO)

If you're not familiar with National Night Out, it takes place the first Tuesday of August each year and has been going on for twenty three years. It is a night designated for neighborhoods to get together for a few hours to take back the night from criminals and drug dealers. Neighbors get to know one another and form "watch" groups to help prevent crime. Many areas will have a huge party which can include cookouts, dances, contests, visits from police & fire departments, McGruff the Crime Dog and local politicians.

NNO is a great way for a DJ to get better known in their community. You can volunteer your time and services to the event or do as I am and organize the event yourself. The first thing you will need to do is visit with the Crime Prevention Coordinator at your local police department. You will need to fill out some paperwork with time, location and other important information, which will include a background check on you. You will receive a packet with information on how to set up and run the event along with the city ordinances you will need to follow.

Once the paperwork has been approved you should organize a committee with a few of the families in the neighborhood and begin planning the event. You will need to coordinate entertainment (yourself), food and drink, games for the kids to play, a place to sit and eat and neighbors to get to know one another as well as the dignitaries who visit the event.

A few days before NNO you should send out flyers to remind your neighborhood of the event. Prior to the event place signs around the area letting people know the time, location and other important facts. Make sure your signs are not located on private property or cause a clutter to public grounds. You can get signs made for a reasonable rate at any of your local sign making or office supply stores. Most NNO events take place from 6:00 pm to 9:00 pm. making it a quick and easy way to show off your skills. Some parties can start earlier and/or run later into the night. Use tents if available to cover yourself, your equipment and the food from the sun and insects that might be about. I also use an insect repellent candle to help control mosquitos.

It is important to remember that this is a family style event, play music and entertain the crowd with an age appropriate manner. You will be able to play a larger variety of music, as well as songs that don't fit into the typical "Dance" category. The best songs are uplifting, fun, entertaining songs that everyone knows. My event has the theme "Dancing in the Streets"; other music that could be played is any songs with summer, fun, party or dance as a theme, such as many of the Beach Boys classics.

The Crime Prevention Coordinator will make arrangements to have visits from your local law enforcement and fire department as well as other dignitaries. When the police department shows up, play the COPS TV theme song "Bad Boys". If McGruff the Crime Dog arrives have the kids gather around McGruff and sing to him "Who let the dogs out". Play something like "Burning down the House" or "Fire" if a fire truck pulls up.

There are many fun things that you could do at your party including, BBQ, Chalk Art for the kids, Crime prevention banner contest, hula hoop, jump rope or free throws contests. Welcome new residents to the area, give an "oldest resident" award. Be creative and make it a fun time for all.

Please keep in mind that you as the organizer are responsible for what ever happens at your event. To save yourself from any legal problems, you should not serve or allow any alcoholic beverages into the area the event is taking place. The police will nicely tell you once if they receive complaints about the loud music, but the second time you will have to shut down and possibly appear in court. You will also be responsible for the clean up when it is over. Have plenty of waste receptacles available and clean up the area when finished.

Let's not forget the reason NNO all started, to get neighbors and entire neighborhoods to work together to form "watch" groups to help prevent crime in the area. You can organize a "watch" group or just hand out information about crime prevention to all who attend. Ask your fire and police departments to bring pamphlets on severe weather, fire escape plans, and safety around the home. Wouldn't you feel better if while you were entertaining at a wedding your neighbors were watching out for your home?

Many times you will see some of these events on the local nightly news. If your party is a big hit you may get some free TV exposure!

These NNO events don't have to be a BIG deal, keep it simple, and yet make it worth people's time to attend. If they enjoy themselves it will be easier to get people to attend and volunteer to help out next year.

For more information and ideas for the National Night Out go to www.nationalnightout.org the official site of NNO and its promotional products.

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.*

# Review Southern Disc Jockey Convention DVDs

**Jason Jones**

When I decided to take the leap and run my disc jockey business full time, I quickly realized something. In order to succeed I have to be great at sales. Not okay at sales but great at sales. I can have the best show in the world and unless I can win over the client in the first meeting – it doesn't matter.

Since success is my objective I have been reading books and listening to Cds like Brian Dodge's "How to build a better you" and Tony Robbin's "Power Talks." My favorite way to learn new ways of thinking about my business is attending conventions. Without wishing summer away, I'm really looking forward to the Northern Disc Jockey Convention. I will take tons of notes and do my best to try to remember everything and incorporate what I think fits into my business model.

Recently I ordered the best of both worlds. The ability to get everything out of great speakers at a convention and the to experience those speakers as many times as I want. It's the DVD set of the Southern Disc Jockey Conference.

It wasn't the fact that it was a convention that excited me about having this set in my collection of "make your business better" Cds and DVDs. It was the fact that the speakers weren't the same as every other convention and the fact that I could attend in my underwear any night of the week.

Ron White's presentation on developing your sales memory skills was really exciting. I get so frustrated with myself when I am performing and by the middle of the event I am not able to remember the names of the handful of people who introduced themselves to me. Nobody cares what you know they only care about what you know about them. White shares a technique to remembering names quickly and easily after a short encounter. This technique alone has paid for these DVDs.

Bryan Dodge is a different kind of speaker. He's passionate, quirky and very engaging. I need to watch this presentation again because there is a lot I know I missed. All too often I catch myself going to a convention looking for things to do that will make my show, sales and business better. Dodge reminded me that changing the way I think about my business and how I conduct my life can have a much greater impact on my success than a notebook full of tricks and techniques. He does offer techniques to improve but as Jeffery Gitomer says in his Little Red Book of Sales," Philosophy drives action and action drives results." And it's the results that make us successful.

Bryan Flanagan, who has spent many years working for the Zig Ziglar company, gets into the nuts and bolts of selling. There is a great combination of tricks and techniques as well as ways to think about selling in this presentation. I'm going to watch this one a couple of times too.

