

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I attended a trade show recently for "BizBash Media," the magazine geared for Event and Meeting Planners. It was a fascinating day of informative seminars, a wild showroom floor and a professionally produced award show. This article isn't about the expo though. It's about someone I met that day and her motivational story of how she got where she is today. (If you'd like details about the day, visit my friend Marcello Pedalino's blog at <http://mmpentertainmentblog.com>)

During the trade show, I heard David Adler, the CEO and founder of Biz Bash,

make reference to "Jackie." He said something to the effect that the current "New York Publisher" started out by volunteering at a trade show and asking such interesting questions that she stood out and was offered a job.

As someone who is always looking for interesting stories of advancement and how people spot talent, I perked up and made note of who "Jackie" was. Later at the wrap-up cocktail party, I made sure to meet her and exchange business cards. She generously agreed to answer some questions for me and what I thought was an interesting story at first, is much more than that. It's an example of how all of us can find talent just by being aware of those around you. It's also an example of how, if you want something bad enough, you'll figure out a way to get it.

So now, please say hello to Jacqueline Gould, New York Publisher of BizBash magazine.

After graduating from Penn State Jackie "job-hopped" for a while, not knowing what she wanted to do but also knowing she didn't want to do something she didn't

enjoy. So what did she enjoy? "I love to be in charge of things, I like to plan things, I loved to get people to events I had hosted with my sorority." Someone suggested event planning and as an entrée into the field Jackie decided to start volunteering for some non-profit organizations. "They always need help," she explained, "and are more than willing to take you on." She also heard about BizBash being "The Source" for anyone involved in event planning. BizBash had a tradeshow coming up so naturally, Jackie volunteered to help. "I used all of my vacation days from my current employer to attend BizBash volunteer meetings," she recalls and, "I ended up becoming head volunteer, and helping to organize the other volunteers."

Jackie had a plan for the trade show. She was determined to stand out. "I had decided to go into the education conferences," she says. "When I took a look at the speakers, I knew that's who I had to eventually get to know me." (As a conference speaker I believe Jackie demonstrates a lot of wisdom here.) "I made sure to ask questions during the Q&A's so I would become a familiar face."

The plan worked. Big time. Jackie left BizBash with five interviews. But the biggest catch of all was BizBash itself. "I had also been approached by David Adler, the CEO and Founder of BizBash Media . . . he wanted me to come work for him." The position he was offering was sales which wasn't Jackie's first choice but she took it and six years later, "I end up as publisher."

When I heard this story of course I related to David Adler. He's got to be pretty proud of his "radar." I'll actually be expanding on this topic in next month's issue but for now suffice to say that Mr. Adler spotted someone (who albeit was doing her best to stand out) and took action. He offered a job to someone he had a gut feeling about and six years later he's got

himself an invaluable asset. When I asked Jackie about her climb through the ranks at BizBash she doesn't credit anything but gold old fashion elbow grease: "Hard work, dedication, and long hours!" she says. "The harder I worked, the more sales I made, and ultimately, the more money I would make." And besides the money, what else motivated her? "David, along with the rest of upper management, trusted me and listened to my ideas. This always made me feel good, needed, and part of a team. Feeling the company trusted me, and rewarded me when situations arose, were huge for my success here. They were loyal to me. I would remain loyal to them."

Want a blueprint for keeping your staff motivated and loyal? That's it right there.

So I asked Jackie to wrap up her story with some words of wisdom or motivation for the next eager "up and comer." She shared some great advice: "Non-Profits are a great way to get some experience on your resume. Networking groups too; offer to write their newsletter for a break in the membership fee. Attend tradeshow. Attend speaker sessions with people who are currently working in the career of your choosing. Ask questions at the end of the session and introduce yourself after. Ask for their business card, and a day or so later, thank them for their time, and invite them to lunch. The worst they can say, is No. Who cares?" She finished up with: "The bigger net you throw, the more fish you catch and one day, one of those fish will bite because the timing will be right, and they will have an opening."

It was a pleasure hearing Jackie's story and I know the next time someone stands out in the crowd for me, I'll remember her path to success at BizBash and like Mr. Adler, I'll take action. Like Jackie says, "The worst they can say, is No."

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.

Goals: Dreams With A Deadline

By Dean Carlson

As we approach the New Year, many will want to forget the last. Most will be thinking about what they want to do next year and a select few will actually make a resolution for change. Mark Twain has written of New Year's Resolutions; "Now is the accepted time to make your regular annual good resolutions. Next week you can begin paving hell with them as usual. Yesterday, everybody smoked his last cigar, took his last drink, and swore his last oath. Today, we are a pious and exemplary community. Thirty days from now, we shall have cast our reformation to the winds and gone to cutting our ancient shortcomings considerably shorter than ever."

So, my first New Year's Resolution is to NOT make any New Years' Resolutions. Let's be realistic about this. How many resolutions have you made over your lifetime? And how many of those resolutions actually made it to February? Research shows that 80% of resolutions made will fail before January 31st. By January 15th 90% will fail if they are weight or fitness related. I know I personally have made resolutions to lose weight before; so last year I gained 20 pounds. But why?

There are several reasons making New Years' Resolutions is all wrong. The first reason is timing. The date is a pre-selected date that you did not choose. So maybe you aren't ready to start just then. Maybe you haven't done the proper mental set up before the date. A lot of times the date comes and you say, "Well everyone else is make some resolutions, maybe I should

too." And, of course, we are coming out of the Happy Holiday season, which sends our stress levels through the roof. So there is a lot of stuff going on at this time of year. And let's not forget that a year is a daunting amount of time

Second, we typically have no game plan going into these. Saying that I want to lose weight, but not having any idea how to make it happen, equals no success. Take on an even bigger resolution like a major change to your business, but not doing the proper research, also makes it less likely to happen.

Third would be making resolutions that are unrealistic. My resolution of finding a cure to world hunger, although admirable, is just not something I can do in a year. Maybe most importantly, each resolution we fail at just makes it that much more likely that we will not achieve the others. Mentally it places a giant roadblock in our brain, which subconsciously tricks us into believing we won't get it done this time either.

Mentally we must really dig deep into the "Why" - why make the resolution in the first place? Take me losing weight. Last year I went into that resolution with no real motivation other than I wanted to fit into my old pants. But I am telling you that that reason wasn't a strong enough "Why" to make me go through all the work needed for that resolution to work. I am a strong believer in visualization. I have to see the resolution come true in my mind first. So this year, I am going to lose weight because I want to fit into my old pants, I went to a doctor and he told me I have high cholesterol, and losing weight can help bring that down. I also want to run a half marathon in June of 2010 and at 250 lbs I don't have a chance of making that happen. So my reasons are more specific, deeper and clearer this year.

Maybe the biggest problem is that we do not train ourselves to win. We expect to just jump out of bed and run that mara-

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Disc Jockey News/Wrapping Paper

By Rocky Bourg

Please pardon the indulgence as I use this edition to wrap up another gift, that being the past year.

