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The Q Corner, Where Quality Meets Quantity

By Mike Walter

Winter is always a weird time here at Elite Entertainment. We don't perform at too many events so our DJ staff (except for those that work in the office) are mostly idle and unfortunately not making too much money. This is okay for the guys and gals with fulltime jobs in fact they even appreciate the respite after our busy Decembers. But for the few DJs on staff who do this fulltime and don't rely on another job to compensate their income, the winter can be a tight time. (Last year I even hired one guy to paint our offices. We got a fresh look and he was able to make ends meet – a win-win!)

But we in the office are usually very busy. Especially my salespeople since January February and even March are busy booking-wise.

Brides, as the logic goes, all get engaged around the Holidays. And since winter here in the North East is dark and dreary (and unless you ski there's not a lot else to do) they all plan their weddings during these months.

So to capitalize on all these couples with deposit money burning a hole in their pockets, we do a lot of showcases in the winter months.

A recent thread on "Disc Jockey America" discussed Bridal Shows and their worth (or lack of.) Some DJs weighed in that they hate doing them and don't consider them to be worth their time, energy or financial investment. I couldn't feel any differently. For us here at Elite, Bridal Shows are the number two source of leads and bookings (behind only my staff's Personal Referrals.)

But here's the biggest difference that I see: most of the DJs I know who think Bridal Shows aren't worth the time do not perform at these shows. They have a booth and they distribute literature and hopefully strike up a few meaningful conversations throughout the day with some prospective Brides. Then they get a list of attendees and work it (or not) till they are blue in the face. But they never get out in front of the crowd and "perform."

The analogy I used in my response on Mark Ferrell's chat board is that of a Movie Preview. When you go to the theater, before a movie starts they show previews right? The previews usually consist of actual scenes from the movie, edited in such a way that the plot becomes obvious and there is enough of a "tease" to leave you wanting more. How much more effective is that than if they just showed the actor saying: "Hey my new movie is about this guy who's the last human left on earth. He's stranded in Manhattan and during the day he hunts for food with his dog. At night though, whoa! That's the scary part."

I approach our Bridal Show performances the same way. I try to "show" (not tell) what stands out about my DJs. For example, I believe the DJs on my staff are great emcees. So we speak on the microphone to show that fact. We speak eloquently, succinctly and energetically. I also believe my staff can get any party going. So we do. We get these Brides and Grooms out of their chairs and onto the dance floor. Most times we are able to get a Conga line going, fill the dance floor with the Cha Cha Slide and even have the whole room doing the YMCA.

Now I understand that's not everyone's style and we turn a certain segment of the brides off with that (I'm sure I turned a few reader off with it as well.) That's ok. I go back to the movie preview. Do you think Warner Brothers made the preview for "I Am Legend" any less scary because they didn't want to turn off a certain section of the audience? No, of course not. They know that some people are going to see that preview and decide right then and there to never see the movie. But they are also counting on the fact that enough members of the movie-going public will want the rush of a scary thriller. So they show it off! Just like romantic comedies show what they are and chick flicks show what they are.

So I say to you, if it's good enough for Warner Brothers, it's good enough for us!

If you have the opportunity this season to "show" at an upcoming Bridal Show, I recommend you take it. Get out in front of the Brides and speak. Play some music for them. Let them hear that killer sound system that you are so proud of. Let them get a little taste of the humor you can bring to their day, or the heartwarming way you can tell their love story. Or whatever it is that you do that makes you stand out. Show it.

Then, go back and stand by your booth and see the difference. If you're good, the Brides will line up to speak to you.

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

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www.discjockeynews.com
29442 120th St.
Grey Eagle, MN 56336
Phone: 320-285-2323
Fax: 320-285-5264
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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/dicjockeynews
press@discjockeynews.com

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Take Control Of Your Competitors Calendar

By Dude Walker

Calculating the odds of booking any given date without assessing where you are in your market is a gamble. Having the right tools and knowledge to do so are well within your grasp. Exercising the ability is up to you. Assessing your point of diminishing return is a key factor in having the confidence to do so. Positioning yourself to become truly profitable requires one to abandon outdated and self destructive schools of thought.

Pie charts and graphs may be boring, however, they are instrumental in business. Running the "numbers" is a factual part of any legitimate business model. Inputting the correct and comprehensive data can illustrate where potential exists. Corporations rise and fall based on how well they calculate the odds of marketing campaigns launched by themselves and competitors. Egomaniacal MDJs seem to think that they can transcend all outward effects of competition and remain the popular choice. Discerning between "persona" as a merit and not an absolute is a mistake that many make.

