

Disc Jockey News

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FEBRUARY 2007

The Regional Disc Jockey Newspaper

Free

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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.

Letter to the Editor: Questions can be submitted to the editor or writers of the paper via mail, website blog or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas.

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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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Promo Only Announces the Release of Hot Video Classics Best of 1987-89 Volume 3, Volume 4 & Volume 5!

In an unprecedented move, Promo Only, Inc., the industry's complete source for music and music video, today announced the simultaneous release of three new Hot Video Classics – Best of 1987-89 Volume 3, Best of 1987-89 Volume 4 and Best of 1987-89 Volume 5.

"We're celebrating not only one of music's great eras, but also music video's growing popularity," said Promo Only director, Jim Robinson. "Of course, we're also mindful that with music video's increased popularity has come increased demand for content – particularly from those DJs and entertainment venues still struggling to assemble a well-rounded music video library. For all those reasons and more we're very pleased to announce our first multiple release."

Available individually as subscription additions, tracklistings for each volume include such top 40 favorites as:

Hot Video Classics Best of 1987-89 Volume 3 (39 tracks total): Express Yourself, Madonna; So Alive, Love & Rockets; Parents Just Don't Understand, D.J. Jazzy Jeff & The Fresh Prince; When It's Love, Van Halen; and Dirty Diana, Michael Jackson.

Hot Video Classics Best of 1987-89 Volume 4 (39 tracks total): Don't Be Cruel, Bobby Brown; I Want Your Sex, George Michael; Is This Love, Whitesnake; Shake You Down, Gregory Abbott; and The Pleasure Principle, Janet Jackson.

Hot Video Classics Best of 1987-89 Volume 5 (40 tracks total): Bad, Michael Jackson; Paradise City, Guns & Roses; Going Back to Cali, LL Cool J; Doing It All For My Baby, Huey Lewis & the News; You've Got It (The Right Stuff), New Kids on The Block; and Where The Streets Have No Name, U2.

For further information regarding Hot Video Classics Best of 1987-89 Volume 3, 4 and 5, or for details concerning any Promo Only product, contact Promo Only by phone at 407-331-3600 or by email at customerservice@promoonly.com.

Fidelity Media Releases MegaSeg 4.0.1 Update With Improved USB Controller Support

Fidelity Media has announced an update to their DJ and Radio automation software, MegaSeg 4. The new version 4.0.1, available for immediate download at www.megaseg.com, adds over 30 improvements and fixes including support for the DAC-3 and Hercules MK2 USB DJ controllers, a MIDI Learn function, and improvements in performance, ID3 tag reading, the mixer, edit and preference dialogs, and the artist separation rules feature, among others.

The recently released MegaSeg 4.0 brought Universal Binary support to the program, as well as tighter iTunes and Spotlight search integration, syncing library data across local networks, interface customization, a robust set of color coding options, hierarchical folder tree navigation, Ambient Video Playlists for continuous video output, mic play-through, enhanced track looping and pitch-lock mixing, and a host of other improvements.

MegaSeg is a self-contained DJ mixing and radio automation system which benefits from the ease, mobility, and reliability of Mac computers. MegaSeg enables DJs and radio stations to put their

massive music libraries on their Mac and seamlessly segue or beat mix between songs or music videos, trigger sound effects via hot keys, use color coded requests lists, cue tracks on a second output, create dynamic scheduled playlists, and program playlist events. Mobile DJs can use MegaSeg to easily add systems to their growing business, and is a professional solution for anyone who needs more mixing control than Apple's iTunes or iPods offer. MegaSeg is fully integrated with the iTunes library and playlists, and compatible with songs bought from the iTunes Music Store.

WATCH FOR A REVIEW OF THE NEW MEGASEG WITH THE NEW AMBIENT VIDEO FEATURE UTILIZING THE SHADOW DANCERS AMBIENT VIDEOS FROM VJ-WORLD.COM IN THE NEXT ISSUE OF THE DISC JOCKEY NEWS.

American DJ's P64 LED UV Ultraviolet Par Can Uses LED Power To Make Performers And Displays Glow In The Dark

With American DJ's introduction of the P64 LED UV Ultraviolet Par Can, "black lighting" has entered a new phase of high-tech sophistication. The latest addition to American DJ's wildly popular and critically acclaimed series of LED-based par cans, the DMX-compatible P64 LED UV spot is designed for any and all applications that call for the hypnotic glow and mood effects of ultraviolet light.

Equipped with 151 ultraviolet LEDs, the P64 LED UV provides super smooth projection on stages and surfaces. It features a 15-degree beam angle for long-throw applications.

In addition to being an extremely powerful black light, the highly affordable P64 LED UV is very economical to operate. The unit is energy-efficient and runs on low voltage, with a maximum power consumption of 21 watts, so clubs and theaters will save big on electricity bills. The spot's LED lamps also have an exceptionally long lifespan, which severely diminishes the expenses of maintenance and lamp replacement.

Since LED lighting fixtures produce very low heat compared to traditional par cans, the P64 LED UV helps maintain a comfortable temperature for musicians and performers, making it ideal for stage applications. The lamp will never cause fading or discoloration when placed near an object, so the P64 LED UV is also great for highlighting close-range displays and exhibits.

"Bringing LED technology to an ultraviolet par can represents a major advancement in cutting-edge stage and club lighting," said Scott Davies, General Manager of the American DJ Group of Companies. "With so many potential applications, the new P64 LED UV is suitable for clubs, theatrical productions, concerts, churches, trade show booths, haunted houses and any place where black lighting is appropriate."

The P64 LED UV Ultraviolet Par Can includes a hanging bracket for safe and easy installation. The fixture measures 11.5" x 10.5" x 13.5" and weighs only 4 pounds.

It carries a low suggested retail price of \$149.95.

American DJ's series of LED par cans also includes: P36 LED and P64 LED RGB color mixing par cans; P36 LED WH and P64 LED WH white par cans; P36 Blinder RGB and P64 Blinder RGB LED wash effects.

New Accu Fog 1000 Spews Smoke In All Directions, Can Be Used In Variety Of Positions

London has nothing on American DJ's new Accu Fog 1000! An innovative moving-head fog machine, the Accu Fog 1000 will produce more mist than you'll find on a foggy evening at Trafalgar Square, as it spins around and spews out serious amounts of smoke in all directions.