Your tolerance for the corny, seemingly trite nature of much of what is to follow is appreciated. Year-end reflections, at least for me, typically and uncontrollably lead there. I suspect there is a greater force nudging me, but what do I know.

The inventory of days we are given is an un-exchangeable, customized present, from the same “Nudger” I mentioned above, which, especially in our younger days, seems infinite. However, as we enjoy, experience, and expend time, we begin to realize and acknowledge its finite component. But that is a good thing. True value and joy often depends on an clear and definite ending. Anyone really care to see “Rocky VII, The Depends Years” or “Friday the 13th, Part ∞ in 3-D Smell-A-Vision”? Not me...and not even for a free box Junior Mints and a \$6 coke. (I’m from Louisiana, around here all sodas/soft drinks are called coke, sorry.)

Imagine how unmotivated we would

be if our time was truly limitless. There would be no driving force, no urgent reason to excel, now or ever for that matter. Procrastination, of which I am frequently guilty, and carelessness would be the common and logical modi operandi (M.O.).

Back to the art of recognizing and valuing time and opportunity. A very entertaining, hilarious, and astute comedian/monologist, Rick Reynolds, so clearly simplified this for me that I think others might benefit from consumption of the analogy and the underlying, undeniable truth therein. Oddly enough he is a self proclaimed obsessive, vain, quick to temper, overly introspective, lazy, judgmental, insecure, self-righteous avowed atheist. It is odd because regardless of how often I re-listen to his one man shows, I inevitable find myself closer to my Creator, more appreciative of others, especially my wife, my children, and my parents, and compelled to behave with greater degree of compassion.

Anyway, please enjoy my summary, of Rick’s though provoking words, and may it lead you to a place where you are better for having been there.

Have you ever watched a movie or began some activity that required specific but simple attention while contemporaneously scarfing down a bag of Nacho Doritos or devouring a rack of Oreo cookies? If you answered no and are not medically prohibited from such behavior, you should return to your home planet and try it and don’t

to make something happen. This can be as simple as telling people about your goals, or even better, actually asking for their help to make it happen. Tell enough people and you may be shocked at all the support you will receive! You also may be surprised at the way this tends to increase your motivation - after all who wants to face 20 people you just told you were going to do something, and you didn’t?

By the time 3 months roll around you should start to make weekly goals. And then after 6 months begin with monthly goals. Finally after a full year of making goals happen, leap into yearly goals or New Year’s Resolutions. By this time you will be well on the road to success.

Just remember, if you want to win big you need to start small. Keep your goals realistic; get all the support you can gather. Don’t start with these until the time is right. Make sure that whatever your motivation is for making this happen is crystal clear. And finally, reward yourself every time you accomplish a goal. Don’t sell yourself short. If you can’t make a deadline, reschedule the goal and try again. There is an old Samurai saying, “knocked down 7 times, get back up 8” Good luck and just resolve to make 2010 a great year!

Dean Carlson can be reached at dean-carlson@discjockeynews.com.

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come back without fluorescent orange fingers and/or the dreaded Oreo smile.

For the other 99.9% of us earthlings, I’ll continue.

It is easy to remember the first Oreo because it is new and fresh and the attention we give it establishes the value that a first cookie deserves. We savor the chocolatey, creamy, crunchy, sweet results of the first bite. Dunkers opt for a delicious union of cookie and milk in a single nosh. Others are more technical and are compelled to separate the treat into it’s component parts for a more mechanical exercise. Regardless, the value of the first cookie is apparent because we effectively and purposefully deem it so. Cookie #2 is also tasty and enjoyable, but not as clearly or obviously. As we continue, the subsequent treats, identical in every way except sequence, become less and less memorable.

What changes?

What happens to cookie #7 or #17 that reduces its perceived value when compared to cookie #1?

The answer is wholly unquantifiable but absolutely discoverable. The progressive cookie devaluation is the by product of habit, frequency and cognitive laziness. We simply pay less attention to cookie #17. We elect to pay attention to other things and less, if any, attention to the succeeding cream filled delights. There is no other rational explanation.

Now, imagine that you are so enthralled with and into your movie and you reach for another nugget of bliss only to discover that you have already, unknowingly, consumed the LAST cookie... there are no more. You have sacrificed, nay, wasted the

only opportunity for that serious last cookie enjoyment, the only thing comparable to or more enjoyable than the first bite experience. The non-attention and failure to recognize limits resulted in a cookie catastrophe of gargantuan proportions. What the hell is the matter with me...I mean you...I mean them?

I know, its just a cookie but if you substitute a more important scenario into the analogy, like a wedding or mitzvah, you can appreciate the importance of acknowledging and assigning value to every opportunity and giving them the requisite attention. We are fortunate to be given opportunities to facilitate a bride’s one and only chance to share a special dance with her father on her wedding day or to coordinate a young Barmitzvah’s singular opportunity to publicly acknowledge the people he loves. Those are unique opportunities that deserve attention and are worthy of universal appreciation.

For those that choose to accept a role in the milestone events of others, the recognition of these limited opportunities can be an asset that sets us apart and ahead of our competition as well as a source of personal pride and inspiration.

As Deuce-double ought-niner approaches completion, remember to attack your 2010 opportunities with unselfish attention and purpose. In other words, “Eat every cookie as though it were the last.”

P.S. Merry Christmas!

Rocky can be reached at rockybourg@discjockeynews.com

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thon. Two years ago one of the DJs I work with was showing me his goals. And let’s face it, New Years’ Resolutions are just that, goals. Then he showed me how he was going to make them happen.

His approach is to scrap every large goal you have for a while. Next you need to start small; very small. Take tomorrow for instance. What do you have for a goal tomorrow? Is it realistic? Do you have the proper motivation to make it happen? Once you achieve tomorrow’s goal, reward yourself. Rewards can be as easy as checking a box on a sheet of paper that had tomorrows goal on it. The bigger the goal, the better the reward should be. Now after you have done that for a week I want you to stretch yourself to 3-5 goals a day. By now you may be thinking to yourself that this is ridiculously stupid to start small. But what we are doing is exercising your goal muscle. Most of us never practice achieving goals, so the 3-5 goals a day should last for a month. It is said that it takes 28 days to form a habit. And you will need this habit if you want to bigger dreams to become reality.

As we get to the next phase of becoming a champion goal achiever we have to realize that we need help. This is where we are going to start to get friends and family involved. Accountability and positive support are paramount if you really want

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Editor/Educational Production Manager:
John Young
john@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
320-285-2323 office
320-285-5264 fax
sales@discjockeynews.com

The Referral Coach

By Matt Anderson

The 6 Steps to a Fearless Referral Conversation

Most business owners are still looking for a way to ask referrals that feels comfortable. Granted, many of the first concerns people have about asking are mental. They are false beliefs that get in the way, such as “I might come across as pushy” or “it will make me look needy.” This would be a fair concern if you haven’t brought much value or if you’ve simply done your job.

