Disc Jockey News

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Disc Jockey News

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Mike Walter • Jim Cerone • Jeff Richards • Shawn Kelly

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Small Group Training Sessions by:

Carr Hagerman: *How To Be A Top Performer*

Eric Taylor: *Creating Personal Referrals*

Todd McDonald: *Making More Sales*

FULL SCHEDULE ON PAGE 7

2 ONSITE PARTIES • SEMINARS • EXHIBITS • NEW DJ TOYS

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Indirect Hypocrisy

By Dude Walker

There are several curious hypocrisies that exist within the Mobile Disc Jockey industry. Perhaps it's the whitewashing of self evident truths to make them more palatable that fosters the creation of these hypocrisies.

Mention the words full time, part-time, professional or hobbyist...and you create a firestorm of postured debates.

These debates, when measured by any sensible comparisons illustrates the naivety of many. The defenses made in search of a respectable title suggest that there is credibility to title. Otherwise, why would anyone attempt to lay claim to something that they are clearly not? Those that possess the title are simply protecting what is rightfully theirs...earned by the years of dues they've paid.

Rhetoric flies back and forth over what specific qualities quantify credentials. Sooner or later, when an impasse is met, futility gives way to suggestions such as: "Don't let others tell you how to run your business. It is your business, run it the way you see fit."

I must say that I get a certain amount of amusement in the last statement. A single Mobile Disc Jockey does not create and dictate a market force....however, Mobile Disc Jockeys as a group can create and dictate market forces upon each other. Usually, at the most inopportune times.

When these market forces are openly discussed, an all too common assumption is made.

"When people are doing bad, they tend to blame somebody else"

Blame is one of those interesting catalyst words. From an analytical standpoint blame really means "properly identifying" the source of the problem by evaluating a market force.

Of course, once that evaluation has taken place and the source of the problem has been properly identified the old cliche' "if you can't stand the heat, get outta the kitchen" is offered up as smug bits of wisdom. Nah...I'll go one further. It's a suggestion of immaturity to run from a problem, rather than facing it head on.

Glass ceilings exist because people allow them to exist in their own minds out of ignorant fear. Glass ceilings are a cop out for entities unwilling to conquer a personal fear that self-perpetuates and imposes itself upon others. A fear that can be conquered via continuing education, practice, refinement of skills and disciplines that are present in all other legitimate business models.

Perhaps it's a lack of instant gratification and abundant reinforcement that discourages many from staying on course. With the Mobile Disc Jockey ego being intertwined with how often the phone rings with new business prospects as opposed to bill collectors. A lack of enthusiasm towards marketing today will prevent the phone from ringing tomorrow.

There may always be a sector of Mobile Disc Jockeys that willfully sells themselves short. Perhaps it will always bewilder colleagues of greater measure as to why anyone would willingly embrace an entry level reputation.

Rest assured, there will always be Mobile Disc Jockeys that push that envelope making it possible for all others to follow.

So I feel compelled to ask one simple question of those that believe they don't let others tell them how to run their business. Why do we indirectly allow our potential customers and competitors the right to dictate the services we offer, the gear we run and the rates we charge?

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

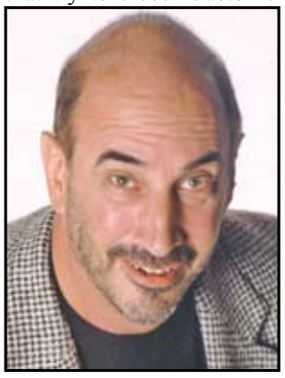
October 28-30, 2007
Northern Disc Jockey Conference
Bloomington, MN

Did you get the Sale? If not, Here's Why!

By Jeffery Gitomer

Everybody wants to close the sale. You want to close the sale. Your manager wants you to close the sale. Your manager's boss wants you to close the sale. Your CEO wants you to close the sale. Your accounting department wants you to close the sale. I want you to close the sale.

Everybody wants you to close the sale – except the customer. They don't want to be closed, and they hate salespeople that try to close. Customers want to buy.



You know my mantra: People don't like to be sold, but they love to buy.

Historically in the sales progression, the close comes at the end of the sales cycle. BUT, what you have done at the beginning of the sales cycle will most likely determine what will happen at the end of the sales cycle.

You can't say to the customer at the end of a 6-week courtship, "I know I haven't been really good at presenting a compelling message, and I know I haven't proven my value against the competition, and I know our price is higher, so do you want to buy?" No! They're not going to buy; they're going to laugh at you. They're going to throw you out on your elliptical.

What you have done before the close will determine the outcome of the closing process.

The words "close the sale" have been around for a hundred years. I think it's time to change them. I think that if you view the close as a logical and emotional progression of the selling process, you might then understand that what has lead up to the close will determine your fate. It's more of a "conclusion of part one" of the relationship building process.