Designed for clubs, concerts and productions, this amazing new high-output fogger is the latest addition to American DJ's popular Accu Series of professional intelligent fixtures. The 1,000-watt unit uses its moving-head mechanism to rotate a full 360°, providing any venue with total atmospheric coverage at a lightning-fast rate of 10,000 cubic

feet per minute. Users can rely on the Accu Fog 1000 to fill every nook and cranny of the room with great-looking fog, even remote areas where other professional fog machines won't reach.

The Accu Fog 1000 is also incredibly versatile. Due to its unique design, it can be used in a variety of positions -- you can stand it upright, hang it, or even mount it upside-down to create different types of effects.

This upside-down positioning is possible because of a removable metal bin on the back of the Accu Fog 1000, which houses its 1-liter fog juice container. The bin is attached with two screws -- you can unscrew them quickly, then simply flip the bin around and re-attach it for upside-down use.

"The Accu Fog 1000 provides amazing fog coverage, thanks to its moving head design and multiple mounting options," said Scott Davies, general manager of the American DJ Group of Companies. "It can fill a room faster and more thoroughly than standard fog machines, even higher-end units designed for professional use. What's more, this breakthrough moving head fogger features the quality, reliability and durability associated with American DJ's hot-selling Accu Series of higher-end professional fixtures."

Another huge convenience of the Accu Fog 1000 is an optional, larger 1-gallon fog juice container, which can be purchased separately. The gallon-size tank saves users time and effort by requiring less frequent refills. It's not only great for gigs that call for long-term fog production, but also applications where the machine is hung in a high or otherwise hard-to-reach space. When fog fluid gets too low, the Accu Fog 1000 protects itself via a thermal cut-off that automatically shuts down the unit's pump system.

The Accu Fog 1000 carries a suggested retail price of \$1,099.95.

For more information, visit <http://www.americandj.com>.





NAMM, the trade association of the international music products industry, announced a grand total of 84,695 registrants to their 4 days music industry event. This year's show included a record 1,535 exhibitors and nearly 10,000 from over 100 countries.

Some of the disc jockey highlights includ-

ed: 1. Bernie Howard of Cortex demonstrated the HDC-1000 and the HDC-3000. 2. American DJ rocked the house with a variety of new LED lighting fixtures. 3. Denon DJ was one of the many companies demonstrating their new gear. 4. EV gave a demo of their sound systems with the assistance of some live music. 5. Pio-

neer held their demonstrations in their private room with celebrity DJs. 6. The crowd is getting ready for the grand opening. 7. B-52 introduced their new Prodigy all-in-one system. 8. EV introduced new three-way speakers in their Dynacord line.

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Out of the office? Or out of your mind?

By Jeffery Gitomer

Ever send somebody an email and it bounces back, telling you that the person you sent it to is "out of the office"?

How did you feel when you got it?

How about: Why are you telling me this?

How about: I didn't write you to find out what you're doing, I wrote to communicate a message, ask a question, or get information that I require.

Do you stay in touch with your customers and contacts any other time than when you're in the office?



Because email is instant, everyone feels that their response needs to be instant. In the old, old days, people sent letters. In the near old days, they sent faxes. When you got either of these documents, you never told anybody what you were doing, you just responded – as it should be with email. But it's not. And it's rude.

I get emails every day from people telling me they're at a seminar, on vacation, out of the office for two days, home sick, or worse, that their spam blocker needs confirmation.

I have three words to tell you how I really feel: Quit doing this. You're making your customers mad at you. And you look like a fool. Okay, that's more than two words. But you get the idea. Stop it. There, that's two words.

Suppose a customer is trying to place an order, and they get your stupid reply that you're "on vacation, please call Mary." And they call Mary and she's "either on her phone or away from her desk." So the customer decides to call the competition because you are unavailable.

Now you have gone from rude to stupid.

What you've effectively done is take care of yourself without thinking of others. And it's those others that are providing you the revenue that supports your business and your family, namely your customers. And they could care less where you are or what you're doing. They just want help.

I have forbidden all forms of auto-reply and spam-blocking confirmation requests in my business. In place of that, each person is responsible for figuring out what to do in case a customer emails or calls. By the way, we have no voicemail either.

There are several options for being able to serve customers when you're out of the office or either on your phone or away from your desk. All of which require thinking, communicating, and serving the customer.

I'm out of the office more than 250 days per year and somehow manage to handle and reply to more than 200 emails a day without a Black-Berry. I have a cell phone where I can receive

phone calls when I'm available, or text messages from people who genuinely need me. I have a laptop with a wireless card and an internal airport device so that I can get online virtually anywhere in the world, at my convenience.

Here are some options to stay in touch, or to be accessible, when you're away from your desk or away from the office:

1. PDA device.
2. Laptop computer.
3. Cell phone.
4. Hotel business center.
5. Internet cafe.
- 5.5 Delegate or hire an assistant.

It's amazing to me the amount of salespeople earning six-figure incomes who complain about paperwork, when for a small part-time wage they could hire someone to completely eliminate it. People who think with their wallet, not with their brain. They pinch pennies and waste opportunities to earn thousands.

When someone sends you an email, in most cases they expect a reply within 24 hours. Sometimes, the same day.

If you're in a time sensitive business you may have to respond in the same hour, but you would already know that, and it would be (a big) part of your responsibility to make that happen.

If your customer wants an immediate response, and you immediately respond with a message that says, "I can't respond right now," that doesn't help the customer. In fact, it negatively impacts the customer's feeling about

you. If customers need an immediate response then you should internally forward your emails when you're away so that they can be responded to personally, or have someone checking your email while you're away, or have a portable wireless device that allows you to receive emails and determine which messages are urgent.

MAJOR CLUE: The customer doesn't need to know what you're doing, or how you make it happen – they want a response to THEIR situation, not yours.

I'm certain that a small percentage of people reading this will not appreciate the cold slap in the face. They'll keep their idiotic, self-serving auto reply as part of their standard operating procedure. Here's the good news: There are some people who will totally appreciate it. I can describe them in two words your competition.

