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Disc Jockey News

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The Non-Worthless Movement

By Dude Walker

It doesn't take a lot to get MDJs riled up. An offhand comment here and there can garner the same effect as pouring gasoline on a smoldering fire.

Words like *bottom feeder*, *hobbyist* or *part-timer* evoke a retaliatory response that is validated by self incriminating inferiority. Disillusioned MDJs clamoring to an equality that is beset by the "just as good as" argument in place of actual credentials.

On one side we have the Worth Movement. A simple appeal to sensible business practices and profitability via ethical commercial business practices and decision making. In all reality, the Worth Movement is not unique to MDJs. In 1937, 23 year old Myra Wolfgang organized a sit-down strike in one of Detroit's forty Woolworth's five and dime stores for better working conditions. In the 1960s, Wolfgang, led a sleep-in in the Michigan state house to persuade legislators to raise the minimum wage. Ironically, Hugh Hefner was brought to the bargaining table by Wolfgang over working conditions of Playboy Bunnies. Financial remuneration and intrinsic value have always played key roles in worth debates.

On the other side we have the 'Worth-

less Movement'. A rapacious and complex appeal to defend a price that is lower than the average cost of production. This movement 'members' might partake in shady activities including: an unrelenting willingness to steal music, karaoke and video media or the open and notorious theft of website content, serial duplication of entire libraries for unfair competitive advantage, under reporting or cheating on taxes, slandering a specific company to attain a competitive advantage, dumping lower priced contracts for higher priced contracts, an unwillingness to honor or enforce a contract, the insolent attitude of generally placing clients at risk, the systematic and subconscious devaluation by actions or inaction, or the apathetic attitude towards becoming a responsible economic citizen.

The most common vilifying condemnation of the Worth Movement from the nay sayers camp is the allegation that it's a money making scheme designed to make the presenters rich. When in reality, the time spent researching, compiling data, traveling and speaking leaves little time to attend to the regular day to day business activities. To fault a person for charging a fee to impart knowledge is no less insult-

ing than having a potential client expect you to perform for free because you love to DJ.

Is it possible for a MDJ to offer sincere respect while lacking self respect? Perhaps it's impudence that impedes growth within the MDJ industry. After all, who desires to be a victim of their own venom?

If I had to choose which are the most offensive in the Worthless Movement, I would have to say it's the willingness to steal music, karaoke and video media with serial duplication of entire libraries for unfair competitive advantage.

Why?

Because it perpetuates all other related problems.

For example: Prior to the MP3, serial duplicating a music library was cumbersome and time consuming, which lacked overall quality in the end. Compilation tapes would require a physical media source and considerable time to compile. Album to tape required real time media transfer. Most high speed cassette to cassette decks could cut the duplication time in half, however, creating an en masse library of music still required a catalog system which would need to be continually updated. The sheer time involved would

dissuade many from tackling a full library duplication.

Today, serial duplication of entire music libraries can take place with a key stroke. Most computers today can import 80 minutes of music in under 4 minutes. With online CCDB libraries, most naming conventions are hassle free. In essence, every song contained within a 500 CD library could be imported as a one-off recording within 34 hours. Serial duplication of that library could take a matter of a few hours and re-duplication is just as easy.

The mere existence of a serial duplicated library is a serious threat. The serial duplicated library represents a perpetual competitive threat that absorbs millions in event revenue annually. MDJs that proliferate multi unit companies with only one music library are the lowest form of life within the Worthless Movement. They are not professional, they do not deserve any measure of respect and they don't deserve to steal your events.

So here we are...two extremes. Do we need to create the "Non-Worthless Movement" to let the rest fit in?

Dude Walker can be reached at dude-walker@discjockeynews.com.

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Who Won The Cola War? NOT The Customer!

By Jeffery Gitomer

"I'd like a Coca-Cola please," I said to the waiter.

"Will Pepsi be OK?" he replied.

"No, I don't like Pepsi. I'd like a Coke," I said.

