

Disc Jockey News

PRESORTED STD.
U.S. POSTAGE
PAID
SAUK CENTRE, MN-
PERMIT NO. 42

FEBRUARY 2008

The Monthly Disc Jockey Newspaper

Free

Disc Jockey News Conference 2008

October 19-21, 2008 • Sheraton, Bloomington, MN

"THE YEAR OF THE PERFORMER"

The Disc Jockey News Conference 2008 will feature a focus on performance skills with experienced entertainers teaching you the what (they do), why (they do it) and how (they do it) in their seminars.

This is a can't miss year to pick up new ideas to help your business move ahead of your competition!!



NOTE: THE POPULAR LUNCH SESSIONS INCLUDED WITH THE FULL PASS TICKETS ARE JUST ABOUT SOLD OUT! WE HAVE LIMITED SEATING FOR THE LUNCH SESSIONS SO ORDER YOUR FULL SHOW PASS WITH THE LUNCH SESSIONS EARLY TO ASSURE YOUR PLACE AT THE 2008 EVENT!

Purchase Tickets Online at:
<http://www.discjockeynews.com>

Download the mail-in purchase form at:
<http://www.discjockeynews.com/djnc08.pdf>

Full Show Pass Without Lunch Sessions: \$159 Until February 1st, 2008

Full Show Pass With Lunch And Bonus Lunch Seminars: \$189 Until February 1, 2008

*The Full Show Pass With Lunch And Bonus Lunch Seminars includes lunch on both Monday and Tuesday with bonus lunchtime seminars for these pass holders only.

Disc Jockey News

www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News Corporation

President/Editor

Lori Young

320-285-2323 office

612-597-2998 cell

editor@discjockeynews.com

Sales Manager

John Young

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales/Writer

Amber Benning

amberbenning@discjockeynews.com

320-285-2323 office

218-310-2619 cell

Sales:

320-285-2323 office

320-285-5264 fax

sales@discjockeynews.com

Classified:

http://www.discjockeynews.com

swap@discjockeynews.com

Press Release Blog:

http://www.discjockeynews.com/discjockeynews

press@discjockeynews.com

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

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 Personal information will not be published in the letter areas.

Classified ads: Personal classified ads are free for the first 30 words and \$.50 per word there after. Classified ads must be paid in full prior to publication. Ads can be submitted via mail with an accompanying check or they can be submitted via email. We reserve the right to edit or reject questionable ads. Classified ads taken via telephone will receive an additional \$2.00 handling fee.

Subscriptions: Subscriptions to the Disc Jockey News are free to all disc jockeys and entertainers. Subscriptions are available through sign up on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

Photos: Photos can be submitted to the Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

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

DJ@Right Click

By Dude Walker

Looking back in history can offer a great reflection of why the future of yesterday became the reality of today. Our MDJ industry has had many controversial figures that have evoked change by their presence and ideas, yet if all efforts within the MDJ industry combined forces, they could not equal one individuals outside influence. Would anyone have believed that one person could revolutionize an industry and send fear throughout recording labels while gaining worldwide acceptance, virtually overnight? Limits that used to deter many from the financial outlay for a physical MDJ music library were unchained by Shawn Fanning - inventor of Napster. Ingenuous for it's time which, in the computer world, already seems like a lifetime ago. FREE music, the ultimate enticement! Every MDJs magical "turn on".

Linking the fastest growing online software and the masses of ethically challenged users was more like handing a firebug a full can of gas and lighter and hoping that they'd have the common sense to be careful. Apparently, the enticement of free music proved to be TOO tantalizing for many. Zero-sum ratio disappeared and as a result...ushered in unprecedented

MDJ proliferation. Yielding the right click, copy, paste, I've got a business card MDJs that say I'm a "professional" world we live in today.

Attributing the potential demise of an industry on one invention is foolish, however, Shawn Fanning's Napster is the proverbial "bullet" fired into the heart of the MDJ industry. Significant demands on bandwidth and micro-processors created a demand for faster computers (guns) capable of meeting the demands being created by the flood of Napster users clamoring to placate their greed. Siliciferous gangsters touting more ram, meg, gig, tera-arsenals of ammo demanding street credit for having cast aside ethics and respect to unconscionable acts of stealing what is not rightfully theirs.

Digital and dangerous, the new world order of MDJs. Intertwining technology and free will is the perfect recipe for disaster. Statute law is broken in so many ways by MDJs in the course of everyday "business" that where to even begin becomes the greater portion of grasping the battlefield. Convenience is not grounds for justification and yet ease of theft entices application by ne'er-do-wells willing to race to zero.

Jactitation by MDJs born of envy lends little to the overall credibility of the industry at large. Our very existence is tenuous at best. Concern for self...will relegate the core of the industry to repeat the same mistakes ad nauseam. Keep in mind that original concept, influence and downright theft are uniquely different things. Error's that appear within the text on one MDJs website miraculously have appeared on another website in identical form. Youthful impetuosity or direct acts of plagiarisms? Seeing the ethical difference is fundamental to being of good reputation.

There are MDJs that claim years of wedding related experience and yet have not performed their first event. How is possible for a state to pass a specific law demanding that butter toppings on popcorn must be genuine and yet let MDJ posers are allowed to bilk people out of money based upon half-truths to outright false claims. Adept cyber-conscious MDJs have plenty of free evenings to embellish their "skills" devoid of any actual implementation. That is the fundamental and ethical line that gets crossed... which in turn is a catalyst that entices another pull of the "trigger" pointed at the heart of this fragile industry that

Product Review: DJSkirts Table Topper

by John Young

When we first started with the DJ thing many years ago, we never really worried about the look of wires or the back side of the gear facing the crowd.