Want to know the reality of spam, and what you should do about it? If you'd like the AHA!, go to www.gitomer.com, register if you're a first time user, and enter the word SPAM 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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The Most Effective Marketing Strategy For Service Providers

By Michael Port

All sales start with a simple conversation. It may be a conversation between you and a potential client or customer, between one of your clients and a potential referral, or between one of your colleagues and a potential referral. An effective sales cycle is based on turning these simple conversations into relationships of trust with your potential clients over time. We know that people buy from those they like and trust. This is never truer than for the professional service provider. But as Sir Winston Churchill once said, "It is a mistake to look too far ahead. Only one link in the chain of destiny can be handled at a time."

If you don't have trust, then it doesn't matter how well you've planned, what you're offering, or whether or not you've created a wide variety of buying options to meet varying budgets. If a potential client doesn't trust you, nothing else matters. They aren't going to buy from you—period. If you think about it, this may be one of the main reasons that so many professional service providers say they hate marketing and selling. They may be trying to market and sell to people with whom they have not yet built trust.

If you want a perpetual stream of inspiring and life-fulfilling ideal clients clamoring for your services and products, then just remember—all sales start with a simple

conversation and are executed when a need is met and trust is assured.

So, where do you start? By using the most effective marketing strategy on the planet for the professional service provider—the always-have-something-to-invite-people-to-offer.

Your services have a high barrier for entry. To a potential new client, your services are intangible and expensive—whether you think they are or not—especially to someone who has not used the kind of services that you offer or to those who have not had good results with their previous service providers. People usually hate to be sold, but they love to receive invitations. Don't you?

The Book Yourself Solid Sales Cycle begins by making no-barrier-to-entry offers to potential clients. A no-barrier-to-entry offer is one that has no risk whatsoever for a potential client so that she can sample your services. I'm not talking about offering free services, which I don't recommend, and, unfortunately, is still a common practice for many professional service providers.

When you're using your core self-promotion strategies: networking, web, direct outreach, referral, writing, speaking, and keep-in-touch, rather than attempting to sell people on your services, why don't you simply offer them an invitation that has no barrier-for-entry?

For example: I worked with a man who is a personal trainer and a healthy eating chef. When he joined my Book Yourself Solid 15-Week Intensive Group Learning Program, he hadn't yet created relentless demand for his services. As you might imagine, this caused him to be anxious over what his future held.

After we re-built the foundation of his business we created his always-have-something-to-invite-people-to-offer: the Fitness Fiesta for Foodies. One Sunday evening a month, he would host a party where he would teach his guests how to prepare healthful meals that help them stay fit. There were two requirements for attendance, however. He would put that month's menu on his website and each guest was required to bring one item off the menu. Each guest was also asked to bring someone new to the event, thus creating a new audience for his work. After he made his first round of invitations, he barely had to market himself. It was magical. People loved it and they loved him for doing it. And they joined his programs because of it.

A financial planner could do something similar either on the phone or in person. Even a simple Q&A about building wealth would do the trick. Are you beginning to get your own ideas on how this could work for you? Good! Here are some more examples

that might inspire you:

- A Realtor® can offer weekly real estate investor tours where they fill a van or tour bus with active real estate investors and scour the neighborhood hotspots.

- An Architect or Designer can offer a monthly makeover where they go to a potential or new client's office or home, along with a small group of 10 or 15 people (it's not bad to

have a waiting list for these types of offerings), and the Architect or Designer offers new design ideas for the space that will increase the value of the property. Ask clients to bring a new friend every week. Each week or month a new location would be chosen and include a social event afterwards.

- An IT professional can host a weekly

Port continued on page 14



If you want to make over \$100,000.00 per year as a mobile DJ, I can help.

FREE REPORT AND CD REVEALS:

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If you could use a **STEADY STREAM** of **HIGH PAYING** gigs, I can help. The Big Money Is NOT IN DJing, It's in **MARKETING DJ SERVICES** and that discovery changed my life, and I know for a fact that anybody can copy what I am doing once they understand it.

My proven **SYSTEM** took my pitiful \$2,200 monthly income to over \$11,000.00 per month (one month I brought in \$42,138.16).

Now I'm helping DJs world-wide skyrocket their earnings. **Real Results GUARANTEED.**

by Mark Imperial

Chicago, IL – Making good money as a DJ doesn't have a whole lot to do with how good of a job you do. You can be the very best DJ in your area, using only the best equipment, know more about music than anybody, know how to pack a dancefloor and still starve to death.

You're busy one week, phone not ringing the next and worrying about where the next job is coming from. I know, because I have been there and almost starved myself out of the business by stubbornly thinking that because I was a great DJ, the world would beat a path to my door. Thinking that by getting

better and better at slamming parties, I'd automatically make more money. **Wrong. Dead Wrong!**

I did what most people do, started advertising and waiting for the phone to ring, then playing the “cheap price” game (actually the worst thing you can do). I barely survived by bottom feeding and begging, taking every crappy gig that came in and doing cold calling which is as fun as a car wreck. I nearly quit every other day. I was grossing a pitiful \$2,200.00 per month and working myself to death getting it. Some months I was starving. I know that things happen by either determination or desperation, and I had both going for me. That is when I finally

discovered the answer.

My discovery exploded my business to making over \$11,000.00 per month, and I did it in a lazy way as a **SINGLE OPERATOR** in less than 7 months.

HOW TO GET A STEADY STREAM OF GREAT PAYING GIGS, AND HAVE A LIFE!

I quickly discovered that many DJs know little about **REAL** marketing, and many copy what others are doing badly. I discovered **REAL** marketing and **REAL** experts. Combined with my 20+ years of knowledge, I created a solid **PROVEN** and **TESTED** system that I use personally. My **SYSTEM** will

give **YOU** the power to choose only the **BEST GIGS** from a steady stream of leads in record time.

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly article that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Is lowering your Price to increase your sales an good idea?

In December I received an answer to a post I made in November on a web site about concerns of my slow winter season. To make a long story short, over the past two and a half years I allowed things outside my DJ business to over shadow and keep me from attending to my DJ business as needed. The effect was a very slow winter season. I was asking for a little help from my fellow Association members to fill a few open dates. One fellow DJ gave me the suggestion of instead of looking to others for help, try lowering my rates to book more events. His price was almost half of what I charged (he bragged his rates hadn't gone up in three years) and he was commenting how his bookings were better then ever. I wasn't insulted or upset with the idea he suggested (it did cross my mind) but I was obligated to write back to him why this is not a good idea or makes good business sense. In our postings with one another my answer was well over 6000 words but since I am limited for space I have condensed it here for you.