There is plenty of material to incorporate into your show as well with Todd Mitchem, Scott Favor and Bill Hermann just to name a few.

The best part of this is that if a situation comes up that reminds me of something I learned and should have incorporated into my business practice I can go to the shelf and pop in the DVD to check it out again. I can't get that luxury from just attending a convention.

Though the content is great there are a few technical shortcomings to these DVDs. The speakers aren't set up in selectable chapters on your player so you have to advance the DVD manually to get to a specific speaker you want to review again (or you have to hit the menu button each time you want to see the chapters). The camera work is fair. However, the most important part is there and that's great audio.

Resources like this are priceless because when we are in the day to day grind of drumming up business, marketing, performing and everything else that demands our time, it's easy to forget winning techniques and mindsets that can take us to the next level. This kind of positive reinforcement and constant improvement will take me where I want to go and I know it can take you there as well.

To order a set of DVDs, you can check them out online at http: //www.discjockeynews.com.

*Jason Jones has been a mobile disc Jockey for over 17 years and formerly a radio personality for 12 years. He is currently serving as the Metro Chapter President of MAPDJ and resides in St. Paul, MN. (jjones@discjockeynews.com)*

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by Mark Imperial

**Stop Wasting Money On Advertising "Guesswork"**

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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.

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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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# In Pursuit Of Potential

### By Dr. John C. Maxwell

The enemy of great is good. The primary reason so few leaders or organizations ever become great is because they get good and then stop. They stop growing, learning, risking, and changing. They use their track record or prior successes as evidence that they've arrived. Believing their own headlines, the leaders in these successful organizations are ready to write it down, build the manual, and document the formula. This mentality shifts their business from a growth to a maintenance mindset.

Neither you nor your business ever "arrives." We never get to the place where there's nothing more to be done and nothing more to be said. In the words of my friend Dave Anderson, "Yesterday's peacock is tomorrow's feather duster." What you strutted yesterday, the next day is just cleaning dust off of shelves.

I like to distinguish between a "goal mindset" and a "growth mindset." A person with a "goal mindset" has very tangible, numerical goals to achieve over a specific period of time. Nothing is wrong with clearly defined goals, but there's a better way of thinking that I call a "growth mindset." A growth mindset recognizes goals on the journey, but only as part of a process—not as the end results.

When goal-oriented people hit a milestone, they have tendency to settle very quickly, but when growth-minded individuals hit a goal, they blow right on by because they're constantly learning and growing.

Success has a brutal side: It can make you arrogant, it can make you complacent, and it can close your mind. To survive the temptations of triumph, we must realize that success is not the point and should never be the ultimate objective of an enterprise. The goal of business is to strive to reach full potential. I define full potential as focusing on seeing how far you can go, how good you can get, and how many people you can bring with you. Reality dictates that you will most likely never reach your full potential, but the journey keeps you humble, hungry, and focused. What you become in the process helps you and your organization make the leap from good to great. Use your success as a stepping stone, not a pedestal.

Leaders of successful organizations are tempted to stop working on themselves. They continue to work hard on their job, but they have a tendency to neglect personal growth. They use their experience and track record as a license never to read another book and an excuse never to attend another developmental course in their field. They point to their acclaim and accomplishments and decide to rely on the skills they have learned in the past to run the rest of their career. They develop an arrogance of intelligence that creates a disabling ignorance. This ignorance disables them, their people, and, as a result, their business.

Growing people grow people. But when you don't grow, you plateau. It's just a matter of time. Once this happens, you plateau everyone working for you. When I as a leader go flat, my influence with everybody in my organization fizzles and fades. When the leader doesn't grow, the people don't grow. It's the Law of the Lid; a stagnant leader stunts the growth of the organization.

Let me give you four benefits of pursuing your potential, even during seasons of success.

We have higher self-esteem. People that are constantly learning and growing have a good self-image.

We are willing to change and risk. One of the obvious evidences of growing people is that they are constantly changing and risking. Show me a person that doesn't change, that doesn't risk, and I'll show you a person that's not growing.

Our passion increases. When we begin to grow personally, our passion for life and learning begins to increase proportionately.

We lift the lid for others. What a leader does determines what everybody else is going to do. The people don't pass the leader. An organization's growth doesn't outpace the leader's progress. As I lift the lid for myself, I lift the lid for others.

One of the most amazing things to me is how much room there is at the top. On the other hand, it's jam-packed and crowded at the bottom. On the streets of average, there's traffic and congestion, but success has so few people on the roads. It's amazing how the higher you go, the less people there are. Three percent of the people in the United States have a library card. Six percent of Americans believe Elvis is still alive. Trust me, there's a lot of room at the top.

As a leader you should learn like you'll live forever and live like you'll die tomorrow. Either way, you're covered.

*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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# Just who is Michael Port?