Over the years, the industry has matured and we wanted to make our equipment look more pleasing to the eye, yet remain functional.

Many friends of mine also add the stipulation that these additional improvements in their show must not take a ton of additional time to keep things looking clean and neat.

DJSkirts has just released a new product which will help many entertainers out there in keeping their table top dj systems looking clean, professional, and neat!

The DJSkirts Table Topper is a three sided 'wall' that will fit your four foot to eight foot table. The Table Topper is 19 inches tall giving you a clean look from the front while allowing your gear to be hidden from the guests.

The Topper comes in it's own carrying bag with easy to carry handle. Once opened, you will see that the Topper consists of three pieces, two side walls which are packed in protective cloth sleeves, and the front panel. The front panel does this neat 'slide into' feature so it can telescope to fit the different sized tables.

The DJSkirts website states that it takes 30 seconds to set up the topper. While that time might be accurate, I think it might take you more like one minute to set it up the first time. The front panel is stood up, the side slide down on the front panel and you are done!



My typical set up had featured the use of a DJSkirt table cloth for a number of years, but I have struggled

with the cable issue for the past few years. The DJSkirt Table Topper is certainly the answer for cleaning up the set up so I have a black (or white) work station from the front that looks great and professional to all of the guests!

Some of the features of the DJSkirts Table Topper:

- Fast and easy set up, tear down, storage, and transport
- Telescoping front panels (two panels, where one slides inside the other)
- No hinges. Side panels are attached via a

channel that simply slide into place

- Strong and stable (will easily withstand people leaning their elbows on it)
- Presents a professional appearance
- Equipment, electrical cords, cables, valuables, tickets, money, beverages, note papers, etc. are tastefully hidden from view
- Help keep people from having access to items on your table
- "Portholes" are positioned on the sides at each end to hide electrical cords, audio cables, etc.
- Terrific match when paired with the DJ Skirts "Table Jacket" or any table skirt
- The reversible black/white is like getting two for the price of one!
- Apply logo or lettering directly to the Topper
- Use vinyl banner lettering and adhere directly to the Topper instead of a banner
- To clean, just wipe with a moist or dry rag
- On the white side of the reversible model, "Soft Scrub" (brand) will easily remove any marks

The DJSkirt Table Topper is a great addition and something I would highly recommend for those looking for a fast, professional looking work station.

exists on...“trust“?

Stupid people say stupid things... never more true than when you deal with MDJs. The statement spoken to me not less than 10 days ago; “every-one embellishes their resume”, after all, how do you get experience without experience”? Every fiber of my being encouraged my inner-monologue to express itself. Apprenticeship, would be the most credible and ethical form of experience that directly relates to what it is...we do...as MDJs. Listing related work experience works by every other convention, yet MDJs, somehow transcend training to experts status within our field...because we have gear, business cards and websites that say so...!?

Curiously the impression of credentials are worth more to mediocre MDJs than any actual formal education or the paying of any dues. Obvious deficiencies appear after the fact... which, for clients, is usually the most in-opportune moment. Need a better example? The movie Fool’s Gold has a scene where Matthew McConaughey begins flying a plane and co-star Kate Hudson remarks that she didn’t know that he could fly a plane. Ego riddled smirk washes across McConaughey’s face as he says “PLAYSTATION”. Needless to say the take-

off (MDJ equivalent of the event sale) was easier than the landing (actual event performance) and yet we have an abundance of “PLAYSTATION” equivalent MDJs. The magnitude of irony in that one scene compelled me to burst out in uproarious, teary-eyed, laughter.

Altercations will always erupt between MDJs that possess genuine experience and skills and those that posture false claims. No-account MDJs have nothing to lose and everything to gain, usually at the expense of their legitimate counterparts. Defined by their unique ambitions to unjustly profit by right clicking website content, right clicking music, making over-embellished claims for pennies on the dollars...only to avoid or under-report the year end schedule C.

Mastering one’s trade was once a reverent journey. Ubiquitous underachievement appears to be the norm today. Sliding by on just good enough for as long as possible because self-improvement is just one right click, copy and paste away. Indifferent acts of piracy have become so common place that the line of distinction between right and wrong has been labeled a derisive opinion lacking of enforcement. Can change come about when the crooks rely on convenience

over credibility?

Anarchism is the instinctive and ignorant response from MDJs that cry oppression when schools of thought begin to question unethical right click behavior and potential regulation. Reluctance to speak up, out and against right click DJs underscores the overwhelming nature of the problem. Economically speaking, everybody loses when right click theft occurs...even the thief.

Rumor-mongering is another right click behavior deficiency. Anonymous correspondence disseminating feigned neutralism with the sole objective to steal integrity by exhortation. Pathetic morons drafting cowardly nonsense. Incredibly, even more pathetic are the morons that buy into the fabrications in hopes of blending into the anti-worth movement landscape. North, south, east or west country, it doesn’t matter what part of the country you come from. Gambling right click behavior, especially when source code and server origination is traceable, is downright stupid.