Dates on a calendar are perishable. Insensible as it seems, many MDJ fail miserably to comprehend that immutable fact. Shelf life is defined as the length of time that something can be stored without deteriorating. Conventional supply and demand in the MDJ industry suggests that the closer a date draws, the more the date is worth, therefore the price should increase.

Jeopardizing future dates as a result of placating a need to be "chosen" runs contrary to every business principle of supply and demand. Only moments ago I received a call for an event on 12/6/2008 where the caller was calling around for the best price. Conveying to that caller that the best price is not the lowest price and the lowest price would most likely garner the worst MDJ was the ultimate result. Knowing how to express "value" for a higher attainable price is part of the art of sales that is unsung. Economically speaking, filling ones event calendar with the lowest priced shows is nothing to be proud of. Yet there are MDJs willing to put the "I" into ignorance everyday by boasting that their calendar is full. Squelching the embarrassing truth and hollow victory that it was done with events priced so low that even with a full calendar the owner could NOT support themselves with a livable salary.

Accepting inferiority by price point rankles many that have become, by design, the prime examples of enabled failure. Resistance to price is not a new concept. Evolving beyond the compulsion to bow to a price desire/demand is what any truly successful business must achieve to earn any true sense of respect by peers.

Isn't it easier to respect a MDJ with a calendar full of $1,000 events as opposed to a calendar full of $200 events? Negativism...I think not! Securing profitable bookings today is much harder amidst a competitive marketplace than only a decade ago. Endure a simple comparison for illustration. Comparing June 1996 (242,000 marriages) to June 2006 (218,000 marriages) with more twice as many MDJ companies creates a stark reality. Under quoting by MDJs...say it isn't so! Revising business plans to address this phenomenon has never been more prudent. Each MDJ company had an 86% chance of working any given weekend in 1996 whereas in 2006 each MDJ company had only a 63% chance of working any given weekend.

Consumerism suggests that a greater consumption of good and services is beneficial. Oddly, there are fewer marriages and more vendors supplying those marriages. Which makes the wedding market fairly finite and incapable of sustaining greater consumption. Assuming that a calendar shortfall can be made up elsewhere is marked self-deception. Realize that competitors that are experiencing a shortfall will most likely compete with you on other market fronts with the same low price mentality. Distortion of real value occurs when, en mass, MDJs are capable of selling at a price point supported by outside revenue. Satirically getting EXACTLY what they're worth.

Eventually, MDJs should get the point that a shortfall in events will necessitate an increase in price to offset the ever increasing MDJ population and its effect. X being the price point of operational costs plus livable wage, have the backbone to fill up your competitors calendar with low priced events. Have the courage to know that you are worth X and the client deserves to fairly compensate you for your knowledge, expertise and gear. Impress upon your callers that inferior prices will garner inferior entertainment. Be confident about your abilities and share those abilities with your potential clients. Invest in yourself with continuing education to increase your value. Take a minimum of one hour a day to market your company and invest a minimum of 10% of gross to become more effective. Increase your competitors exposure to liability by banking on their greed for more events with under-trained staff. Nullify the price shopper by rising above their unrealistic expectations. Get the price shoppers to explain why their budget is so unrealistically low.

Get potential clients overall budget by asking for it. Resign yourself to the fact that not all clients are your clients and let them go... and tell them why. Evaluate what calendar dates you feel are your premium dates and don't budge on price. Ego prevails where the economic vigilance ends. Doing what you can to fill your competitors calendar with low priced events will cause them more long term damage and leave the livable wages to you... even if your not fulltime.

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

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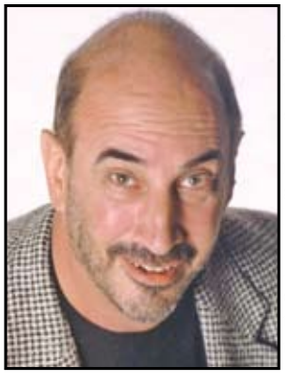
You Don't 'Get' Respect, You Earn It

By Jeffery Gitomer

In 1978, Rodney Dangerfield burst onto the comedy scene claiming he "got no respect." That theme earned him millions of laughs, and millions of dollars. The reason is the theme resonated with his audience, many of whom also got no respect. No respect from their employer, family members, or customers. Rodney was their champion, their anti-hero.

How respected are you?

How respectful are you?



How well do you believe you command the respect of others?

Respect is not defined in a dictionary. It's intangible. It's a feeling. And it's an earned position. Contrary to popular belief, bosses do not command respect; they earn respect. And bosses who do not earn the respect of their people, have a high employee turnover rate and wonder why.