"We only serve Pepsi products," he stammered.

"Does anyone ever ask for a Coke?" I asked.

"All the time, but we only serve Pepsi."

He said.

"C o u l d you run down to the 7-11 and get me a Coke -- they have plenty over there?" I asked with a smile.

"We only serve Pepsi. Do you want a Pepsi?" He commanded.

"No, I'll have iced tea," I said.

Think about that dialogue. It happens tens of thousands of times a day. Someone wants a Coke and the restaurant only serves Pepsi. Or someone wants a Pepsi, and they only serve Coca-Cola.

Either way, half of their customers are

disappointed.

Hotels are the same. Coke or Pepsi. One, or the other. Never both. Hotels brag about their service: "We're the greatest, we serve the best, 100% satisfaction guaranteed. We treat our guests royally (er, as long as you don't want a Coke, because we only serve Pepsi)."

Here's the truth: Coke and Pepsi are at war. They offer "incentives" to huge accounts to get the business, and sell their product exclusively. It's referred to as "The Cola Wars." And it's bitter. Hilton -- Coke. Marriott -- Pepsi. Hyatt -- Pepsi. Starwood -- switched from Coke to Pepsi. And Las Vegas is one huge Pepsi. Forced loyalty. Contracted loyalty. And my question is "why?" Answer: Greed, evolution of business practices, profit incentives, and fierce competition have created this mish-mosh.

Supermarkets and convenience stores sell both. They get it. Give the customer what they want: A choice.

Why am I so insistent on ordering Coke? It's the drink I grew up with. I've been drinking Coca-Cola for more than 55 years. My grandfather's motel had a Coke vending machine. For 10 cents you could get a large, ice-cold bottle. And as kids we'd check the bottom of the bottle to see what city it came from -- a geography les-

son. Today the small glass bottles of Coke are the official drink of my company, Buy Gitomer. I don't like Pepsi. Personal preference.

When customers visit our office, they are always offered food and drink. If they refuse I ask, "Are you sure? We have those little Cokes -- ice cold in glass bottles." They always say OK -- then often talk about the quality, or a personal Coca-Cola memory.

For me, Coke isn't just a drink, it's a memory -- especially Coke in an old-fashioned glass bottle I'm sure it's the same for others whether it's Coke or Pepsi. It's what you grew up with.

Well, I have the Coke Pepsi answer, and neither company wants to hear it. I'm suggesting a revolution and a revelation to all hotels and restaurants -- serve BOTH! Let the customer have a choice and let them have what they want. Give the customer what they want -- there's a concept that might just work.

What choices are you offering to your customers? Are they always asking for things you don't have? Or needing services you don't offer? What are you doing about it? How is it affecting their loyalty to you? Should you be offering more choices?

Don't you think if Marriott said, "We've decided to give our customers the choice

of what they want, so we're offering Coke AND Pepsi," that they could get their way with both vendors? And have a marketing advantage? Well, Marriott may not be a good example, it took them eight years to realize that Westin's fluffy beds were cleaning their clock. And that fluffy beds were what the customer wanted. Hello!

I'm issuing a wake-up call to hotels and restaurants and sandwich shops and pizza parlors. Tell the Coca-Cola guy AND the Pepsi-Cola guy you're going to serve both brands or you'll buy nothing.. My bet is that they'll still be more than happy to sell you.

Give the customer what they want. Maybe they'll come back.

If you want my formula for loyalty, go to www.gitomer.com, register if you're a first time visitor, and enter LOYALTY FORMULA 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.train-one.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com.

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

Spring is Here

I've come to know many DJs from across this great country. Fantastic entertainers in California, sprawling Multi-Ops in Chicago and just wonderful representatives of our industry everywhere. And one of the things that we all share in common is that the Mobile DJ Industry is seasonal. There are peak

times and slow times for all of us. Times when we wish we had 20 more DJs (or for my Single-Op readers 20 more Saturday's in a month) and times when we wish we could just hibernate

till the Spring.