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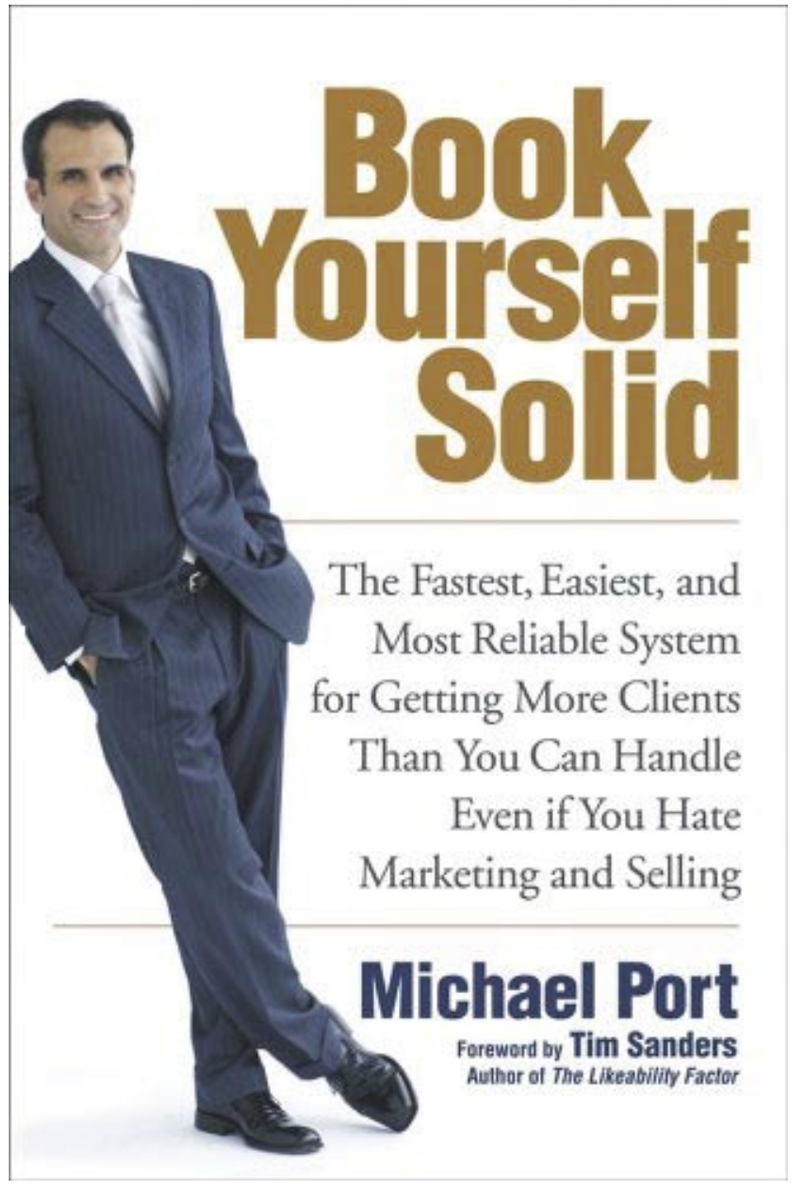
**What People are saying:**

**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
# 7:00 pm Sunday, October 22, 2006

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# Courage Is What Sets You Apart From The Crowd

## By Harvey Mackay

In his final broadcast as anchor of The CBS Evening News a little more than two years ago, Dan Rather paid homage to people around the world who daily struggle with danger, sickness, death, disease, poverty and other challenges. Rather concluded his broadcast with the same memorable ending he used 24 years before when he took over from Walter Cronkite. He often used to end his broadcasts this way…he looked at the camera and said one word: "Courage."

That signoff intrigued me. Courage is regarded as one of the major human virtues. Courage is bravery, valor, standing up to danger, guts and nerve all rolled into one. I'm not a soldier, a policeman, a doctor nor a relief worker. I'm a businessman. So what does courage have to do with running a business?

Plenty. I admit that most folks' daily lives are not filled with such dramatic challenges. We all face situations that require us to reach down deep within ourselves to do what is right and brave and occasionally difficult. Courage can involve making decisions that are unpopular or time-consuming or even expensive.

It's easy to be ordinary. Courage is what sets you apart from the crowd. In his book, "The Edge," Howard Ferguson says, "It takes courage to sacrifice; to work long, hard hours when you could be relaxing; to work out when you're tired or sick; to focus on being the best you can be when there are so many distractions; to seek out tough competition when you know you will probably get beaten. It's easy to be average, but it's hard to be the best."

He goes on to say, "Most people are completely unaware that they posses this type of courage. Why? Because if they were aware of it, they'd have to test it – and that's risky. So most people play it safe and don't risk 'going for it.' They're afraid of going into the unknown. There are no guarantees."

Designer Laurel Burch, who created the popular The Spirit of Womankind jewelry and accessories, had the courage to be different and follow her dream. Her path to prosperity inspires those who might otherwise give up. She tells of meeting a man in the jungles of Bali. "We didn't have more than two or three words in common," she said, "but when he saw my drawings, he threw his head back and his eyes sparkled.

His delight was universal. Now he carves mythical menageries that cluster like shrines in my house, my shops and my displays. All ways of life increase one's sense of spirit. All offerings come back in such ways."

Determined people like Laurel Burch possess the stamina and courage to pursue their ambitions despite criticism, ridicule or unfavorable circumstances. In fact, discouragement often spurs them on to greater things.

"Whatever you do, you need courage," wrote poet Ralph Waldo Emerson. "Whatever course you decide upon, there is always someone to tell you, you are wrong. There are always difficulties arising, which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires some of the same courage, which a soldier needs. Peace has its victories, but it takes brave men to win them."

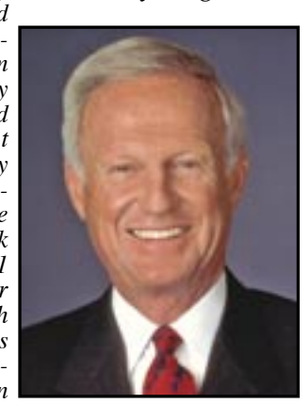
During the darkest days of World War II in Britain, one of Winston Churchill's friends thanked him for his inspiring speeches. The friend told him the speeches were giving courage to the people. Churchill responded, "You are mistaken. They already have the courage. I only focus on it."

In one of my all-time favorite movies, "The Wizard of Oz," the Cowardly Lion is looking for, of course, courage. When he finally meets the wizard, he has some questions (and answers):

"What makes a King out of a slave? Courage. "What makes the elephant charge his tusk in the misty mist or the dusky dusk? Courage. "What makes the muskrat guard his musk? Courage." "What makes the Sphinx the Seventh Wonder? Courage. "What makes the dawn come up like THUNDER? Courage. "What makes the Hottentot so hot? Courage. "What puts the ape in ape-ricot? Courage. "Whatta they got that I ain't got? Courage."

And you know what comes next: the Wizard awards the Cowardly Lion the Medal of Courage so he would always be brave. That's something we could all use.