Respect is earned by words, and by actions. Things like keeping your promises or proactively providing service. Things like becoming more personally involved with the success of your customer, or taking responsibility when responsibility is not really yours.

It's the extra effort. It's the extra mile. It's the extra measure of sincere effort that you put into your dialogue or your process. Others can sense that you care about them, and will respect that effort. Very few people will actually say, "I respect you." Rather, they will do things that prove their respect without ever having to say the word. Things like placing an order, placing a second order, or giving you a referral. Even things like taking your phone call, or returning your phone call, show respect.

One of the keys to respect is the word personal. How personal are you in your actions? How personal are you in your communication? The more personal you are with others, the more respect you will earn.

But there is a secret to respect. If you master this secret you will be able to create respectful atmospheres in any environment you encounter. The secret is: In order to earn the respect of others, you must first respect yourself.

This means you have to have confidence in yourself. You have to like what you do. You have to be willing to serve. You have to like yourself. And you have to love yourself. Like and love are two separate issues. You may like yourself for how you look, or how you sell, or how you communicate, but you love yourself for who you are, what you believe in, and what or who you seek to become.

Loving yourself gives you the ultimate opportunity to respect yourself. I'm not saying that you have to be a goody two-shoes, I'm certainly not, and I have a TON of respect for myself. What it means is doing the right things for yourself, taking the right actions for yourself, and loving yourself enough that its evident when you enter a room, evident that your expressions come as much from your heart as they do from your mind, and the same with your actions.

I challenge you to spend one day in retrospect. Take a flip chart and begin to document all the good things that you've done for yourself, and all the good things that you've done for others. Be real enough with yourself to admit what you like about yourself, and what you love about yourself.

Then document what you need to change about yourself that will make you better and stronger. Maybe your self-respect suffers from the way you see yourself in the mirror, or some of the personal choices that you make. Maybe it's your environment. But whatever it is, if you don't acknowledge it, you will never be able to change it or enhance it. You'll never be able to grow in earning respect from others until you grow in respecting yourself.

One of the most interesting parts of respect is there's no measuring tool, there's no "How much do you respect me?" Respect begins with an opportunity, and ends with reality. You can only get it by earning it, and it can only grow slowly over time.

The secret is easy. Do the right thing all the time and respect will be yours. Say the right words, take the right actions, and believe in your heart that you're doing the best you can do -- for yourself first, and for others second.

For a bit more on the secret elements of self-respect, go to www.gitomer.com and enter the word RESPECT 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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Communication - A Leader's Key To Success

By Dr. John C. Maxwell

For my whole life, I have opened my car door by inserting a metal key into a physical lock. Now, I can unlock the doors and start the car at the push of a button. It seems like magic to me, but it's actually a simple application of science.

Keyless entry and keyless ignition are made possible when a transmitter within your key fob communicates with a radio receiver inside the car. Two conditions are necessary for this communication to take place: 1) the transmitter must be set to the same frequency as the receiver, and 2) the transmitter must send a uniquely coded message which the receiver has been programmed in advance to recognize.

Communication acts as a leader's "keyless entry" into relationships. It can open the mind of an employer, the wallet of investors, and the hearts of loved ones. Talented communicators seem magical when they weave their words together. However, much like the concept of keyless entry, great communication depends on two simple skills—context and delivery. Context attunes a leader to the same frequency as his or her audience. Delivery allows a leader to phrase messages in a language the audience can understand.

As we explore context and delivery, we'll draw upon Steven K. Scott's book, The Richest Man Who Ever Lived. In the book, Scott offers commentary on the words of King Solomon, the wealthiest man in history. Renowned for his wisdom, Solomon writings are filled with advice about effective communication.

CONTEXT

Listen before Speaking

"He that answers a matter before he hears it, it is folly and shame unto him." ~ Proverbs 18:13

Earn the right to be heard by listening to others. Seek to understand a situation before making judgments about it. As the Greek philosopher, Epictetus, observed, "We have two ears and one mouth so that we can listen twice as much as we speak."

Understand Human Nature

"Reckless words pierce like a sword, but the tongue of the wise brings healing." ~ Proverbs 12:18

Words are powerful, and they can build up or tear down those who hear them. Regardless of your audience or avenue of communication, the following principles enable you to communicate constructively.