Most salespeople blame the prospect when they can't close a sale. Or when the prospect won't order your product or buy your service TODAY.

It's not their fault, Sparky. It's yours. You have to start with your own outlook, and your own self-confidence. You have to visualize the sale taking place before you walk into the room, and you have to be prepared to make it once you enter.

TRY THIS: Change your mindset. Don't close the sale. Assume the sale. A good ending must be decisive, set-up, and inevitable. YOU have to be engaging, believable, passionate, and offer a compelling message. You have to be prepared with testimonials from other customers, and you have to prove that your future customer will have a positive outcome for their business. And you assume the sale is yours.

The assumptive position is the strongest selling strategy in the world. By definition, you believe you will make every sale you attempt. It sounds simple. It is simple. But it's not easy. In order to utilize the assumptive close, you must be qualified.

There are two major prerequisites that make the assumptive close possible:

1. Your personal preparedness. In your company, people assume that everything revolves around your product or service. But that's not true. You have to find a balance between product preparedness and mental preparedness. You must display self-confidence, have total product knowledge, have a positive mental attitude, exude so much enthusiasm that it's contagious, and have a desire to help that exceeds a desire to earn money.

2. Your sales preparedness. That means that the needs of your prospect have been determined. The buying motives of the prospect are known to you. You're established as a person of value in the mind of the prospect. The prospect has confidence in you. You've removed any objections, barriers, or perceived risks they may have. And you've built solid rapport. Your job is to know everything you can about your prospect's business -- their market, their needs, their customers, and their people. Know their buying motives, how they profit, and how they produce.

Now you're ready to "close" the sale. Better stated, you're ready to create the logical and emotional progression of the selling process to a happy ending.

The actual close of a sale is the delicate balance between your words and actions, and the prospect's thoughts and perceptions. And a sale is always made -- either you sell them on yes, or they sell you on no.

Is there one best way to close a sale? No, there are a zillion ways to close the sale. All you have to do is find the one that works best for you.

If you are interested in the eight personal barriers that you create before or during the sale, go to www.gitomer.com, register if you're a first-time visitor, and enter the word BARRIER 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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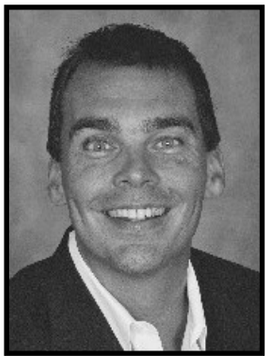
The Q Corner, Where Quality Meets Quantity

By Mike Walter

I wrote an article for last month's edition that was inspired by an email I received. A Multi-Op owner had a lost some DJs and was looking for advice and in that article I wrote a very callous and cliché line towards then end of the article. I said: Don't take it too personally.

I apologize for that sentence. It is wrong.



I believe it's impossible to be successful at what we are doing without taking our business personally. We have personal relationships with our clients (like most every industry) and we also have personal relationships with our products (our DJ staff) which is what makes us somewhat unique. And when we nurture these relationships well, they can turn into long term, win/win situations that can results in true bonds of friendship. That's a personal thing. I have been at my DJs homes, I have been invited to be in their bridal parties and even held their newborn babies. These are not strictly business associations. And I'm sure if you are a successful Multi-Op Owner or manager you have similar relationships with your staff. You celebrate the good times together and you get down in the trenches and work through the tough times as well.

So who am I, or who is anybody for that matter, to fold their hands pompously and say (when things go ultimately bad) "Don't take it too personally."

I should know better. I am not that far removed from losing some great DJs. One of whom had been a great friend. And I took it personally. I took it hard and personally and it almost rocked my world right out of our industry. And though it is seven years ago now, I can still call up the emotions that overwhelmed me during that time. I was knee deep in reassigning weddings and it seemed like every other day a DJ was knocking on my door to tell me he was leaving. I was actually grateful to the DJs who told me face to face as a couple of them just simply left. No meeting or even a note. Just found out one day they were DJing for someone else.

And then the worst blow of all came down when my top DJ and someone who had been a really good friend (to put it in perspective: he was in my bridal party and I am the Godfather to his first child) decided not only to leave and join my competition but to announce that fact at a Bridal Show that both companies were performing at. Imagine my surprise when right after Elite's performance the other company began their show with a drum roll and the public announcement that one of the area's top DJs had joined their staff.

I remember walking outside right after that announcement. The banquet hall we were at had a gazebo and I walked over to it and hung my head thinking this was it. The last six months had been a slow bleed of talent and now this. How would I recover? How would Elite recover?