***Mackay's Moral: Courage is ordinary people doing extraordinary things***



*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."*

# It's All In The Focus

**By Jeffrey J. Mayer**

Focus! Focus! Focus!

That's what we've always been told in business. If you want to be successful you've got to focus.

Focus on the products or services that make you the greatest profits. Focus on the opportunities that have the most potential.

Lose your focus, and before you can blink twice, your core business isn't doing well. Blink twice more and you've lost your shirt.

Hewlett-Packard is a company that has lost its focus.

The subject of focus came to mind when I read an article in The Wall Street Journal about the decline of HP's printer business.

For the past few years HP has been focusing on trying to beat Dell in the sales of PCs. While it was focusing its attention on Dell it got distracted and stopped focusing on its crown jewel: its printer business.

HP has lost the PC competition because it's almost impossible to go one-on-one - and beat - the low-cost producer. While its attention was diverted, HP failed to protect its printer division, which is now taking a hit.

HP's concept for selling printers was brilliant: Sell the printer and make a fortune on the replacement cartridges. This was the same concept Gillette used almost a century ago: Give the razor away and sell the blades.

"HP earns huge amounts of money from its $24 billion printing business because it has perfected a business model whereby those who buy its printers have to come back time and again to purchase new ink cartridges or laser toner for the machines." The Journal reported.

HP's profit margins on ink and toner are enormous. Fifty percent for toner and more than 60 percent for ink cartridges.

The printing business' supplies about a third of HP's total revenue and 75 percent of its overall profit. With results like that, why go after low-margin PCs?

But that's changing. Because HP lost its focus Dell, Lexmark Epson and Cannon are taking aim.

"In the last fiscal quarter, HP disclosed that its core consumer inkjet-printer sales fell 13 percent from the year earlier period. While the overall printing unit usually posts 7 to 10 percent revenue growth, it eked out a mere 3 percent increase." said the Journal.

HP's printer market share has tumbled, falling from 57.4 percent in 2003 to 48.1 percent at the end of 2004.

Lose your focus. Lose your shirt.

Two Lessons We Can Learn: I like using real life examples because there's always a lesson we can learn from them and apply to our daily lives and business.

1. Find A Niche In The World And Own It. You don't have to be great at everything. Just one thing. Focus on the skills, talents and abilities that you do best and you create your own niche in the world.

HP got so wrapped up in trying to become the biggest seller of PCs - by taking on Dell - that it forgot the #1 reason for being in business: To make more money.

I think huge profits are more important than market share.

Imagine what HP would look like today if they had spent the past three years focusing on growing the printer business?

2. Focus On Increasing Sales & Lowering Costs The key to running a successful business is two fold:

A. Increasing your revenues. B. Reducing your costs of running the business.

The goal isn't to be running large numbers through the company just so you can brag about how big you are, it's to have huge profit margins so you can have large profits.

*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.*

# Learn To Earn

**By Michael Edwin Q.**

They say experience is the best teacher; and it is. Each job, each client, brings us a little further down the road of improving our business. But personal experience can only take us so far, because our experience is only limited by what has happened to ourselves.

So, what can we do to learn more about our business, to move forward, to grow, and to be more successful? Thankfully there are so many sources we can take from.

When the DJ business started to come into vogue, it was a cut-throat business. Many DJs wouldn't even think of speaking to each other, let alone try and help each other! But with the passing of time, after realizing that there was more than enough work for everybody to go around, DJs stopped fighting each other and began to work together – and everyone prospered. This is called networking.

Then, there are countless books and magazines on the subject. You pickup an idea here, a hint there, and you move forward. – Education through literature.

As well, there are many experts, not only on the DJ business, but on business in general – how to improve sales – how close a sale – how to elevate to higher paying sales – etc. The world of expert advice is at your fingertips through lectures.

We all can improve our situation, if we put our pride aside, don't only rely on our own experience, and look to others.

Let's review – we can improve ourselves by educating ourselves through: Experience – Networking – Books – Magazines – Lectures.

Gee…wouldn't it be great if someone had the foresight to put all these things (and more) under one roof, and make them available to all at one time. Well…there is such a thing – it's called a DJ Convention! And if there is one in your area, I would advise you to attend.

If you have missed one in your area, don't cry over spilt milk. There are always videos of the convention available.

But, if you're happy with the amount of gigs and money you make, fine. If you believe no one has anything to teach you, fine. Just remember, no man is an island, and if you want to earn…you have to learn!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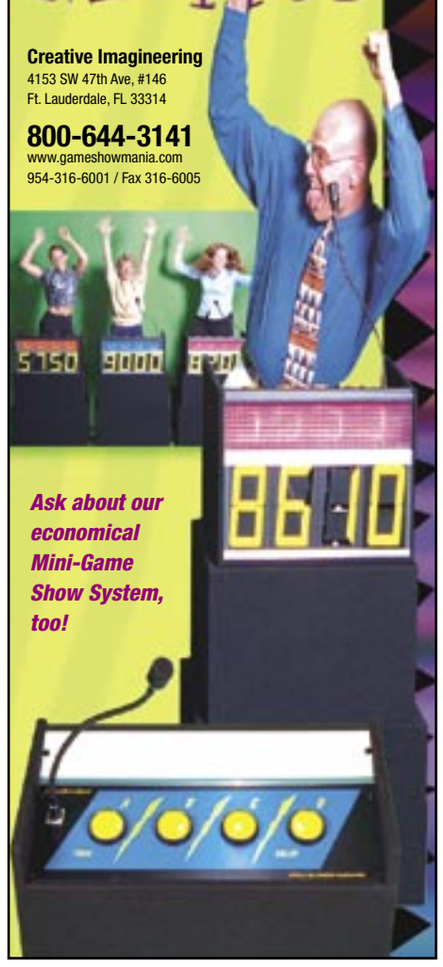

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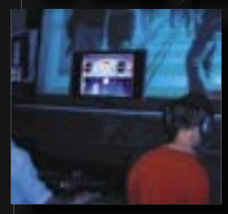

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# The Q Corner, Where Quality Meets Quantity

### By Mike Walter

I have recently had a few shakeups here with my office staff. First I needed to replace a sales person and the first thing I did was look for one, find a great one, train him to sell our service and then get out of the way and let him book gigs. Then a few weeks later I lost my Operation Manager but instead of finding a replacement I decided to step back in and assume a lot of the responsibilities that he was doing. I think that says a lot about me. I hate sales and I love operations.