People are insecure. Leaders can bestow confidence by demonstrating their trust and belief in a person's abilities. People want to feel special. Leaders win a loyal following when they are generous with compliments and acts of appreciation. People are looking for a better future. Leaders inspire through an optimistic outlook and words of hope. People are selfish. Leaders learn to motivate when they begin speaking to the needs of their people.

Be Emotionally Aware

"Like one who takes away a garment on a cold day…is one who sings songs to a heavy heart." ~ Proverbs 25:20

Communicating within context involves taking the emotional temperature of others. Pay attention to facial expressions, voice inflection, and posture. They give clues to a person's mood and attitude.

DELIVERY

Adopt an Appropriate Tone

"A soft answer turns away wrath but grievous words stir up anger." ~ Proverbs 15:1

When you're emotionally aware, you're halfway to effective communication, but you still have to deliver your words appropriately. Many times it's not what you say, but how you say it. Adopt a fitting tone to address the emotional state of those around you, and your words will have their desired effect.

Speak Persuasively

"The heart of the wise teaches his mouth and adds persuasiveness to his lips." ~ Proverbs 16:23

The National Storytelling Festival, held in Jonesborough, Tennessee features some of America's most captivating communicators. Listen for awhile, and you'll discover traits that allow them to persuade listeners to take interest in the stories they tell.

Enthusiasm.

The storytellers obviously enjoy what they are doing, expressing themselves with joy and vitality. Animation. The presentations are marked by lively facial expressions and gestures. Audience Participation. Almost every storyteller involves the audience in some way, asking listeners to sing, clap, repeat phrases, or do sign language. Spontaneity. None of the storytellers have notes. The festival is truly an oral event. Storytellers didn't read their stories; they tell them, which allowed for eye contact.

Be Honest

"He who conceals his hatred has lying lips, and whoever spreads slander is a fool." ~ Proverbs 10:18

In an effort to persuade, leaders may be tempted to cross the line into manipulation. When doing so, facts may be fabricated or spun deceptively. Lies add complexity to life since the liar has to operate under the guise of falsehood. Eventually, lies are brought to light and undermine credibility. Leaders protect their character by using discretion in their language. They speak truthfully—even when honesty is costly.

SUMMARY

Poor communication is the number one culprit of failed relationships—in business and at home. Since relationships are the foundation of success, leaders would be wise to invest in the communication skills of context and delivery. Master them, and you'll more easily gain favor, more readily make friends, and more effectively motivate others.

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

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a note from Leadership I

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

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: Becoming a full time DJ.

Do you love being a DJ and have a real passion for entertaining groups of people? Have you ever thought of turning your part time hobby into a full time career? For this article I will give you some quick tips on how to do so. I will use the word "corporate" as the generic word for any full time job (non DJ) be it in a corporation or other means of making a living.

Starting today you will need to rethink the big picture -your future and where you want to eventually be. Right now you are not only working 40+ hours a week at one or more jobs, but also running your DJ business and performing on the weekends. Then, don't forget obligations to family and friends. This kind of lifestyle will eventually drain you of your energy and your DJ passion and cause you to leave the industry. To keep that from happening, you will need to commit yourself 100% to changing from a full time corporate worker/part time DJ to being just a full time DJ Entertainer.

It is essential for you to truly believe in your DJ business and think of it as your ONE source of income and your REAL career. You'll have to completely change your thought process and deeply believe that your corporate job is second and being a DJ is your dedicated profession. You'll need to redirect your time and energy away from the corporate job and invest it into the DJ business. You can't be afraid of the possibility of being fired from or quitting the corporate job at any moment.

The first and most important aspect for becoming a full time DJ is that you must have the talent, skills, experience and techniques that is superior to the other DJs in your market. Without the ability to perform and produce a wonderful high quality event each and every time, it can be extremely difficult to make a living as a full time entertainer.

Let's say that you are a qualified, experienced, talented entertainer and are ready to take the steps towards becoming a full time DJ. Before leaving your day job here are a few simple tips to take to make it all happen.

1) You will need to develop a marketing plan that will get your name out to potential clients. Whatever you're doing now you will need to move up to the next level and double your exposure to the general public. I believe that a great web site can do the majority of your marketing for you and is the best way to be located by potential clients. Spend time and money on a fantastic web site. Read my articles in the March 2005 and March 2006 Disc Jockey News archives to learn more about web sites and marketing. www.discjockeynews.com

2) You will need to accelerate to the next level with your quality, service and professionalism that you offer to your clients. No matter how good you are today you still need to constantly be learning and training to improve in these areas. This may include going to conventions, buying CDs & DVDs or attending private seminars held by high quality DJ Entertainers. Taking classes on improv, theatre or leadership speaking will really help your performance. Reading books about operating a successful business and taking a business class can give you a new perspective on your business operations. Running a financially stable business takes more then answering the phones and showing up at the party.