And then I looked up and one my DJs was standing there at the gazebo and she said everyone on staff was looking for me. They were concerned. She asked if I wanted her to go back and tell them where I was but to leave me alone. And I told her, "No." I was wrong to walk away. I had responsibilities and I went back in the banquet hall and finished the show at my booth, answering a hundred questions about this Defector DJ and what it meant for Elite. Brides were asking and industry people as well (photographers and videographers etc) and even my own staff. And that night I did what I always suggest to people when things go wrong. I went home and felt really really bad for myself. Probably cried, definitely drank and generally wallowed. But the next morning I woke up and looked in the mirror and told myself that this day was a new day and I could go either of two directions now. It was solely my choice.

The "taking it personal" thing is important. It's important when it's done well because I am sincere in my relationships with my staff. I am not best of friends with all of them but I generally like every DJ that works for me. Some I am very close with and some I am amicable with. And when they stick around year after year and grow within the framework of my company I take it personally. I celebrate the successes. I know no other way. And when one of them leaves, when they decide that my company which means specifically "me" personally is not the right place to be, I take that personally too, I have not found the trick to separate the two. In fact if you ask me, I think it's impossible.

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.

Thanks!

The Twin Cities Chapter of M.A.P.D.J. would like to thank

Metro Sound and Light and Shure Microphones for providing two SM58 microphones given away at the D.J. Night Out at Metro Sound and Light.

Congrats to our winners Tom Persell and Mark Zabel

Our Featured speaker in July is renowned Improv Entertainer and speaker

Stevie Ray

Visit http://www.mapdj.org for meeting time and location!!

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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: Doing good for others will do good for you.

It doesn't matter if you have been a DJ for two months or twenty years, if you are willing to give of yourself, your time and your talent, it will always in some form come back to you in a positive way.

What I am speaking of is offering your services at events for charities, the community or people in desperate need, at little or no cost to them. All year around there are charities looking to raise funds to help all kinds of people from the homeless to the terminally ill. DJs like ourselves can really help to make a difference in someone's life.

I never did any type of charity work until a few years ago and what a difference it has made on me and my business. I started by helping a church with their annual fall fundraiser that went to help local families in need. It was great to see a community gather together to care and share with one another and change a child's life for the better. I have performed at this event for a few years and expect to continue to help out as long as they want me. I look forward to and begin planning the next year's event the very next day after the party.

A couple years ago I became involved with "National Night Out" (NNO) and now I am the person responsible for the planning and performing at my local neighborhood event. NNO is an annual event that happens all across America on the first Tuesday In August for 24 years now. It is a night designed to bring communities together and help fight against crime in the neighborhood. (www.nationalnightout.org)

In the spring of 2006 I received a call from the Muscular Dystrophy Association telling me about their fund raiser where they "lock up" business owners, politicians and other dignitaries in a fake jail and have them call people to donate to the MDA in order to release you from jail. I have seen this done before and it can be a real fun and money making adventure, but I wanted to do more then just "give money" to the MDA. I spoke with a leader involved with the MDA summer camp for the kids and asked if there was something more I could do for them. They asked me to volunteer my DJ service to provide entertainment at the annual summer dance. I did not hesitate to say yes! The look on the faces of all those wonderful children was worth more then any money I could give to the organization. Before I left I volunteered to do it again this summer and then after that event I promised to return in 2008.

Many nights while lying in bed watching the evening news I hear of families stuck by tragedy and needing help by holding fund raisers and the first thing I think of is… do they need a Emcee, DJ, Entertainer?

This is just one way that giving to others has changed me. I never thought this way, or felt the need to reach out and help others. All I cared about was my own little world and how will I make it. Now I put others first and want to lend a helping hand whenever I can. It has made me a better person; it has made me a kinder, caring human being.

This has helped my business in a positive way also. I provided entertainment for people I would probably never have met if not for these events. I have become close friends with some of these wonderful people and they have in turn referred business to me. When a member of their church needs a DJ they tell them about me. One of the volunteers who helped plan NNO needed a wedding DJ, they called me. The local fire department that was at the NNO needed a DJ they called me, and the great people of the MDA summer camp have also referred my services to co workers in need of a wedding DJ.

It all started out as a show of kindness by me that has snowballed into an endless referral program for my business. I may not have been paid for the original event but I have reaped the benefits of these events ever since.

Since doing these events I have become the "Go to Guy" for other organizations. I can't possibly help every one of them, but now I help them find a DJ who will facilitate their needs.

If you are new to the DJ industry this is a great way to get your name out to possible clients and at the same time do something wonderful for the world. If you are a seasoned vet of the DJ world it will give you a whole new perspective on the importance of living and caring and how what you do can really make a difference in someone's life.

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.