Well, the Spring is here! And with it comes more parties. Here in the Northeast, and pretty much everywhere in the country for that matter, the arrival of Spring ushers in more and more events. Brides who were reluctant to roll the dice on a winter wedding (who

wants to get hit with a Nor-Easter and have only a third of your guests show up?) start lining up to get married on the Saturdays in May and June. And with all that works comes added pressure for us all.

This is a great time of year for me to be more thorough and make sure my staff is completely ready to represent my name. This means reviewing policies and brushing up on programming at our monthly meetings. It means hiring new assistants to get ready for the busy days ahead. And it means personally getting ready for the responsibilities of over-seeing an increasingly busy schedule. The time and energy it takes to get through a ten event weekend (like most of our Winter weekends were) is far less than what it takes to manage a forty event weekend (like most of our May and June weekends are.)

As far as our monthly meetings, the ones that takes place in April and May are our most intensive. In contrast to the Winter monthly meetings, which are normally less than an hour and focus on a single topic, when we get together as a group this time of year our meetings can run 90 minutes to even 2 hours. I like to review our "Policies

and Procedures" for the benefit of any new employees but also as a refresher to the veterans. I also like to run an annual meeting we call "Let's Talk About Sets." I did an entire article in these pages a few years ago about this meeting format so I won't expound too much on it. Suffice to say our annual "L.T.A.S." meeting gives everyone on staff a chance to present an idea for a three to five song set that they've been using with success at their events. There is no better way to brush up on programming than hearing 20 great ideas in one night.

As far as hiring goes, I've spent enough time in this column offering ideas for recruitment. Well, now is the time to implement that plan. April and May are two of the most active months we have here at Elite in terms of casting the net and bringing in new talent. Some will stay, some will go. But in the meantime, they will serve as valuable music mixers for all those two-person weddings in May and June.

And for me personally, I always try to take a vacation in early April. This year I am heading west to see the Grand Canyon and parts of Utah. Recharging the battery for me this time of year is

essential. I know full well that with the increase of gigs, comes an increase of work and responsibility and pressure. Entering a 10 week stretch like that with no break would be foolish and it would set myself up for burnout. But taking some time now to relax and get away from the office, makes those 40+ event Weekends somehow more bareable.

Hopefully where ever you are reading this right now, the weather is warming up, your garden is blooming, your baseball team is in first place and your upcoming schedule is packed. Spring is many things to many people but civilizations forever have thought of this time of year as a time of renewal. It's the perfect time to renew your commitment to this great industry of ours by preparing for a busy and eventful season!

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



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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: Tipping the DJ.

If you've dined at a nice restaurant, bought a latté at Starbucks, or stayed at a quality hotel you know all about the concept of tipping. A tip is an "extra" gratuity given to an individual for a service well done, the better the service the better the tip. Many jobs pay rather poorly and the employees rely on the tips to live. It seems like almost everywhere you go today the working class has their hands out reaching for spare change to just get by while the top dogs live high off the hog.

When it comes to the DJ industry I have seen DJs with a container like a fish bowl sitting on their table with a "Tips" sign attached to it. I have read DJ contracts that automatically add a specific \$\$ amount or percentage to the bill for a tip. I have spoken with DJs who expect (demand) a tip at every event and get very upset if a tip isn't given because they depend on this tip to get by. Here are some general rules and a few hints to help you with your concerns about "Tipping the DJ".

Never put out any type of container to collect tips from guests of a private event like a wedding. (or any event) This is a sure sign of a less than professional DJ.

This says to the guests that the host (Bridal Couple – DJ Company) is not paying you enough, so you need to beg for money.

Never expect a tip from guests who ask you to do something like play a particular song for them. Tell the guest that the host (Bride & Groom) has taken care of your financial needs and you'll be happy to play any requests that you can. A truly professional DJ will not drink alcohol before, during or after an event and should never except an alcoholic drink from a guest as a "tip" for doing your job. This is a safety concern as well as a professional perception concern from the client's point of view.