My price doesn't really have anything to do with my ego; it has everything to do with making a living and being able to afford my lifestyle. (Budget) My wife and family are very important to me and being a FULL TIME

PROFESSIONAL Disc Jockey is everything I am. I don't have a day job to fall back on to provide income to get by. If I did, it would deter me from being the best DJ I can be. I found this out when I became a full time DJ some years back. My DJ service, the quality of my service and my private life became so much better.

With the extra time I have continued my DJ education, polished up on my skills and continually work on my talents and techniques. I know and my clients will attest to the fact that I am not the "average" DJ. Why should I lower my rate down to an average DJ price when I go so far beyond what the typical DJ service offers. I give my clients so much more in personalization and professionalism then the ordinary DJ possibly can.

In any job a person may hold, you typically get a yearly cost of living increase, and if you're an exceptional employee you can receive even greater compensation for a job well done. Why not in the DJ industry? I'm not saying I'm the best DJ in the world, but in my area I would definitely rank in the top few. Compared to someone like Peter Merry or Mark Ferrell I have a long way to go. I'm not relating to their rates, I'm speaking of their level of service and professionalism they give to every client.

When I was a cheap DJ I was booked to the maximum. Not because I was necessarily good, but because I was CHEAP! I had absolutely no free time to enjoy life. Between the

day job and the DJ events, I was getting frustrated and burned out. As my level of talents, skills and professionalism increased so did my rates. I was able to raise my rates to a point where I no longer needed a Day job. Now I do what I love to do and make a living doing it.

If I lowered my rates to what many other DJs charge (average or less) I would have to go back to working a day job and DJ on the weekends. I personally would feel I was just "average", that I have lowered my standards, ethics and my "worth" to clients and feel like a failure.

The last factor in deciding my rates has to do with the economics of running a business. (Detailing the actual costs of running a business as I spoke with him is too huge of a subject and will be discussed in a future article.) Don't charge a per event price based on the average DJ rate in your area, but a rate that will cover the actual costs of your business and pay yourself a salary.

How many events can you perform in one year? Divide that number by the true costs of running the business then include a reasonable profit margin and that should be you're per event rate. You also need to be aware of the type of clients you're appealing to as well as the economic situation in your area, but don't allow this to keep your rates lower then necessary to operate the DJ business.

If you lower your rate to your costs or below just to compete, you will slowly begin to lose money and find yourself using your day

job to fund your DJ business. This can eventually cause you to go out of business or possibly taking your family into bankruptcy.

The problem many DJs have is they believe what we do is a commodity much like a compact disc: "just music". CDs are the exact same at any store; so a smart business person would purchase music at the cheapest price. Disc Jockeys are not like a CD, mass produced on an assembly line. Each DJ has different talents, skills and ability levels of entertaining. The better you are the more you are worth to your clients...

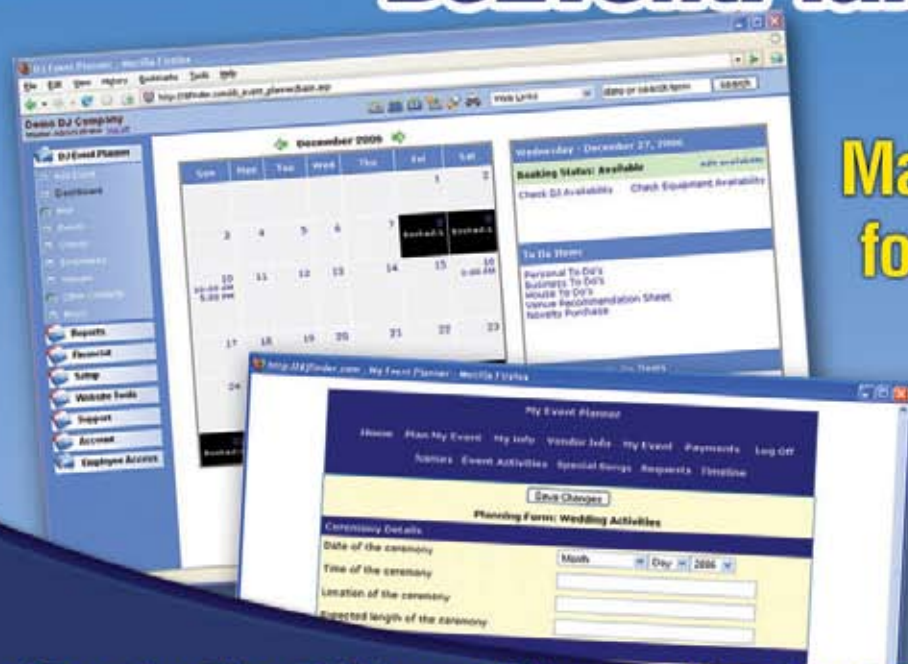
It was shortly after our long forum discussion on pricing that this particular DJ informed the Association he will not be renewing his membership with the organization. His given reasons included that he couldn't afford the gas to go to the monthly meetings or afford the cost of membership. Ironic?

If you would like to learn more about your worth, please listen to the "Getting What Your Worth" CDs by Mark Ferrell or listen to "The Perfect Host" episodes 21, 22 & 23 on www.djaradio.com

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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The Q Corner, Where Quality Meets Quantity

By Mike Walter

One of the pearls of wisdom I learned from my Mother is something she used to say about being smart. She'd say, "Being smart doesn't mean you have to know all the answers. It just means you have to know where to find them."

I've come to learn that there is great wisdom in that saying and that, as Mobile DJs, as small business owners and as entertainers we can use that wisdom to become better in 2007.

Years ago, back in the dark ages of our industry (the 80s) before the proliferation of DJ Magazines, DJ Chat boards and DJ Expos, before there were nationwide associations that allowed Mobile DJs to network with other like minded individuals, it may have been hard to put my Mom's saying into practice. Where would one find answers, other than the dreaded "trial and error."

But as the saying goes, That was then. This is Now.

