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APRIL 2007

The Monthly Disc Jockey Newspaper

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Disc Jockey News **NORTHERN DISC JOCKEY PROFESSIONALS CONFERENCE** **OCTOBER 28-30, 2007**

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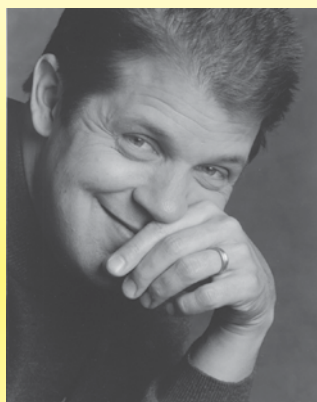
Sunday Night: Eric Taylor



"Best Year Ever"

Secrets and Strategies for Unlimited Success

Monday Morning: Carr Hagerman



"Top Performer"

A Bold Approach to Sales and Service

Tuesday Morning: Todd McDonald



"High Trust Selling"

Implementing the behaviors of successful sales professionals

FULL SCHEDULE ON PAGE 2

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Grey Eagle, MN 56336

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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.

NDJC07 Schedule:

Sunday, October 28

7:00 pm - 8:30 pm: Eric Taylor

Have Your Best Year Ever!

Eric is part Bryan Dodge, and part Jeffery Gitomer. You will get a strong motivational speaker who will help you get make 2008 your best year ever! Eric was part owner in one of the most successful multi-system dj companies in New Jersey before taking his knowledge of sales/marketing/motivational speaking on the road to change lives.

9:00 pm - 11:00 pm: Sunday Night Welcome Party

Holiday Inn Select BallroomTBA

Monday, October 29

9:00 am - 11:30 pm: Carr Hagerman

Top Performer: A Bold Approach to Sales & Service

Top Performer is about what is perhaps the most powerful force in the entertainment and sales world, Natural Energy - the force that gave birth to every new entrepreneurial venture and successful performance. Natural Energy is that unstoppable power that is unleashed in every authentic human interaction; which is what a disc jockey does, each and every night. It is created in those deep connections that free people to leap forward into new possibilities. You will learn how to tap that power to improve your show and improve your performance.

Monday Afternoon Options

1:00 - 3:30 pm: Session block 1

4:00 - 5:30 pm: Session block 2

Monday afternoon sessions are small group-round table discussion sessions unless noted as private training. Sessions include:

- Private entertainment training with Carr Hagerman*

- Private business coaching/training with Eric Taylor*

- Website marketing and tools - Wedding Sales Discussion - Marketing to Schools Discussion - More sessions TBA

8:00 pm - 11:00 pm: Schtick Night

Holiday Inn Select Ballroom

Tuesday, October 30

9:00 am - 11:30 pm: Todd McDonald

High Trust Selling

The High Trust Selling program includes 14 Laws of Selling to help people supercharge their selling techniques and take control of their lives. High Trust Selling is packed with the insights, illustrations and practical advice that has boosted seminar attendees to sales productivity level increases as high as 300%. This session is presented by nationally know corporate trainer Todd McDonald of INJOY and MAXIMUM Impact.

Tuesday Afternoon Options

1:00 pm - 5:00 pm

blocks and afternoon times are TBD

Tuesday afternoon sessions are small group-round table discussion sessions unless noted as private training or a general seminar.

Sessions TBA

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Defending The Right To Be Ignorant Part 2: The Skepticism

By Dude Walker

"Those convinced against their will are of the same opinion still." - Dale Carnegie

There is a malaise being created by skeptics. It is as if, the empowerment of discerning between right from wrong is being vilified as an attack on civil liberty. Upon the very conventions that our nation was founded, there are those that wish to create uncertainty and turmoil to impede a progress that they don't believe in...or wish to ignore.

Who are the "they"? "They" say. "They" attempt to trump example and anecdotes by demanding a black and white line that outlines the "they" in an attempt to avoid or invalidate the larger message at hand. Where does "they" begin and end? Curious thought... Imagine trying to draft the dictionary today, without the use of antecedent knowledge to reference. Somewhere...somehow...general communication became acknowledged and written down. Essentially created from thin air with nothing more than a commonly held reference of accepted communication.

Society had progressed over thousands of years to bring us to a point of instant communication laced with skepticism in want of citable evidence. Therein lays the

dilemma. How does a common observation become citable evidence without the obligatory nod from the skeptics?

Skepticism: An attitude of doubt or a disposition to incredulity either in general or toward a particular object or idea. A doctrine that true knowledge or knowledge in a particular area is uncertain.

Skepticism is a willful act of ignorance. Suspending judgment by creating systematic doubt through criticizing a lack of citable evidence as nothing more than an opinion. Ironically, skeptics can formulate an opinion which is a belief stronger than an impression and less stronger than positive knowledge. Hmm...if skeptics are seeking and demanding certain and absolute knowledge...wouldn't forming an opinion ultimately be hypocritical?

The MDJ industry involves many target areas of clientele. However, it is generally accepted that wedding related events account for the largest number of performances and the greater bottom line. Keep in mind, there are skeptics that would disagree.

The population of MDJs has steadily increased to a point of market saturation for most. Keep in mind, there are skeptics that would disagree. They may argue

since there are no previous registered census numbers to reference that any comparison would be invalid. Hmm...If we apply the skeptics need for certain knowledge...the MDJ industry didn't exist prior to 2002. The first year that the US Census Bureau assigned a NAICS code to 15,862 Disc Jockeys. See for yourself : < <http://www.census.gov/cgi-bin/epcd/srchnaics02ind> >

In 1995 there were approximately 8,500 MDJs listed in major and minor phone books across the USA. In 2006 there were approximately 17,500 MDJs listed in major and minor phone books across the USA. Keep in mind, there are skeptics that would disagree. They may argue that some MDJs listed are no longer in business, therefore the data would be compromised.