UPDATED 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

Carr Hagerman Training Block 1: "Top Performer" • **Eric Taylor** Training Block 1: "Creating Personal Referrals"
Jeff Richards: "Your Image Is Everything" • Event Organizing Seminar

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

Carr Hagerman Training Block 2: "Improv" • **Eric Taylor** Training Block 2: "Got Goals?" • **Mike Walter:** Multi System Success • DMX Seminar

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 (Block Times TBD)

Todd McDonald Training: "Making More Sales" • **Jim Cerone:** "Being The Perfect Host II" • **Shawn Kelly:** "It's All Numbers"
Tuesday afternoon sessions are small group-round table discussion sessions unless noted as private training or a general seminar. Sessions TBA

Registration:

Full Show Pass: $165 until August 1st, 2007
Call 320.285.2323 to reserve your seat today or online at http://www.discjockeynews.com
Show Passes $295 at the door
Staff/Spouse passes are $125 (only available via phone orders)

Hotel:

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Call 800.465.4329 and reference Disc Jockey News Northern DJ Conference
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Exhibits:

The Grove
11:30 am to 5:30 PM Monday/Tuesday

Orchard Ballroom (The main seminer room)
Sunday: 6:00 pm - 9:00 pm
Monday: 8:30 am - 5:30 pm
Tuesday: 8:30 am - 5:00 pm

Orchard Foyer &
Private Demo Rooms
Hours set by the vendor

For information on exhibiting at the Northern DJ Conference 2007, please call 320.285.2323 or email sales@discjockeynews.com

Press Releases

Send your press release information to djnews@meltel.net

Arriba Introduces Soft, Lightweight Cases For Stage Trussing

As the first line of soft cases designed specifically for lighting products, Arriba has created bags for just about every piece of equipment a mobile entertainer could possibly own. Now the company has expanded its revolutionary lightweight case line and come out with a series of five soft bags for stage trussing.

The new AT Truss Series includes three different-sized cases for straight truss (designed to fit both square and triangular trussing), and two cases for holding union junction blocks. Featuring the same lightweight yet durable design and construction as the rest of the Arriba line, the new truss bags offer convenient and economical alternative to hard cases for protecting trussing in transit or when it's being stored.

Ideal for rental companies, stage shows, bands and mobile entertainers who use trussing in their shows, Arriba soft truss bags will safeguard trussing from dings and scratches on the road. Durable enough to be stacked, soft cases fit more easily into a car or van than rigid cases, saving on precious cargo space. And since they're much less expensive than hard cases, they're affordable enough even for "non-mobile" applications to keep trussing clean and dust-free in between shows.

Each bag features PVC plastic ridges on the bottom and ends to hold the trussing securely in place, while protecting the rugged fabric of the cases from any damage. The bags close with a durable zipper and feature sturdy carrying straps, along with a convenient zippered end pouch to store connection hardware so it's always at hand.

"Mobile entertainers told us they loved our line of soft cases for transporting their lighting equipment, but they still had to lug all their stage trussing around in heavy, hard cases that cost a fortune," said Brian Dowdle, marketing manager for Arriba Cases. "Now, they can use Arriba soft bags to carry their truss, too. Being so durable, yet lightweight and affordable, Arriba Truss Cases are a great way to protect truss when you're on the road."

Designed to fit truss from all major manufacturers, the AT Truss Series includes five models starting with a MSRP of $29.95.

For more information, visit www.arribacase.com. Contact Arriba Cases at 626-217-6710, fax: 888-244-0938 or by email at info@arribacase.com

John C. Maxwell Name #1 Leadership Guru

Renowned author and Disc Jockey News writer John C. Maxwell has been named the world's most influential leadership guru. Dr. Maxwell, founder of three leadership organizations—Maximum Impact, INJOY Stewardship and EQUIP—was voted No. 1 in a worldwide survey sponsored by Leadership Gurus International. Rankings of the Top 30 most influential persons were posted today on the website, LeadershipGurus.net.

Selection of the Top 30 was based on criteria indicating the scope and substance of each individual's influence. The guiding objective was to identify "practitioners who most effectively develop and instill leadership in others." Voters included professionals across the spectrum of business and industry, academic leaders, and consultants in numerous fields.

Maxwell was followed in the rankings by noted authors and consultants, Tom Peters, Ken Blanchard, and Marshall Goldsmith. The No. 5 spot is occupied by Jack Welch, former CEO of General Electric. Rounding out the Top 10 is an equally impressive group of leadership luminaries: Robin Sharma, best-selling author on professional mastery; acclaimed writer, speaker and Disc Jockey News writer Harvey Mackay, author of the New York Times #1 bestsellers, Swim With The Sharks Without Being Eaten Alive and Beware the Naked Man Who Offers You His Shirt; Anthony D'Souza, a pace-setter in the fields of personal effectiveness and organizational renewal; Laura Ingraham, influential author, columnist and radio personality; and Arthur Carmazzi, creator of Directive Communication Methodology, a widely used tool in cultivating leaders.

"We're all winners on this list," says Dr. Maxwell, "but to be chosen the 'winner of the winners' is an inexpressible honor. I know the others who have been selected, and it is such a privilege to be associated with these great names in the arena of leadership."