Never demand/expect a tip from any client. A tip is for a job well done, if you go beyond the expectations of the client or if you do something extra special to enrich the nuance of the event. Just because you showed up is not a reason to expect a tip. Many people just don't know or think about tipping a DJ unlike tipping the bar tender at their favorite lounge. Most clients have never hired an entertainer or never have given any thought as to tip the DJ or not. If you have it in your contract that the clients have to tip an \$\$ amount or percentage this also shows a lack of professionalism on the company's image. Again, a tip is for an exceptional job done and not a mandatory item for a job that in the clients eyes could be fair to poor.

I have seen multi operational DJ services that charge the client extra if the client requests an individual DJ to perform for their event. To me, if a client requests a particular DJ it's because they have seen this person perform or have heard wonderful things about this DJ which lead them to their business. This DJ is doing a fantastic job at his/her events and this draws clients to the business like an ad in the yellow pages or a web site without the costs involved. This extra client charge basically acts as nothing more than a "mandatory tip" for that particular DJ when in reality this DJ should be getting paid a higher rate all the time because his/her performance is bringing clients to the business while giving the business a good reputation in the competitive market.

If you are now receiving tips from clients on a regular occurrence then your clients are saying to you that they believe you are worth more than you're charging. You are providing clients with a service beyond what they consider standard or average. This is a perfect sign that you should consider raising your rates to what your clients consider you are worth. If you are receiving on average \$100 tip from your clients then try raising your rates this amount. After the raise if you are still consistently receiving tips from your clients, once again try raising your rates.

At some point the tips will slow or come to a stop. This means you have reached the level your clientele feel you are worth for your services. It won't really matter to you if the tips stop because you are now making a steadily higher rate for every event you perform and don't need to beg for a tip to get by. The next step would be to then work on your service, talents, techniques and skills to improve your overall business and once again begin receiving tips. Always strive to be better, always strive to be the best!

Remember how good you feel when a client hands you a tip at the end of the night when you're charging "x" for your events, just think how much better you will feel when you get a tip after charging double "x". Being a DJ is tough enough, why do it if you have to beg for money?

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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NDJC07 Schedule:

Sunday, October 28

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

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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 Ballroom TBA



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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(Must mention this ad.)

Is The Glass Half Full Or Half Empty?

By Larry Winget

Who cares! It doesn't matter if the glass is half full or half empty. The only thing that matters is whether it quenches your thirst.



In other words, does it work? There are literally thousands of motivational speakers spouting ridiculous platitudes that do nothing more than make you feel good for the moment and have very little lasting effect. They sound good, but they don't work.

Let me prove it to you. I bet you've heard these lines: 'As long as you have a good, positive attitude everything will be all right.' Sorry, but that is a lie.

I've had a positive attitude my entire life and had plenty of crap happen to me. So get a little negative. Get sick of the way things are so you will take action to change things. Get fed up; realize you deserve better and that you aren't going to be satisfied with anything less than the best for yourself and your family.

Remember: You have to get negative about your life before you can take positive action in your life. You can be whatever you want to be, do whatever you want to do and have whatever you want to have... More lies. You can't be whatever you want to be or do whatever you want to do. If you are short, fat and ugly, that supermodel thing probably isn't going to work out for you. You can do what you have the talent for and are willing to dedicate the time and effort into becoming based on your innate potential. You can always do more than you think you can but you can't do anything.

And you certainly can't have whatever you want. You can have whatever you believe you deserve and whatever you take action toward achieving, utilizing your abilities, your thoughts and your words.

There are no problems, only opportunities... This one is not only a lie - it's just stupid. I have problems. Period. I bet you do too. And I find it insulting when someone tells me otherwise. Sometimes, there is no way to dress up the problem and call it an opportunity. Instead, face the problem. Acknowledge the problem for what it is. Then circle the wagons and tackle the problem

head on.

