

Disc Jockey News

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JANUARY 2007

The Regional Disc Jockey Newspaper

Free

Potential Changes for the A.D.J.A.

Things are looking to change with the American Disc Jockey Association.

The Board of Directors of the A.D.J.A. had notified members on December 27, 2006 that it has voted to convert the organization into a for profit corporation by transferring its assets and liabilities to an Arizona corporation.

The Board is submitting this decision to the members for a ratification vote in mid January of 2007.

The American Disc Jockey Association is the second largest disc jockey association in the United States behind the National Association of Mobile Entertainers, which is a for profit, privately held corporation.

The transfer to the Arizona corporation will move the ownership of the A.D.J.A. to this Arizona corporation which will own it's own shares and not be held or controlled by any shareholder or individual. The A.D.J.A. Board of Directors will continue to control and run the day to day operations of the A.D.J.A. as they have done

for the past few years.

The move to a for profit corporation is being recommended to the members because the A.D.J.A. needs to expand its revenue opportunities so that it can better meet its goals for providing:

- More and better educational content opportunities to help DJs build and grow their business.
- More advocacy programs for consumers through cooperative marketing with industry leading companies and trade groups.
- Direct marketing to consumers thru multiple media outlets.
- Direct advocacy with music recording industry.
- Expand alliances with partners in the industry.
- Extend and Expand alliances with many other educational organizations.
- More and better benefits to Members with emphasis on more business and life tools.
- Group Discount buying programs.

• A.D.J.A. exclusive leadership and business training seminars.

• Enable the A.D.J.A. to obtain the needed capital to grow the membership base of the organization.

Ratification of the decision to convert the A.D.J.A. into a "for profit" corporation will result in the discontinuation of election of the Board of Directors by the members.

Additionally, there will be the establishment of an advisory committee of 6 regional representatives to provide balanced member input to the board of directors of the new organization. These representatives would be responsible for many aspects of the A.D.J.A.'s business in their

region.

If a majority of the members who vote ratify the Board's decision, the President of the American Disc Jockey Association, Inc. will be authorized to transfer the assets of the A.D.J.A. to the new Arizona corporation under the supervision and direction of a certified public accountant and the A.D.J.A. legal advisor.

If a majority of the members who vote refuse to ratify this decision, then the A.D.J.A. will continue to operate in its current status as a nonprofit corporation.

For more information on the American Disc Jockey Association, you can visit <http://www.adja.org>.

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Published by The Disc Jockey News Corporation

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Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed to all zones on the 1st of every month.

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The Disc Jockey News is published monthly by The Disc Jockey News Corporation, 29442 120th St., Grey Eagle MN 56336.

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Loss Leader's... Gateway To Economic Terrorism?

By Dude Walker

Generally speaking, Mobile Disc Jockeys (MDJ) are always looking for the unique edge to set their services apart to gain the favor and trust of clientele. Free mileage, free dinner music, free karaoke upgrade, free wedding ceremony services, free audio video upgrade, buy a minimum set of hours and additional hours are free, free grooms dinner music. Basically, anything that one Mobile Disc Jockey (MDJ) may charge for, another competitor may exploit as free. The loss leader is defined as a pricing strategy which involves selling products/services at a price that will generate little or no profit and in some cases not even cover all associated costs (marketing, production costs, etc).

While the use of the loss leader strategy can be highly effective in retail applications. The concept fails miserably in service oriented industries where the major casualty is earning potential and family dynamics. Within service oriented industries loss leader strategies could be viewed as anti-competitive bordering on predatory pricing which may violate the essence of anti-trust laws drafted to protect both the customer and the marketplace economy.

Webster's dictionary describes competition as: 1: the act or process of competing; rivalry at: the effort of two or more parties acting independently to secure the business

of a third party by offering the most favorable terms.

Favorable terms is the key. So how does one achieve the most favorable terms? In a perfect world, one could presume that offering the highest quality reputable, service for an appropriate price would encourage customer patronage. Unfortunately, this is not a perfect world and there are nefarious entities willing to lie, cheat and steal their way through business in hopes of injuring their competition in the process. The misspoken rhetoric is a plea to buy into a "survival of the fittest mentality". Faulty logic being miss-applied by people, in many cases, too ignorant to understand the further reaching implications.

While there is no specific definition to the multifaceted expression Economic Terrorism, one could summarize Economic Terrorism: as the systematic use of illegal acts or predatory pricing to coerce action that devalues equity, earning potential, business reputation or business credibility within a marketplace.