But once you are clear that you have earned the referral (see Step 2 below), your focus needs to be on developing the skills to ask effectively and on knowing what to say that works with the 21st century consumer. I repeat: getting good at bringing in referrals is a learnable skill. It is about developing a conversation you can get comfortable with that feels increasingly like a natural train of thought.

Your brain connects the dots as you talk: a) you hear that your client is happy; b) you figure there must be others that would want to feel this positively; c) YOU identify specific people/doors for your client to open for you and d) you coach them what to say so you get a warmed up referral. Here’s how these dots connect in the 6 steps:

1. Acknowledge your client

GALLUP research has found that we are starved of positive recognition. Lack of it is the main reason Americans choose to leave their jobs. It’s the primary need we have after food, clothing and shelter. So take some time towards the end of a meeting to give specific, sincere reasons why your client has made some smart decisions and what impresses you about them. Consider using statistics that demonstrate how few people are as wise as they are. Remind them of the pitfalls they are now avoiding. After all, you’re selling peace of mind.

Just be aware that commending others is a skill and most professionals need time to practice this. Most of us are not very good at it. Lastly, pause to let your compliments sink in.

2. Value Conversation

Now your client is feeling pleased, you request positive feedback. Ask an open-ended question along the lines of: “What have you gotten most out of our work together?”

You will hear in the tone of the client’s voice whether you have earned the right to ask for a referral or not. Do not go to Step 3 if the response you get is flat. Simply ask what you can improve on and address that.

Feel comfortable digging. Many clients need more time to think, so after their first response, say: “I appreciate the feedback. Anything else that’s been helpful?”

3. Get specific

This is the most important step. It does NOT work to ask: “Who else might benefit from my services?” Most people do not talk to others about what you do so they will shake their heads and tell you they

can’t think of anyone.

And it is very rare that someone comes to us and says: “Can you refer me to a good DJ/accountant/dentist?”

It is YOUR JOB to figure out ahead of time who you would like your client to introduce you to OR which door you would like them to open for you (maybe they can get you into a company/organization/workshop/event/center of influence meeting). You identify these opportunities by having curious conversations to ‘fish’ for important people/groups in their life that they LIKE (otherwise they won’t be comfortable asking for you).

Either ask directly about a specific person or ask the expert (the client). “I’m really glad that you’ve found our work so meaningful. And I know you’ve mentioned that you know numerous other company event planners (people I’m looking for). I’m guessing you don’t spend much time talking about the kinds of things we’ve discussed (!) (see STEP 4), but how would YOU recommend finding out if some of them might be open to hearing from me?”

Try this a few times and you will be really glad you read this article. Your clients will respond so much more positively to being asked for their expertise and given ownership of this than you telling them what to do. The worst-case scenario is they are unsure and you feed them some suggestions. But most of the time your end outcome will be better as they become your advocates helping people they care about.

4. Reduce the client’s resistance

Weave into your referral request an acknowledgment that you don’t expect your client to know all about the other person’s wedding plans or event needs. You might also want to mention how you will follow up with anyone they recommend.

5. Coach the client how to warm up the referral

If you just have the name and number of someone not expecting your call, it will only lead to business about 15% of the time. If you get it warmed up so your prospect has agreed to hear from you, your chances of business go up to 50% (and a personal introduction: 80%!). It’s worth taking the extra step.

It is your job to put yourself in your client’s shoes and figure out with them what the most effective and comfortable way will be for them to open the door for you. Personal introduction? Face to face conversation? Email?

“All you need to tell her is what another client of mine told his friend: I don’t know if you’ve found someone yet to DJ your wedding but Matt’s a great guy. He’s well worth at least having a quick conversation with. Would you mind if he drops you a line some time?”

6. Keep control of the process

Ask: “When should I get back to you to see if she might be interested?” Do not change the wording on this! Let your client verbally commit to you. Following up is easier and far more effective when it is their idea.

Practice these steps until they flow for you. You will get results.

Matt Anderson can be reached at: Matt@TheReferralAuthority.com or www.LoyaltyEzine.com. Matt coaches sales professionals how to build referral-based businesses with non-threatening language that works today. He speaks all over the US and the UK on referrals and spoken at the Disc Jockey News Conference and the 2009 International DJ Expo in Atlantic City. He is the author of the upcoming book Fearless Referrals. He can be reached at (608) 843-3827.

Jesus As A DJ

By Mike Walter

I wrote this article a number of years and tried without success to get it printed. Some of the major “industry publications” said Thanks, but no Thanks. Then, John Young started The Disc Jockey News and I became a featured writer. As the Holidays approached that year I debated with myself about offering it John. I know Mr. Young is a religious man and I didn’t want to offend him but as I re-read the piece there was nothing that could be even construed as offensive (well, maybe the “walking on water” line.)

I went ahead and sent the article to John with a “tell me what you think but I won’t be offended if you pass on it” email. Well, John said he liked it and wanted to run it. It’s a bit of a diversion from my usual “Q Corner” message but this time of year, I think that’s ok.

We got some good feedback the first year that we ran this. So much so that Year Two of the Disc Jockey News we ran it again. And again the feedback was positive.

That was three years ago. And this year, I thought, maybe it was time once again to give “Jesus As A DJ” the light of day. I hope you enjoy it.

Jesus As A DJ

The Holidays are a time when Christians the world over celebrate the birth of Christ. And whether you believe in Jesus’ divinity or not, few question the historical figure named Jesus Christ. So, if you will allow a bit of a stretch of the imagination, I thought this would be a good time to take the oft-used Christian saying “What Would Jesus Do” (often referred to simply as W.W.J.D.) and imagine “What Would Jesus the D.J. Do?” (Bracelets with W.W.J.T.D.J.D. will be available in the lobby on your way out.)

First, let’s consider how Jesus would have been as a DJ.

We all know one of the biggest fears people face is public speaking. Most people would rather be in one of those bizarre situations you see on “Fear Factor” than to have to speak publicly. Yet Jesus did it with no problem. I often picture the Sermon on the Mount, which is arguably Jesus’ biggest speaking engagement. By this point in His “career” His reputation had spread and crowds were following Him everywhere, longing to see a miracle or hear how they could be saved. I picture Jesus sitting about half way up a hill. The crowd is spilling out as far as the eye can see. There is tension in the air. Jesus doesn’t start preaching right away. He’s letting the last of the stragglers fill in. He’s gathering His thoughts, perhaps mindful that His words today will go down in posterity and be repeated by millions. Finally He stands and a hush comes over the multitude. People strain forward expecting to barely be able to hear Him. And then Jesus begins.

It is undeniable that He had a great voice. Jesus regularly preached to hundreds and sometimes thousands of people. He didn’t have the benefit of a sound system. He had no cordless microphone. Jesus didn’t have intro music to pump crowds up or whirling lights to grab everyone’s attention. He just spoke. We can assume that He was clear, concise and articulate. His gestures and body language must have been big and theatrical. Unquestionably, He had a great set of pipes.

Imagine a booming voice like that introducing a Wedding Party or opening up the dance floor. Wow!