My point? Be careful what you buy into and act upon. When you hear something, make sure it makes good sense, and then try it. If it works, run with it. If it doesn't work, dump it and run from it.

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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Laws of Lifetime Personal Growth

By Dr. John C. Maxwell

At what age did you stop growing taller? The average age when the human body stops getting taller is debatable, but it's generally between the ages of 16 and 21. I often wonder at what age most leaders stop growing. Unfortunately, in my experience, most people settle into average by the end of their 20's. Rarely will you find a person committed to a comprehensive personal growth plan into their 30's, 40's, or beyond.

As children we grew year after year, sometimes in spurts, sometimes imperceptibly, but our bodies were always growing. The growth of a leader can be similar. At times, it may feel like the wheels are spinning and no headway is being made. In other seasons, new

breakthroughs and victories are clear indicators of a growth spurt. To grow consistently, the key is to manage your daily agenda. I wish I could pass along an easier solution or secret formula for leadership growth, but daily discipline makes all the difference between growth and stagnation.

In this edition of Leadership Wired, I would like to pass along a few growth principles to guide you in your daily journey of leadership growth. This lesson draws heavily upon a brilliant resource, *The Laws of Lifetime Growth*, authored by Dan Sullivan and Catherine Nomura. You may visit their website at <http://www.lifetimegrowth.com>.

Law #1 – Always Make Your Future Bigger Than Your Past.

"The past is useful because it is rich with experiences that are worth thinking about in new ways-and all of these valuable experiences can become raw material for creating an even bigger future. Approach your past with this attitude, and you will have an insatiable

desire for even better, more enjoyable experiences. Use your past to continually create a bigger future, and you will separate yourself from situations, relationships, and activities that can trap you there."

- Sullivan & Nomura

Thoughts about the Future:

Abraham Lincoln said, "The best thing about the future is that it comes only one day at a time." The secret of your success is determined by your daily agenda. We spend each day either repairing the past or preparing for the future. We can try to fix our past, but we can't rewrite it; we can only author our future.

The future is that time when you'll wish you had done what you aren't doing now. Don't fear failure so much that you refuse new things. The saddest summary of a life contains three descriptions: could have, might have, and should have.

Law #2 – Always Make Your Contribution Bigger Than Your Reward.

"As you become more successful, numerous rewards will come your way: greater income, praise, recognition, reputation, status, capabilities, resources, and opportunities. These are all desirable things, but they can be growth stoppers. They may tempt you to become fixated on just the rewards, rather than focus on making still greater contributions. The way to guarantee that rewards will continually increase is to not think too much about them. Instead, continue making an even more significant contribution."

- Sullivan & Nomura

Thoughts on Contribution

To make your contribution bigger than your reward, adopt an anti-entitlement attitude. Believe you must give before you receive. Expect to serve before feeling like you deserve a reward. Determine success by the seeds you sow rather than the harvest you reap. Each morning, I ask myself, "Who can I add value to and how can I do it?" It's amazing how much I've been able to contribute by answering this simple question each day and following through to help a friend or colleague.

Law #3 Always Make Your Performance

Greater Than Your Applause.

"The greatest performers in all fields are those who always strive to get better. No matter how much acclaim they receive, they keep working to improve their performance. Continually work to surpass everything you've done so far, and your performance will always be greater than your applause."

- Sullivan & Nomura

Thoughts on Performance

To make sure your performance stays a step ahead of your applause, be growth-driven instead of goal-driven. I'm not criticizing goals, but if we aren't careful, they can limit our growth. If we set them too high, they de-motivate us. If we set them too low, we are tempted to relax when we hit them rather than pushing for our best performance. Growth is a long and consistent process. No substitutions can be made or shortcuts taken which avoid the day-to-day process of growth.

Law #4 – Always Make Your Gratitude Greater Than Your Success.

"Only a small percentage of people are continually successful over the long run. These outstanding few recognize that every success comes through the assistance of many other people – and they are continually grateful for this support."