Nowadays, the question isn't where to look for answers, it's where to find the best answers. Let's consider some of the myriad of options we now have.

Attend a DJ Expo? Well that's certainly one way and if you haven't been to one in a while (or ever) you should make it a New Year's Resolution to attend one in 2007. You'll hear speakers cover many topics, you'll have the opportunity to meet some of your industry peers and you'll get to "kick the tires" on some brand new gear. If that weren't enough, you get to write off all your expenses except for the losses at the gaming tables (unless you have a really creative accountant.) This fine publication that you are holding in your hands right now hosts a great convention every year in the Fall and if I know John well enough you'll probably find a big old ad for that one somewhere in this issue. But there are many great options, including Mobile Beat's Vegas show (which may or may not have happened already this year, depending on how quickly this issue got to you) and DJ Times' annual summer show in Atlantic City. My advice is to find the one that best fits your schedule and commit to going. You won't regret it.

Magazines? Well certainly any business owner, part-time or full-time, should subscribe to their industry's trade publi-

cations. Articles can spark ideas which can create landslides of creativity and you never know where your next big idea will come from. I have subscriptions to everything from Rolling Stone to Re-Mix and everything in between. I read each one cover to cover. To me there is no better way to keep my finger on the pulse of my industry than reading what veteran business people have to say about it. Is there some stuff that I skim through because it's not my style or doesn't pertain to my end of the music industry? Sure. But anyone who flips through a trade publication in 2 minutes and says, "There's nothing in there for me" just isn't looking to expand their horizons that day.

How about the Chatboards? Oh baby! Is there any other place where so many great ideas can get muddled in with so much muckety muck (sorry for the alliteration.) I read all the biggies and some of the small ones too and to me the best part is that everything is compartmentalized. If you like a thread, go back often and check what people are writing. If you don't like a specific topic or have no interest in it, just ignore it. To me it's like people who complain about all the garbage on TV. You have a remote control right? Just click to another channel! And if you can't find anything worth watching,

take out one of those trade publications and READ.

And that brings us to the associations, both local and national. Some people join for the discounted insurance. That's fine. Join for whatever reason you can come up with. But join. They are the only way our industry, which has crawled out of the dark ages and into the Reformation will ever break through and have a true Renaissance period (can you tell I just read a book about European history?)

It's easier today than ever to find the answers and as my Mom would say, that's all it takes to be smart. Just don't think you have them all already and don't ever make the mistake of trial and error. The answers are out there. Go get em!

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 mike-walter@discjockeynews.com.

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Pride - A Leader's Greatest Problem

By Dr. John C. Maxwell

Pull a 10-dollar bill from your pocket, and you will see the face of Alexander Hamilton on the front. By merit of his accomplishments, Hamilton should be one of our greatest national heroes. Consider his contributions to America:

- Revolutionary War hero
- George Washington's chief of staff by age 22
- America's first Secretary of the Treasury
- Co-author of The Federalist Papers



- Creator of the Coast Guard
- Designer of the nation's banking and finance system
- Architect of a system of tax collection to bring revenue to the U.S. Government

- Builder of the infrastructure for an industrial economy

Yet, despite displaying the greatest blend of legal, political, and financial knowledge of the founding fathers, Hamilton does not rank among the foremost heroes of our country's history. Why? Pride. Hamilton's self-importance and inability to take an insult alienated those around him and sabotaged his career. His ego literally killed him. Far too vain to patch up differences with fellow politician, Aaron Burr, Hamilton was shot and killed by Burr in a duel at the age of 49.

Pride—A Leader's Greatest Problem

Before diving into the body of this lesson, I'd like to credit my friend Dave Anderson, founder of LearnToLead.com. Many of his thoughts resonate throughout this edition of my article.

I agree with Dave when he suggests pride is the leading culprit of managerial ineffectiveness:

"There are many reasons managers fail. For some, the organization outgrows them. Others don't change with the times. Some

spread themselves too thin and work long and hard but not smart. Many abandon the priorities and disciplines that once made them great and never get back to them. A few make poor character choices... But all these causes for management failure have their root in one common cause: pride. In the simplest terms, pride is devastating. I'm not talking about the pride one has in their work or their accomplishments. I'm indicting the pride that inflates your sense of self-worth and distorts your perspective of reality." ~ Dave Anderson

There are two kinds of pride, both good and bad. "Good pride" represents our dignity and self-respect. "Bad pride" is the deadly sin of superiority that reeks of conceit and arrogance. When you look at the word pride, notice the middle letter is "I". When you are full of pride on the inside, it makes you stiff, stubborn, and creates strife with others.

The Problems of Pride

1. Pride Stops Us from Building a Team.

Prideful leaders readily contract "Superman Syndrome" and devalue the benefits of teamwork. They rely on their own prowess to solve problems and advance the organization. Blinded by their self-centeredness, arrogant leaders are unable to appreciate the strengths in others.

2. Pride Renders Us Unteachable.

Leaders who are assured they know everything don't bother about personal growth. Their ego convinces them that they have arrived, and they quit searching for life's lessons in the people and circumstances around them.

3. Pride Closes Our Mind to Feedback.

Pride deafens us to the advice or warnings of those around us. As Stephen Covey has said, "It takes humility to seek feedback. It takes wisdom to understand it, analyze it, and appropriately act on it." Without humility, we care about only one opinion—our own.

4. Pride Prevents Us from Admitting Mistakes.

The Duke of Wellington once haughtily drew himself up to his full height and thundered to one of his staff officers, "God knows I have many faults, but being wrong is not one of them!" Pride won't allow for failure.

The egotistical leader blames mistakes on others, justifies them as inevitable, or refuses to acknowledge them.

5. Pride Keeps Us from Making Changes.

Pride will cause leaders to pledge allegiance to the status quo rather than opening themselves to change; especially if the change alters a system they built. Since leaders have emotional equity in their own work, they will justify living with broken systems rather than changing them.

6. Pride Encourages Poor Character Choices

Because of arrogance, ignorance, or a little of both, leaders start taking shortcuts that compromise their values. In their conceit, they think they're above the rules or are too smart to get caught.