3) Find a support group. This should include friends and family as well as communicating with other full time entertainers who are willing to help guide your way to success. Speaking to and sharing ideas with people who believe in your dream and can give knowledgeable first hand advice is very important to your success. Making the move will be very difficult but with a support group of those who have already achieved full time status can make it a lot easier on you. At the same time you really don't want people around who don't believe in you or your dreams. These kinds of people and their thinking can only hold you back from achieving your goals. Get rid of those who tell you "You just can't do it."

4) Raise Your Rates. I find that this will be the toughest strategy for most DJs. If necessary start with a small increase to get accustomed to selling yourself and your higher rate to clients and having your clients happily paying that new rate. Continue to increase your rates every three to six months until you're making as much or more for one event then you are making at your corporate job in a week. You will still need to continue to raise your rate until you can clear two to three times your weekly corporate salary. If your clients consistently give you a tip, then raise your rates to include the average rate of tipping. With the higher rates you will naturally have a decrease in the number of events you will book, but at the same time you will be making more money per event than you did for two or three combined events at your old rates. I can almost guarantee you that a DJ making the market average per event for only two to four events per month will be able to make it as a full time DJ for very long.

5) The timing of when to leave the corporate world and go off on your own in the DJ industry will be an individual decision. You will need to feel completely comfortable with your move, be financially prepared for the move and most importantly be mentally organized for the move. When you understand that you can charge a livable wage or beyond, and you have the techniques, skills, talents and the ability to book the number of events you will need to succeed, then it is time to make the change. Quit your corporate job and become a FULL TIME DISC JOCKEY ENTERTAINER!

6) Even after you have achieved the goal of full time status, never stop your forward momentum. Go back and repeat steps one through four. As a full time DJ you will find that the road to the future is always changing, being redefined and constantly being upgraded. If you want to stay on top you must continue to adjust as needed.

Start today by creating a business plan or adjusting the business plan you already have to become a full time DJ. This plan could be a one year, two year, or possibly a plan that could take up to five years to accomplish. Write it down and do everything possible to make it happen. It won't be easy, it will put extra stress and anxiety into your life, but once you reach your goal it will feel so astonishing.

Don't sit there thinking "it just can't be done." More and more DJs are turning their part time hobby into a full time business everyday. At times you may experience set backs, slow booking times and/or financially difficult moments. But when this happens you just have to go back, look over what the real causes of those problems are and then alter your business plan to reverse the situation and get back on track. This may include different marketing materials, a change in your sales techniques or changing your performance.

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.

Building For the Future VI Comes To Chicago

During August/September of 2007 an overwhelming majority of the NAME membership selected Chicago as the host city for the 2008 Building For The Future VI. Conference dates of April 14-16, 2008 were selected so as to avoid both Easter and Passover conflicts while the Radisson Hotel in Northbrook, IL was chosen as the 2008 venue for both convenience and professionalism. The Radisson is known as a top tier hotel and convention facility plus it is located just 8 miles from O'Hare Airport. In addition the hotel is only 20-25 minutes by car or train to Downtown Chicago where we have activities planned for Conference attendees.

NAME has confirmed J. Sheldon Snodgrass as keynote speaker. Sheldon, who has an MBA from Massachusetts, is a well-known name in the New England area with NAME members. Sheldon has greatly assisted many members with marketing techniques and essential skills. One of Sheldon's specialty programs is "How To Execute a Seven Sentence Plan to grow your small business with confidence and results". Sheldon will be bringing his specialty programs and his "Guerilla Marketing" techniques with him to Chicago to share with all the Building for the Future IV attendees. Sheldon will be doing the opening as well as breakout session seminars where he will be able to specifically impart his marketing expertise.

Building for the Future VI promises to provide 2 full days of industry leading educational seminars and captivating training courses. From insightful tips on how to increase your Internet exposure, how to making blogging work for you, personal training, NACE networking, and interactive demonstrations and much more.... the conference has something for everyone. The full 16 educational conference seminar schedule is available on www.nameentertainers.com. Already, there seems to be quit a buzz amongst members who are aware of the dates and location. It is now time to mark your calendars and set aside these dates.

The conference is open to both existing NAME members as well as prospective NAME members; however, we also like to remind all current members this is YOUR conference produced by the association to which you are a member and one of our benefits is the opportunity to attend this valuable educational experience and to reap the benefits thereof. We sincerely hope to see many of our past attendees again, as well many new faces and new members. Whether you have never attended a mobile entertainer conference or are looking for something new and refreshing, this event is not to be missed, mark your calendars now.