-Sullivan & Nomura

Thoughts on Gratitude:

We see the value in people and things through proactive gratitude. Once we see this value, we naturally treat these people and things with greater respect. People and resources are drawn to where they are valued most. The world responds to gratitude by making more of everything we appreciate available to us.

To adopt an attitude of thankfulness, Oprah Winfrey keeps a gratitude journal. She recommends her habit to others: "Every night, list five things that happened this day that you are grateful for. What it will begin to do is change your perspective of your day and your life. If you can learn to focus on what you have, you will always see that the universe is abundant; you will have more. If you concentrate on what you don't have, you will never have enough."

Review: *Laws of Lifetime Growth*

Always Make the Future Bigger Than Your Past.

Always Make Your Contribution Bigger Than Your Reward.

Always Make Your Performance Greater Than Your Applause.

Always Make Gratitude Greater Than Your Success.

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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A Cynic Burns His Bridges Before He Gets To Them

By Harvey Mackay

A friend of mine was a high school teacher at a tough, inner-city school. On the first day of school, he got on the elevator to reach his classroom when a colleague muttered under her breath "188." Unfortunately he knew what she was referring to: only 188 teaching days left until summer vacation. That cynicism affected his morale. Negative people affect our morale no matter how much we try to ignore them.

My trusty Webster's dictionary defines cynic as "a fault-finding critic who is distrustful of human nature and motives." That sounds like a good definition to me.

But what stands out to me about cynics is that they want to bring other people down. Cynics are only happy when everyone else is unhappy. That teacher who muttered 188 wanted every other teacher to be as unhappy as

she was. The positive, upbeat teacher threatened her insecurities.

Hence, cynics prefer that others join in their misery. Why suffer alone when you can take good people along for the ride and lure them into your depressive view of the universe? Why indeed? No one, it seems, wants to be miserable alone.

In an office situation, cynicism can spread like a virus. One cynic starts getting negative about the company or a manager and starts affecting everyone's morale. That cynicism can be so contagious that it destroys the spirit of the office. It reduces productivity and increases turnover. If not addressed or stopped, cynicism can have very damaging effects.

How can you tell if you're dealing with a cynic? They tend to make telltale statements, really half-truths, such as "management always lies," "the company doesn't care about you," and "the CEO only cares about himself." My advice: When you hear these phrases, run for cover and start a conversation with someone else.

Cynics often have a greater impact on others than themselves. Reveling in being negative, unhappy and pessimistic, cynics derive real pleasure from making others unhappy. They're like bloodsuckers that feed off other people.

If you want to be unhappy, go right ahead, but please leave everyone else out of your bleakness.

Maya Angelou once wrote, "There is nothing so pitiful as a young cynic because he has gone from knowing nothing to believing nothing." As Angelou suggests, cynics are quick to attack, denigrate and critique but never offer solutions. They only see the worst in any situation and never suggest any glimmer of hope of turning things around. In my mind, cynicism is one step removed from hopelessness.

I've always considered myself someone who doesn't follow the crowd. When I'm confronted by negative, cynical people, I take a step back and will not take what they say seriously. Then I'll ask some pointed questions: "What exactly do you believe in? What do you feel passionate about? How would you improve the situation?" Usually they are dumbfounded and can't respond.

Becoming friendly with cynics in the office can be damaging to your business health. If you become part of the cynical crowd, you'll be branded as a loser by association, even if you're not cynical yourself. Managers will keep their distance, and fast trackers will also stay an arm's

length away.

Here are some specific tips to handle the cynics in your company and your life:

Be positive with them. Show them the alternative. Talk about what the company/CEO/your boss has done, such as offering telecommuting, childcare, and seeing things from the employer's viewpoint. Cynics hate positive talk, which drives them crazy.

Point out reality to a cynic. Most cynics exaggerate reality because they only stress the negative. Providing the full picture to a cynic creates an antidote to their one-note hopelessness.