As flawed human beings, we all fall into prideful traps from time to time. However, failing to recognize the error of pride and change course will doom our leadership. Pride is a fatal character flaw and leaders that leave legacies have their character in tact. Leaders who fail to prune their pride will meet demise. That's not a guess, it's a guarantee. With pride, it's not a matter of "if" we will fall, but "when." There are no exceptions.

7. Pride Hinders Us from Reaching Our Potential.

For leaders to reach full potential, they must be aware of areas in which they can improve. Unfortunately, pride blocks honest self-assessment and prevents leaders from finding the path to better performance.

8. Pride Destroys Relationships.

The opposite of loving others is not hating others but rather obsessing over oneself. When we become self-absorbed, we cut ourselves off from the enjoyment of the relationships in our life. What I call, "The Celebration Principle" says that the true test of relationships is not how loyal we are when friends fail, but how thrilled we are when they succeed. If we can't get excited about the accomplishments of our friends, we had better do some soul-searching.

9. Pride Distorts Your Perspective on Reality

Constantly viewing life through the lens

of selfish ambition colors a leader's outlook. Many problems in business are caused by the ego interfering with judgment. Choices that should be clear to the leader become clouded by an obsession with self advancement.

How to Correct the Pride Problem

1. Recognize Your Pride

"If anyone would like to acquire humility, I can, I think, tell him the first step. The first step is to realize that one is proud. And a biggish step, too. At least, nothing whatever can be done before it. If you think you are not conceited, you are very conceited indeed."

~ C. S. Lewis

2. Admit Your Pride

"There is perhaps not one of our natural passions so hard to subdue as pride. Beat it down, stifle it, mortify it as much as one pleases, it is still alive. Even if I could conceive that I had completely overcome it, I should probably be proud of my humility."

~ Benjamin Franklin

3. Express Your Gratitude

"A proud man is seldom a grateful man, for he never thinks he gets as much as he deserves."

~ Henry Ward Beecher

4. Say Your Prayers

"Lord, when I am wrong, make me willing to change, and when I am right, make me easy to live with."

~ Anonymous

5. Practice Serving Others

"The high destiny of the individual is to serve rather than to rule."

~ Albert Einstein

6. Learn to Laugh at Yourself

"Blessed are they that laugh at themselves, they shall never cease to be entertained."

~ Chinese Beatitude

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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Mistakes Don't Make You a Failure

By Harvey Mackay

One of the first steps to accomplishing great things in your life is to cease dwelling on the negative things in your past. Carefully assess your present strengths, successes and achievements. Dwell on those positive events in your life, and quit limiting your potential by constantly thinking about what you have done poorly.

Lewis Carroll illustrated this concept so well in an exchange between Alice and the Mad Hatter in "Alice's Adventures in Wonderland" and "Through the Looking Glass":



Alice: Where I come from, people study what they are not good at in order to be able to do what they are good at.

Mad Hatter: We only go around in circles in Wonderland,

but we always end up where we started. Would you mind explaining yourself?

Alice: Well, grown-ups tell us to find out what we did wrong, and never do it again.

Mad Hatter: That's odd! It seems to me that in order to find out about something, you have to study it. And when you study it, you should become better at it. Why should you want to become better at something and then never do it again? But please continue.

Alice: Nobody ever tells us to study the right things we do. We're only supposed to learn from the wrong things. But we are permitted to study the right things other people do. And sometimes we're even told to copy them.

Mad Hatter: That's cheating!

Alice: You're quite right, Mr. Hatter. I do live in a topsy-turvy world. It seems like I have to do something wrong first, in order to learn what not to do. And then, by not doing what I'm not supposed to do, perhaps I'll be right. But I'd rather be right the first time, wouldn't you?

I vigorously disagree with the Mad Hatter. It is most definitely not cheating to learn from the right things other people do, and copy them. In fact, I think it is a very good idea.

Or as Eleanor Roosevelt said, "Learn from the mistakes of others. You can't live long enough to make them all yourself."

President Ronald Reagan put it another way, "What should happen when you make a mistake is this: You take your knocks, you learn your lessons, and then you move on."

Mistakes are part of the human condition. "To err is human," according to Alexander Pope, back about three hundred years ago. Clearly, some things never change. Try as you may, you will eventually mess up something. How you respond to your error determines just how smart you really are. Look for the silver lining in the cloud, even if it's just an opportunity to learn how not to make the same mistake over (and over) again. Even better, think about what you may have done well and build on that element. It goes along with my crusade for lifelong learning: We will have plenty of chances to learn from our inevitable mistakes.

Think about some of the colossal mistakes in history, and how they have shaped our lives. For example, Christopher Columbus found a place he wasn't even looking for. Once here, however, he and his crew found a new world beyond their wildest imaginations. That we benefited from his mistake to become a great nation speaks volumes about focusing on the positive.

Some social science researchers once videotaped two teams of bowlers during a match. After the match, for Team One, they showed them a videotape in which all the team's mistakes had been removed. During the review, the researchers focused only on the strengths of the players and everything they had done right. They did not show mis-

takes.

Team Two, however, was shown an edited video that contained only the mistakes that had been made during the match. During the review with Team Two, the researchers offered helpful suggestions on how to improve its performance.

How did it all turn out?

After receiving the feedback, there was a rematch during which both teams showed signs of improvement. However, the group that received the positive criticism improved 100 percent more than did Team Two, which had only a review of its mistakes.

There is a helpful lesson here. The next time you are giving feedback to someone—whether as a manager, parent or friend—remember that building on the positive aspects of people's actions or behavior achieves far better results than focusing on negatives.

There are really no mistakes in life—there are only lessons.

Mackay's Moral: *If you don't learn from your mistakes, there's no sense making them.*

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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Keeping Up Appearances

By Michael Edwin Q.

I can not express fully how important it is for an entertainer to look the part. I'm not talking about just a nice clean shirt; I'm talking about a look that portrays the elements of a true professional performer. Sadly, most DJs don't take their appearance very seriously; which puts them in the category of being a service and not as an entertainer.

As manager of the oldest and one of the largest Entertainment Agencies in the southwest, I get requests from my clients that fall far from being politically correct. If the lawyers at the A.C.L.U. could hear some to these people's demands concerning DJs, in conjunction with their appearance, their heads would spin.

"He wears funny looking shoes!" "I don't like the way he combs his hair!" "He's too fat!" "His teeth aren't very straight!"