So for the past 6 weeks I have been in more communication with my staff than I had need to in quite sometime. Plus I've been knee deep in the schedule, knowing off the top of my head who was going where and when and everything else. This kind of minutia wasn't my main responsibility two months ago and often times I wasn't even aware of the specifics but now that it's back on my lap, I love it.

What I've been reminded of is how important a role communication plays in organizing and motivating a staff of DJs. Whether you have one entertainer that works for you or fifty, don't do what I did and delegate too much of that communication away. No one will do it as thoroughly and as passionately as you will. That's why you're an owner.

As you can imagine, the past 6 weeks have been insanely busy. Here in the Northeast May and June are very popular months for parties. We do a ton of weddings and we also do our share of Proms and Graduation Parties. Add to that the ubiquitous birthday parties and anniversaries that finish off our weekends and we've been doing a lot of spinning. Our staff of 18 has averaged 35 events per week since just after Easter.

In scheduling these events, and in speaking to my DJs before each one, I have been reminded how important a good pep talk can be. Or a friendly call after one of my DJs has a double, just to find out if his feet are holding up.

I am one of those Multi-Op Owners who still DJs so I'm out there in the trenches with my staff every weekend. This fact definitely helps me relate to them, to their trials and tribulations and to understand the highs and lows of our profession. If you've left the weekend work behind, tap into your memory bank before you speak to your DJs. Remember how tired they can be on a Monday morning after 3gigs. And how frustrated they might be after a bed event.

I remember one specific call I made on a Saturday afternoon a few weeks ago. I got word that one of my DJs had a horrible gig the night before. I called him up and he vented for 5 minutes about how the Bride didn't dance and everyone was telling him to turn the volume down and on and on. We've all had those gigs where you'd like to be anywhere else. So I let him rant and then once he'd calmed down I tried to refocus him on that day's event. We chatted a little more and then I let him go. He called me on the way home from his Wedding that night to tell me how much better of a party it was and how much he appreciated our talk. I hung up knowing that I wouldn't have made that call two months ago because I didn't have my finger on the pulse of my business then.

Thursdays are what we call "Confirmation Day" in our office. We place a phone call to every one of our emcees to confirm the information that they have about where and when their gigs are taking place, who they are working with and any thing special about the event. These phone calls can get monotonous if I make them one after the other and I aim not to sound like I'm just rattling off information to my staff. My reasoning is if I don't sound excited about their event, then how can I expect them to be excited about it? So what I have found to be most effective is to break up the phone calls with something else. For example last week, in between calls I worked on a new Parents Dance Compilation that we are putting together. So I'd make a few calls then write a few notes for songs then go back to making calls. This way I sounded more pumped up for each call because it wasn't the fifteenth time in a row that I'd said, "Hi, I'm calling to confirm your weekend . . ."

I hear many Multi-Op owners complain about their staffs. DJs can be hard to manage because it takes a pretty strong ego to do what we do, and that same ego can make someone difficult. But I have always found that if I'm the one pumping up that ego, that it rarely comes back to bite me. So when it comes to communication, my main goal is to motivate my staff and let them know how GREAT I think they are. When we receive Thank You letters here in the office I'll usually call a DJ and read him a great compliment that he's received. And when one of my DJs receives a referral that books, we not only give them a financial bonus, but we go out of our way to let them know that something they did generated business for us. If you have a staff of DJs, and you want them to be the best they can be, take it upon yourself to not only help them be awesome, but to let them know when they are there. Communication is vital for running our businesses and it all starts with you.

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# Press Releases

***Submit your press releases to the Disc Jockey News by email at pr@discjockeynews.com***

**Promo Only Announces the Release of Hot Video Classics Best of 1997 Volume 2**

Promo Only, Inc., the nation's largest subscriber-based music and music video service, today announced the release of Hot Video Classics Best of 1997 Volume 2, the latest in its catalog of music video classics on DVD.

Best of 1997 Volume 2 marks the 42nd specialty DVD from Promo Only, and, like each of its predecessors, features the same high quality classic music videos that have made the Promo Only line of Hot Video Classics the industry benchmark for quality, selection and reliability.

Featuring 40 digitally enhanced music videos on one DVD, Hot Video Classics Best of 1997 Volume 2 tracklistings include such pop, dance, urban and rock favorites as: Please Don't Go, No Mercy; Barbi Girl, Aqua; Da Dip, Freak Nasty; Around The World, Daft Punk; All For You, Sister Hazel; Color Of Love, Amber; and Hypnotize, Notorious B.I.G.

For more information concerning Hot Video Classics Best of 1997 Volume 2, or any Promo Only audio or video product, contact Promo Only by phone at 407-331-3600 or by email at customers ervice@promoonly.com.

**First Podcast Radio Station for Mobile DJs launches on the Internet**

"Disc Jockey America Radio is on the air!" the deep radio voice rumbles in the opening of the "Worth Show" podcast. The latest source for information and entertainment for the mobile disc jockeys launched on the Internet in the form of a regular series of 8 weekly podcasts at www.djaradio.com™. Formatted like radio shows, these podcasts discuss the issues and the lifestyle of the Mobile Disc Jockey in ways that are edgy, thought provoking and amusing.