Jesus was also a great communicator. His teachings have been remembered and passed down for two millennia. Sometimes, I can’t even get table ten to hear me and go up to the buffet. This is a guy who told stories and taught lessons that made an impact. In terms of voice and commu-

nication, it is hard to deny that Jesus had the skills.

On top of that, Jesus must have had great command. He was able to convince twelve disciples to leave their homes and follow Him with no promise of pay or fame or glory. His teachings began a movement that became a religion that is followed today by millions. People have chosen to live celibate lives in His honor. Martyrs have died in His name. Talk about a persuasive character. The way I see it, a guy like that can get a crowd to do a Conga line or the Electric Slide with no problem.

Jesus also would have been great at any type of function. He was raised Jewish and He loved children so you know He would have been a very popular Bar or Bat Mitzvah jock. Also, we’re told His first miracle came at a Wedding, so He obviously understood the importance of the day for the Bride and Groom. Corporate parties? Well, since the busiest month for company gigs is December, right around the Holidays, I would think Jesus would be ready and eager to do a ton of work. I mean, I get fired up when anyone remembers my birthday, so for Jesus going to Christmas Parties, well I think you see what I’m getting at. Come to think of it, Jesus was definitely a party person. He loved get-togethers and always wanted to be included. In Matthew’s Gospel, Jesus even said, “Whenever two or more of you are gathered in my name, there I am.” This guy never wanted to be left out of a party.

One of the things I look for in a DJ is confidence. I never thought a timid person could walk out on an empty dance floor and have the nerve to invite people to dance. Anyone who lacks self confidence will be shaking in their tux shoes and not come across sincerely at all. In this respect Jesus would have caught my attention. In Mark’s Gospel, you can read about how a father of a sick boy came to Jesus, telling Him of his son’s ailments. Then the father asked Jesus to help, “if you can.” Jesus almost seemed insulted, “If I can? Everything is possible

for one who has faith.” That’s the kind of DJ I want working a forty person afternoon corporate party! Can you imagine that? The client comes up to the DJ table and says, “Excuse me Jesus. Maybe you could get these people dancing. If you can?” And even if Jesus was afraid, this is a guy who faced His fears head on. His disciples warned Him about going to Jerusalem yet He went. This is not a guy who wouldn’t play the Macarena for fear of being alone on the dance floor.

Finally, if you are a believer and follower of Jesus, if you accept everything in the Bible including the myriad of miracles attributed to Him, Jesus goes from being a talented DJ to, well, off the charts. Dancing ability? Anybody that can walk on water is certainly light enough on His feet. Run out of food or wine at your reception? No problem, Jesus will just whip up some more. And how many DJs have every had this thought: “If I could get this crowd dancing, I could raise the dead.” Well....

Jesus would have made a great DJ company owner as well. One of the biggest challenges every Multi-op faces is finding good talent. And training them. Well, Jesus was great at that. As I already mentioned, He put together a crew of disciples and taught them everything He could. He told them parables to help them remember things and led the way by example. He drove his message home so well that 2,000 years later people still repeat His teachings. That’s a pretty good legacy. If Jesus had taught that crew how to perform Bridal Party introductions or how to set up the YMCA, something tells me they’d remember it well.

Jesus also had great loyalty amongst His disciples (with the exception of one guy, but hey every Multi-Op has one Judas in their past!) I mean let’s face it, if a guy can recruit and train a staff that is willing to die for Him, I think He could get enough DJs to work on Friday nights.

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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: Lessons Learned.

John asked us to talk about the lessons learned from our experience as a disc jockey. I don't know about the other contributors to this paper but

I have been a DJ since 1981 and the number of lessons I have learned (mostly the hard way) could fill this paper and then some. I will stick to a few of the biggest and most important lessons I have personally experienced.

No matter how good you think you are, there is always room for improvement. Everyone of us at some time in their career - including myself, believes they are the best, the top dog or has something so special over all other DJs. Then I went to my first DJ convention, I listened to other DJs speak, I bought their CDs and videos and I watched them perform. It was after this experience many years ago that

the realization of their quality when compared to mine hit me square in the face. Suddenly I realized there are better and/or different ways of doing things that I had never thought of or tried. There is more to being a great DJ than just the way I had convinced myself was the only way for many years. Today, it is the younger generation of DJs who keep me on my toes to always try to be better just to keep up to them. The fact is that no matter how good someone may think they are, there is always someone who can do it better. Leave the ego at the door.

Some of the big changes (lessons) I have experienced were changing from vinyl to CD and now MP3. Stagnant, one color lighting to L.E.D. that can produce multiple colors and move around the room. The change from the "guy who stood in the corner playing music" to a professional who helps to plan and create beautiful memories. The change from the person in the TUX doing cheesy, silly skits and obnoxious "a.m. radio announcements" to a well dressed, professional who performs classy, elegant events with quality and perfection.

One of the biggest changes came in the form of increased compensation. Even in these tough economic times many DJs are receiving a higher pay scale worthy of their work and quality and not scraping by on a few hundred dollars. The industry as a whole is constantly changing and you can either change with it or be left behind.

Clients are always looking for something new and unique. I spoke about this last month in how clients, especially corporate planners, are looking for new and unique ideas for their events. If all you offer them is the "same old" dance then you may begin to lose business. Modern brides are looking for a wedding different from their girlfriends' and mother's. They want a unique, customized event without the "silly" stuff like The Chicken Dance, inflatable props and costume hats -or the music their parents had at their weddings. Today's bride wants to be in complete control (micro-manage) and have their day well planned and follow an exact schedule.

The industry is a very divided one. Divided between the full time and the part time, between the vinyl and the digital, between the professional and the not so professional, between those who earn a respectful wage and those who charge pennies on the dollar. It can be greatly divided between the different kinds of DJs: club, wedding, school, corporate etc... These divisions can be so great it is a wonder that we can even survive as an industry. It is great to be a unique individual but when we can't even agree if eating at a reception with the guests is professional or not, if downloading from a p2p web site is illegal or not, if a DJ should pay taxes on their DJ income or not - then there's a problem. Over the years I have learned just how divided we really can be and these huge differences can hold us all back. These divisions keeps us all from achieving greatness.

You only fail when you set limits upon

yourself. When you have doubts about your abilities, your capabilities and your value/worth to your clients you fail. When you don't aim high, to do better and to earn more you become stagnant and bored which can lead to dissatisfaction in yourself as well as by your clientele. If you treat every event like the last one or with a less than enthusiastic attitude it will show and can harm your business. I have learned to always treat each event like it is the most important event on the face of the earth and to respect myself and my abilities when it comes to being a DJ/entertainer, but not to let the ego take over my actions.

The most important lesson that I believe I have learned is that you should never stop learning your craft. Read every one of the articles in the DJ News as well as other industry publications; even if it doesn't pertain to your particular business. Attend conventions, take some private seminars, buy DVDs and CDs, get onto a chat board for DJs... do whatever it takes to constantly be learning something about what you do and how you do it. Even after all these years in the industry I still learn something new or different all the time. Tower of Power has a great song "The more you know, the more you don't know" and I can completely agree with that. No one person knows everything. If they claim they do, then you have to realize that they are full of B.S.