NAME is still taking reservations for exhibitors. Please note this year's facility offers extensive seminar space but less exhibitor space, so it is possible exhibitor space could sell out. Please contact our offices to reserve space now.

Advanced registration for Building For The Future IV is now ONLY $100. This represents an unsurpassable value compared to any other similar show. Register now by calling the NAME office at 1-800-434-8274 or visit our website www.NameEntertainers.com

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Facts Inform, But Passion Moves

By Harvey Mackay

I recently came across a terrific description of a salesperson ... and it's from the 1940s. Aside from the sexist language, a sign of the times, I think it's still right on.

During a convention of Chrysler sales managers in Los Angeles, Harry G. Moock, a company vice president, issued this description of a salesman:

"He has the curiosity of a cat, the tenacity of a bulldog, the friendship of a little child, the diplomacy of a wayward husband, the patience of a self-sacrificing wife, the passion of a Sinatra fan, the assurance of a Harvard man, the good humor of a comedian, the simplicity of a jackass, and the tireless energy of a bill collector."

What can I say ... I've always been a Sinatra fan.

Passion is at the top of the list of the skills you need to excel whether you're in sales or any other profession. A salesperson without passion is just an order taker.

If you're in sales, you can have a great product, a tremendous territory and a fabulous marketing campaign, but if you don't have passion, it's hard to make a sale. When you have passion, you speak with conviction, act with authority and present with zeal. When you are excited and passionate about a product—or anything for that matter—people notice. They want in on the action. They want to know what can be so good.

There is no substitute for passion. If you don't have an intense, burning desire for what you are doing, there's no way you'll be able to work the long, hard hours it takes to become successful.

"Make sure that the career you choose is one you enjoy," said Kathy Whitworth, who won 88 LPGA tournaments, more than anyone on the men's or women's professional circuit. I was lucky enough to be in attendance when she won four of them. "If you don't enjoy what you are doing, it will be difficult to give the extra time, effort and devotion it takes to be a success. If it is a career that you find fun and enjoyable, then you will do whatever it takes. You will give freely of your time and effort, and you will not feel that you are making sacrifices in order to be a success."

President Harry Truman once said: "Good work is never done in cold blood; heat is needed to forge anything. Every great achievement is the story of a flaming heart."

Mark Twain was once asked the reason for his success. He said, "I was born excited."

My readers have heard me say many times, "When you love what you do, you will never have to work another day in your life." In fact, the subtitle to one of my books is "Do what you love. Love what you do. Deliver more than you promise."

Socrates was approached by a man who asked the great teacher to help him learn. The master took the would-be student into the water and suddenly pushed him under and held him there. Surging to the surface, out of breath, the young man gasped, "Why did you do that?"

Socrates answered, "When you want to learn as badly as you wanted to breathe, you will."

Hopefully you're happy and passionate about your work every day. If you aren't, think back to the times when you were and what you can do or need to do to get that feeling back.

J. Paul Getty, the wealthy oil tycoon, actually ranked passion ahead of imagination, business acumen and ambition as necessary ingredients of business success.