Here are two of several examples where predatory pricing has been in question:

Walmart and Rubbermaid

Madison, WI loses 240 jobs as part of a three-year plan to shed 5,000 workers and close one-third of its factories, due to

Walmart's refusal to accept Rubbermaid's wholesale cost increase in an attempt to help defray production cost increases of resin (key ingredient to plastic containers). Walmart replaced Rubbermaid's product with Sterlite which is a product of India. One incident of predatory pricing that induced the outsourcing of \$87.5+ million dollars worth of American jobs.

Would outsourcing be as popular if import tariffs essentially equaled the cost of production on American soil, by American workers?

How can Walmart expect Americans to purchase goods that they have been denied the right to earn a living producing?

Weyerhaeuser Co. v. Ross-Simmons Hardwood Lumber Co.

Wherein Weyerhaeuser is sued for buying "more sawlogs than it needed" at "higher prices" in order to prevent competitors from buying logs at a "fair" price. Thus, tightening or eliminating their margin. The court reasoned that competitors who cannot afford the price of raw materials are squeezed out of the business, which directly diminishes competition. While the court acknowledged higher bidding can lead to increased competition by encouraging more companies to enter into the supply-side of the market, this positive result cannot be achieved in the

lumber industry. Alder sawlogs are a natural resource of limited annual supply, the court explained, so the market is "inelastic," or does not readily allow for expansion to new competitors. The district court awarded \$26.3 million in damages which the appellate court trebled to \$78.8. On June 26, 2006 the U.S. Supreme Court accepted Weyerhaeuser's request to review the case. - PENDING-

This is where the loss leader strategy runs aground within the Mobile Disc Jockey (MDJ) industry. Several naive Mobile Disc Jockeys (MDJ) are under the false assumption that the Mobile Disc Jockey (MDJ) market place is elastic and contains unfettered room for substantial growth. On the contrary, the calculable average number of events per year ranges around the 2.2 million events. Much like the alder log resources, dances are limited by the annual supply of clients seeking entertainment services. The whole intent of a loss leader is to entice customers to your business in order to sell them other services to make up the difference while eliminating competition in order to gain an advantage in the marketplace.

Example 1: One of the least respected companies in the market offers video dance upgrades at little to no increase in price, de-

Loss Continued on page 5

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Got Negotiations? Why? Who Wins?

By Jeffery Gitomer

The thing I hate about negotiating is that when there's a tough one -- no one ends up winning (unless there's a lawyer involved).

People are always asking me to conduct a class or write a book about negotiation. And my statement to them is: Why? Negotiation is 100% about price. I will put a caveat on that statement: sometimes it's price and terms; but another word for negotiation is money.



You also hear about the word compromise as part of a negotiation. I define compromise as both parties not getting what they want. The challenge in a negotiation is knowing where

you want to end up, what you're willing to take, or what you're willing to give or give up.

But the bottom line is, sometimes you have to be willing to walk away and abort the negotiation.

Then there's the element of time.

Sometimes people will compromise out of exasperation -- been doing it for too long, it's time to make a deal. You've probably heard it in your life, someone says, "---- or get off the pot."

The reason I'm writing about negotiation and compromise is that I am currently in some big time lawyer's office conference room trying to complete one. And I am somewhere between "get it over with," and "walk away." Walk away means lawsuit. Get it over with means lick your wounds, pay your dues, and let your attitude prevail.

Sometimes negotiations stall because both parties become intransigent. When this happens, your lawyer can actually be your friend. The one thing I think I should add here is that negotiations are often more emotional than logical.

My fatal flaw in negotiation is that when I'm in one, I tend to want to stick to my ideals and what I believe to be fair. The problem that I have encountered over the last 40 years is: Life ain't fair.

The one thing you need in a negotiation is someone else (or someone elses) to help drag emotion back to logic. The object of any kind of negotiation is to make some settlement or to reach some agreement.

But the problem lies in the fact of what led up to the negotiation -- and how volatile that is, or how emotional that is. The

more emotional, the less you're willing to compromise. And the less you're willing to compromise, the more voices of reason you need in order to help you get over it.

The one I am in at the moment isn't friendly. And as the negotiation continues, compromises become less and emotions get higher.

Let me bring this back to your reality. You may be negotiating with a buyer, a vendor, a banker, a former employee, even an ex-spouse. The simple key is to know your high, know your low, know your terms and conditions, and be willing to stand your ground. Standing your ground is not easy because it often involves other people trying to tell you to get off your ground.