Sound Petty...? It sure does; but welcome to the real world! But, good grooming is only half the point I'm trying to make.

Now, I don't want to put on any airs; and I promise not to be a name dropper; but over the years, our agency has done shows with some of the biggest names in the business. They may show up with rollers in their hair, or do the sound check in their favorite faded jeans, but on the night when they walk out on that stage they shine like the stars they truly are.

Every DJ has to as this question, "Am I a service, or am I an entertainer?" And looking at some of the DJ equipment that has come out in just the past year (programs especially), it's getting easier and easier for anybody to start a DJ service. But, being an entertainer is a whole different ball of wax.

Lately, I was so glad to see many DJs running ads that proclaim that they are a DJ/Emcee. This is a step in the right direction.

I know many DJs who have the best equipment, an extensive song list for every occasion, and are well groomed, but they can not make a single, clear announcement over a microphone. With all the new tech-

nology coming out, such DJs will be left behind by the ones who have more to offer; the ones with the skills of a true entertainer – they will weather the storm. And the first part of those skills is looking the part.

Now, I'm not suggesting that you need to do your best imitation of a human Christmas tree, but if you're walking through the crowd and a table of folks ask you to bring them more water because you look like a waiter...maybe you should re-evalu-

ate your tuxedo? Maybe, something with a little more...pizzazz?

Still, dressing the part doesn't make you an entertainer, but it is the first step in the right direction.

As for the transition from just a common DJ service to an artiste – from a button pusher to an irreplaceable, essential part of an event – that we'll have to save for a future article.

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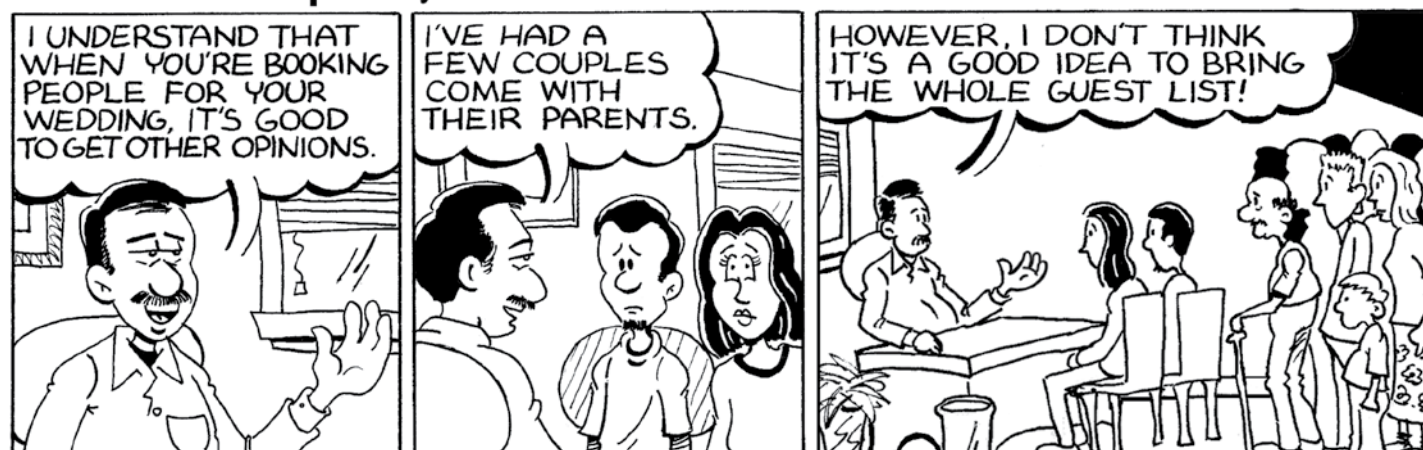


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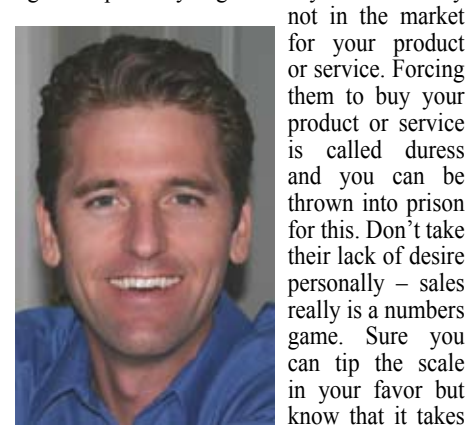
Burn Business Cards

By Dan Nichols

Consider how many times you give someone a card and they never get back with you. There are a few reasons why they don't and how you can solve for this reality.

1) They don't need your product or services right now.

Odds are when you are handing someone your business card their exact need and your timing aren't perfectly aligned. They are most likely



not in the market for your product or service. Forcing them to buy your product or service is called duress and you can be thrown into prison for this. Don't take their lack of desire personally – sales really is a numbers game. Sure you can tip the scale in your favor but know that it takes more time and ef-

fort to coerce people into buying something they don't really need right now than it does to just be there for them when they need you. The trick is just being in front of more people and being the one they think of when the time comes to hire your services. How do you do this? The easiest way is to be the recognized expert which takes

some time to do. Be the one people go to for a better understanding of the process or the service or product you are selling -- be the expert.

Action Step - Get contact information from potential prospects and referral sources letting them know you'll put them on a contact list and send them some occasional information. Yes... keep it simple and a little vague so it doesn't seem threatening. Then, follow through.

2) You gave them no compelling reason to call you back.

Make yourself different. As a dj, I know many people are selling something similar to you, so it is important that you stand out and are not homogeneous. When you answer the phone or leave a voice greeting, stand out (everyone knows to leave a message by now so don't waste your greeting on that). When you provide your service or sell your product go the extra mile with a follow up call or a free gift. People expect the basics from you already, they can get that nearly anywhere. "Professional equipment" or "great service" for example, mean little to the bride. As a small business coach I used to respond when asked what it was I did with "I'm a small business coach". Yipee, boring, vanilla - who cares? Now I answer with my UVP (Unique Value Proposition). "I help entrepreneurs get off to a fast start" or "I help entrepreneurs determine which steps to take next to grow their business". Doing this gives prospects a reason to continue the conversation. What's your UVP?

3) They already know someone that does

what you do.