It is generally accepted that there are more MDJs than are listed within the major and minor phone books across the USA. There are roughly 4 MDJ entities that exist to every listed MDJ entity. Keep in mind, this is where skeptics really start to unravel. Statistics! Producing the "best information" possible from available data to create a reasonable probability that is quantifiable.

In 1995 a conservative listing yielded approximately 8,500 MDJs, whereas a more probable number of approximately 34,000 existed.

In 2006 a conservative listing yielded approximately 17,500 MDJs, whereas a more probable number of approximately 70,000 existed.

So how does an apparent increase in MDJ population affect the bottom line for a MDJ? Keep in mind, there are skeptics that would disagree with the notion that competition can exert any affect on any given company.

I, however, disagree...

Based on 2,446,608 weddings in 1995 (if equally divided):

8,500 MDJs would have the potential for 288 events each, whereas 34,000 MDJs would only have the potential for 72 events each.

Based on 2,171,000 weddings in 2006 (if equally divided):

17,500 MDJs would have the potential for 124 events each, whereas 70,000 MDJs would only have the potential for 31 events each.

Both the conservative and probable sides indicate a 56.21 percent decline

Defending Continued on page 5

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What's Your 'Type'? Mine Is Sales 'Successful'

By Jeffery Gitomer

Everybody talks about "types" of people in order to try and figure them out.

Salespeople are all taught to mirror, model, and type their prospective customers. Big mistake. My opinion: Total manipulation, total joke, and total waste of time. The key word is harmonize -- not mirror or model. Harmonize is sincere. Mirror or model is manipulative. Get to know them as a person, not a personality type.

But that's not what I am writing about. Instead of "typing" customers and prospects, let's



talk about types of salespeople. What's your type?

"Eh, wait a second Jeffrey," you stammer. "I may not want to know what type I am."

Too bad. This won't hurt -- it will help you see yourself the way others do.

At the top of my list is the "non-conformist, high performer." You know the type. Makes all the sales. Breaks all the records. Breaks all the rules. Ruffles management. Does it "his way." The boss doesn't know how to handle him. Half the sales team loves him. Half the sales team hates him.

Then you have the "conformist, compli-

ant, high performer." The model salesperson. They're people who get the job done, make big sales, exceed their sales-plan, and follow the rules. Every company wishes they had a hundred people like this. In my experience, they're predominantly women. Not to say that men are not conformist/compliant -- but men tend to step outside the lines a lot more than women in the selling process.

Then you have the "conformist, compliant, non-producer." For whatever reason, he can't make the goal. Darn nice guy. Everybody likes him. Customers love him. Only problem is he can't close a sale. Often referred to as "the visitor."

Finally, you have the "non-compliant, non-performer." He whines about everything. Blames everyone else. Is an accident waiting to happen. And is always the victim. The word "responsibility" is usually as painful as the word "accountability" to him.

Those are the big four. And obviously there are people who fall between each of these sales types. And his or her personality plays a role with respect to each person's aggressiveness, assertiveness, self-starting ability, enthusiasm, and attitude. But all of these elements are part and parcel of their result -- they "type" the person and their character -- as well as their level of performance.

You would think a positive attitude would be part of every salesperson's makeup. But you would be thinking incorrectly. Many salespeople, especially seasoned salespeople, can be

highly productive, yet somewhat cynical.

The reason I'm putting these descriptions in front of you for these types of salespeople is for you to see yourself.

Your manager, your coworkers, your fellow salespeople, and your customers already see you. And "type" you. They see the way you dress. They see the way you act. They see your character. They see your personality. They see your style. And they see how you perform. But rarely do you get to see or evaluate yourself.

So, I am asking you to do that now. I'm asking how close to "conformist, compliant, high performer" can you rate yourself?

I'm gonna throw some other words at you: friendly, helpful, sincere, value-driven, truthful, ethical, and grateful. These are areas of your personality and character that will lead you closer to sales success.

It's not just a matter of making more sales. It's a matter of building more relationships -- so that one sale turns into many. It's a matter of building your reputation, so that when people talk about you behind your back, they say things that you would like to hear to your face (or that your children would be proud to hear, if they overheard the conversation).

Sales success is not about your performance as of this moment. It's about the strength of your character that will earn you any success that you desire -- over time.

In my leadership career, I've encountered many sales prima donnas that made big sales, and broke all the rules. I fired every one of them

-- and every time I did, the rest of the team picked up the slack, and sales always increased.

You see, if you're the leader (the boss, the owner, the entrepreneur), people are looking at your actions, and will often judge your character as permission to evolve their own. "The boss did it. I don't see anything wrong with me doing it." Self-judgment is difficult. And if you ask someone else to judge you, they probably won't be truthful for fear of hurting your feelings, or their relationship with you.

So, what's your type? What's your character? What are you known as? What are you known for? If you can answer all those questions, and are willing to expose yourself to the opportunities that your shortcomings reveal, then you are ready to take the quantum leap -- to the type of salesperson that would make your mother, your customers, your boss, and your banker proud.

If you'd like more ways to improve your reputation and performance, go to www.gitomer.com, register if you're a first time user, and enter the word REPUTATION in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Gold Book of YES! Attitude*. 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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Defending continued from page 3

since 1995 in wedding share for MDJ entertainment overall, which does not factor in any other form of entertainment.

Despite what MDJs may share as their embellished yearly performance numbers. Each MDJ has a finite number of dates in a year that are being dictated by a fairly finite group of potential clients. There will always be an exception to MDJs having a down year with some MDJ having a banner year. However, these isolated banner year cases will not last forever. If a single-op MDJ claims to have experienced a 100% increase in bookings from the previous year...“congratulations”! I’d also bet good money the run of “good fortune” wouldn’t last more than 5 years.

These are the real facts: From 2001-2006, USA wedding numbers declined by 402,643. In 2006 there were 29 states that indicated wedding numbers below a seven year average. Which accounts for a wedding entertainment shortfall in the neighborhood of \$220 million dollars. Which is coincidentally, around 25% of the total revenue generated by MDJ wedding entertainment.