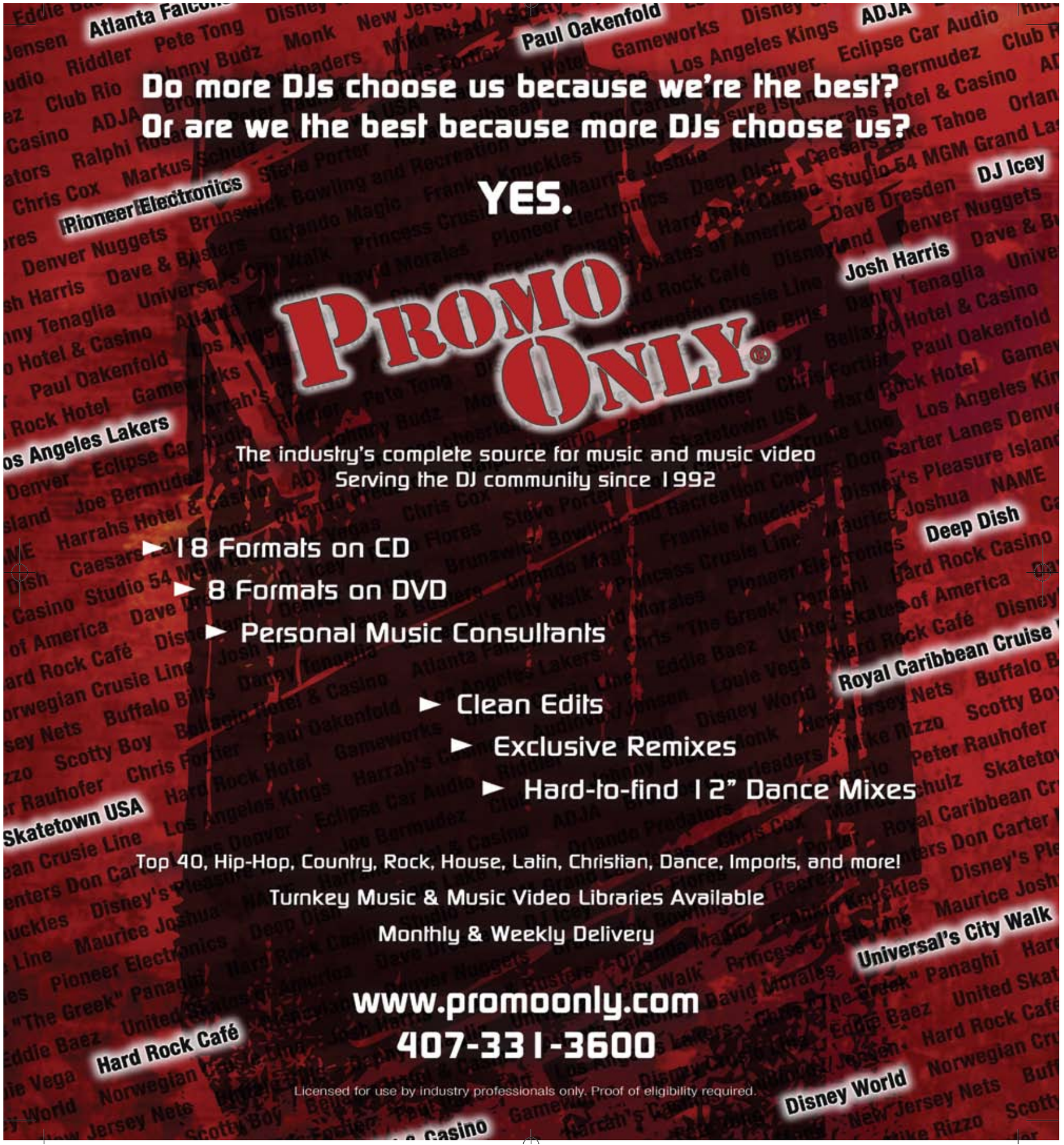
Surround yourself with people who are passionate about their jobs. You'll catch their passion. And remember that you can't be passionate when you feel like it. You have to be passionate about your job, product or cause all the time. There's no off switch on a tiger.

Sam Walton, the founder of Wal-mart, had 10 "Rules for Success." Rule number one was "Commit to your business. Believe in it more than anything else. If you love your work, you'll be out there every day trying to do the best you can, and pretty soon everybody around will catch the passion from you—like a fever."

So set an example for your co-workers or teammates to be passionate. There's nothing more powerful and more contagious than passion.

Mackay's Moral: The biggest challenge is not to add years to your life—but passion to your years.

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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Monthly Music Charts

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Pop

1	Flo Rida	Low
2	Chris Brown	With You
3	Rihanna	Don't Stop The Music
4	Timbaland	Apologize
5	Sean Kingston	Take You There
6	Alicia Keys	No One
7	Fergie	Clumsy
8	Sara Bareilles	Love Song
9	Buckcherry	Sorry
10	Linkin Park	Shadow Of The Day

Urban

1	Keyshia Cole	I Remember
2	Chris Brown	With You
3	J. Holiday	Suffocate
4	Dream	Falsetto
5	Mario	Crying Out For Me
6	Snoop Dogg	Sensual Seduction
7	Webbie	Independent
8	Shawty Lo	They Know
9	Alicia Keys	Like You'll Never See Me Again
10	Flo Rida	Low

Rock

1	Seether	Fake It
2	Sixx A.M.	Life Is Beautiful
3	Puddle Of Mudd	Psycho
4	Finger Eleven	Paralyzer
5	Linkin Park	Shadow Of The Day
6	Foo Fighters	Long Road To Ruin
7	Kid Rock	Amen
8	Foo Fighters	The Pretender
9	Three Days Grace	Never Too Late
10	Black Crowes	Goodbye Daughters Of The…