DJA Radio™ is the latest expansion of Disc Jockey America™ (DJA) and the DJA forum founded and operated by Mark Ferrell. Since 2001, Ferrell has established himself as the creator of the "Worth Movement", a campaign to raise awareness of the industry, and to advocate for DJs to evolve to a higher level. "I wanted to create an interactive medium that continues to improve the industry," he said. "DJA Radio™ allows DJ's to learn new ways to improve their business while being entertained and challenged." He has been the keynote speaker at DJ industry conventions all across the United States and Canada and has been asked to bring his message to the United Kingdom and Australia in 2007.

The online DJ Forums were ablaze with speculation about what was behind www.djsecrets.com. The publicity campaign sparked by DJA Radio™ generated a buzz about what could have such a big impact on the mobile DJ industry. The one page website suggested something was coming that would change everything. That "something big" turned out to be DJA Radio™ (www.djaradio.com), the first ever "Podcast Radio Station". The station was unveiled at the Mobile Beat summer show in Hartford, Connecticut.

Some podcasts are weird and "out there," others are more educational, and some confront the most controversial issues of the DJ industry. Without a doubt there is something in every entertaining episode to take away and improve a mobile DJ's business.

The "Worth Show" is hosted by Mark Ferrell and available for download every Wednesday. In his first show Ferrell introduces the Podcast Radio Station and its personalities. Ferrell has assembled a group of industry leaders to host the other shows. In the "Worth Show" Ferrell plans on pushing the envelope on hot button issues that mobile Disc Jockey's face as they work to grow their businesses.

Peter Merry's show, "The Wedge," is also on Wednesdays. Merry is a frequent speaker at conventions and past president of the American Disc Jockey Association. His show focuses on sales and marketing. He brings to light effective ways to market and sell DJ services that can bring results and ultimately more income.

On Thursday Bill James takes the mic with "Chat Rash". James is the founder and President of his local chapter of the Canadian Online DJ Association and owns Absolute Entertainment in Sudbury, Canada. He interviews the buzz makers on the online forums about their opinions and motivations. "Chat Rash" is like reading those ranting threads only better as the chatters and the shakers explain their positions. James also brings counterpoint interviews into the mix to create a compelling yet balanced show.

Friday is the day of goofballs as the "Bill and Jason Show" hosted by Bill Hermann and Jason Jones hits the airwaves. Bill Hermann is the founder and past president of the Midwest Association of Professional Disc Jockeys (MAPDJ) and owner of Blue Chip Productions in Minneapolis, MN. Jason Jones is the Metro Chapter President of MAPDJ and owner of One Shoe Productions in St. Paul, MN. This radio morning show style podcast discusses Disc Jockey issues of the day with a wry sense of humor.

On Saturdays things get weird when "Being Jon Bruce" is available for download. Listening to this show is like being in Jon's head, literally. Bruce is a forum leader at Disc Jockey America and owner of Jon Bruce entertainment in Indianapolis, IN. You'll hear stories about his DJ business, his clients and his random epiphanies. It's the first stream of consciousness podcast that's actually entertaining.

Sundays get a bit more formal as you download Jim Cerone's "The Perfect Host". Cerone serves on the board of directors for the ADJA and owner of Jim Cerone, Inc. Professional DJ Service. Jim offers expertise and advice for creating more personal events with much greater quality. Listen carefully and you can become "The Perfect Host" too!

The 'Knights' all gather for Monday's podcast of the "Knights of the Worth Table" hosted by Mark Ferrell. Five leaders of the Mobile DJ industry share their insights on issues affecting DJs in this madcap and sometimes irreverent show. The Knights are Bill Hermann, Bill James, Jim Cerone, Jon Bruce and Mark Ferrell as 'King Cash-a-lot'.

"Deep Probe" is downloadable on Tuesdays. Bill Hermann interviews performers from all walks of life and always leads to insight will affect how you think about your performance and your business. Deep Probe is subtle and compelling.

However, Mark Ferrell adds, "This is just the beginning. We'll be adding more shows and DJ genres as we go. I'm very excited! DJA Radio™ will be the talk of the DJ world!"

**American DJ Takes Popular Scanner To Next Level With Release Of Upgraded DJ Scan 250 HP**

American DJ has revved up the performance of its wildly popular DJ Scan 250, while holding the brakes on price, with the unveiling of the newly upgraded DJ Scan 250 HP. This new "high performance" model scanner sells for the same low price as the original, yet includes improved features that produce an even more creative light show and offer greatly enhanced user conveniences.

Like its predecessor, the 4-channel DJ Scan 250 HP is an affordable, easy-to-use DMX scanner that gives mobile DJs the ability to take an exciting and professional-looking intelligent light show on the road. But the DJ Scan 250 HP really kicks things up a notch thanks to major improvements like a high-quality Philips lamp, selectable fast and slow built-in programs and a more lightweight plastic case design.

The DJ Scan 250 HP comes equipped with a Philips 250-watt lamp, giving users a brighter, longer-lasting light source and a brand that's universally recognized for quality. The improved lamp makes the unit's 7 dichroic colors (plus white) more brilliant, increasing the level of excitement in any venue where mobile DJs work their magic.

The new lamp also boosts the intensity of the DJ Scan 250 HP's 10 all-new gobo patterns (plus spot), designed by American DJ. Some of the gobos have an edgy, high-tech appearance, while others evoke softer, mellower images. All of them are sure to capture attention in clubs and on dance floors with their distinctive shapes and stimulating patterns.

As another upgraded feature, the DJ Scan 250 HP offers now selectable fast and slow built-in programs to use when not operating the unit from a standard DMX-512 controller. Thanks to these varying-speed programs, mobile DJs can quickly adjust to different moods and music styles and choose exactly how hyper or laid-back they want the party environment to be.