There are a hundred negotiation tactics or gambits, most of which don't work, and all of which are somewhat manipulative.

As you can probably tell by now -- negotiation is not my favorite subject. But as any other part of business, if you're not good at it, and you're not willing to study the science of it, you will fall victim to someone who is.

I asked my lawyer what his rules of negotiation are, and in a Solomon like tone said, "There are no rules in negotiation. The main thing you need is patience."

Now he tells me! I haven't had patience for 18 years.

But the wisdom here is every negotiation carries a separate set of criteria. And if you try tactics or some gambit from one negotiation to another, it's likely you will lose. In this particular negotiation -- however it turns out, I will still feel like I lost. The key is not the negotiation -- the key is how I will get over it.

My attitude will allow me to walk out of my lawyer's conference room --- and forget about it. Oh, I will deal with the details. But under a minute later, I'm over it. I have other things to do in my business and my life, and I want to make sure that they are done in a positive manner.

One of the reasons lawyers get paid a lot of money is that they have to deal with this kind of crap every day. I on the other hand, have a life.

If you want more about negotiation that my dad taught me, go to www.gitomer.com, register if you are first-time user and enter the word NEGOTIATE 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.train-one.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com

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Loss Continued from page 3

spite the substantial overhead in equipment cost and video library. How is offering video as a loss leader possible? Perhaps the broadcasting watermark is a tell tale sign of origins of the library. Offering stolen broadcast media as a loss leader to entice patronage is an anti-competitive tactic that is the personification of Economic Terrorism.

Example 2: DJ company "X" attempts to enter an overpopulated marketplace by offering "First One Free" to schools and bars. This type of loss leader is dangerous because it runs contrary to every principle of customer loyalty. For instance, DJ "A" routinely charges a school \$XXX for entertainment. DJ "B" offers "First One Free" and performs adequately. DJ "B" creates a new price point, in most cases lower than DJ "A" which devalues the marketplace.

Example 3: DJ company "X" in the past exclusively performed karaoke. As more and newer KJs offered loss leader strategies a marketplace shift takes place. KJs turned DJ/KJ invade the wedding market offering free karaoke upgrades, thus further devaluing the public perception of karaoke in both marketplaces despite the substantial investment needed to properly service the clientele.

Good competitive behavior can include short-term price reductions, which is acceptable and encouraged, so long as the core of the marketplace can still make a profit after cutting prices where product/service choices

and quality DO NOT suffer when restraint is imposed upon the prices that are necessary to induce growth.

This is where the use of loss leaders fundamentally fails within the Mobile Disc Jockey (MDJ) industry. Many Mobile Disc Jockey's (MDJ) revile the term hobbyist yet use loss leaders and predatory pricing tactics that run contrary to a legitimately run profitable business.

The IRS determines the difference between hobbyist and legitimate business as:

<http://www.irs.gov/faqs/faq-kw82.html>
12.7 Small Business/Self-Employed/
Other Business : Income & Expenses

Q How do you distinguish between a business and a hobby?

Since hobby expenses are deductible only to the extent of hobby income, it is important to distinguish hobby expenses from expenses incurred in an activity engaged in for profit. In making this distinction, all facts and circumstances with respect to the activity are taken into account and no one factor is determinative. Among the factors which should normally be taken into account are the following:

1. Whether you carry on the activity in a businesslike manner
2. Whether the time and effort you put into the activity indicate you intend to make it profitable
3. Whether you depend on income from the activity for your livelihood

4. Whether your losses are due to circumstances beyond your control (or are normal in the startup phase of your type of business)

5. Whether you change your methods of operation in an attempt to improve profitability

6. Whether you, or your advisors, have the knowledge needed to carry on the activity as a successful business

7. Whether you were successful in making a profit in similar activities in the past

8. Whether the activity makes a profit in some years, and how much profit it makes

9. Whether you can expect to make a fu-

ture profit from the appreciation of the assets used in the activity

When considering any loss leader campaign in an attempt to corner, increase your market share or injure your competition.

Truly ask yourself:

Are you a responsible and competitive business person building your business to grow and perpetuate? -or- Are you an anti-competitive Economic Terrorist plotting the demise of your competitors by price with little or no regard to the marketplace that you're creating?

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

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Starting From Scratch

By Jeff Richards

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

I must strongly impress upon you, that I am not an accountant; I am not legally authorized to advise you on your taxes. I am not a CPA. I am a DJ who will give you some hints and tips about taxes and how to use them to your advantage.