With over 13 million books in print in over 40 languages, John C. Maxwell's influence is legendary. As a leader and developer of leaders he is an unquestioned authority; but his impact may be most evident in the 1.8 million leaders in 110 nations currently being developed through EQUIP, the non-profit organization he founded a decade ago.

The 5 Big Challenges In Life

By Dr. John C. Maxwell

Successful people do not have less challenging lives than those who do not succeed. In fact, they may go through even greater challenges. What causes the separation? Successful people respond to difficulties differently.

It's easy to have a great attitude when things are going our way. Attitude doesn't become the difference maker until challenges arise. In this edition of Leadership Wired, we'll look at "The Big 5," a list of the top challenges experienced by leaders, and we'll discuss steps to develop an appropriate attitude toward each challenge.

THE BIG 5

1. Discouragement

Over the course of my life, I've discovered that every leader gets discouraged. Plans fail, dreams drift out of range, or goals suffer setbacks. However, not every leader responds to discouragement the same way. Attitude dictates whether a discouraged leader will give up or get up.

Dealing Effectively With Discouragement

(1) Get the Right Perspective.

Seldom are circumstances as bad as they feel in the darkest moments. Try to put hard times in the proper perspective by distancing from them emotionally.

(2) See the Right People.

Relationships either build us up or tear us down. Leaders surround themselves with encouragers who lend support and lift the load.

(3) Say the Right Words.

Dr. Martin Lloyd Jones, says this in his excellent work, Spiritual Depression, It's Cause and Cure: "Most of your unhappiness in life is due to the fact that you are listening to yourself rather than talking to yourself." Thoughts stream into our minds beyond our control. Instead of succumbing to whichever thoughts happen to pop into our heads, we can purposefully fix our minds on the positive.

2. Problems

Just as every leader gets discouraged, so every leader runs into problems. When facing problems, adjusting your attitude can be a precursor to adjusting your situation. Remember: change on the outside always follows the change on the inside.

Principles for Handling Problems

(1) Define What A Problem Is

A problem is something I can do something about. If I cannot do something about a situation, it is a fact of life, not a problem.

(2) Anticipate Problems

A problem anticipated may be an opportunity, but a problem not anticipated is a simply a problem.

(3) Embrace Each Problem as a Potential Opportunity.

Problems are wake-up calls for creativity. They sharpen us by testing our reasoning and drawing out our creative juices.

3. Change

Change is an unavoidable and often unwelcome part of life. Change pushes us away from comfort by refusing to let us settle. By constantly forcing us to adapt, change sparks growth in our lives.

Coming to Terms with Change

(1) Determine that Change Will Be an Ongoing Part of Life.

Years ago, Alfred P. Sloan made the statement that the key to success in management does not lie in your ability to adjust to change; it lies in your ability to anticipate change. When we see change coming we can move along with it rather than being blindsided by it.

(2) Make a Commitment to Pay the Price for Change.

Along the journey, a leader must make sacrifices to stay abreast of change. If change doesn't cost you, it's not real change.

(3) Decide What You Are Not Willing to Change.

Leaders have a general openness to change, but they refuse to be swayed in their convictions such as faith, values, and family.

4. Fear

Fear has the ability to exaggerate itself and spread throughout our life. When fear grips us, we are frozen and incapable of action. Worrisome thoughts fill our mind with distractions, and we are powerless to be productive.

How to "Fix" Your Fears

(1) Discover the Foundation of Fear.

Fears are more often based on feelings than facts. To control fear, search for its underlying emotion. More often than not, you'll find fear has no rational root.

(2) Accept Fear as the Price of Progress.

Whenever we venture into new territory, we are met with the fear of the unknown. We must be willing to step outside of our comfort zone and face the fear of the unfamiliar.

(3) Feed the Right Emotion, Starve the Wrong One.

Many times we cannot hope to avoid the emotion of fear. Despite our best efforts to have courage, fear settles into the pit of our stomach like a rock. We may never eliminate fear, but we can refuse to let it dominate. If we act according to hope and optimism, eventually our action will transform our emotions.

5. Failure

I have seen many leaders with self-sabotaging traits stemming from an unhealthy perspective toward failure.

Some leaders live with a nagging sense of impending failure. They don't believe they are good enough to succeed, and sooner or later they fulfill their self-expectations of failure.

Other leaders refuse to take risks. By sticking to safe paths, they assure themselves of failing to have significant impact.

Still other leaders allow failures to derail them. They see failure as a personal indictment rather than a step in the ongoing process of their growth as a leader.

How to Profit From Failure

(1) Change Your Vocabulary.

Every good leader I've ever met has had the amazing ability to turn a setback into a springboard for greater effectiveness. In his book, Leaders on Leadership: Interviews with Top Executives, Warren Bennis interviewed 70 of our nation's top performers in numerous fields. None of them used the word "failure" to describe their mistakes. Instead they referred to "learning experiences," "tuition paid," "detours" or "opportunities for growth."