NV experienced ONE of the last SIX years with a decline in wedding numbers. AZ, FL, ID, IN, KY, ME, MD & OK all experienced TWO of the last SIX years with a decline in wedding numbers. AK, CA, CO, CT, DE, DC, GA, HI, IA, KS, MA, MN, MO, MT, NE, ND, OR, PA, WA, WY all experienced THREE of the

last SIX years with a decline in wedding numbers. IL, LA, MS, NH, NJ, NM, NY, NC, RI, SC, TX, UT, VA & WV all experienced FOUR of the last SIX years with a decline in wedding numbers. MI, WI, AL, OH, SD, TN & VT all experienced FIVE of the last SIX years with a decline in wedding numbers. Arkansas experienced SIX of the last SIX years with a decline in wedding numbers.

GA, NV, FL, ID, KY, ME & OK are the ONLY states that HAVE NOT experienced consecutive declining years in weddings over the past 6 years.

On average MDJs across the nation are doing less wedding events annually. Largely due to fewer potential events and increased market competition. This is where MDJs need to wake up and smell the coffee. Less events requires more in event fees to maintain a current year end gross. Yet, there are increasing reports from all over the country of MDJs going soft on price to fill their calendars. MDJs are flinching and the brides are cashing in.

Anyone can explain why their service is worth less than a competitors...

Few can explain why they are worth more...

In an ever tightening wedding market, controlling costs becomes vital to survival. However, there are entities that take it a bit further and under-produce shows to improve their bottom lines at the expense,

in many cases, to what little credibility is given to the MDJ industry.

There is nothing wrong with admitting when a down year takes place. I tend to find more respect for people willing to face adversity openly, honestly and head on than those that would whitewash ignorance as a success story. When you can clearly define what a problem is and where it exists, it can be dealt with more effectively.

So what is the major problem facing the MDJ industry? Is it unregistered MDJs flooding the marketplace. Is it the serial duplication and use of illegal music libraries creating a perpetual drain on future events? Is it the hobbyist mentality that fosters a non-businesslike perception of MDJs. Is it MDJs willing to steal website content for their business? Is it MDJs willing to under-report or cheat on taxes? Is it MDJs willing to NOT honor their contract? Is it MDJs willing to NOT enforce their contract? Is it MDJs willing to place their clients at risk? Is it MDJs willing to NOT be a responsible economic citizen? Willfully ignorant skeptics work themselves into frenzied debate over contributing causality to complex issues of monumental proportion in attempt to create uncertainty that any problem exists. After-all, it’s easier to bury one’s head in the sand.

Generally speaking everything increases in price. According to: “http://

inflationdata.com/inflation/consumer_price_index/HistoricalCPI.aspx”

Inflation has risen 49.2% over the past 10 years, 94% over the past 20 years. Why then, are there MDJs still charging equivalent rates to 20 years ago? Ignoring inflation effects and any need for a subsequent Cost Of Living adjustment creates the problem. This is precisely where willfully ignorant skeptics lack clarity and confidence. The absolute fear of the commanding a livable wage. DJs sell themselves short by offering a lower price as their best attribute.

You cannot produce a show cheaper today, than 20 years ago. Focusing on only ONE of many production areas...the increased cost of living and the wages it takes to maintain that living, imparts a need for higher rates than 20 years ago. Skeptics disagree and that is what makes them both ignorant and self-destructive.

You, as a business owner, deserve a climate that is conducive to prosperity. We cannot get there if we continue to allow skeptics to create uncertainty in defining the problems we face. Skeptics defend the right to be ignorant. Leaders defend everyone’s right to be equitably valued by their best talents, skills and moments.

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 column 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: Song Selection.

Knowing what and when to play a song is a talent that can take years to develop. How does one acquire this skill? First you have to decide the style of DJ you want to be: Club, Wedding, Corporate, School Dance, Bar/Bat Mitzvah etc...etc... Each Style may use a different technique to create a play list. Different styles of DJs use various techniques to develop the ideal mix of music. I'm going to focus on a "Wedding" play list for this article. When selecting music some DJs like to jump from genre to genre, style to style. Some DJs like myself prefer to create "sets" of music.

What is a "Set"? A "set" is a group of songs that all have a common thread among them and will build the excitement of the crowd as each plays. A set can vary from a genre (50's - 60's) to style of music (Rap - Country) or a theme (surfing - cars) A set can consist of anywhere from 3 or 4 songs to as many as 10 songs.

I will be using the 70s for my "set". You start with a popular fun dance song that will get the guests on the floor (Brick House) then build from there with more popular songs (Play that Funky Music) and then a faster beat song (Stayin' Alive) then a "fun" audience participation song (Grease Medley) so that each song gets the guests more enthused and keeps them on the dance floor. You are building to a crescendo to which the excitement is at its peak. I always end a set with a slow song from that "set" or a slow song that will start the next "set". These songs act as a transitional

point so you can change from genre or style into another or segue into a pre selected special event like the garter toss without it seeming forced or awkward. A sure sign that you have created a great set is when you finish the guests applaud.

Here is where to take your leads from when designing "sets" of music.

1) The Client: Who are your clients, what are their ages, what styles of music do they listen to most often? Concentrate on the clients because you want to represent who they are to their guests. If you have a couple who really enjoy Hip Hop music, you will need to know their favorite Hip Hop songs and the appropriate time to play them. You don't want to start right away with Hip Hop but you can include them into the mix during the course of the evening without driving away the guests who may not enjoy this style of music.

2) The Guest List: Speak with your clients about their guest list: the number of guests and what age groups they fall into. The typical wedding will have all ages ranging from new born to upwards of 100 years old. Find out which age categories the guests fall into (groups in ten year increments). The groups with the largest numbers are the age groups you want to cater the majority of your music to but at the same time make sure you play selections that are enjoyable to every category present.