My first tip is: hire a Certified Professional Accountant to handle all your tax needs. I'm not talking about those pop up booths at the mall or even the TAX guys you see advertised on TV, I'm speaking of a FULL TIME PROFESSIONAL ACCOUNTANT that specializes in business accounting and taxes. (Please read this entire paragraph several times before continuing on.)

Most people fear tax time every April, for a new business the tax man can truly be your best friend. If you are in the beginning stage of your career you're probably working a full time job along with your DJ business. Ask your employer to raise your tax deductions by (1) one; this will automatically subtract a slightly larger amount of taxes each paycheck from your full time job. This extra amount will help cover the taxes that you will need to pay on your DJ income at the end of the year. This will help reduce the amount owed to the government

because that money will have been already accounted for from your day job deductions. Instead of having to bank away your DJ income to pay the taxes you can use it to operate your everyday business expenses.

Use your full time job income to pay for your everyday expenses (rent, food, car etc...) use your DJ income to pay for your DJ business expense. DO NOT crossover between these two, keep them separate. If your DJ business isn't making enough money to pay for itself, find a way to cut expenses and a way to increase your DJ income. Keeping them separate will make the operating and accounting of your business much easier.

During the year you need to keep a very close eye on your profit and loss statement and the cost of running the business. Use a computer program like Quicken for your accounting needs. At the end of the year you should have a printout that will tell you exactly how much income (profit - loss) you have. In the first few years DO NOT expect to make a huge profit if any at all. (Start up costs) In December if you find that you'll have a profit, it is time to invest the profit back into your business. At years end take the profit and buy equipment, advertising, clothing, music or anything else that you will need to improve your business the following year.

Purchasing items at the end of the year

helps your business in several ways. 1) The DJ equipment is typically on sale. 2) The items you buy can be used as a write off. 3) The less profit you show, the lower your tax assessment will be, thus giving you a larger REFUND.

If you will be receiving a refund, file your taxes as soon as possible. This money will help pay your expenses in the first few months of the year when business is typically slower. If you have enough DJ income to handle all your business expense, take the refund and purchase items that you need. Once again this will result in a lower profit margin and a tax write off. People seem to think that all your stuff is a "Tax Write Off" as if you're getting every cent back in some form of a huge check, but this couldn't be more wrong. You can take a larger write off in one year; the better idea is to take a smaller write off over several years. (Depreciation) This will help in those lean years in the beginning when you need write offs.

Here is a pretty obvious hint but even I have fallen victim to it: Do not use credit cards to fund your business expense. Credit cards can offer low interest rates (for a limited time) then it will increase extremely high when the offer expires. Some cards, even with an introductory low rate, will raise your rates for any reason, including just because you were one day late with your payment or only paying the minimum. If you must use

your credit card take the profit or refund at the end of the year and apply it directly to the card to eliminate the bill as fast as possible. Interest paid on a BUSINESS credit account can be a tax write off.

Now is the time to begin thinking about 2008's tax due date. Speak with your CPA for the best way to operate the accounting portion of your business. Ask your accountant if you should be a sole proprietor, LLC or be incorporated. Each one has its advantages and disadvantages. A good accountant isn't just there in April, but is available to assist you all year long with your tax needs. One advantage of hiring a CPA is that the Professional ones will appear on your behalf and explain how your taxes were prepared if you should get an audit from the I.R.S. Ask your CPA about the hints and tips I have mentioned here before applying them to your business: results may differ.

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.

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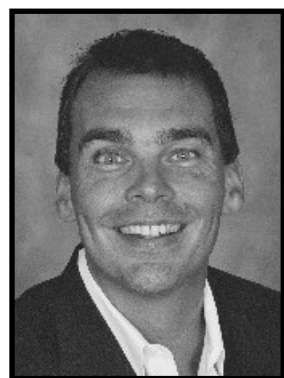
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

It has never ceased to amaze me as I have trained so many DJs for so many years how flat out ignorant some young people can be about our country's history and about the music that we use at our events.

Part of my training involves three straight weeks that I spend on Music History. With each decade that we cover



(starting in the 1940s) I spend a few moments on the "headlines" from that decade. We're talking broad strokes here. Like in the 1940s I mention the fact that the U.S. was involved in WWII and that Roosevelt was

our President during this tumultuous time. The blank stares that I get back during this shocks me. The same thing happens when we get to the 1960s and I mention the Civil Rights movement and JFK's presidency. Does our school system teach anything anymore?