If all else fails, avoid them. If the cynics are only going to demoralize you and make your life miserable, stay away. You have little to gain from spending time with them and have your peace of mind to lose.

Mackay's Moral: The worst pest in the world is the pessimist.

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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Paralyzed By Appropriateness

By Dan Nichols

You've stopped at many green lights, possibly ran a few reds but for the most part you obey the law. You recognize society has established some laws to make life safer for everyone. You don't knock old people over for walking too slow in front of you, you don't walk into the neighborhood bank and scream, "stick em up". In order to keep our world civil there are thousands of unwritten rules we all just know and usually follow.

Most of the rules we follow were never taught to us directly nor were they read in a book. Most of the rules we follow result from modeling the behavior of the adults in our lives. This isn't bad or good, it just is. These "agreements" come with a huge expense.

The expense is the utter lack of greatness, the lack of realizing one's potential. This is why 99.9 percent of us never even recognize the potential of our potential. We don't know what we never knew. We lead ordinary lives because the bar is entirely too low to begin with. We learn that comparing ourselves to others is a norm. We agree to be average without ever recognizing it. We agree to be appropriate and the world suffers the loss one "man" at a time.

Kurt Hahn, the founder of Outward Bound said it so well, "There is more in us than we know. If we can be made to see it, perhaps for the rest of our lives we will be unwilling to settle for less."

Where is it you settle? Where is it that you fail to step out? Are you William Wallace or Joe Schmoe? If you're not scared, embarrassed or hurt on a regular basis you are being entirely too appropriate.

Contrary to popular opinion, life is a dress rehearsal. Why not get a little reckless and make some waves? Why not get booed off stage and

then come back the next day and the next and the next until you're upped to Broadway or maybe just tossed out of the play?

The conundrum is pretty easy to solve. Consider that maybe you don't like failure and rejection. For me, I've tasted failure and rejection often and neither of them scare me. I'm here in the arena because I'm not afraid to lose. I've got this spot because I've stuck out my neck. One thing that keeps me sticking out my neck is that I know that the worst thing in the world isn't regret. The worst thing in the world is being too

old and tired to do anything about your regrets.

As William Wallace in Braveheart said, "All men die, few men really live." Will you really live? Be careful not to be so agreeable, be aware that success comes to those not always willing to agree.

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>

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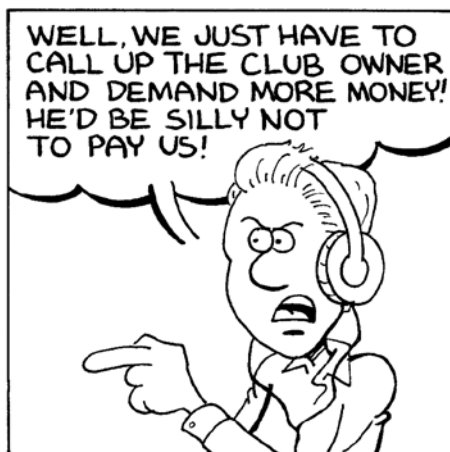
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More Than Just A Service

By Michael Edwin Q.

Last summer, one of my better clients (a dude ranch set up for corporate picnics) called our entertainment agency needing some entertainment for the weekend – I was glad to oblige.

The client invited me out to the ranch that Saturday to see some of the new improvements he had made for the new season. I also thought it a good opportunity to check out some of my entertainers – so, I accepted.

Upon arriving, I noticed a DJ set up at a strategic part of the ranch (a DJ my client had not hired from me).

My client confided in me that he wanted a full time DJ on the ranch – this was the first day of this DJ's trial period.

After further investigation, I was told that this new DJ (we'll call him Frank) showed up on time. He had a neat and clean appearance, was friendly and likeable. He had great sound equipment and an extensive song list – all positive attributes. But was that all that would be needed to secure the position? Time would tell.

I went over and introduced myself to Frank. I have to admit he was likeable sort of guy. He knew his music and he

could read a crowd; he seemed to be playing all the right songs.