Our technologies offer an illusion that we are masters of our domains and destiny’s. Unfailing is the human condition to exploit and exhaust. everything that is within our grasp for greed. Rather than cultivate and main-

tain credible reputations with restraint for a better tomorrow.

Investigating potential right click theft or cyber-squatting isn’t that difficult. Noticing “similarities” as coincidence as opposed to “plagiarism” can take a little common sense before one resigns themselves to being the victim of heinous crime. Do some investigative work on <www.copyscape.com> or <www.archive.org>. Understand that it is possible for two different parties to develop nearly identical concepts at about the same time. Subjective as may seem, comparing which has first use or public dissemination can strengthen your potential case if the use become market sensitive. Taking a few minutes of time to send yourself a certified return receipt copy of your intellectual materials can be a simple way to prove by postmark, when your concept was developed or put into service. Remember, DO NOT OPEN the certified mailing to preserve the contents and sanctity of the postmark for proof should you need it in the future. You have the power to fight right click, copy, paste MDJs... use it with care...

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

ORGANIZED?

Does your current system look like this? Wish you could have all your data in one place? Now you can with from DJEventPlanner!

The system is easy to use, Web based and can help you keep track of all your business data...in one place!

- Appointments
- To Do Items
- Client Contacts
- Emails
- Client/Employee & Venue Info
- Expenses
- Contract Details
- Planning Information
- Leads
- Documents
- Mail Templates
- Equipment Lists
- Music Lists

It's Time to Organize Your DJ Business...

To find out more and to get a **FREE 30 Day Trial**, visit our web site at:
www.djeventplanner.com

How Good At Sales Are You?

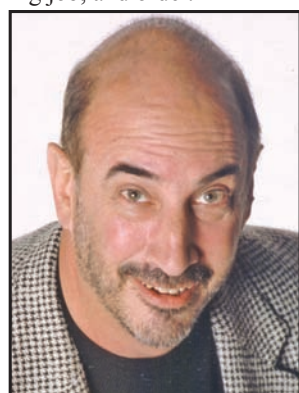
By Jeffery Gitomer

Look at your report card!

Every salesperson, you included, gets a report card – every day.

Most salespeople, you included, ignore it.

Every time a customer gives you an order, they're grading you for your quality, your value, and how you compare against what else is out there in the market. You get an "A" – or should I say, you get an "O" for outstanding job, and order.



The rest of the report card you get from customers and prospects requires listening and understanding, thinking and observing -- discerning is the word. It means to perceive or recognize something barely visible

to others.

You don't jump for joy because you got an order. Well, maybe you do. But you should celebrate that you were chosen above all others, because of perceived value, and perceived quality.

Grading yourself on a sale is an easy grade.

What about your other grades?

No one actually gives you a card with grades on it – prospects and customers will tell you how you're doing by their words and actions.

For example, when a prospective customer says, "Great question! No one ever asked me that before," that is an EXCELLENT grade. Try to get at least one of those per day.

Or, an existing customer says, "WOW!" when proactively responding to a service call they placed an hour ago to comment on what happened. That is an EXCELLENT grade. Try to get at least one of those per week.

Then there are the subtle grades. Grades that prove you're making progress, and you have the customer's attention. When the customer or the prospect says, "I didn't know that," or they say, "I'm glad you told me that," or better, they say, "I wish we had more suppliers like you." That is high praise. A great grade.

Music to your ears should be when a customer says, "I wish all salespeople I talk to were as good as you." That's not praise. That's a blessing.

Here are some other positive grades based on your customer's actions:

- They think of more ways to use your business or your products BEFORE you suggest them.
- They call YOU to say thanks.
- They smile when they talk to you.
- They call you to praise an individual in

your company.

- You get a testimonial letter – unsolicited.

- You are invited to join an inside supplier group (asked to participate or speak).

- They ask you out for lunch.

- They offer you tickets, or ask you to an event.

All good marks – some great marks. Some of these marks may indicate that loyalty is emerging. And more important, that bidding on the next order may not be necessary. The above marks (and remarks) are reserved for value providers.

But there are also REALITY MARKS on your report card. I gave you all the pretty ones, all the nice ones. Now it's time for the bad ones:

- No return phone call.
- They told you your price was too high.
- They stood you up for an appointment.
- You got hung up on.
- The prospect refused a meeting or an appointment.
- You got underbid.
- You got outsold.

There are lots of others, but I think you get the idea.

NOTE WELL: You don't get a "B" for a bad mark – you get a ZERO. Unless you BLAME. Not only is there no mark for blaming, there is no reason for blaming. If you blame, you get a SUB-zero rating for not taking responsibility.

Back to the good marks. You never get the bad ones anyway, right?

There are three TOP marks. Here are the biggest three marks and most profitable marks you can get on your sales AND profit report card:

MARK ONE: You get an unsolicited re-order. What a profitable and rewarding surprise. You got it because you earned it. TOP MARK.

MARK TWO: You get an unsolicited referral. One of your customers has urged a potential customer to call you with a desire to do business. This is a REAL high mark. It means your customer is willing to risk a business relationship with someone else, in favor of the trust they have for you. TOP MARK.

MARK THREE: You become a trusted advisor to your customer. I have a few ways to determine this status. Go to www.gitomer.com, register if you're a first-time visitor, and enter the words MARK THREE 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.

N.A.M.E. and It's Growing Membership....