I believe it's important to teach these things because music is not created in a vacuum. Music is a sign of the times. When you hear some of the early rock n roll from the 1950s you understand it even better when you put it in the context of the history of that decade. America was triumphant in the war and our economy was thriving after so many years of the great depression. A new generation, so big and massive they'd be nicknamed Baby Boomers, was growing up and rejecting their parents music (isn't that always the way) and suddenly there was this new outlet for their angst. Elvis and Chuck Berry and Jerry Lee Lewis.

As an example of how the times influence the music, I'll often play two Beatles songs for my trainees. The first is "I Saw Here Standing There." I'll explain to them that this was an early Beatles song, one of the first in fact that Lennon and McCartney penned together. You can hear innocence and joy and energy throughout the entire song (especially those giddy "whoaaas" - have you ever actually tried to hit those notes?) The next song I'll play for them is "Revolution" which was written and recorded just 5 short years after "I Saw Here Standing There." But what has happened in those 5 years is monumental. The

boys have grown up. And the 1960s have changed as well, from those early naive years to the weighty and serious days of the late 60s. Martin Luther King has been shot dead and then two months later Bobby Kennedy is killed as well. This is no time for "I wanna hold your hand." This is time for "We all wanna change the world." And when I play those opening angry chords of "Revolution" I think they get it. They see how understanding the times helps understand the music that came from it.

There are many examples of this that I use. They say that the 1970's was the "Me Decade" and playing some of the Disco Hits from that time helps emphasize this fact. There were no great "revolution" songs from the 1970s but you'd need more than two hands to count all the songs with the word "boogie" in the title. Music no longer sought to make a difference. It simply wanted you to "shake shake shake." Not that this is a bad thing. I happen to love the dance music from the 1970s and I sometimes wish musicians would leave politicking to the politicians. But then again if Bill Clinton can get elected by playing saxophone on the Arsenio Hall show I guess the lines have been forever blurred.

If you read this column regularly you

know the ideal age of my recruits are the late teens and early twenties. Too young obviously to "remember" the essential music they'll need to know at any event that's not a School Dance or Sweet 16. So the burden of educating them on what they'll need to know falls upon me. Three weeks is not nearly enough time to cover any era or musical genre in depth. But I scratch the surface of enough topics so that my trainees have a decent working knowledge. Knowing that Big Band is the sound of the 1940s and Rock n Roll of the 50s makes them much more well-rounded than when they first started.

Now, if we could just get our school systems to start teaching some basic history . . .

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

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Leaving a Legitimate Leadership Legacy

By Dr. John C. Maxwell

As I begin this lesson, I would be remiss not to mention the tremendous contribution of my friend Dick Biggs has made in shaping my thoughts on succession. Several of Dick's ideas are woven into this edition of Leadership Wired.

A LEGACY OF FREEDOM

President Abraham Lincoln's leadership through the painful trial of Civil War saved the United States of America and ended the deplorable institution of slavery.



In the war's aftermath, Lincoln faced the challenge of rebuilding the South without restoring its system of white supremacy. Balancing goodwill toward freed blacks and a conciliatory stance toward

the former Confederate states, Lincoln appeared to have the perfect temperament to ease the South through a time of healing and into a period of prosperity and equality.

Abraham Lincoln's assassination plunged the fragile future of the South into uncertainty. His successor, President Andrew Johnson, continued policies of conciliation toward the Southern states, but he did not share Lincoln's regard for black Americans. By pardoning key leaders of the Confederacy and placing power back in the hands of state legislators in the South, Andrew Johnson reconstructed the South's oppressive system of white domination. Johnson's personal racism and inept leadership was responsible for stunting the progress of the civil rights movement and perpetuating injustice in the South for another 100 years.

Abraham Lincoln's tragic death followed by Andrew Johnson's deficiencies

in rebuilding the South is a testament to the Law of Legacy:

"A Leader's Lasting Value is Measured by Succession."

Who knows how far or how quickly the USA may have progressed toward racial equality had Lincoln been able to pass the reins of the government to a like-minded leader?

LEAVING A LEGACY

A turning point in my leadership came when I began to understand the meaning of leaving a legacy. A catalyst for me was a simple statement from management expert, Peter Drucker:

"There is no success without a successor."