3) Guests Requests: Guests will naturally stay longer when dancing to the songs they enjoy. At the same time you must find ways to transition into requested songs so it feels smooth and not forced. For example: you're playing a set of disco tunes and the dance floor is packed when a guest

comes up and wants you to play a country song. The best way to change to this requested song is to end the disco set with a slow song, and then come out of the slow song with the request and transition into a set of country tunes. When it comes to guests requests always make sure that it fits into the parameters your clients have set up for you and is an appropriate song to be played.

4) Reading the Group: Sometimes your clients think they know their friends and family and make a song list based upon that but many times the clients are incorrect and it just doesn't work. Reading the group is being able to look at the guests, figure out their ages and then play the music they might have enjoyed when they were in their teens to early twenties. If your clients think a set of polka or punk rock is right and find no one is dancing, you must quickly change gears to get the party back on it's feet. This is where the ability to read a group comes in handy. When in doubt, requests and the over played hit dance songs will never fail.

5) Music Library: Every DJ should have a large music library that spans everything from the Big Band Era to today's top hits and covers every style of music available. The larger your selection the less likely you are to become bored or burnt out playing the same old songs. It also helps when the guests are not listening to the exact same play list as every other wedding to make each event unique to that client. Always keep up to date with what is "hot" and what your guests are asking for. Depending on your location you may need to add additional music in categories pertaining to the clients in your region. Consider the demographics of the population in the area you cover and then build

a music library that is fitting for the community needs and the clientele of your business.

6) Your Reputation: This is the style (image) and standards (quality) that you have set for yourself and business. A "Wedding DJ" will have a different reputation then a Club, School Dance, Corporate or Bar/Bat Mitzvah DJ. What you play, how you look and dress, your talent and skill levels, and the way you treat your clients are all part of your reputation (Image). Decide for yourself the exact reputation (image) you want to portray and the type of clients you want to work with and project that image in your advertising, your talents, and your service. When you are being interviewed by prospective clients ask them what they need and expect from you. If they desire something that you do not feel comfortable with and goes against your image, you may need to decide how important your reputation is to you and either accept the situation or inform them that you're not the right DJ allowing them to select another.

Read Jeff's blog at www.discjockeynews.com click on Blog/News button then click on "Starting from Scratch"

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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Wichita Area American Disc Jockey Association Named National Chapter Of The Year!

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The Wichita area chapter of the American Disc Jockey Association (ADJA) was honored as the chapter of the year at the national association meeting held February 20, 2006 in Las Vegas, Nevada, during the Mobile Beat convention. The American Disc Jockey Association is a national trade organization of professional entertainers whose mission is to encourage success for its members through continuing education, camaraderie and networking. A primary goal of the ADJA is to reinforce in members their obligation to always act ethically and responsibly. Another significant goal of the ADJA is to educate consumers on how to identify and locate a true professional entertainer.

The chapter in the Central Kansas area is entitled the Wichita Area American Disc Jockey Association (WA2DJA). Five entertainers in the Wichita area formed the core of the WA2DJA chapter of the ADJA in January of 2004. Since that time membership has increased to 20 professional entertainers from the Central Kansas area.

The national chapter of the year award was presented to the WA2DJA by the national board of directors and was awarded based upon the accomplishments of the nominated chapter. Specifically, this award was presented to the WA2DJA in recognition of excellence in leadership, growth and advancement of the values of the American Disc Jockey Association. The complete WA2DJA board of directors present to accept the award included; Ron Brown-President, Jeffrey Steinert-Vice President, Ryan Funck-Treasurer, Jon Graves-Secretary and Cain Humphrey-Membership.

The WA2DJA wished to recognize a few people who made the formation of the chapter, and winning of the national honor, possible. First, Mr. Peter Merry of Merry Weddings for his encouragement and appearance at the first official meeting where it all started. Second, to Mr. Ron Ruth, then president of the Kansas City ADJA chapter and a former national board member in his own right, for his contribution of his time and energy in guiding the formation of the chapter. The Chicago chapter of the ADJA, last year's chapter of the year, set the bar high this year challenging the WA2DJA to strive for success. We would like to thank all of our sponsors from the MMES-07 for the part they played. Lastly, great appreciation goes to the active and ongoing support of the ADJA national board of directors.

More can be discovered about the ADJA and the WA2DJA, and local en-



Pictured (Left to Right) Cain Humphrey, Jeffrey Steinert, Ron Brown, Ryan Funck and Jon Graves.

tertainers may be found, by visiting the www.wa2dja.org respectively. association websites at www.adja.org and

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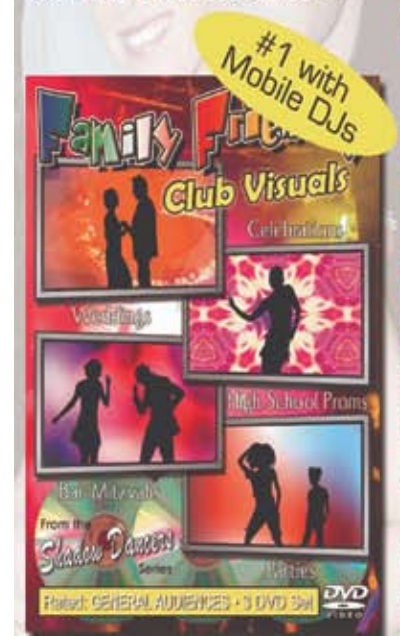
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Your Life Is Exactly The Way You Want It To Be

By Larry Winget

Chances are that you go to work, come home, eat a little unhealthy food, watch four or five hours of television, go to bed, don't sleep well and then get up tomorrow to do it all over again. You spend more than you make, exercise less

than you should and complain that there just isn't enough time to get it all done. And you wonder why your life is the way it is.

Your life is the way it is because that's exactly how you want it to be!

"How can you say that? I want to be happy, healthy and rich."

That is a lie. If you really wanted those things, you would have those things.

The truth is that you want those things, but you just don't want them enough to do what it takes to get them. You aren't willing to sacrifice your current lifestyle in order to get what you want so you end up living with what you've got.

Do you have a written plan for every area of your life? Most people spend more time planning their day off than they do planning the rest of their lives.