People will buy from "people they know" if all things are equal (or darn close). So the challenge is to be different. How can you position your product or service to be different enough that someone will want to buy from you, not their brother in law? "Couch your wares" so they don't "feel" the same.

4) They lost your card.

If they were touched moved and inspired they probably would have hung onto your card. To solve this, you need to collect their information. You just can't rely on someone else to call you back.

The ultimate solution to all the problems above is:

a) Get their information – Get over the awkward feeling that not having a card is unprofessional. You know the truth – they won't call you anyhow so be smart and efficient.

b) Do something with their information. Get it loaded into a database so you have the info readily and easily available. Don't throw their cards into a shoe box and pray for results.

c) Develop a plan, a strategy to stay in regular and predictable contact. A dj may do better by sending out helpful tips to wedding vendors offering words of wisdom to help them with their event businesses (much like this article). NOTE: Just being in regular contact can "cause" credibility and give people a reason to believe.

d) Don't get paralyzed by analysis. Instead of fretting over the perfect copy, get something

out. The content you send them does not have to bring the dead to life but it does need to be consistent. It needs to be consistent so you seem reliable and you are in their face and on their minds often enough to be remembered.

e) How often you contact them really depends on your information and how germane it is to their daily life. I know many marketers that keep in contact even more often than monthly without "feeling" like a nuisance. It is because the information they are sharing is different enough that I don't mind getting it.

f) Be different and know how to separate your offering/s from your competitors. Develop a unique value proposition and use it in all your communications (phone, web, proposals etc.). Stop selling DJ Services and begin selling the vision to your clients.

So, the proof as they say is in the pudding. Consider "pudding" your business cards to rest in a roaring fire and make your time spent meeting people pay off.

If you'd like help determining which steps to take next to grow your business, grab his free business success guide when you sign up for his free newsletter at 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.

Port continued from page 5

webinar to demonstrate impressive technical innovations and solutions... and deal with real life questions or problems that potential clients are struggling with.

- A mobile DJ can post a variety of music clips on their website; or a video clip of themselves "in action".

- An accountant can offer quarterly conference calls that focus on the latest in tax saving measures and better bookkeeping.

The value you add in your offer meets the needs and desires of the people you serve. Then as you continue to build trust over time through your sales cycle and your follow up and by offering additional value and creating awareness for the services you provide, you'll attract potential clients deeper into your sales cycle, moving them closer to your core offerings.

You'll notice that the always-have-something-to-invite-people-to examples I offered above are done in a group format. There are three important reasons for this:

1. You'll leverage your time so you're connecting with as many potential clients as possible in the shortest amount of time.

2. You'll leverage the power of communities. When you bring people together, they create far more energy and excitement than you can on your own. Your guests will also see other people interested in what you have to offer and that's the best way to build credibility.

3. You'll be viewed as a really cool person. Seriously. If you're known in your marketplace as someone who brings people together, that will help you build your reputation and increase your likeability.

Please give away so much value that you think you've given too much and then give more. I had a friend in college who, when he ordered his hero sandwiches, would say, "Put so much mayonnaise on it that you think you've ruined it, and then put more." Gross, I know. I believe that he has since stopped eating his sandwiches that way and his arteries are thanking him, but adding value is not a dissimilar experience. Remember, your potential clients must know what you know. They must really like you and trust that you have the solutions to their very personal, specific, and urgent problems. The single best way to do that is to invite them to experience what it's like to be around you and the people you serve.

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.BookYourselfSolid.com.

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| 4. Beyonce | Irreplaceable |
| 5. Chris Brown | Poppin' |
| 6. Akon F/Snoop Dogg | I Wanna Luv U |
| 7. Pretty Ricky | On The Hotline |
| 8. Omarion | Ice Box |
| 9. Fat Joe | Make It Rain |
| 10. Rich Boy | Throw Some D's |

Country

- | | |
|---------------------------|--------------------------|
| 1. Rodney Atkins | Watching You |
| 2. George Strait | It Just Comes Natural |
| 3. Brad Paisley | She's Everything |
| 4. Jason Aldean | Amarillo Sky |
| 5. Keith Urban | Stupid Boy |
| 6. Trace Adkins | Ladies Love Country Boys |
| 7. Martina McBride | Anyway |
| 8. Taylor Swift | Tim McGraw |
| 9. Craig Morgan | Little Bit Of Life |
| 10. Jason Michael Carroll | Alyssa Lies |

The DJ Swap Shop

For Sale: Purchase the BPM List 2006 Edition today at bpmlist.com. Also pick up the Most Requested Songs Checklist, a great tool for client requests, at djmusiclist.com

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For Sale: Pioneer DJM-3000 DJ Mixer, Pioneer CMX-3000 Dual tray CD player, 2-Crown CL-4 power amps, Crown USM-810

processor/Equalizer/Compressor etc., Makie CFX-12 mixer, all in nice clean road ready cases, 6 EAW FR159z full range speakers, Nady 4 channel powered mixer, 2- Audio Technica 202 series wireless handheld Microphones, 1- Audio Technica 201 series wireless lavalier microphone, all with cases, 6 Sure RS-25 Vocal Microphones, 2 Sure SM 57 instrument Microphones, 6 mic padded case, Rapco 20X4 100ft mic snake w/reel. AKG headphones, 6 Mic stands, 4 speaker stands, numerous speaker cables and microphone cables, 8 ft Lighting truss with numerous lights and 2 fog machines, 2 other lighting tripods with crossbars, Lots of nice equipment, well taken care of. Delivery made easy with everything inside a 2005 7X14 tandem axle trailer with brakes, side door and rear ramp door, custom shelving for equipment! Complete \$15,500 with trailer. Equipment

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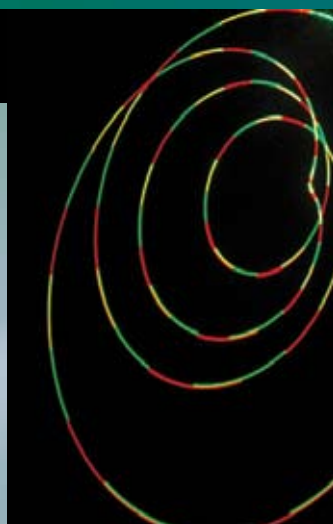
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