I had always wanted to create lasting value through my life and leadership, so I decided to take seriously the cultivation of successors. I resolved to produce leaders rather than attract followers, and it's one of the best decisions I've made in my leadership. In this lesson, I'd like to explore four aspects of shaping a legitimate leadership legacy:

1. Character
2. Choices
3. Conduct
4. Consequences

Character — Being and becoming a moral example

The two words most commonly linked to character are integrity and honesty. Integrity involves being true to oneself, while honesty means being truthful with others. Each involves being real not fake, genuine not artificial, transparent not deceitful.

You can't spell integrity without the word grit which is defined as "a firmness of mind," or "unyielding courage." It takes a great deal of courage or grit to be true to self. In the end, though, it's worth the effort because our legacies are going to be impacted greatly by our integrity or lack thereof.

Choices — Thinking clearly and making wise decisions

Careful decision-making requires a sense of right and wrong rooted in charac-

ter. To make the right decisions consistently, we can't let external influence or peer pressure cause us to do something wrong when our internal conscience is telling us to do what is right. To violate conscience undermines our self-respect and shatters not only our moral authority, but our confidence as leaders.

We must also understand how pleasure and pain impact our choices. In short, if we enjoy temporary pleasure with a disregard for its harmful effects on us and other people, we're going to suffer long-term pain. Leadership demands sacrifices for the near-term to receive lasting benefits. The longer we wait to make sacrifices, the harder they become. Successful people make important decisions early in their life, then manage those decisions the rest of their lives.

Conduct — Doing the right things consistently well

Conduct is defined as "a mode of personal behavior." Only individuals can behave. The conduct of a company, government agency, sports team, or church is a reflection of the conduct of the individuals making up the organization.

To shape the conduct of the individuals who follow us, we must be able to hold them accountable for their behavior. But first, we must be held accountable ourselves. Author Chuck Swindoll says accountability is "a willingness to explain your actions." If our actions are indefensible, we'll be stripped of the real authority to exercise moral leadership. We must submit our behavior to the scrutiny of trusted advisors before dictating the conduct of those we lead.

As leaders, we set the tone for the conduct of the individuals in our organization. People do what people see. Conduct is learned through observation. As Dr. Michael Guido says, "The world pays more attention to your conduct than it does to your creed." As leaders, we teach what we know, but we reproduce who we are.

Consequences — Receiving the results of seeds that we sow

The success of my day is based on the seeds that I sow, not the harvest I reap. Too often, leaders bypass the process of sowing seeds in favor of shortcuts for results. Sadly, the end begins to justify the means, and principles are tossed out for more expedient behavior.

I've found submitting to the process of sowing the right seeds will meet with tremendous rewards—whether I see the fruits firsthand or not. Here are five reasons I believe in keeping my attention on sowing well rather than seeing instant results:

- (1) The seeds I sow will determine the harvest I reap.
- (2) There is no reaping unless I have been sowing.
- (3) Sowers are committed to giving before receiving.
- (4) Sowers enjoy giving more than receiving.
- (5) Sowing daily into the lives of others will compound over time.

We spend our day either preparing or repairing. Preparing allows us to focus on today, while repairing forces us to clean up yesterday. Preparing invests for the future, repairing pays down past debts. Preparing increases efficiency, but repairing consumes precious time. Preparing increases confidence, while repairing breeds discouragement. Cherish each day to grow and develop, and avoid making mistakes which will return to haunt you. Remember: the secret of your success is determined by your daily agenda.

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

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

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Everyone On The Payroll Is A Marketing Person

By Harvey Mackay

Companies spend billions of dollars each year marketing their products and services. If you go to the refrigerator for 30 seconds during a commercial break at this year's Super Bowl, you will miss the ad for which Pepsi Cola spent \$2.4 million. For that kind of money every company wants their ads to be bigger, better and more spectacular than those of the competition. In the same vein, sales people are often the most highly compensated in a company. Yet most businesses overlook their most important marketing asset: their operations employees.



Most businesses view marketing as being solely the domain of their sales people and their marketing department. But what happens once the client is on

board? Will they come back? Will they refer you to others? Depending on the industry, marketing employees may have very little to do with the product a company actually

delivers. That makes it difficult for them to maintain the relationships your company has spent so much money developing. And, if you are not careful, when your key marketing people jump ship, your customers may leap overboard with them.

Glitzy ad campaigns, expensive lunches or tickets to sporting events don't earn customer loyalty and referrals. These things will get you your first date, but not necessarily your second. Re-evaluate your marketing plan to take your operations employees into account. Every single employee is a "marketing person" and they have the power to generate business and to retain existing clients. But what is even more important, they also have the ability to scare clients away.