If you listen closely to what a wide variety of people are saying you can find bits and pieces to get a great education and insight about our business.

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

Time To Reinvent Our Image

By Kelly Suit

I was reminded recently how frustrating it is to go to a seminar or show and the speaker starts talking about something and it grabs your interest, but rather than go in depth with the material they tell you to go



buy their book or DVD in the lobby. When I was asked to come on board with the Disc Jockey News I was given free reign to write about whatever. My first couple articles shared my concerns and issues

with our industry. Some people got the message and I know that some people could care less to hear about the state of our profession. My last article I shared that as business owners we need to be focused in the coming year especially with the current economy. So now I want to share some things that you need to do in order to have the best 2010 possible.

In any business there is marketing and sales, so which one is the more important? I suggest that it's marketing since without a steady stream of qualified leads who are you going to sell. If you are getting more leads then you can handle and you aren't booking enough it's time for sales training, but my feeling is if you can generate enough leads it all becomes a numbers game. For example, if you generate 10 leads a month and you can close 2 of them then you are at 20% closing. Keeping the same closing rate of 20% if you have 100 leads a month now you have booked 20 events. I don't know your numbers (leads or closing percentage), but plug in your closing percentage and you now know how many leads a month to work in order to hit your sales goals.

I've heard from other DJs that use

a variety of marketing techniques that work for them, but many of them haven't worked for my company. Where we have been having our best success is through the internet, referrals, networking, and social networking. In the next series of articles, I'm going to do my best to offer suggestions that have worked for us, feel free to try them for yourselves or if you have a great idea that you would like to share, let me know and I'll include it in a future column.

So my first question is, "do you blog?" If you haven't jumped on the blogging train, you are truly missing an incredible opportunity to grow your business. A blog for those that don't know is basically an online journal, you can write about literally whatever strikes your fancy, but for your business it allows you to keep a running event journal. You can create a blog entry for each one of your events; it's a great way for prospects to learn about your service. Our event blogs include 3 important elements and I'll go over each one independently.

First off, all of our blogs contain photos. Photos are eye catching and add so much more interest to your blog than plain text. I suggest purchasing a digital camera and taking some photos at your events. You don't have to be a great photographer you just need to get a couple photos of the décor, your set up, and some photos of people having fun (dancing photos are great).

Next, we create a video that showcases the event. At a wedding reception our videos might include our introduction or maybe some other events from the reception. It certainly will include clips of people having a great time. This is a great way to show your clients what you do and that is a huge advantage over your competitors that don't have videos. Years ago DJs would ask videographers to create a demo for them, but with video cameras so cheap now and every computer has a simple vid-

eo editor, you can make your own promo videos for every event you do!

Finally your blog should be keyword rich not only for the benefit of your prospect, but also for search engines. Having a blog allows you to target many of the keyword searches that you currently covet for your websites. In essence your blog becomes a mini website as far as the search engines are concerned. This is a creative

way to target keywords that if you had to include in your website could get you listed as a spammer and cause your website to drop in rankings.

So there you have it, a great way to market you business for next to nothing. When the money starts rolling in, make sure to send me a royalty check!

Kelly Suit can be reached at kellysuit@discjockeynews.com.

Jesus As A DJ continued from page 3

There are also ethical questions and temptations that face our industry that Jesus as a business owner would have to wrestle with. And when it came to resisting temptations, no one shined brighter than Jesus Christ. This is a guy who spent forty days fasting in the desert and then when He was tempted to turn rocks into bread to satisfy His hunger He said "No," and quoted scripture. Most of us can't even get past week one on a new diet! This guy was steel when it came to resistance!

So think about what tempts us. Downloading music? Not for Jesus. When He was questioned about paying taxes, Jesus said, "Give Caesar what is due Caesar." I think He would have the same opinion about the record industry. "Give them their \$11.99 for each CD and be happy you have good music to play," is probably what He would say. His opinion about giving Caesar his due probably means Jesus would never hide any cash from his tax return either. And how about the whole "bait and switch" thing that some Multi-Ops employ, promising the owner to clients only to switch the DJ at the last minute. No way would Jesus do that. I mean, in the Garden of Gethsemane when the Roman soldiers came to arrest Him, Jesus was surrounded by His disciples. And I've seen the movie, these guys were all dressed the same. That was the perfect time for a "bait and switch." So if Jesus didn't succumb to the temptation then, I guarantee He'd do every gig

that He promised Himself on.

My favorite teaching by Jesus Christ is when He said, "You are the light of the world." He was saying that you should let your talents "shine" not hide them under a "bushel." Jesus lived that motto His whole adult life. He believed it was His duty to spread the Word of God and He did it. He did it every day with passion and commitment and He did it so brazenly it cost Him his life. As I've said, whether you believe Jesus was the Son of God or just some guy that had an unbelievable impact on the history of this world, you can't deny that Jesus never turned away from His calling. I realize it is far fetched to think of Jesus as a DJ but something tells me, if that had been His calling, Jesus would have done it passionately. He would have thrown Himself into DJing wholeheartedly. He would have worked day in and day out at being the best He could be. He would have read all the magazines, surfed all the websites and attended all the conventions. He would have shined His light as brightly and boldly as He could for all the world to see.

Not a bad lesson for all of us to learn about our industry. Don't hide your talents. Let them shine.

Merry Christmas!

Looking Back To The Future

By Mitch Taylor

George Santayana said “Those who cannot remember the past are condemned to repeat it.” Now is a great time of year to “look back to the future” and see what you have accomplished, where you are, and where you want to go in your business. Where do you want your business to be in 1 year? 5 years? 10 years? You might be saying to yourself right now, “how do I accomplish this?” There are several places to start and that would depend on your focus.

Production

How’s your gear? Are your speaker cabinets beginning to show “road rash”? Does your façade look tired? Is your lighting up to date? Take time to go through your equipment and take care of it as it takes care of very important productions each and every time you’re out



on the road. Invest in new gear if necessary, but only if it’s not trumped by one of the other areas below to improve in.

Financially

Take a look at your books. If you’re not using software that helps you forecast where you are at in the year, make that your first priority. Where is your overall profits compared to last year? What can you attribute that to? Was there a rise or fall in gross overall dollars? Where did that come from? If revenue is up from last year, give yourself a pat on the back, a vacation or a raise - depending on your future goals for your business.

Sales

Look at your leads. Where did they come from? Look to the source of them and then reward the people that kindly referred you their clientele. Notice I said “people” and not “places.” People make the difference. Where were you at last time at this year with bookings for next year? Are your sales not where you’d like them to be? In most cases, this can be contributed to inaction on your part in the months leading up to this where there was little to no activity on the marketing or advertising fronts.