He took great pride in giving me a tour and demonstration of his DJ system. Being a layman, I was flabbergasted to see the technical advances the industry had made in since the day of spinning discs.

Frank's system did everything but turn itself on – everything was pre-programmable and automatic. With a little training, pretty much anyone could run it. But as I said Frank had other good qualities besides state-of-the-art equipment.

Just then my client showed up. He handed Frank a list of announcements he wanted after each song. He also gave him a cart of paraphernalia to conduct kid games with (Hula Hoops, sack races, etc.). Frank was also told that once lunch was served he would be needed in the main pavilion to call Bingo.

I back off as Frank took stock of his situation. A green hue came over him – he wasn't looking very well at all.

At the end of the day, a report of Frank's efforts would read something like this: His announcements were amateurish and awkward – he stumbled over his

words and tried to make jokes and wise cracks that only he must have got. As for the children's games, it was clear he did not relate well and was poorly organized. And as for his Bingo calling (keeping in mind that Bingo is not one of the fastest paced, exciting games ever played) it couldn't have been more boring.

Understandably, Frank was not offered the DJ position at the ranch. I made sure though I got one of Frank's business cards. With all his good points, and under the right circumstances, he would be the perfect DJ for certain events. But, why had Frank failed at the ranch? That got me thinking.

Today's DJ has to keep in mind that

with today's technology every mother's son with a few grand to spare can be a DJ. And if that person has all the positive qualities Frank had, they are sure to achieve some level of success. But who are the ones who will soar high above the crowd, who will find their place at the head of the pack? It will be the ones who go beyond being just a DJ service and learn how to become an essential part of any event. And the only way to do that is to be entertaining – to be an entertainer. Services are a dime a dozen, but a top notch entertainer is priceless. Always remember, you can't demand more, if you're not in demand.

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Pop

- | | | |
|----|-----------------------|-------------------|
| 1 | Gym Class Heroes | Cupid's Chokehold |
| 2 | Fergie | Glamorous |
| 3 | Akon | Don't Matter |
| 4 | Gwen Stefani | The Sweet Escape |
| 5 | Pink | U + Ur Hand |
| 6 | Timbaland F/N.Furtado | Give It To Me |
| 7 | Avril Lavigne | Girlfriend |
| 8 | Daughtry | It's Not Over |
| 9 | Maroon 5 | Makes Me Wonder |
| 10 | Red Jumpsuit Aparatus | Face Down |

Urban

- | | | |
|----|--------------------------|------------------------|
| 1 | T-Pain | Buy U A Drank |
| 2 | R. Kelly F/T.I. & T-Pain | I'm A Flirt |
| 3 | Ciara | Like A Boy |
| 4 | Akon | Don't Matter |
| 5 | Crime Mob | Rock Yo Hips |
| 6 | Huey | Pop, Lock And Drop It |
| 7 | Lloyd | Get It Shawty |
| 8 | Shop Boyz | Party Like A Rock Star |
| 9 | DJ UNK | 2 Step |
| 10 | Ne-Yo | Because Of You |

Rock

- | | | |
|----|-------------------|--------------------|
| 1 | Ozzy Osbourne | I Don't Wanna Stop |
| 2 | Linkin Park | What I've Done |
| 3 | Three Days Grace | Pain |
| 4 | Daughtry | It's Not Over |
| 5 | Breaking Benjamin | Breath |
| 6 | Papa Roach | Forever |
| 7 | Rush | Far Cry |
| 8 | Saliva | Ladies & Gentlemen |
| 9 | Stone Sour | Sillyworld |
| 10 | Tool | The Pot |

Country

- | | | |
|----|------------------|-------------------------------|
| 1 | Rascal Flatts | Stand |
| 2 | Carrie Underwood | Wasted |
| 3 | Sugarland | Settlin' |
| 4 | Billy Currington | Good Directions |
| 5 | Toby Keith | High Maintenance Woman |
| 6 | Alan Jackson | A Woman's Love |
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