What kind of house do you want to live in? What kind of car do you want to drive, how would you like to dress, what kind of restaurants do you want to eat at and where would you like to vacation? Do you know what you want your blood pressure to be and how much you want to weigh? How much money do you want to have in the bank for savings and retirement? Do you even have a plan for your retirement or your kids college or a

medical emergency? My bet is you don't have any of these things written down.

It is likely that these things are afterthoughts to you - things that happen after you have spent all of your money and watched your television shows - they are not your priorities.

Your time and money always follow your priorities. Look at how people spend their time and money and you always know what is important to them.

Do this: Get a sheet of paper and write down exactly what you want your life to look like. Be detailed. Then focus

on these things every day. Add to the list when you think of something. This is not goal setting - this is priority setting. Take action on your priorities, talk about your priorities and spend your money and your time on your priorities. Then you really can be happy, healthy and rich.

Larry Winget, *The Pitbull of Personal Development*®, is the New York Times Bestselling author of *It's Called Work For A Reason and Shut Up, Stop Whining & Get A Life*. He is also the star of A&E's hit reality series, *Big Spender*. Find out more at www.larrywinget.com.



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The Seven Demands Of Leadership

By Dr. John C. Maxwell

An earnest young man once approached me during a Q & A session, and asked, "What is the ONE THING I need to know to be a great leader?" as if he was searching for the hidden key to unlock the universe. Amused by the simplicity of his question, my answer was equally simple: "To be a great leader, there's more than ONE THING you need to know about leadership."

Leadership is not easily reduced into a formula. However, I understand the urge to try to wrap our hands around effective



leadership by breaking it down into a manageable set of principles. In my research and study of leadership, one of the better simplifications I have found was developed by the team

at the Gallup Organization. After conducting extensive research on leaders across a broad spectrum of careers, Gallup boiled down leadership into seven essential qualities. Their in-depth study culminated in the article, The Seven Demands of Leadership, appearing in the Gallup Management Journal.

In this edition of Leadership Wired, I'd like to review the findings of Gallup's research, and supplement them with additional thoughts.

The Seven Demands of Leadership

1. Visioning.

"Successful leaders are able to look out, across, and beyond the organization. They have a talent for seeing and creating the future. They use highly visual language that paints pictures of the future for those they lead. As a result, they seem to attain bigger goals because they create a collective mindset that propels people to help them make their vision a reality." ~ Gallup Management Journal

The foundation of a vision is reality. Develop a reality statement before creating a vision statement. The reality statement should explain the present situation, the process of pursuing the vision, and the price which must be paid to realize the vision. Be careful not to diminish the vision—it should be bold and daring—but refine the vision until it is realistic and achievable. A lack of realism in the vision today costs credibility tomorrow.

Leaders take the vision from "me" to "we." They enlist others in a common vision by appealing to their values, interests, hopes, and dreams. Teamwork makes the dream work, but a vision becomes a nightmare when the leader has a big dream and a bad team.

When we lose sight of the distinction be-

tween our plans and the vision we are pursuing, we set ourselves up for a large dose of discouragement. A vision is a picture of what could and should be. A plan is a guess as to the best way to accomplish the vision. Failed plans should not be interpreted as a failed vision. Visions don't change, they are only refined. Plans rarely stay the same, and are scrapped or adjusted as needed. Be stubborn about the vision, but flexible with your plan.

2. Maximizing values.

"By highlighting what is important about work, great leaders make clear what is important to them in life. They clarify how their own values—particularly a concern for people—relate to their work. They also communicate a sense of personal integrity and a commitment to act based on their values." ~ Gallup Management Journal

A principle is an external truth that is as reliable as a physical law such as the law of gravity. When Solomon said, "A gentle answer turns away wrath, but a harsh word stirs up anger," he stated a principle that is both universal and timeless. Principles are important because they function like a map allowing us to make wise decisions. If we ignore them or deny their reliability, we become like travelers refusing to use a road map because we dispute its accuracy.

While we may acknowledge the reliability of many principles, we only internalize those we deem important. When that happens, the principle has become a value that serves as the internal map we use to direct our lives. A value, then, is an internalized principle that guides our decisions.

3. Challenging Experiences.

"By galvanizing people with a clear vision and strong values, the leaders we studied were able to challenge their teams to achieve significant work goals. In fact, those leaders themselves had been assigned significant challenging experiences at key points in their careers while being given the freedom to determine how they would achieve outcomes." ~ Gallup Management Journal

When others run from the challenge before them, leaders rise to the challenge before them. English historian Arnold Toynbee has said, "Appropriate response to challenge is the basis for the rise of any society or organization." A leader's value to others is to lead them through difficult challenges by providing hope and bestowing courage.

4. Mentoring

"The leaders we studied consistently had a close relationship either with their manager or someone in the best position to advise them. This is often someone from outside their organization who serves as their mentor." ~ Gallup Management Journal

Relationships define who we are and what we become. Stick to the confines of self and you'll remain immature and small. Have the humility to learn from those around you. Identify people's strengths and uniqueness

and inquire about them. When learning is your passion and you value people, teachers will crop up all around you.

5. Building a Constituency

"Beyond close one-to-one relationships, leaders also create rapport at many levels across their organization and beyond. They know the benefits of building a wide constituency... These leaders understand networks and the importance of networking." ~ Gallup Management Journal

Relationships are precious resources, and leaders accumulate social capital. As it is said, "Your network determines your net worth." Networkers share experiences, opportunities, and advice, and they connect relationships. By investing in the well-being of others, networkers naturally earn a return as they benefit from the reciprocated generosity of those they have helped.

6. Making Sense of Experience

"In all their relationships, effective leaders enlighten others because they can make sense of experience." ~ Gallup Management Journal

Experience is to be cherished and absorbed. It comes at a price and once bought, experience should be explored until all its treasure is uncovered. Experience is not the best teacher—evaluated experience is. Reflection turns experience into insight.