(2) Keep a Sense of Humor.

Give yourself margin to make mistakes. Laugh at your failures rather than languishing in them.

(3) Make Failure a Learning Experience

We should never walk away from failure empty-handed. Each failure comes with lessons attached, and we can learn invaluable principles from them.

The Big 5 Recap:

(1) Everybody Gets Discouraged
(2) Everybody Has Problems
(3) Everybody Resists Change
(4) Everybody Feels Fear
(5) Everybody Experiences Failure

Attitude, the difference maker, is the one thing that enables a leader to rise above these challenges.

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."

What They Don't Teach You In School

By Harvey Mackay

As many college graduates are scrambling to find jobs, one of the most important things for graduates to understand is that you're in school all your life. In fact, your real education is just beginning.

I'd like to pass on a few lessons, which weren't necessarily covered in school. If you've been out of school for a few years—or a lot of years—this advice is still for you; consider it a refresher course.

Develop relationships and keep networking. If I had to name the single characteristic shared by all the truly successful people I've met over a lifetime, I'd say it is the ability to create and nurture a network of contacts. Start strengthening your relationships now, so they'll be in place when you really need them later. In the classroom it was mostly about your individual performance. Success in real life will require relationships. Who you know determines how effectively you can apply what you know. So stay in touch.

Find advisors and mentors. Advisors will not be assigned to you, as in school. You should actively seek your own mentors. And remember, mentors change over a lifetime. Start connecting with people you respect who can help you get a leg up in each aspect of your life, personal and professional. Make it as easy and convenient as possible for them to talk with you, and always look for ways to contribute to their success, too.

Build your reputation. Nothing is more important than a good reputation in building a successful career or business. If you don't have a positive reputation, it will be difficult to be successful. All it takes is one foolish act to destroy a reputation.

Set goals. Ask any winner what their keys to success are, and you will hear four consistent messages: vision, determination, persistence and setting goals. If you don't set goals to determine where you're going, how will you know when you get there? Goals give you more than a reason to get up in the morning; they are an incentive to keep you going all day. Most important, goals need to be measurable, identifiable, attainable, specific and in writing.

Get along with people. Ask recruiters from various companies to name the number one skill necessary for new hires, and many of them will say it's the ability to get along with people. Co-workers share office space, facilities, break rooms, refrigerators and coffee pots. They arrive together, take breaks together, eat lunch together and meet to solve problems together. All this closeness and familiarity can wear thin at times. Everyone shares responsibility for making the company work, run smoothly and stay profitable

Be happy. We are all responsible for our own happiness. Don't waste time and energy being unhappy. When people aren't happy doing what they do, they don't do it as well. Life will always be filled with challenges and opportunities. Both are best faced with a positive attitude.

Smile. A smile should be standard equipment for all people. I learned years ago that one of the most powerful things you can do to have influence over others is to smile at them. Everything seems much easier with a smile.

Sense of humor. I'm a firm believer in using humor—not necessarily jokes. A good sense of humor helps to overlook the unbecoming, understand the unconventional, tolerate the unpleasant, overcome the unexpected and outlast the unbearable. There are plenty of times to be serious, but I believe that keeping things light and comfortable encourages better teamwork.

Be yourself. We all have areas that need a little work, but accepting who we are and making the most of our good points will take us much farther than trying to be someone we aren't. Be content with your abilities and comfortable enough in your own skin to trust your gut.

Volunteer. It might be hard to do a lot of volunteer work at first, but people who help other people on a regular basis have a healthier outlook on life. They are more inclined to be go-getters and consistently report being happier. Volunteering is good for everyone.

Mackay's Moral: The purpose of education is not to teach youth to make a living, but to make a life.

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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Create You Own SUPER Economy

By Dan Nichols

So you have your business up and running or maybe just crawling. Maybe you've had some super years but lately things are slowing down. Could your slowdown be the result of you slowing down? Could it be you just aren't standing out from the competition or maybe you're offering a lousy product or service? Finally could it be because you have failed to create your own economy?

Well, you can do something about each one of these. Maybe you can even improve your economy. By "niching" you can be different enough that it will be harder for outside influences to affect your financial weather. The economy in general is rather tough to change unless you've created the economy. The longer I've been business coaching the more I have seen the success of others that came as the result of "niching" their offerings. When you niche your offerings you create your own fairly reliable micro-economy. It has only been in the past few years where it became glaringly apparent to me exactly what it means to niche. I had tended to overcomplicate what it meant to niche. Finally, a friend and fellow business consultant pointed out that niching, can be simple little tweaks to an existing service or product or just in how you do business. It doesn't have to be a flaming wedding cake or a mortgage company with naked representatives but it could be a light up wedding cake or a mortgage company with all beautiful female representatives.