Building the Future of the Industry Together

It's Your Association and We Work For You

Largest DJ Association

Most Comprehensive Insurance Program

Traveling Tour Stops

Education Conferences

Association Newsletter

Banking & Business Benefits

& Much More

Simply Put... No One Offers More Than NAME



National
Association of
Mobile
Entertainers

Call 800.434.8274 To JOIN TODAY • www.nameentertainers.com

Lessons From The Richest Man Who Ever Lived

By Dr. John C. Maxwell

Bill Gates is worth \$56 billion. Warren Buffett commands \$52 billion. Yet, if accounts of the ancient king Solomon are accurate, his riches would have dwarfed the wealth of today's richest men, topping the modern-day equivalent of \$1 trillion, or \$1,000 billion! In *The Richest Man Who Ever Lived*, author Steven K. Scott looks into the writings King Solomon to find lessons from history's wealthiest man. Scott's observations form the basis for this lesson.

King Solomon ascended to the throne of Israel around 974 B.C. when he was only twelve years old. According to the Old Testament, God



appeared to Solomon and offered to grant him one desire. Solomon, concerned about his inexperience and ability to rule, asked for wisdom so that he could judiciously lead the people of Israel. God was so impressed with Solomon's

selfless request that He decided to bless him, not only with wisdom, but also with wealth. God promised to bestow upon Solomon greater riches and honor than any king before him or any king that would come after him.

What was promised was delivered. Solomon's wisdom, success, and wealth increased beyond imagination. His gold reserves, holdings of land and livestock, and royal palace were immense. Rulers of nations throughout the world sought his sage advice. During his life, Solomon penned the book of Proverbs in the Bible. Surviving from generation to generation, his writings have influenced the world for thousands of years.

In this lesson, we'll cover similar territory by studying the King Solomon's writings on diligence as portrayed by author Stuart Scott.

The Consequences of Not Being Diligent

1. You Will Be Ruled.

"The hand of the diligent will rule, but the slack hand will be put to forced labor" (Proverbs 12:24).

No one likes living life out of control, and we despise being ordered around by others. Yet, if we're lazy, our labor will be dictated by the demands of someone else. This principle can be seen most clearly in the financial realm. Laziness with finances leads to debt, and when we're in debt we don't rule our money. Instead of enjoying our discretionary income, we are forced to use it to repay debts.

2. You Will Crave But Find Little Fulfillment.

"The soul of the sluggard craves, but he gets nothing." (Proverbs 13:4)

Sadly, for those who lack diligence, their lives are defined by desire rather than fulfillment. Absent of the discipline to lead the life of their dreams, they are left with empty wishes.

3. You Will Lack Understanding.

"He that tills his land shall be satisfied with bread, but he that follows vain persons is void of understanding" (Proverbs 28:19).

Today, television channels are filled with people who guarantee wealth without work.

They promise you can buy real estate with no money down, make thousands of dollars in stock trading without a penny of savings, etc. Solomon cautions that those who chase after quick-buck artists and their get-rich-quick schemes demonstrate only their ignorance. Individuals who work heartily reap the bounty of their effort. Those who try to cheat the system to gain wealth find themselves as the ones being taken advantage of.

Steps to Bring Diligence into Your Life

Being truly diligent takes time and requires making a habit of applying diligence daily in the important areas of life. However, you don't have to wait years to start employing diligence in your endeavors. Solomon gives us three steps we can use quickly to bring diligence into our careers, our marriages, or our parenting.

1. Wake Up to Reality.

"How long will you lie there," he asks. "When will you get up from your sleep?...poverty will come on you like a bandit and scarcity like an armed man." (Proverbs 6:9-11)

We think that we have more time than we actually do to achieve our personal and professional goals. Thus, we procrastinate doing what we know we should do. Days of inaction add together into unproductive weeks. Weeks of idleness accumulate as meaningless months. Months and months of lethargy turn into wasted years, and wasted years are the fruitless products of a life filled with regret and sorrow.

Life has more to offer than evenings mind-

lessly surfing the internet or reclining on the couch watching ESPN or E!. Make each day your masterpiece. Give your dreams a shot by taking steps to lead the life you imagine.

2. Define Your Vision.

"Without a vision, the people perish." (Proverbs 29:18)

When we have no vision, we lose our direction, our motivation, our joy, our passion, our energy, our creativity, and our commitment. Fortunately, the converse of this proverb is also true. Whenever you introduce a true vision into any area of your life, you gain new energy. Visions spark action and fuel initiative.

3. Effectively Partner With Others.

"A man who isolates himself seeks his own desire; he rages against all wise judgment." (Proverbs 18:1)

In today's interconnected world, the upper echelon of leadership has no room for lone rangers. Wise leaders diligently develop a team of talented performers and a network of friends and partners. In doing so, they become rich in social capital. As I wrote in *The 17 Laws of Teamwork*, "One is too small a number to achieve greatness."

Dr. John C. Maxwell has authored over 70 books, including such New York Times best-sellers as "Failing Forward" and "The 21 Irrefutable Laws of Leadership." Global Truss Introduces A Portable Archway System

**YOU HELP BRING CUSTOMERS GREAT MUSIC.
WE HELP BRING YOU THE CUSTOMERS.**



Mobile disc jockeys: are you looking to grow your business and reach more customers than ever before? We've got the solution! DJFINDER.COM is the most comprehensive database of disc jockeys throughout the US. Register your business with our search engine and customers can find you and your contact information with a few simple clicks. Searches are available by area, music lists, and more.