"When a person with experience meets a

person with money, the person with experience will get the money. And the person with the money will get experience." ~ Leonard Lauder, president of Estee Lauder

7. Knowing self

"Effective leaders have an acute sense of their own strengths and weakness. They know who they are—and who they are not. They don't try to be all things to all people. Their personalities and behaviors are indistinguishable between work and home. They are genuine. It is this absence of pretense that helps them connect to others so well." ~ Gallup Management Journal

Productive leaders have matured to the point of honest self-awareness. They couple knowledge with understanding. They have resources and means, but their grasp of meaning separates them from the pack. They have know-how, but more importantly they know why. Their sight generates insight.

Review: The Seven Demands of Leadership:

Visioning • Maximizing Values • Challenging Experience • Mentoring • Building a Constituency • Making Sense of Experience • Knowing Self

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

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Don't Let A Makeover Prove Your Unmaking

By Harvey Mackay

Talk about Superman pulling a phone-booth style switcheroo. There's a New Zealander named David Kirk who is now CEO of one of the biggest media outfits in Australia, Fairfax Holdings. Kirk is quite a guy, according to a report I saw recently on CNN International. He was a world-class rugby player and member of a championship rugby team. After receiving his medical degree, he went on to become a Rhodes Scholar at Oxford University in England. Kirk then hung out his shingle as

a consultant with McKinsey & Company. And now he's a newspaper mogul.

In the interview, Kirk said something unforgettable: "Getting through the door is one thing. Being a success on the other side is another." Kirk's point: The credentials that may get you a job are no guarantee that you will succeed at it.

Warren Harding was an Ohio newspa-

per publisher who looked as presidential as any dude in American history. After a lackluster career as lieutenant governor and U.S. senator, he couldn't shake what others persisted in seeing in him. He landed in the White House ... and subsequently in the basement of history as one of the worst U.S. presidents ever. In his book *Blink*, Malcolm Gladwell includes a chapter titled: "The Warren Harding error: why we fall for tall, dark, and handsome men."

Maury Wills was a National League baseball MVP and Gold Glover. Above all, Wills was kinetic energy personified. He was the greatest base runner on the diamond since Ty Cobb and the first to steal more than a hundred bases. In 1980-1981, Wills tried his hand at managing the Seattle Mariners but lasted less than a year.

As a screenwriter, Willard Huyck has been a dazzler with hits like *Indiana Jones* and the *Temple of Doom* and *American Graffiti*. But when Huyck tried directing, he didn't chalk up any Academy awards with four films he directed in the 1970s and '80s. In fact, his last directorial effort—*Howard the Duck*—was filleted by movie critics.

Michael Jordan's footprints as a player may be unsurpassed in NBA history, but in baseball, those same feet also later un-

derpinned a Birmingham Barons minor leaguer with a meager .202 average.

You may be a radiant butterfly today. Change your wings, and there's no guarantee you'll stay one. In fact, you may come up branded a caterpillar.

Considering a switch? Here's some advice to weigh before diving into the deep end of the pool:

Don't flaunt old medals. Nothing a newcomer can say curdles more blood than: "When I was at Pickleheimer's, the best thing we ever did was"

Focus on the skills the organization needs you to put to work. For example, your last job may have required you to be a crackerjack planner. Put your planning magic to work. But your new top focus may be building teamwork in a divided, bickering organization.

Find building blocks . . . even in the ruins. Focus on the best people and ideas that exist in the present organization. Even crumbling organizations have them. Socialize with these folks. Be helpful to them. Learn from them.

Start the clock, and watch that second hand. Others may let you coast on the "learning curve" but don't let yourself coast. Too often, learning curves are shortcuts to head-on disaster.

Prepare to win. Find out who are the

best people doing your new job in your entire industry. What makes them great? What can make you even better?

Perhaps the best advice is to transition in stages. The Colts Super Bowl winning coach Tony Dungy was never drafted in the National Football League and yet he still made the Pittsburgh Steelers team. His first berth, after making his switch to coaching was with the University of Minnesota, where he had amassed a terrific collegiate career. Then came a stint as an assistant to Chuck Noll, his former Steelers' coach. Many smooth career switches show another lesson: Those people who succeed in staking out new careers often have built a network of loyal supporters and friends. At any career doorway, your aura may get you in, but your allies count for plenty while you find your footing.

Mackay's Moral: *You won't win Monday night football with Sunday afternoon's playbook.*

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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The Secret Behind The Secret

By Dan Nichols

Let me address upfront that I am not a new ageist. In fact, I am a Christian not afraid to study other movements to garner insight into living a more spiritual existence. I watched the movie the secret which as we all know has generated a lot of press. If you haven't seen it, I'd say it's a neat examination of the law of attraction. The one stumbling block

people have however is that the producers and the guests on the movie not only suggest but say, "think it and it will come to be." Well, that is certainly grounds for trashing the dvd if you don't get what it is they fail to articulate.

What they fail to articulate is that you need to not only think it but you need to believe it. That is the true secret and there is a critical difference.

When I was first starting out in a business of my own, at the age of eighteen, I thought I was a smart businessman. I not only thought it privately but wasn't afraid to express it publicly (think cocky 18 year old). What I had was a strong opinion of myself. What I lacked was truly believing what I said. It wasn't until several businesses and many bumps and bruises that I finally believed it, for it was experience that gave me my knowledge. It was then that my belief gave me the confidence to begin helping others with their businesses. It was then that I became an author. It was during the tumbling process that I realized with true strength comes humility.

Think about the first time you offered your product or service. To those around you, you acted like you knew what you were doing but inside you knew you didn't. Now however after years of experience you believe it. You really believe you are good at what you do - a true pro. If you don't, it may be a reason your business is still struggling.

In the marketing realm one of the 3 most important factors to selling what you have is giving the prospect a reason to believe that you are the solution to their problem. You need to "own that belief" before you can sell it with conviction. As a business coach with 20 plus years of experience in a variety of industries, I say with conviction that I am great at what I do.