Marketing

How’s your website? Getting traf-

fic? Not enough? How about your bridal show booth (if you have one)? Need updating? Letterhead, business cards, promotional materials? These are all things that are important to look back on at this time of the year. These investments need to be evaluated and see if they made DOLLARS. If something isn’t making you \$\$\$, it doesn’t make sense.

Performance

Your performance is tied in with sales. Does your phone ring after an event? Are people calling you who saw you perform at previous weddings? If you’re getting on average one less referral call per performance, it’s time to invest in yourself. There are several opportunities that you have here. One of the most cost effective ways I have found to better my performance is with Toastmasters. Check out your local area and if there’s more than one club, find the one that fits where you want to go best. Have someone who is better than you in or out of your market (GASP! That can’t be! LOL) shadow you at an event and ask them to give you feedback when you’re done. Then shut up and listen to them. What they give you for information is GOLD. You may agree or disagree with their assessment, but listen with an open mind and at least give consideration to everything that they say. Its one person’s EDUCATED opinion and not a drunk at the end of the night telling you “YOU ROCK!” Other

ways to improve performance is to hire an acting coach, voice training coach or attend a performance workshop held in or out of your local area. Time invested in yourself will pay you back in dividends in the future with increased earnings and raving customers who WANT you.

These are all questions you need to ask to help you establish a path to move forward with so that you are not condemned to repeat history. It’s important for you as a business owner to take stock in your business and find out the areas that you need to improve on a daily, weekly, monthly and yearly basis. I know...this is a LOT of information to process but I’ve found the way to attack it from this one little gleam of knowledge.

Q: What’s the best way to eat an elephant?

A: One bite at a time.

Thanks for reading.

Mitch Taylor is a 17 year veteran of the mobile disc jockey industry, starting out on the cruise ships of Carnival Cruise Lines. He is a member of the American Disc Jockey Association and WED Guild™. Mitch owns and operates Taylored Entertainment in the Upper Peninsula of Michigan and can be reached at 906.786.6967 or via email at mitch@discjockeynews.com.

From The Other Side...

By Jake Palmer

Adding Value...

After 20 plus years in the mobile entertainment industry, one of the things I have noticed is the lack of value DJ’s put into their product. I have noticed many DJs that get too relaxed or laid back about what they do. Think about it, if someone asked you how you do a wedding, what would you say?

Can you sell your service in a 10-minute phone call?

When a bride calls you, do you say something like “we play a wide variety of music from Big-Band to Top 40, we’ll help you with all the traditional activities, and we bring really cool lights?” What I mean is any good DJ can play the right music, but where is the value? To be the best entertainer you can be, you need to do more than simply play great music, and you need to let your customers know you do more.

This is the age-old question... how do you add value to your product?

Ever wonder what it is that makes a \$2000 wedding entertainer so much better than a \$595 DJ? It’s presentation, not just a tuxedo and a Bose L1 system... it’s presentation that starts with the sales process. Think about it, almost all DJs do bridal party introductions and garter toss, but how you sell it to the client is what makes the difference. As DJs, we have a limited product to “sell” to our clients. Most brides and grooms don’t care about what kind of speakers you use or how powerful your amp is, so we have to find other ways to add value.

Value is defined and established at the very beginning of the sales process. Retail sales people are pros at adding value; they make their money by “building the ticket.” Building the ticket is defined by

the extras they sell you. The “extras” might be an extended warranty on your computer, or protective covers for your new speakers, having the “geek department” install the new software that you purchased to go with your new computer. If you look closely you will see this ticket building process everywhere. When you get your oil changed the garage offers new belts or wipers, the restaurant offers you desert before your check, the furniture store offers to stain treat your new couch. To some of us these extras all have a tangible or realized value, but to others, maybe not. Any good sales person will tell you that the way to add the extras is to “mention them early and often” in the sales process, and to show features and benefits of the product.

This brings us back to the original point, adding value to our entertainment product. Sure you can sell extended sound, or lighting packages, but these have limited potential. We need to sell our show. We have all heard the expression, “sell the sizzle, not the steak”. What is your sizzle?

Think about it from the other side, what sounds better to you? A DJ who says he does bridal party introductions... or an entertainer who explains in great detail how he will get all the guests to stand up and clap there hands to the beat of song that you as the client have selected, while the bridal party does hands-springs and cart-wheels off the tables and builds a human pyramid on the dance floor as each couple is announced. This may be a bit extreme, but you see my point, by selling your introductions this way with some enthusiasm and excitement, we are creating and adding value.

We are talking about features (the introductions) and the benefits (involving the guests and the wedding party) which all lead to a bigger better event. I cannot stress enough how important it is for you to take the time with your clients

to lay down all of the groundwork for what you are going to do, and exactly how you are going to do it. This will allow the client to see the value, and it will eliminate the room for confusion, error, and misunderstandings. Now everything at the event will run smoother for you and the client, which makes for happier clients, more referrals and a higher asking price.

If you can sell your service in a 10-minute phone call, think about the

details you are missing and how much money it’s costing you. Just like we talked about last month, the details are everything. When we think about it, most mobile DJs are natural entertainers and sales people; we just need to make sure we are translating that energy from the dance floor to the sales table. Work on adding value to your sales presentation, and dollars to your bottom line.

Jake Palmer can be reached at jakepalmer@discjockeynews.com.



Unpacking Concept: Exposure

By Ken Petersen

It is a true phenomenon in any market that you’ll find (or you actually are) the DJ that believes that increasing your exposure increases your tally of booked events. By simple review of the state-



ment, it should be easy to accept the correlation. This thought process is often associated to booth placements at various shows, sound and light support for another company’s promotional event, non-profits seeking your services, community

associations, fundraising groups, or accepting an event under a greatly reduced rate.

These types of performance activities are often presented to the DJ service owner as an opportunity. Often heard are statements like: “You’ll be seen by a large group of people” or “This is a real good way to get your name out there” from the group that wants your participation. These kinds of sayings are great statements that feed, by a beautifully orchestrated accident, right into a DJ’s soft spot.

So, what exactly is beginning to be uncovered here? Honestly, it is the word “you” in the statements being used. A large

majority of these folks seeking a DJ’s participation really don’t want “you.” Who ever ends up saying “yes” to them is the only “you” they wanted in the first place. All they really want is a block of time, a library of music, a sound system, and possibly some lighting. These are all just simply common business facets.

For a DJ service, the word “you” symbolizes the unique skill-sets possessed. It can be a silky golden voice, mad mixing abilities, production-grade lighting, or the core of most of our successes: personality. Yet, most DJs don’t take the time to discern the differences between unique skill-sets and common business facets.

To get to the real discovery before this article concludes we need to establish a theoretic phrase in business called, “opportunity cost.” Opportunity cost is placing a value on a choice made and looking at the value of the next-best alternative choice. Does the DJ service need to accept the “exposure event” or can it turn it down? That’s where you need to look at opportunity cost. The neat thing is: You DON’T need to say yes when approached. In a professional business arena, there is no boogie-man out there toting a Karma-Police badge.