In reviewing your current operations employees and their role in the company's marketing plan, you will need to dissect every contact that your staff has with your potential clients and referral sources. Small improvements in any of these contacts will go a long way toward bringing clients back to the company.

How are your telephones answered? Is it an endless computer generated menu, or even worse, a receptionist who is just going through the motions? You should hear "the smile in their voice" when they answer the phone. That voice answering the telephone can either undo the positive goodwill of sev-

eral client dinners, or it can build on it. It can construct a solid foundation after your marketing staff has done the excavation work.

This goes for every contact a client has with the operations staff. Nothing turns people off more than surliness or disinterest and nothing is more appreciated than speaking to a friendly person who is eager to help you.

All employees should be encouraged to extend themselves beyond their pure job descriptions ... in other words to be proactive. The "little things" add up to a big impact. Clients are impressed with a proactive approach to their business: Call them before they feel the need to call you. Your staff should follow up when they don't receive information a client has promised.

Call customers when key events occur. Provide them with copies of every piece of correspondence related to their account. If there are delays in your company's work, notify the client in advance, apologize profusely and offer a token, such as a minor discount, to make up for the inconvenience. Finally, your staff should send hand-written thank-you notes to their clients when work is completed.

All people should be trained to identify and take advantage of key marketing opportunities that arise during the course of their work. They should get to know customers through friendly, informal conversation.

Maybe they have friends or relatives that need the service your company provides. Maybe these friends work in an industry related to yours and have the ability to refer their clients. Your staff will never know unless they engage them in conversation instead of just accumulating the information they need to work on the client's specific account.

More importantly, your staff needs to be trained to process this information. They shouldn't be ashamed to politely ask the customer to refer your company. Additionally, you may want them to send the referral information to your sales people, who may be more adept at closing the deal.

Opportunities for marketing and sales will always come up during the course of your company's contact with clients. Analyze your company, identify these opportunities and, most of all, train employees to capitalize on them.

Mackay's Moral: Marketing: It's not just ads and dinners.

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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7 Profit Producing Reasons Why Every Successful Service Pro Needs A Web Presence

By Michael Port (*Book Yourself Solid*) & Beth M. Lyons (*The Techie Coach*)

As a DJ; your business website is a critical aspect of being able to start and continue conversations with potential clients. It's the ultimate self-service window for potential and current clients who come to you interested in your services and/or products.

Why do you need a website; when your current strategy seems to be working? Here are the top 7 reasons why:

1. Your website positions you as Skilled Expert.

Perception is everything on the internet. Having your own website increases your visibility, credibility and trust. It gives your personality a platform.

2. A strong web presence adds to your brand identity.

Your website represents you and your business in the marketplace.

3. Your website expands your reach into the global marketplace.

If you have a product available on your website you'll expand your geographic marketplace from local neighborhoods where your product sits on a shelf, to the entire world via your website. International Mobile DJ sound like fun?

4. A website creates a 24/7, passive revenue, profit machine.

The Web never sleeps which means that you can literally turn your computer and website into a cash register around the clock, and many, if not all, of the processes

can be automated. Turn your best night of music into your own unique mix; or create 'celebration' CD's; and sell them online while you sleep.

5. Your website instantly increases the effectiveness of your sales cycle.

The sales cycle is especially critical for service professionals. You can build a rapport with prospective clients. By offering something of value, like a discount off their next event for every three referrals, or a free audio file in exchange for an email address, your visitors begin to see your offer and your services as an investable opportunity.

6. Your site filters out clients who aren't well-suited to your services.

All of your marketing materials should direct potential clients to your website, where you can save precious time by allowing them to familiarize themselves with you and your services. This allows them to determine whether or not they feel they'd be well-suited to you.

7. Your web presence is a fantastic vehicle for bold self-expression and learning.

The site is an extension and representation of who you are and what you offer. To

get ahead of the curve as a service professional you will need to understand how to master the advantages of technology. And the best way to learn this is by expressing yourself through your website. Since your Music; Reputation, Personality and Charisma are key elements to success – incorporate those elements into your website and marketing materials. Enlighten the world to your talent through an online platform.

And always keep in mind the Award Winning Web Course mantra: "The effectiveness of your website is directly proportional to how solution-oriented your offers are with respect to your target audience."

Visit www.awardwinningwebcourse.com for a simple, step-by-step guide to developing highly effective websites.