**Continued on page 17**

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**Continued from page 16**

Also featuring a new plastic case design, the DJ Scan 250 HP weighs a full pound lighter than its predecessor, making it even more practical for mobile applications. The new model also features the same lightweight electronic transformer as the original DJ Scan 250 to guarantee the highest possible level of portability.

"The DJ Scan 250 HP signifies American DJ's commitment to continually offer lighting users better products at more attractive prices," said Scott Davies, General Manger of the American DJ Group of Companies. "Mobile DJs will be thrilled to discover that this intelligent scanner is extremely portable with a brighter lamp, lots of color, gobos and thrilling programs—yet it doesn't cost one penny more than our previous model."

Sleek and compact, the DJ Scan 250 HP measures 21"L x 9"W x 9.5"H (533mm x 229mm x 241mm) and weighs only 11 lbs. (5kg). The unit carries a suggested retail price of just $279.95.

For more information, contact American DJ at 1-800-322-6337. Fax: 323-582-2610. Address: 4295 Charter St., Los Angeles, CA 90058. Web: www.americandj.com . Email: info@americandj.com

**Promo Only Announces the Release of the Best of Hair Bands Video on DVD!**

It's the best of 80's Glam Metal from the pros at Promo Only!

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

"Hair band," a label coined by MTV to describe such '80s glam-metal acts as Mötley Crüe, Van Halen, Ratt, Dokken, and Quiet Riot, refers to a stylized look and a signature sound that is loud, aggressive and, above all, fun-loving.

"These are acts that put out a lot of great music, to be sure," said Jim Robinson, director, Promo Only. "But you could sum up our real reason for offering a Best of Hair Bands collection with two words: air guitar."

"Nothing kicks a party into high-gear like the pump your fist in the air, grab your air guitar and sing along sounds of '80s anthem rock," added Pete Werner, executive program director, Promo Only. "And you'll find the best of those party anthems on this first ever collection of hair band classics."

Featuring 40 digitally enhanced music videos on one DVD, Hot Video Classics Best of Hair Bands tracklistings include: Girls, Girls, Girls, Mötley Crüe; Jump, Van Halen; Here I Go Again, Whitesnake; Welcome To The Jungle, Guns N' Roses; Seventeen, Winger; Once Bitten Twice Shy, Great White; Up All Night, Slaughter; Cherry Pie, Warrant; and High Enough, Damn Yankees.

For more information concerning Hot Video Classics Best of Hair Bands, or any Promo Only audio or video product, contact Promo Only by phone at 407-331-3600 or by email at customerservice@promoonly.com.

**DENON DJ UNVEILS THE NEW DN-X1500S 32-BIT DJ MIXER**

Denon DJ, renowned provider of top-quality equipment for DJs and clubs, announces the successor to the popular DN-X1500 DJ mixer. The new DN-X1500S is a 4-channel, 12" mixer featuring a brushed aluminum top panel, and is a perfect complement to the critically acclaimed DN-S3500 tabletop CD/MP3 player. This club/mobile style mixer incorporates Denon's original high performance adjustable Flex Fader, a built-in sampler, matrix switching, parametric EQ, onboard effects and a host of other features all powered by the legendary SHARC® DSP engine*. The new Denon DN-X1500S offers an intuitive control surface that is adaptable to any application and suited to the diverse needs of turntablists and mobile DJs performing in clubs, bars, and an endless array of venues.

Based on Denon's award-winning design and extensive history in the development of advanced DJ technology, the DN-X1500S offers 4 full-featured channels integrated with the "world's first" 8-channel input matrix control. Each channel features smooth-action 45 mm channel faders, Gain control with PFL levels, and 3-band EQ (on/off switchable) with parametric frequency adjustment, as well as a "battle approved" 45 mm multi-channel assignable crossfader with tension adjustment and contour control (named "Flex Fader" by Denon). Main Mic and Aux Mic inputs (one Neutrik combo and one 1/4" TRS) are included with Main and Aux/Sub level control and EQ. On/Off Talk Over and Post switches are also provided.

The DN-X1500S comes with a host of onboard digital effects and features such as an 8 second sampler, 9 effect types, and an Auto/Tap/Manual BPM counter. The sampler utilizes audio from any of 6 mixer sources (Ch1/2/3/4, Mic, Master), and offers edit options including Loop, Reverse, Reverse Loop and Single playback, with overall Pitch Control adjustment of up to +/-100%. Effects include cutting-edge SHARC® DSP processing, along with Delay, Echo1, Echo2, Filter 1, Filter 2, Flanger, Auto Pan, Trans and Key %.

An external stereo send/return Effects Loop is provided and can be used in conjunction with the internal effects giving the DJ an abundance of power across multiple channels. Aux Out options include REC Out (stereo, RCA) and Booth Out (unbalanced, RCA) with Level control, which offers a unique and practical assign switch to monitor any channel and effects beforehand. The Digital (coaxial) output utilizes audiophile quality 24-bit converters for optimum sound quality. The DN-X1500S's Master Out section has separately attenuatable Balanced (stereo, XLR) and Unbalanced (stereo, RCA) outputs with Master Balance VR control and Stereo/Mono select switches on all XLR and RCA jacks. A stereo headphone output with preset selectable EQ features Headphone Cue, Effects Cue, Mono/Split/Stereo, and Cue/PGM/Pan controls, which provides added monitoring options for the DJ.

The DN-X1500S mixer is further enhanced by easy-to-read individual PFL input meters and a highly luminescent FL Tube display for controlling effects. Denon has included another groundbreaking mixer technology by outfitting the unit with a USB port, extending the possibility for onboard software upgrades, which are created in response to user input and offered free of charge via web download. An optional 19" rack mount kit (RM-DJ1500) is also available for the unit.