A couple of real-life examples are now in order:

Scenario One: During the Q & A ses-

Unpacking continued on page 7

Lessons From Disney:

By Ron Ruth

The Happiest Wedding Celebrations On Earth!

Most everyone that knows me also knows that I am a Disney geek. My wife, Debbie, and I honeymooned at Epcot in Walt Disney World, Florida a little more than 18 years ago. That one visit has led to 36 subsequent trips.



WDW is not only the #1 vacation destination in the world, we've made it our personal, exclusive, annual vacation destination, as well. There's no place we'd rather be than at the

"Happiest Place On Earth!" And, we're not alone.

Over 45 million visitors make their way to Walt Disney World every year. More than 70% of those guests (Disney's term for their customers) are return visitors. Those folks obviously have something in common with my wife and me. We love the attractions, the ease of moving about the vast property, the Broadway caliber shows, the nightly special effects, the world class dining and, of course, the weather. But, above all, we love the way we're treated. That should come as no surprise. After all, Disney's primary commodity is "happiness" and the purpose of every cast member (Disney's term for their employees) is to make sure that every

guest has the most fabulous time of his or her life. Which brings me to the topic of this article.

Over the next few months, I'll share my passion for Disney with you and a few stories about how Disney has become one of the most well known brands in the world. I'll give you insights into what they do and how they do it to consistently meet and exceed the expectations of their guests. We'll explore Disney's 4 keys to success and imagine what measures Walt Disney, himself, would take if he were a wedding DJ today. His focus would be to build an entertainment company that could boast of the same achievements and popularity as his beloved Disneyland and Walt Disney World. I'll offer you a couple of ideas that you can easily and inexpensively implement into your events and performances that will have you creating some "unexpected magic" for your clients and their friends and families.

"You don't build it for yourself. You know what people want and you build it for them."

Walt Disney

Before Walt Disney built Disneyland in 1955, he had taken his daughters to amusement parks but found that they were unkempt, often in disrepair and lacking in atmosphere. Just as important, he noticed that he was not the only parent sitting on the bench, waiting for children to conclude their rides. As was his nature, he wondered how the customer experience could be improved.

Even in the mid-1950's, Walt Disney knew that to succeed with his grand idea of a new type of amusement park, the focus would need to be centered on customer service. He had already prov-

en himself to be a perfectionist when it came to his movies and he looked upon the operation of Disneyland as a huge sound stage as the catalyst for an epic film in which every guest would be treated as a star. Disney refused to settle for anything less and with the help of a little imagination and a whole lot of innovation, Disneyland soon became the standard bearer of excellence.

Disney never rested on his laurels, however. He would often disguise himself and wander through his park during operating hours and observe the reactions and emotions of the guests. He would ride the rides and consider how these attractions could be improved. He would insist that supervisors correct cast members who behaved in a manner that did not reinforce the company's idea for creating the ideal customer experience or detracted from their strictly enforced, "on-stage" performance.

But, as a shrewd business man, Disney also appreciated the value of his front-line employees. Even today, the Disney Company encourages and welcomes the input of cast members on every level to make it's operations safer, more efficient, courteous and entertaining. Cast members have also been given the autonomy to do whatever they can to make a guest's visit more enjoyable. And, every cast member must complete a rigorous training process before they are allowed on-stage in the parks beginning with course study that familiarizes them in the history and traditions of Disney's dedication to quality and showmanship in every facet of it's operations.

As mobile DJs, we have much in common with Disney. We, too, sell happiness. At every celebration, we strive to

create an environment where the guest of honor and their guests are given the opportunity to be the stars of their own, imaginative show.

Where we often fall short in comparison, is in stepping back to objectively evaluate our presentation; looking for innovative and imaginative ways to not only improve in our performance, but to better connect with those that rely heavily on us to deliver a product that will exceed their expectations. Do you actively look for ways to heighten your client's happiness by delivering "unexpected magic?"

If Walt Disney were a wedding DJ today, I see him devoting an extraordinary amount of time towards, not only understanding the general wants and needs of his clients, but to discovering their passions, common interests and to connecting with them as people, genuinely sharing in their emotions and life experiences. He would take everything that he has learned about a bride and groom and use that knowledge to explore the unlimited possibilities that could create at least one, imaginative moment of unexpected magic...not only exceeding expectations but providing a happiness not found anywhere else.

Your imagination is a free tool and a ton of fun to use. It can also spark the innovator in you. With a little creative thought, you could be known for providing your own brand of unexpected magic and for delivering "The Happiest Wedding Celebrations On Earth!"

Ron Ruth can be reached at ronruth@discjockeynews.com.

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Behind The Mic

By Dave Winsor

I Don't Know What To Say

It's happened to the best of the best in a live environment. You're reminded of a blank. You forget someone's name. You forget the sequence of the event even though

you think you know it like the back of your hand. So, what's the issue here? You. Yep. You may think I'm being hyper-critical in my assessment, but I'm not

and here's why.

If you really are doing the best job you can, you'll absorb the information and it will become organic to you. If you spend enough time getting to know your client, you'll know immediately what to do should you forget. If you have spent enough time with the client learning all about them, then you'll have a nugget or two should you need them for a fall back position. If you don't know much about your clients or their history, then when the time comes and you go blank, you'll default to something that YOU are comfortable with that may be very uncomfortable for the person listening. It may be an off-handed remark meant to be cute, but in the end it turns out to be overtly sexual or crude.

In a recent wedding reception, it was time for the garter. The bride was seated in the chair and I rolled "American Woman" by Lenny Kravitz (chosen by the groom). Everyone starts to clap and the groom backs right up into her face and starts the most remarkable lap dance I've seen. What would you say here?

Because I had spent so much time with them, and I knew the families and how important they were, I kept it

straight down the center of the road and said: "Jami, I'd like to introduce a new side to your husband you may not have seen before! Enjoy married life!!" The place erupted in good natured laughter and they were ok with my comment. The point here is if I hadn't known them so well, I may have said something I would say to my friends "Oh that must be a real sensory experience. I hope he doesn't fart" which may have been hilarious in private, but NO WAY in public. I would have made people make a decision about my comment. I would have become the focal point and taken the focus off the bride and groom. That would have been very uncomfortable for everyone.

Have you ever said anything at an event that you knew was wrong as soon as it left your mouth? If you have, please share it with us, along with your thoughts. I'll keep your name and ID private. It will be a great lesson for everyone and perhaps a good laugh also.

I guess what I'm trying to get across is this: The more you know about your topic, the better depth you'll have on the subject and the better your chance of success. Before you decide to send me an email saying, "Yeah but Dave, they wanted raunchy" or "Yeah but they were ok with my mistake" realize that they may not be trying to embarrass you and are merely trying to limit anymore hard feelings about you and your actions.

The year is drawing to a close. It's a time for family and food and perhaps the question: "why can't the Lions ever win this game?" It's a time for relaxation now that the wedding season is largely over. It's a time to look back at your performances and how they rate. I know you'd give yourself glowing reviews because that's your job. It's my job to help you get ready for an amazing year to come. It's my job to help create an environment where getting on the mic is a moment of fun and pleasure and not fear and anxiety. If you don't use a mic all week, and then are called upon to host the most amazing party on the week-

end, I imagine there are a few tricks I could pass along to make it the best weekend yet. How's that for an offer.