We are feeling creatures. We do nearly everything for the feeling it provides despite the fact data may point us elsewhere. For example a smoker is fully aware of the data on smoking. They know it's bad for them but the problem is, it feels good. Guess which of these wins out? The feeling wins out because our feelings dictate our actions ninety

percent of the time. In fact I could argue one hundred percent because somewhere your belief, still tied to your feeling, was a catalyst for the action. With this in mind recognize, that what you say is simply data. Your beliefs however are born of feelings and at the end of the day, your beliefs drive the bus.

If you'd like more information on getting your business off to a fast start or you need help in determining which step to take next to grow your business, then be sure to visit Dan Nichols online at <http://www.businesslaunchexpert.com>

Agree, disagree? Let me know on my blog. *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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American DJ's Dynasty Series 150W Scanners Offer Superior Output For Both DMX & Non-DMX Users

American DJ has come out with two new compact high-performance scanners that will goose up your gig, whether you're a DJ who uses DMX or not. The Dynasty Ray and Dynasty Scan DMX are both 150W fixtures that rival much larger – and more expensive -- 250W scanners in output because of their superior optics.

The Dynasty Scan offers DMX compatibility for fast and accurate user control on the fly. The Dynasty Ray is a sound-active plug-and-play unit that grooves on its own to built-in programs.

"We came out with two models of our new Dynasty series scanner – one for DMX users, and one for entertainers who prefer the ease of plug-and-play effects," said Scott Davies, General Manager of the American DJ Group of Companies. "We wanted to make this new high-tech, optically superior scanner accessible to all types of users."

Because the Dynasty Ray and Dynasty Scan DMX both offer a brighter output than the typical 150-watt fixture, they can be used in situations that would normally require a 250-watter, allowing users to save on energy costs. Both models also feature a high-tech compact design and are

extremely portable, making them ideal for mobile DJs on the go.

The Dynasty Ray features a unique "Arc"-style mirror that produces 8 separate sharp beams and creates 9 color/gobo combinations. The sound-active fixture will run its own internal programs all night thanks to a high-velocity fan that helps keep it cool and prevents dangerous overheating. Audio sensitivity adjustment on the Dynasty Ray is as easy as turning

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a single knob.

Other professional features of the Dynasty Ray include fast X/Y mirror movement and a full-focusing lens. It comes with a long-life Philips ZB-EFR 15V 150W lamp. Compact and highly portable, the Dynasty Ray measures 18.25" x 7.25" x 7.5" and weighs only 7 lbs.

With the intelligent Dynasty Scan DMX, DJs can apply different colors to different gobos, because they're on separate DMX channels. The 6-channel fixture offers 9 gobos plus spot and 11 colors plus white for a variety of creative overlay options. It also comes with its own internal programs for use in sound-active mode, and multiple units are linkable in master/slave operation via XLR cables. Lightning-fast X/Y mirror movement, a full-focusing lens and easy 4-button digital DMX addressing make the Dynasty Scan DMX all the more appealing to professional mobile DJs who like to be in control.

Identical in size and shape to its Dynasty Series brother "Ray," the Dynasty Scan DMX also measures 18.25" x 7.25" x 7.5" and weighs only 7 lbs. It includes a 15V, 150W AC120 long-life Philips light bulb.

The Dynasty Ray carries a suggested retail

price of only \$219.95. The Dynasty Scan DMX has a suggested retail price of \$339.95. The Dynasty Scan DMX is also available as a complete system that includes four Dynasty Scan DMX fixtures, a DMX Partner controller and four MC-10 XLR cables for an MSRP of \$1,359.95.

For more information, contact American DJ at 1-800-322-6337 or visit the company's website at www.americandj.com E-mail: info@americandj.com

Martin @ Pro Light and Sound 2007

Martin Professional heads to Pro Light and Sound 2007 in Frankfurt with an abundance of new and exciting lighting and fog effects, including a number of company firsts. On display at the Martin stand (Hall 9.0, Walkway B, Stand 35) will be an 80 V version of the company's first Tungsten lighting fixture, the MAC TW1, as well as the first fixtures in a new LED product range. Another first is a compact and feature-rich laser unit, the RGB Laser 1.6. New Mania series effect lights will also feature. On the control side Martin will be showing a new software version of the popular Maxxyz console, Maxxyz 2.0, as well as a compact version of the Maxedia Digital Media Composer. Two new highly intuitive control interfaces will also feature - Color Fox and Light Fox. Jem smoke will be showing a number of new products in its extensive Jem and Magnum product lines and Martin Architectural will feature new luminaires in its successful and growing IP65 rated Exterior and Cyclo lines.

Stagebar 54: The Stagebar 54 is a bright, high efficiency LED pixel bar with RGB, Amber and White color mixing (RGBAW) for a broader color

spectrum and greater range of pastel shades than other LED lights in its class. It functions as a pixel bar for displaying imagery and video or as a wash luminaire for floodlighting surfaces and stages. Each pixel is color calibrated to a standard factory setting to guarantee LED color consistency. Light output is constant, regardless of ambient temperatures, and lens options give greater flexibility for a wider variety of application. Mounting, connectivity and serviceability are all made easy, ensuring the fixture's long term performance. Industry standard DMX 512 controllable with HSI (Hue, Saturation, Intensity) control.



Stagebar 54 is light weight yet built to withstand the rigors of the touring market. It comes in a small or large version.

LED Video Screens: Martin now offers a semi-transparent, modular system of LED panels, perfect for displaying film, digital images and graphics. Useful in a wide variety of applications - and specially prepared for TV studios due to the (Genlock) feature - no cumbersome external power supplies are necessary as each unit features a direct power in and power out connector. Each unit contains a switch mode power supply covering all worldwide voltages, so there is only need for one unit type anywhere you travel. In addition, the panels have direct in- and out-DVI connections for video signal with simple daisy chain capability. Light weight, yet with a tough construction built to withstand the rigors of the touring market, the panels are exceptionally service friendly. Easy to assemble, they come in a 2 x 1 or a 1 x 1 meter size.