Michael Port is the Founder & Chairman of *Book Yourself Solid* Worldwide and author of the #1 bestselling *Book Yourself Solid*, *The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling*. To download a free chapter of his book go to: www.BookYourself-Solid.com.

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The Small Business Bugaboo - R U Avoiding Something?

By Dan Nichols

The Small Business bugaboo is not a dance or some new craze. It has been around since humans became entrepreneurs. If you have ever felt like you're going in circles for days months or years with your business, there is a high likelihood you have the bugaboo. Of all the things entrepreneurs struggle with, this would be near the top. Have you been running into a brick

wall wondering why in the heck your business just isn't moving forward? Have you been blaming your parents, your schooling or even God for the lackluster earnings?

The solution begins with a question. Here is the question you need to ask your-

self. What is the one thing you know you should be doing to succeed? You may even know what it is but you have avoided it like the plague? What is that thing? What is the thing your successful competitors have been doing that you keep neglecting?

•Maybe it's cold calling.

•Maybe it's joining some networking organizations or for that matter attending and working the one you already joined long ago.

•Maybe it's returning calls within 24 hours, sending referral cards or requesting assistance from a colleague.

•Maybe it's learning a new skill. Maybe it's planning your business strategy.

The truth is -- you probably know what it is. You may have seen how it works for other entrepreneurs but you keep avoiding it because it feels too much like a mountain you'd rather not climb. Maybe, you are spending lots of time coming up with other things to fill your day and avoiding various business details because you know it will require a lot of effort and focus. I avoided for nearly 2 years setting up my website to do more than just exist as an expense. I just didn't want to face the effort and focus that was going to be needed to sell my products. I had done all the hard work by creating them and really deep down felt people should just to buy it. Though really I knew better. I didn't want to sit down and focus on what needed to be done. Can someone say ADD? The logical result was my site didn't sell. My offline coaching career was soaring but if I was ever going to have a website that

produced I would have to put the time into it. It took me 40 to 50 hours of creativity and effort (and much more to come) but I can already see the difference in my success online. I still have a lot to do but the nuts and bolts are in place. As I mentioned in a previous article - persistence is the greatest barrier to success, so persist I will until it is done and until I reach the level of success online I know I am capable of.

One of my clients, a real estate investor, has been struggling for many months with too much money going out and not enough coming back in. He and his partner recognized the need to sell some liabilities but were not taking the time to do so. Instead they were spending their time focused on a way to earn what looked like a quick buck doing "subject to's" in a market where people were and are very upside down. In a market where property values are heading south really quickly. Despite all their intelligence and real life experience they seemed to keep driving into this wall over and over. When I asked them if they had been neglecting the selling of these properties hoping the problem would just go away, they both admitted yes. We all neglect something in our business lives (or otherwise) and until we take it on, the problem will remain or we will lose the potential of what it could have

been completely.

Reply to me in my blog with some things that you've been neglecting in your business. Things that if you faced them, and took them on would make a world of difference.

Here is the link to my blog - <http://lemonadestandsimple.com/wordpress/?p=3> I am happy to take on your questions. Remember, my roots are 16 years mobile dj. I can talk your talk because I've walked the walk.

Business Launch Expert, coach and entrepreneur Dan Nichols helps entrepreneurs discover which steps to take next to grow their businesses. He offers money and time saving ideas via his newsletter sent out once to twice monthly free of charge. Sign up before the end of this month and get a free software program that if used will improve your business within 48 hours - guaranteed. For more information or to contact Dan visit businesslaunchexpert.com.

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

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Pain
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The Diary Of Jane
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Shortie Like Mine
You
My Love
We Fly High
Walk It Out
Poppin'
That's That

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June 26-28, 2007
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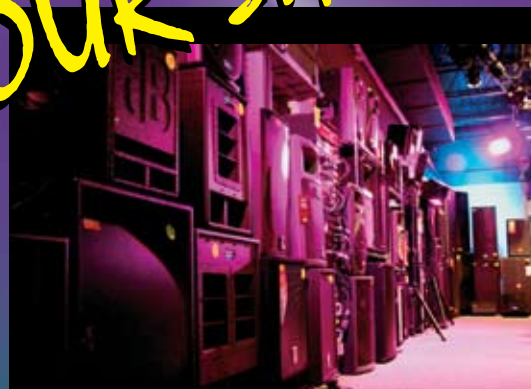
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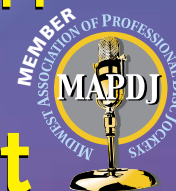
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