•The feature set of the new DN-X1500S includes: 12" 4-channel DJ Mixer with 8 Source Matrix Control Analog Devices SHARC® Processor Provides 32-bit Floating Point DSP Performance High Performance 45 mm Flex Fader Crossfader with Tension Torque Adjustment 3 Band Parametric EQ with Kills Selectable Booth Output FL Tube Display to Manage Effects 9 Onboard Effects including Delay, Echo1, Echo2, Filter1, Filter2, Flanger, Auto Pan, Trans, and Key %, with Dry/Wet Rotary Contour External Send/Return Effects Loop with Dry/Wet Rotary Contour 8 Second Onboard Sampler with Edit Options Multi-channel Assignable Crossfader 2 Mic Inputs with EQ Adjustments Fader Start on All Channels Numerous User Preset Adjustments Software Upgradeable Via USB Port

The Denon DJ DN-X1500S 4-channel DJ mixer will be available July 2006 with a MAP price of $899.00.

*The SHARC® Processor by Analog Devices provides 32-bit floating point DSP performance to achieve optimum clarity and natural fidelity for applications that require high audio standards.

For more info visit Denon DJ at: www.denondj.com.

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# Monthly Music Charts

### By TM Century

**Pop**

| | | |
|---|---|---|
| 1. | Shakira Feat. Wyclef Jean | Hips Don't Lie |
| 2. | Fort Minor | Where'd You Go |
| 3. | Chamillionaire | Ridin' |
| 4. | Nelly Furtado | Promiscous |
| 5. | Nick Lachey | What's Left Of Me |
| 6. | Rihanna | Unfaithful |
| 7. | Sean Paul | Temperature |
| 8. | Rihanna | S.O.S. |
| 9. | All-American Rejects | Move Along |
| 10. | Daniel Powter | Bad Day |
| 11. | Cassie | Me & U |
| 12. | Fray | Over My Head (Cable Car) |
| 13. | Nickelback | Savin' Me |
| 14. | Panic! At The Disco | I Write Sins Not Tragedies |
| 15. | Field Mob | So What |
| 16. | Christina Aguilera | Ain't No Other Man |
| 17. | Pussycat Dolls F/Snoop | Buttons |
| 18. | Kelly Clarkson | Walk Away |
| 19. | Natasha Bedingfield | Unwritten |
| 20. | Staind | Right Here |

**Rock**

| | | |
|---|---|---|
| 1. | Red Hot Chili Peppers | Dani California |
| 2. | Buckcherry | Crazy Bitch |
| 3. | Tool | Vicarious |
| 4. | Godsmack | Speak |
| 5. | Three Days Grace | Animal I Have Become |
| 6. | Shinedown | I Dare You |
| 7. | Wolfmother | Woman |
| 8. | Nickelback | Savin' Me |
| 9. | Seether | The Gift |
| 10. | Foo Fighters | No Way Back |
| 11. | Stone Sour | Through Glass |
| 12. | Pearl Jam | World Wide Suicide |
| 13. | Shinedown | Save Me |
| 14. | Korn | Coming Undone |
| 15. | Pearl Jam | Life Wasted |
| 16. | Breaking Benjamin | The Diary Of Jane |
| 17. | Hinder | Lips Of An Angel |
| 18. | Mudvayne | Fall Into Sleep |
| 19. | Rob Zombie | American Witch |
| 20. | Black Stone Cherry | Lonely Train |

**Urban**

| | | |
|---|---|---|
| 1. | Letoya | Torn |
| 2. | Yung Joc | It's Goin' Down |
| 3. | Field Mob F/Ciara | So What |
| 4. | Lil' Jon | Snap Yo Fingers |
| 5. | Mary J. Blige | Enough Cryin' |
| 6. | Jamie Foxx | DJ Play A Love Song |
| 7. | T.I. | Why You Wanna |
| 8. | Cherish | Do It To It |
| 9. | Chris Brown | Gimme That |
| 10. | Chamillionaire | Ridin' |
| 11. | Young Dro | Shoulder Lean |
| 12. | Rick Ross | Hustlin' |
| 13. | Kelis | Bossy |
| 14. | T.I. | What You Know |
| 15. | Ne-Yo | When You're Mad |
| 16. | Shawnna | Getting' Some |
| 17. | Cassie | Me & U |
| 18. | Jagged Edge | Good Luck Charm |
| 19. | Avant | 4 Minutes |
| 20. | Busta Rhymes | I Love My Chick |

**Country**

| | | |
|---|---|---|
| 1. | Phil Vassar | Last Day Of My Life |
| 2. | Kenny Chesney | Summertime |
| 3. | Brad Paisley | The World |
| 4. | Tim McGraw | When The Stars Go Blue |
| 5. | Carrie Underwood | Don't Forget To Remember Me |
| 6. | Keith Anderson | Every Time I Hear Your Name |
| 7. | Toby Keith | A Little Too Late |
| 8. | Joe Nichols | Size Matters (Someday) |
| 9. | LeAnn Rimes | Something's Gotta Give |
| 10. | Rodney Atkins | If You're Going Through Hell |
| 11. | Rascal Flatts | Me And My Gang |
| 12. | Gary Allan | Life Ain't Always Beautiful |
| 13. | Little Big Town | Bring It On Home |
| 14. | Craig Morgan | I Got You |
| 15. | Kenny Rogers | I Can't Unlove You |
| 16. | Wreckers | Leave The Pieces |
| 17. | Eric Church | How 'Bout You |
| 18. | Sugarland | Down In Mississippi |
| 19. | Steve Holy | Brand New Girlfriend |
| 20. | Jake Owen | Yee Haw |

## Upcoming Events

DJ Times DJ Expo
Atlantic City, NJ
August, 21-24 2006
http://www.djtimes.com

Disc Jockey News Northern 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
http://www.mobilebeat.com

NAME's Building For The Future
TBA
April, 2007
http://www.djkj.com

Southern Disc Jockey Conference
April 15-17, 2007
http://www.wedding-professionals.net

Have an upcoming event or meeting? Email the information to us at sales@discjockeynews.com

## The DJ Swap Shop

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