Think about people that make fortunes in various businesses. All of them had something that was different that made them stand out. The huge warehouse stores changed the supply chain and passed the savings on to the consumers. TY Beanie Babies created a frenzy by producing an inexpensive collectible, limiting supply and creating a bunch of crazed collectors while the owner raked in billions. In fact it is estimated the owner of TY is worth over 6 billion dollars. The pizza business is a great example. Dominoes started it with "hot pizza in under 30 minutes". Little Caesers followed shortly thereafter with "Pizza Pizza". Hungry Howies with flavored crust and Jet's now has the only "8 corner" pizza. Then finally, the fastest growing chain of them all, Papa John's which is carving out their niche with "Taste the Difference – Fresh Never Frozen". Once somebody makes the niche theirs, they own it. So what niche is yours? What makes you stand out?

Your market needs to be primary on your mind so you know how to reach them. What is it you can do different to increase sales? How can you improve your economy? You may think what you have is the greatest thing in the world but if the public doesn't agree, you are still at ground zero. To make money you need to do something that makes you different. Fill a market that isn't currently being filled or serve it in a way it hasn't been served.

Consider that when you use pricing as a niche, specifically discount pricing, you become a commodity. You not only shift your focus on price but you shift your clients focus to price as well. Don't even begin to discuss price with your clients until you have built value into their minds. Be different, truly different and you'll weather calmer storms in your economy.

What ways can you think of that a company can niche itself? Visit my blog and post some ideas. The person with the busiest post will receive free of charge, my cd set – "8 Degrees of Separation".

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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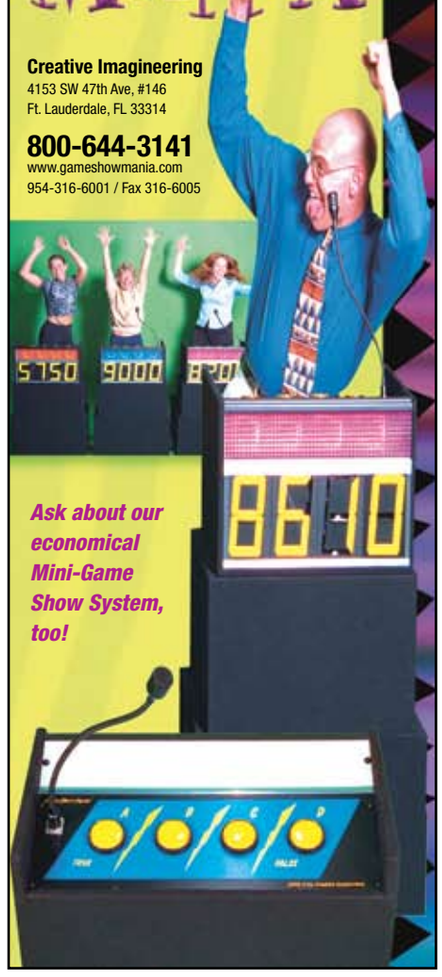

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American DJ Re-ignites Classic DJ/Club Effect By Introducing 3 Moonflowers Powered With LEDs

American DJ has reinvented a classic DJ/club effect by powering three new cutting-edge moonflowers with bright, long-lasting LEDs. The company's entry-level Jewel LED, mid-level Spectrum LED and top-of-the-line LED Vision all feature high-output red, green and blue LEDs that produce sharp-looking beams of light to create a spectacular light show that outshines traditional halogen-lamp moonflowers.

Featuring a superior glass optical system, the new LED-powered moonflowers produce showers of moving beams in patterns that can be projected on walls and dance floors — or even shot up into the air for a really cool razor-sharp beam effect. Their rich, saturated colors far outshine those of conventional moonflowers, and they will never fade. What's more, the multiple LED lamps in each unit can be turned on and off individually, so they can create more exciting and complex patterns and programs than you would get merely shooting beams around, as with conventional halogen moonflowers.

Thanks to the numerous benefits of LED technology, these three cool-running units will also help users save money on energy costs and maintenance. All three of American DJ's new LED moonflowers — the Jewel LED, Spectrum LED and LED Vision — are extremely economical to operate. None of them has any moving parts to repair, and their long-life 100,000-hour lamps will probably never need replacing. Thanks to their low power consumption, they'll save clubs and venues bigtime on electricity bills. They also emit very little heat compared to halogen fixtures, keeping things cool and comfy on the dance floor. Each unit can run all night without shutting down for duty cycles.

"American DJ has been a pioneer in the use of cutting-edge LED technology in par cans and other lighting products, so we are now taking the next step and putting LEDs into classic DJ/club-type effects like the moonflower," said Scott Davies, General Manager of the American DJ Group of Companies. "The beams are much sharper than what you get with halogen, plus you get all the user-benefits associated with LEDs, like extremely long lamp life, low energy draw and low heat production."