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| 2 | Daughtry | It's Not Over |
| 3 | Gwen Stefani | The Sweet Escape |
| 4 | Justin Timberlake | What Goes Around... |
| 5 | Akon | Don't Matter |
| 6 | Fergie | Glamorous |
| 7 | Nelly Furtado | Say It Right |
| 8 | Nickelback | If Everyone Cared |
| 9 | Timbaland F/N.Furtado... | Give It To Me |
| 10 | Pink | U + Ur Hand |

Rock

- | | | |
|----|-----------------------|----------------------|
| 1 | Three Days Grace | Pain |
| 2 | Stone Sour | Sillyworld |
| 3 | Daughtry | It's Not Over |
| 4 | Red Hot Chili Peppers | Snow (Hey Oh) |
| 5 | Breaking Benjamin | Breath |
| 6 | Rush | Far Cry |
| 7 | Godsmack | The Enemy |
| 8 | Saliva | Ladies & Gentlemen |
| 9 | Three Days Grace | Animal I Have Become |
| 10 | Papa Roach | Forever |

Urban

- | | | |
|----|--------------------------|---------------------|
| 1 | Robin Thicke | Lost Without U |
| 2 | Mims | This Is Why I'm Hot |
| 3 | R. Kelly F/T.I. & T-Pain | I'm A Flirt |
| 4 | Akon | Don't Matter |
| 5 | T-Pain | Buy U A Drank |
| 6 | Crime Mob | Rock Yo Hips |
| 7 | Young Jeezy F/ R.Kelly | Go Getta |
| 8 | DJ UNK | 2 Step |
| 9 | Musiq | Buddy |
| 10 | Diddy | Last Night |

Country

- | | | |
|----|------------------|------------------------|
| 1 | Tim McGraw | Last Dollar (Fly Away) |
| 2 | Kenny Chesney | Beer In Mexico |
| 3 | Carrie Underwood | Wasted |
| 4 | Rascal Flatts | Stand |
| 5 | Sugarland | Settin' |
| 6 | Martina McBride | Anyway |
| 7 | Joe Nichols | I'll Wait For You |
| 8 | Toby Keith | High Maintenance Woman |
| 9 | Billy Currington | Good Directions |
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The DJ Swap Shop

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For Sale: Gemini CD-9500 Pro II dual CD player -variable pitch-player/control unit- litlight receptacle etc. Gemini PMX-2500 Pro pre-amp mixer - 14 variable eq - sound effects - 5 line/ 3 mic - rack mntble plus. Gemini PMX-2000 Pro pre-amp mixer - 14 variable eq - 2 phono/5 line/ 2 mic - rack mountable and more. Lineartech CD-1900M Pro single play cd players - two available - with play/tracking remote control receivers-lit indicator display - programmable - rack mountable - black buttons and finish. All units have original manuals, rca cables and cartons. Galaxy mixer/cd players hard case - dark gray color - top hinged lid-Hubbell power

receptacle - front/back removable easy access - dark hwre - recessed side handles -hinged removable top lid - 12 spaces on top - 8 spaces on bottom front - grey finish. For inquiries call Phil @ 612-760-1851 or e-mail PRspindoc@aol.com.

For Sale: Entry Level Complete DJ Rig w/ Lights, Sonic Rack Slant Top, Numark/PPD Mixer, Denon Model 1800F CD Player, Werk Lite, 2 AKG Wireless Microphones, Ultra Mic Stand Black Tri-Pod w/Boom & Spring Clip, Furman PL-8 + Power conditioner, PV. DECA 554 Amp, 2 14 G Rapco 25ft. Speaker Cables, 2 PV. SP-3 Spkr's, Wheeled Dollies for Speakers, 2 Four Head helos, 2 Large Strobes, 2 12" Mirror Balls w/Mtrs, 4 Pin Spots, Stands & Brackets. Carpeted Sonic Case for Mirror Balls, Large Commercial Storage Box (Needs

casters installed comes w/casters) Add it all up and its about \$5259! I'll take \$2750.00. Call Jim @ (316)776-1332 or (316)776-9191 or (316)259-5593

For Sale: (4)Double 15" Subwoofer Sugar Scoop Sub Cabinets with 1/4" terminal jacks in the rear. They can be purchased as unloaded cabinets for \$800.00 or loaded with Peavey 15" Lowrider Subwoofers for \$2000.00. Call D.J. Cuttmaster at 478-957-6911 or email me at prodjservices@windstream.net

For Sale: Karaoke System, Sonic rack, CAVS JB-99 w/remote control and approx 11,000+ songs pre-loaded. Check it out at http://www.cavsusa.com/product/H_player/jb99.htm. Also a JVC XL-SV22BK Player, Plays CD-G includes about 180 - 300 tunes on CD-G, Monitor Stand, 19" Video Monitor, 13" host Monitor, Plus 20+/- books Alphabetized by artist and song title in plastic, Approx Value \$6250.00 You can own it for \$2700.00 Might part out.....Call Jim @ (316)776-1332 or (316)776-9191 or (316)259-5593

Upcoming Events

NAME's Building For The Future

Atlanta, GA
April, 16-18, 2007
<http://www.djkj.com>

Camp Mobile Beat

Sturbridge, MA
June 26-28, 2007
<http://www.mobilebeat.com>

DJ Times DJ Expo

Atlantic City, NJ
August 2007
<http://www.djtimes.com>

Disc Jockey News Northern Conference

Bloomington, MN
October 28-30, 2007
<http://www.discjockeynews.com>

Mobile Beat Florida DJ Conference

Ft. Lauderdale, FL
October 29-31, 2007
<http://www.mobilebeat.com>

Mobile Beat Las Vegas Convention

Las Vegas, NV
February 12-14, 2008
<http://www.mobilebeat.com>

NAMM 2008

Anaheim, CA
January 17-20, 2008
<http://www.thenammshow.com>

Regional Leadership Conferences

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



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