Get your business listed today!

WWW.DJFINDER.COM
bringing together djs and event planners

MAKE YOUR LIFE EASIER



MusicMagic

www.musicmagic4u.com 631.821.7980

ULTIMATE STORES & SITE FOR YOU.



idjnow
PRO AUDIO | LIGHTING | VIDEO

Instant Credit - Up to 12 months NO INTEREST!
plenty of free parking

Unbeatable Price Selection Service Product knowledge

WWW.IDJNOW.COM

Babylon Location
3025 Sunrise Highway
(Interpretation: Rte 231 and
Sunrise Highway) (Rte 1)
M. Babylon, NY 11704
(Mapquest.com for details)
631.351.1700

Queens Location
35-34 Long Island Expressway
(South Service Rd.)
Fresh Meadows, NY 11365
(Mapquest.com for details)
718.762.0800

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: Microphone usage.

When I interview clients I ask them numerous questions about what they have seen at events that they liked about the entertainment and what they did not. Too many times I hear complaints from potential bridal couples how at the last wedding the DJ talked all the time and they didn't like the "cheesiness" of the DJ.

What you say and the way you say it over the microphone is as important if not more important than the songs you play and the timing of those songs. There are many different styles and techniques for microphone usage and it all depends on the event and what is needed from you. Microphone usage would be different for a high school dance than an elegant wedding. It would be different for a sporting event than for a corporate holiday party.

I specialize in elegant, upscale weddings; so for this article I will be instructing you on the proper microphone usage for these types of events.

Rule number one: LESS IS MORE! What does this mean? Sometimes DJs think that they are there to tell jokes, make silly comments or to embarrass the guests. When it comes to upscale, sophisticated events, the clients are expecting the best quality entertainment with the least amount of "cheese" and/or potential embarrassment. If they wanted "jokes" and "cheese" they would have hired a comedian. Your mission is to direct the flow of the evening by performing well prepared announcements, customized introductions and special moments as well as to play appropriate music to keep everyone entertained and/or dancing.

When it comes to speaking on the microphone the only times that you essentially need to speak are when you are required to make guest introductions, announcements, dance instructions or introducing a "special moment" like a Father-Daughter dance.

I have personally seen at receptions and in videos on DJ web sites disc jockeys who

announce the title and artist at the beginning of every song and then reiterate the information at the end of the song, and they do this all night long. There is absolutely no reason to announce the names of any song or artist at any event. The songs you should be playing will typically be tunes with which the majority of the group will already be very familiar with. If someone wants to know the name of a song or the artist, they will come up and ask. By doing song introductions on a mic, it will make you sound like a 70's AM "Cheesy" radio DJ and very unprofessional. It is alright if you need to announce the name of a "special moment" song such as a Father-Daughter or Mother-Son dance. If it has some significance to the couple that the guests may not be aware of, then announce it. But in general it will not be necessary.

There may arise a time or two that you will need interject a few words during the course of the dance such as if there is a need to inform the guests of important news or an event about to take place. Make these announcements as short, to the point and as professional as possible. If I need to make an un-preplanned announcement, I will take a moment and write out exactly what I want to say to ensure perfection and flow. The last thing you want is to stutter, ramble on or sound un-prepared when speaking to a group. You should do the announcement and get back to the music as fast as possible so as not to bring the dance to a sudden stop and allow the guests to leave the dance floor. Dead Air Space will create a Dead Dance Party. If you are familiar with the music you can slightly lower the volume at the beginning or end of that song to make the announcement and then return to the appropriate volume without speaking over the lyrics.

You should be able to guide the dance using only the music and your personality. I find that once the "special moment" dances have ended, the rest of the evening is more of a free flow event, I won't need to say much if anything at all. Interaction with the guests should be more on a personal level then over your P.A. system.

Rule number two: Don't Bore With Your Voice: People will hear inflection in

your voice as you speak and will interpret it much easier then you think. You always want to sound as if this event is the most important thing in the world and that it is an honor to be a part of it without reaching the "cheese" level. Speak in a normal/real voice and not a fake/false voice. This will help to eliminate the "cheese" factor. Always try to speak with a light, happy and excited inflection in your voice. If you make the mistake of speaking with anger, uncertainty or incompetence it can affect the mood of the entire room. There will be times that you will have to "boost" your inflection to accommodate the moment like with high energy introductions, bouquet/garter toss or a follow along dance lesson, but then return to your normal speaking voice when completed.

Repetition of words or sentences will help to make you sound dull and unprofessional to the guests. "At this moment" "Let's all give a round..." "Alright" or "Okay" are a few of the phrases that DJs have a tendency to over use without even being aware that they are doing it. The less you speak the less chance of repetition happening.

Rule number 3: ANNUNCIATE: Annunciation is the most important item when speaking. Guests like to hear their names said over the P.A. when properly announced but really find insufferable when not.

Spend time getting to know exactly how the names are pronounced before having to do so. Proper annunciation will also help guests to hear and understand your every word. Unfortunately with the typical DJ sound system, so many different sounds, levels and information is being forced through the speaker all at once, it can be very difficult to control the quality and clarity of your voice. Without proper settings your voice can sound "muddy" or distorted, making it hard to understand what is being said. There are many different devices that can be purchased to help in the clarity of the speaking voice to separate the voice from the all the other forms of information being forced out of the speaker to enable everyone to hear clearly and precisely what is being said.