Country

1	Rodney Atkins	Cleaning This Gun
2	Kenny Chesney	Shiftwork
3	Gary Allan	Watching Airplanes
4	Carrie Underwood	All-American Girl
5	Alan Jackson	Small Town Southern Man
6	Brad Paisley	Letter To Me
7	Billy Ray Cyrus	Ready, Set, Don't Go
8	Chuck Wicks	Stealing Cinderella
9	Chris Cagle	What Kinda Gone
10	Craig Morgan	International Harvester

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: High volume mobile DJ and Karaoke business currently based in Central Minnesota area serving clients in Minnesota and Wisconsin. Office could be run from anywhere in U.S. with phone and computer or at a home office. Various equipment storage options also allow for flexibility in re-locating the business. Customers consist of: Weddings, Schools, Corp & Business functions, Private parties (Anniversary, Reunions, B-Days, etc), and a little Karaoke. Currently the owner works part time in marketing/management, but not as a DJ. Shows very good income for part or full time owner operator. High growth potential. Over 20 loyal and experienced contract DJs on staff with 14 sound and light systems included. Owner need not be a DJ. Steve Bragg 218 663 7682 Calhoun Companies

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 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.

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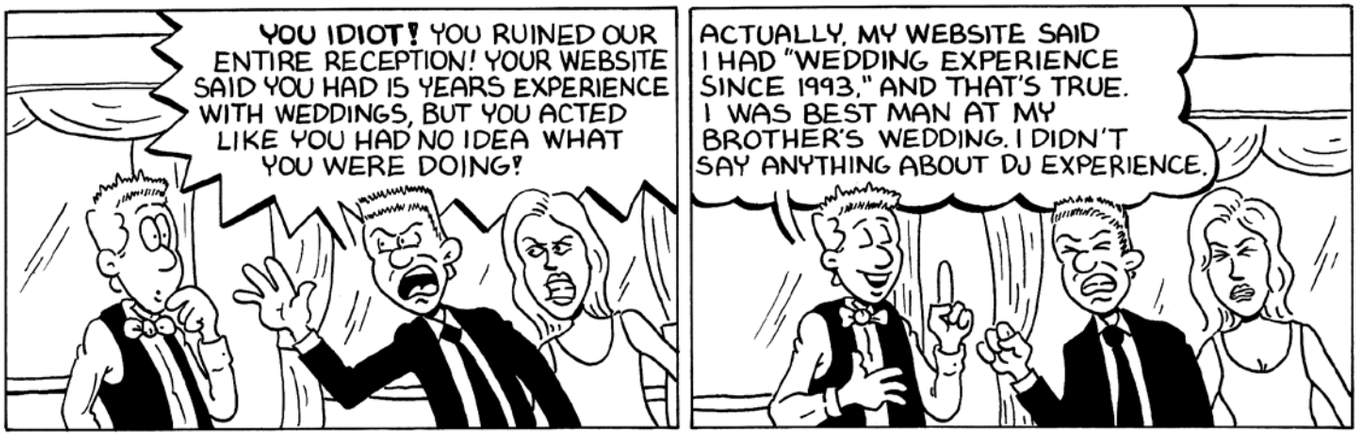

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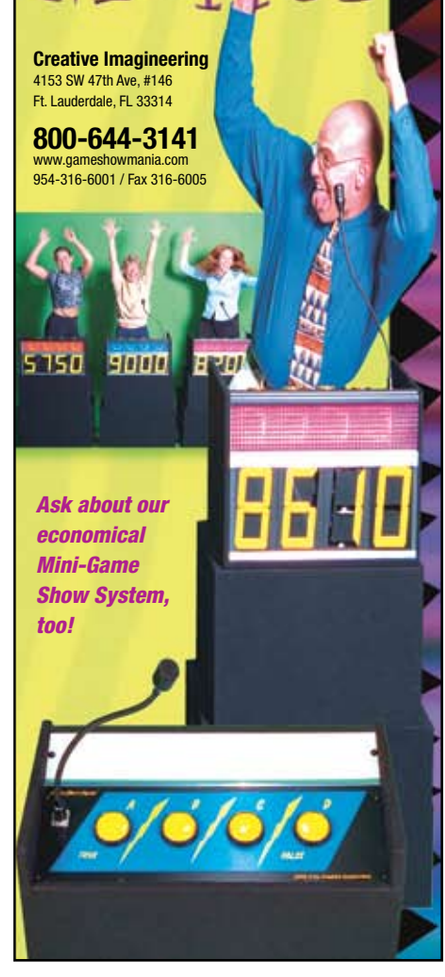

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