Within ADJ's new series of LED-powered moonflowers, there's a perfect fit for every need and application:

The compact Jewel LED, with an estimated brightness that's similar to a 100-watt halogen lamp, is great for mobile DJs, entertainers and first-time lighting users who want to add a visual edginess to their act. Modeled after American DJ's groundbreaking "Jewel" moonflower — one of the first affordable sound-active DJ/club effects to emerge in the early '90s — this lightweight little plug-and-play unit features 47 red, green and blue high-output LEDs.

The Spectrum LED and LED Vision are bigger fixtures that can be operated either with a DMX controller, or as stand-alone effects moving to their own built-in programs in sound-active mode.

Aimed at lighting-savvy DJs and clubs who want to sync up multiple effects and program their own light shows, the Spectrum LED features a total of 64 red, green and blue LEDs. Its relatively high output is comparable to that of a 150-watt halogen lamp, quite impressive for a moonflower that consumes a negligible amount of power.

The powerhouse LED Vision has 26 super-size 1/2-watt LEDs and a wide 26° beam angle, making it capable of handling large clubs and concerts with ease. About as bright as a 400-watt halogen light, this big daddy shines like the sun and cuts aerials like a straight-edged razor.

The Spectrum LED and LED Vision each include 4 DMX channels. Each model also includes an LED display with a 3-button menu to facilitate DMX control. Both the Spectrum LED and LED Vision are linkable via 3-pin XLR connectors, so multiple like units can be controlled simultaneously to cover larger areas.

All three LED moonflower models come with a 3-year limited warranty, further ensuring users of longterm worry-free operation.

The Jewel LED, Spectrum LED and LED Vision will set a new standard in DJ/club moonflower effects, predicted Davies. "Our original 'Jewel' moonflower started a revolution in DJ/club effects back in the early '90s, and it's about to happen all over again with these 3 amazing new LED versions," Davies remarked

The compact Jewel LED measures 10.25"L x 9"W x 8.25"H, and weighs just 4 lbs. It carries an extremely affordable suggested retail price of $129.95.

The Spectrum LED is 7"L x 9"W x 5"H, and weighs 7 lbs. It has a suggested retail price of $199.95.

The LED Vision measures 11.5"L x 8.5"W x 7"H, and also weighs 7 lbs. It carries a suggested retail price of $349.95.

For more information, contact American DJ at 1-800-322-6377 or visit the website at www.americandj.com Email: info@americandj.com

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Monthly Music Charts

By JonesTM.com

Pop

1	Justin Timberlake	Summer Love
2	Rihanna F/ Jay-Z	Umbrella
3	Fergie	Big Girls Don't Cry
4	Maroon 5	Makes Me Wonder
5	Daughtry	Home
6	T-Pain	Buy U A Drank
7	Pink	U + Ur Hand
8	Avril Lavigne	Girlfriend
9	Sean Kingston	Beautiful Girls
10	Timbaland F/N.Furtado	Give It To Me

Rock

1	Linkin Park	What I've Done
2	Ozzy Osbourne	I Don't Wanna Stop
3	Papa Roach	Forever
4	Daughtry	What I Want
5	Finger Eleven	Paralyzer
6	Breaking Benjamin	Breath
7	Rush	Far Cry
8	Three Days Grace	Pain
9	Velvet Revolver	She Builds Quick Machines
10	Godsmack	The Enemy

Urban

1	Shop Boyz	Party Like A Rock Star
2	T-Pain	Buy U A Drank
3	Fantasia	When I See U
4	Rihanna F/ Jay-Z	Umbrella
5	Lil Boosie	Wipe Me Down
6	R. Kelly With Usher	Same Girl
7	Fabolous	Make Me Better
8	Hurricane Chris	A Bay Bay
9	T.I.	Big Things Poppin
10	Musiq	Teachme

Country

1	Montgomery Gentry	Lucky Man
2	George Strait	Wrapped
3	Brad Paisley	Ticks
4	Big & Rich	Lost In This Moment
5	Tracy Lawrence	Find Out Who Your Friends Are
6	Keith Urban	I Told You So
7	Jake Owen	Startin_ With Me
8	Jason Aldean	Johnny Cash
9	Kenny Chesney	Never Wanted Nothing More
10	Taylor Swift	Teardrops On My Guitar

The DJ Swap Shop

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

For Sale: Used professional lighting truss only (no lights). Heavy duty 200 pound capacity. Included is 2- 5 foot beams (total of 10 feet), 2 tripod stands, 2 cross bars, most nuts and bolts (some gone from use, but truss is very stable). This is not a crank up style truss. Cosmetic condition is listed as "Good" (some scratches). Asking $25 + Shipping. Call Larry toll free at 1-888-487-8869 or email lj@thompsonentertainment.com

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Upcoming Events

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

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

Mobile Beat Las Vegas Convention
Las Vegas, NV
February 12-14, 2008
http://www.mobilebeat.com

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