Read Jeff's blog at www.discjockeynews.com click on the 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 has served two terms as 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.

WORLD RENOWNED TRAVELERS DISC JOCKEY INSURANCE

AS SEEN ON NATIONAL TV

Home of the \$2,000,000; \$4,000,000 LIABILITY COVERAGE Best in Industry!

Available only from the LARGEST WORLD-WIDE DISC JOCKEY ASSOCIATION

Global Mobile Entertainers Association

MEMBERSHIP FEE ONLY \$98.99 FREE GIFT WITH SIGN-UP

WWW.GLOBALMOBILE.ORG

OR CALL TOLL-FREE 24/7 877-DJ-ASSOC

Art Direction: Robbie Rozelle, Ghostlight Design

Tell Your Friends

Tell Your Staff

To subscribe to the Disc Jockey News For FREE!!

<http://www.discjockeynews.com>

LEADERSHIP II

APRIL 6-8, 2008

HOLIDAY INN SELECT, BLOOMINGTON, MN

LIMITED SEATING

TICKETS AVAILABLE ONLINE AT:
[HTTP://WWW.DISCSJOCKEYNEWS.COM](http://www.discjockeynews.com)

Developing The Leader Within You

Based on the curriculum from Dr. John Maxwell

A huge Thank You for all your efforts in making the Leadership Seminar such an overwhelming positive experience and success. I not only walked away with a refreshed attitude and spirit but it was absolutely awesome getting to know the other attendees. The John Maxwell information will be read and reread. It not only applies to my business and the DJ industry but to all of our personal lives as well.

-Rick Hill, Mobile Music

Produced by the
Disc Jockey News



a note from Leadership I

DJ Skirts.com

Special Event Products and Accessories

Is that cool !!

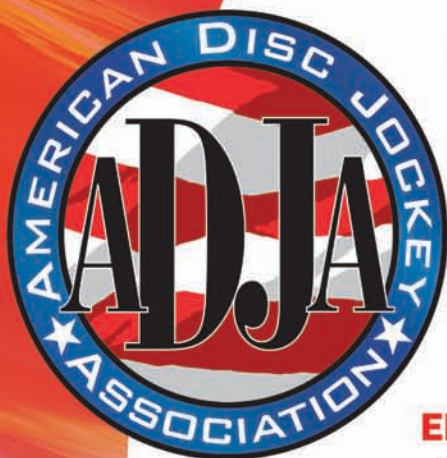


Table Bag



See our website for....

- Product pictures (online catalog)
- Bullet-point descriptions
- Video clips on most products
- Dealers (where to buy)



ADJA MEMBER BENEFITS!

1. Promo Only - Get 18 discs for the price of 12!
2. CellCharge - Process Credit Cards on your Cell Phone!
3. Verizon Wireless - Save on all wireless products and services
4. ADJA Visa Card - 9.9% APR

"We Help DJs Build & Grow Their Business"

EDUCATION

- ADJA exclusive DVD Instructional Series featuring key topics for the professional DJ
- Learn to educate consumers on how to choose a truly professional Disc Jockey

NETWORKING

- Network with other professionals in your city and across the country
- Build and grow YOUR business and help encourage success among other ADJA members

SUPPORT

- Membership has its benefits! As a member you will receive: Discounts on Liability and Property Insurance, Exclusive Legal & Accounting Advice, A Mobile Beat Magazine subscription, Music Discounts, Marketing Materials and much more...

BECOME A MEMBER TODAY!

Visit our web site for detailed information and membership application: www.adja.org
 ADJA • 20118 N. 67th Ave., Suite 300-605 • Glendale, AZ 85308 • 888-723-5776 • office@adja.org

ADJA - Largest registered professional trade association for DJs
 Full Health Care program
 Medical, Dental, Vision & prescriptions.
 Best Liability coverage
 Office Depot Discount
 NACE Silver Partnership
 Debt Collection Services
 Leasing Programs
 Discount Buying Programs
 Consumer Education
 Disability Protection
 Employee Background screening
 Gear Discounts

Talking Points Get To The Point

By Harvey Mackay

One of my favorite "Peanuts" comic strips is about students who were asked to write about their feelings on returning to school in the fall.

In her essay, Lucy wrote, "Vacations are nice, but it's good to get back to school. There is nothing more satisfying or challenging than education, and I look forward to a year of expanding knowledge."

Needless to say, the teacher was delighted and complimented Lucy on her fine essay. Leaning over to Charlie Brown, Lucy whispers, "After a while, you learn what sells."

Lucy had mastered the art of talking points.

New York Times columnist William Safire says he first heard the phrase as a White House speechwriter,

ducking dreary assignments for "Rose Garden rubbish." Safire says President Nixon would often say to his writers, "Never mind preparing formal remarks for this bunch,

just give me a page of talking points."

This is a perfectly reasonable request from someone who wishes to speak informally, and not use a prepared text. I'm a big believer in using talking points in many ways: for whatever you're trying to sell or promote or whenever you want to deliver a message.

We live in a soundbite world—you may have only 10 or so seconds to make your case. The objective is to get the idea out there, and fill in the details later. Let the central thought sink in first. Then, as time permits, support it. Studies show that people remember better when you give them information in a short and concise manner.

If you're looking for a job, you should have a 60-second commercial about yourself. If you're selling something, you want to give the buyer the best commercial you can create. If you're raising money for your favorite charity, donors appreciate information presented in a succinct and uncomplicated fashion. The point is to get to the point!

Don't confuse talking points with a fact sheet because talking points don't necessarily have to present the whole story. Talking points should include an item or two with some zip to them—perhaps a really great statistic, a relevant witty proverb or a humorous quotation. And while I write in "USA Today style"—short and snappy—I can take a little

more time to reach my destination. The listening public is not as forgiving as the reading public.

Bill O'Reilly opens his popular Fox TV show, "The O'Reilly Factor," with a segment called "Talking Points Memo." It wouldn't be at the beginning of the program if it didn't work!

Consider the political stump speech. Same message, over and over. Same main points, short and sweet, amended to fit the geographic region or particular audience. The talking points remain constant: This is what I stand for. This is why you should vote for me. This is what's wrong with my opponent.

I speak to dozens of companies and organizations around the globe every year. I tell every group a few of the same things: Prepare to win. Deliver more than you promise. Knowledge does not become power until it is used. My audiences may remember my jokes, or some of the personal stories I throw in, or maybe even that I give away my tie sometimes. But I know they will remember my talking points. That's the real take-home value.

On the other side, job applicants who come into my office and can tell me what I need to know about them in the first three minutes fascinate me. Experience, education, knowledge about my company, com-

mon ground—these are the things employers want to hear right out of the gate. Make it interesting, and make sure it's accurate. When I'm interviewing for sales or customer service positions, I'm looking for candidates who can get to the point, and let me decide whether I need more details. Good talking points can mean the difference between a second interview and a good-luck handshake.

It's worth the extra time to really edit yourself and hone your presentation. A few descriptive words will trump a lengthy monologue every time. Identify your central message and put it front and center.

Perhaps the ultimate example is an irreverent cartoon by Mike Peters. It shows a giant hand reaching through the clouds to extend the tablets containing the Ten Commandments to the outstretched hands of Moses, with the voice of God saying, "Here, these are your talking points."

Mackay's Moral: As Groucho Marx said, "Before I speak, I have something important to say."

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."

Upgrade Your Show - Look Like a Pro!

EMI Rentals now carries a full line of intelligent DMX lights



Accu Scan 250



Focus Spot 250





Accu Spot 250



Martin MX-1

Wow the Crowd with Stunning Light Shows!

EMI Rentals • 2852 Johnson St NE • Mpls • 612-789-2496 • www.EMRentals.com

**Do more DJs choose us because we're the best?
Or are we the best because more DJs choose us?**

YES.

PROMO ONLY®

The industry's complete source for music and music video
Serving the DJ community since 1992

- ▶ 18 Formats on CD
- ▶ 8 Formats on DVD
- ▶ Personal Music Consultants
- ▶ Clean Edits
- ▶ Exclusive Remixes
- ▶ Hard-to-find 12" Dance Mixes

Top 40, Hip-Hop, Country, Rock, House, Latin, Christian, Dance, Imports, and more!

Turnkey Music & Music Video Libraries Available

Monthly & Weekly Delivery

www.promoonly.com

407-331-3600

Licensed for use by industry professionals only. Proof of eligibility required.

Always delivering great music on time before you need it.

Save 20% - 33% on your music service!

Prime
Cuts

Prime
Cuts
MONTHLY

Prime
Cuts
SMOOTH
JAZZ

Prime
Cuts
LATIN

ViD Disc
SCREENPLAY

PrimeCuts is now
available in MP3
Format on CD-Rom
Contact your rep
for details!

MORE MUSIC. MORE OFTEN. LESS MONEY.

The best deal for professional DJs

Weekly Service from \$51.45/month

Monthly Service from \$12.50/month

972.406.6800

WWW.JONESTM.COM

Monthly Music Charts

By JonesTM.com

Pop

- | | | |
|----|---------------|-------------------------------|
| 1 | Alicia Keys | No One |
| 2 | Fergie | Clumsy |
| 3 | Flo Rida | Low |
| 4 | Timbaland | Apologize |
| 5 | Jordin Sparks | Tattoo |
| 6 | Chris Brown | Kiss Kiss |
| 7 | Finger Eleven | Paralyzer |
| 8 | Taylor Swift | Teardrops On My Guitar |
| 9 | Rihanna | Don't Stop The Music |
| 10 | Rihanna | Hate That I Love You So Small |

Urban

- | | | |
|----|--------------|--------------------------------|
| 1 | Alicia Keys | Like You'll Never See Me Again |
| 2 | Webbie | Independent |
| 3 | J. Holiday | Suffocate |
| 4 | Snoop Dogg | Sensual Seduction |
| 5 | Keyshia Cole | I Remember |
| 6 | Trey Songz | Can't Help But Wait |
| 7 | Flo Rida | Low |
| 8 | Chris Brown | With You |
| 9 | Kanye West | Flashing Lights |
| 10 | Mario | Crying Out For Me |

Rock

- | | | |
|----|------------------|----------------------|
| 1 | Seether | Fake It |
| 2 | Sixx A.M. | Life Is Beautiful |
| 3 | Linkin Park | Shadow Of The Day |
| 4 | Finger Eleven | Paralyzer |
| 5 | Kid Rock | Amen |
| 6 | Foo Fighters | The Pretender |
| 7 | Puddle Of Mudd | Psycho |
| 8 | Alter Bridge | Rise Today |
| 9 | Three Days Grace | Never Too Late |
| 10 | Godsmack | Good Times Bad Times |

Country

- | | | |
|----|-------------------|-----------------------------|
| 1 | Brad Paisley | Letter To Me |
| 2 | Rascal Flatts | Winner At A Losing Game |
| 3 | Gary Allan | Watching Airplanes |
| 4 | Montgomery Gentry | What Do Ya Think About That |
| 5 | Billy Ray Cyrus | Ready, Set, Don't Go |
| 6 | Keith Urban | Everybody |
| 7 | Sugarland | Stay |
| 8 | Rodney Atkins | Cleaning This Gun |
| 9 | Kenny Chesney | Shiftwork |
| 10 | Alan Jackson | Small Town Southern Man |

The DJ Swap Shop

For Sale: Download a Free BPM List of the Top 250 DJ Songs at www.bpmlist.com. The BPM List 2007, with over 10,000 songs, is also available in printed and downloadable formats for just \$25 per index (by BPM, Style, Artist, and Title).

For Sale: 1 pair MTX Dual 15" Commercial Subwoofers felt covered, built in handles, custom built to fit under a pr of Klipsch LaScala's. Excellent power, Excellent condition. Must pick up due to size and weight. First \$ 900.00, Over \$ 1800.00 when new. Call Jeff at 1-319-430-2801.

For Sale: Denon DND-9000 Dual CD player \$895.00, Excellent Condition!!!-In box w/manual, The Features Are Endless. Contact Robert 908 451-4562

For Sale: DJ's collection of LP's. Albums of all genres. Music from 1943 to 2004. Collection includes over 40k LP's. Looking for a quick sale. Only serious offers will be

considered. Contact "Paul" via telephone at (973)727-2907/(973)373-0642, or via email at djpaul8463@verizon.net

For Sale: 4 ADJ Pocket scans with cables and solo controller, 2 ADJ Deco 250's, 1 set (4 lights) ADJ Fearsome 4 with tri-pod, 1 set ADJ Color Flash 4 with tri-pod, 8 small par can colored lights with controller and tri-pod. Call for details. Evenings or leave message 715-842-0593.

For Sale: Lightly used DJ/KJ equipment. 2 complete Systems. Peavey, Gemini, Numark, MBT, BBE, American DJ, complete light show and more. Central Florida area. Call 1-352-303-5834 or email: williamnmillsjr@embarqmail.com for list/prices.

For Sales: Digital amps, xovers, EQs, ACL DMX par 38s with software, ProBeam Meteor, SKB cases, Crank up tripods, fog machines, mirrorballs, Primecut CDs, TopHits CDs, training

and DJ educational CDs/DVDs/VHS, Martin 812s,JBLs new in box. Multi-system close-out sale too much to list: for lists, descriptions, photos and links to videos on YouTube on craigslist in Minneapolis search "Dassel DJ" or call 888-449-7386.

For Sale: Incredible 12" vinyl collection. 2500-3000 pieces mostly from 1980-1995. Excellent condition. Best offer. 401-463-8777.

Disc Jockeys...

Advertise your used item here for FREE!
Non-used items, ads for services, or employment are charged

Mail your ad to:
Disc Jockey News,
29442 120th St.,
Grey Eagle, MN 56336
email your ad to:
swap@discjockeynews.com

The Game Show Entertainment System...

Game Show Mania® is bigger than ever, and now you can offer your guests complete show productions using our popular games or inventing your own!

- **Digital Scorekeeping**
- **Fast Electronic Lockout**
- **Zany Sound Effects**
- **Rugged and Portable**
- **Sets Up in Minutes**

The Original
Game Show®
MANIA

Creative Imagineering
4153 SW 47th Ave, #146
Ft. Lauderdale, FL 33314

800-644-3141
www.gameshowmania.com
954-316-6001 / Fax 316-6005



Ask about our economical Mini-Game Show System, too!



A Different Spin by Jason Nocera



www.nichecartoons.com

METRO SOUND & LIGHTING

www.metrosoundlighting.com
1731 University Ave. W., St. Paul

(651) 647-9342

The Area's #1 Supplier of PRO DJ Equipment

- PA • Lighting • DJ •
- Recording • Karaoke •



BUY ONLINE!
 **shopMSL.com**
BUY ONLINE!

AMERICAN AUDIO

New!

Q-SD

DJ mixer with SD card
slot/player!

**GOING MOBILE
HAS NEVER
BEEN EASIER -**

Your whole night's music
on one SD Card!



SAVE \$200!!
\$399.95!!
\$599.95 RETAIL

AMERICAN AUDIO

**PRO-FORMER
1015**

Powered Speaker System

**900 Watts of Punching
Tri-Amp Power!**

- (1) 500 Watt powered sub with built-in active crossovers
- (2) 200 Watt powered 10" 2-way satellite speakers—connecting cables included

New!

SAVE \$450!!
\$949.95!!
\$1399.95 RETAIL



Special Purchase

CHAUVET.

**Color
Bank LED
Package**

- (2) LED fixtures with DMX-44 controller

**Flood the Dance Floor with a Rainbow of
Colors and Create Exciting Chases!**



**SAVE OVER
60%!!**
\$499.99!!
\$1280.00 RETAIL
QUANTITIES LIMITED