I use the mic daily. I have to keep it clean, fun and most importantly, relatable to everyone within the sound of my voice. That means I KNOW the boundaries. My radio audience has given me permission, by their actions, to be playful but respectful of their boundaries. My radio partner and I are the "most listened to morning show" in the state. We've been voted "Outstanding Radio Personalities" for the past SIX YEARS in a row in a statewide newspaper poll. I get it. I respect it. I won't ever violate it. It's permission granted. How about you?

Unpacking continued from page 5

sion of a seminar presented by a national organization for bridal show producers at the 2009 Wedding MBA, it was a DJ that stood up and asked the presenter something about moving bridal show's commonplace date to a Sunday instead of a Saturday. He felt that because the work "he" (and us) pursue generally falls on a Saturday evening, it was a hardship that he go through not being able to attend a bridal show in lieu of a paid event. This DJ didn't illustrate a problem of epidemic proportion. He voiced his own failure at understanding opportunity cost.

There is no hardship when exposure and opportunity cost are looked at through a professional business acumen. If the bridal show is the cream of the crop show for the region and the paying event is possibly netting the DJ \$350.00 for a night, it's a no-brainer to blackout the date to clients and attend the show. If it's a mediocre bridal show and the DJ is charging mediocre rates, the choice of subpar averages paints a very gray area for definite choices. If you are a prime-rate DJ faced with a sub-standard bridal show avoid the show. Some exposure isn't worth getting dirtied-up to be seen in that light.

Scenario Two: This one just happened locally a couple weeks ago. The scene is a holiday parade at night. The floats are lit up with Christmas lights. As I stood watching the parade, I thought of a few

BTW, the confidence you have on the mic in a live environment will directly affect your sales closing ratio. How? If you have confidence in your speaking ability in front of a large group, you'll transfer that over to a meeting with just you and your potential clients. Speaking is communication. Speak effectively and you'll close more sales.

What will be your goal for the upcoming season?

How can I help? Visit my blog. www.behindthemic.biz and let's communicate.

Dave Winsor can be reached at dawinsor@discjockeynews.com.

chatboard discussions about DJs and parades. I got to thinking about getting involved next year... for "exposure." About the time I was looking over who came out to watch the parade, a construction company's float was approaching. Tucked in the middle of the float, with a truss of lighting and very secluded was a local DJ service. One could barely see his presence and it took someone like me who know where to look for a DJ's signage to figure out who it was.

When we look at opportunity costs for accepting the chance to provide sound on a float in this example, why not look at the strain put the gear through to make the presence worthwhile. If the stresses that motion creates on gear and lighting outweigh the "exposure," then at least really put a face and name to the effort. Hard-to-see signage tucked dimly in back didn't solve anyone's need... Except the organization that wanted you (strike that) ... a block of time, a library of music, a sound system, and possibly some lighting.

If "a block of time, a library of music, a sound system, and possibly some lighting" is what is sought, why even consider giving it away? Most exposure isn't all that it's cracked-up to be, and when it is worthwhile why is that DJs fail to capitalize on the true opportunity?

Ken Petersen can be reached at kenpetersen@discjockeynews.com.



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Building On the Past To Secure The Future

By Harvey Mackay

One of the fastest growing hobbies today is genealogy—tracing your roots. It is fun to find out where you came from, how you got here, and what happened along the way. It can also help you determine your legacy.

I would submit that tracking your family tree is not just for families. It's also a good idea for businesses—how you got started, what accounted for your success, and where you are today. What is the root of your corporate culture? How did you become so successful from such humble beginnings? Or, on the other hand, when did the big happy family start to splinter?

If this sounds like an exercise in futility, consider this: businesses come and go every single day. If businesses don't know why, or don't know how to adapt to changing requirements, the statistics will include them sooner rather than later.

Knowing the reason you are in business and what you plan to accomplish will help keep your doors open. Keeping an eye on long-term goals will help you build a solid foundation and stay in business when others are failing. Understanding your starting point, successes and failures helps prevent repeating mistakes. Remember the George Santayana quote: "Those who do not learn from history are doomed to repeat it."

Start your history study at the beginning, from the day you (or the founder) invested the first dollar. Think about the reasons for starting the business, goals that were set, the sacrifices that were necessary to stay afloat, when loss changed to break-even and then to profit, and the

people responsible for all the above.

When I took over a struggling envelope company, I had every intention of making it more successful than I could imagine. Toward that end, our mission statement since day one has been "To be in business forever." Anyone could make an envelope with the proper machinery, I figured, but some would upset their customers, some would sell out to other operations, and some would have management or quality issues. When I started, there were more than 400 envelope manufacturers in the country. Approximately 100 remain.

Why have we survived? Because we never forgot where we came from, and what brought us this far. I've watched this "company tree" branch out through a succession of presidents, sales managers and factory workers. All were committed to our mission.

We never forget that we've faced great times and downright miserable times. If we're thinking ahead, we realize that our past is our legacy. What kind of legacy will you leave?

Consider Earl Bakken, who invented the first battery-powered transistorized cardiac pacemaker in a garage with his brother-in-law after he realized the need for a business that could repair medical equipment. Bakken, who had been drawn to the idea of combining electricity and medicine since seeing the movie *Frankenstein* in high school, is co-founder and former chairman and CEO of Medtronic, a world leader in medical technology and pioneering therapies.

The company's website tells the story of Bakken meeting a doctor at the University of Minnesota whose infant patients needed help keeping their hearts beating after surgery. They had to rely on large pacemakers that were plugged in to an outlet, but following a sudden power outage that led to the death of a baby, the doctor asked Bakken to create a battery-powered version.

After four weeks of experimenta-

tion in his garage, Bakken produced the world's first small, self-contained, transistorized, battery-powered pacemaker, which could be taped to the patient's chest or bed free of any power cords or connections. The day after he delivered it to the doctor he was startled to see a little girl wearing the device at the hospital.

Aside from the life-saving technology his company has developed, Earl Bakken has left a legacy that is clear to every Medtronic employee. Medtronic, which celebrates its 60th anniversary this year, now employs 20,000 people in offices around the world. Bakken, who retired 15 years ago, still meets with new employees to explain the "Medtronic Mission."

Bakken's "high-tech, high-touch" mission, which emphasizes human welfare, as well as the latest in biomedical engineering, remains Medtronic's backbone. When asked to reconcile compassion with business success, Bakken says, "They're one and the same. If you're doing something that's positive for people, it's fair and reasonable that there's a good living in it."

Mackay's Moral: Give your legacy a leg to stand on.

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."

Gear Review: Event Par System

By Kirk Holslin

The full incorporation of LED lighting technology into our profession is opening many opportunities. One such opportunity is event up-lighting. Event up-lighting is becoming a more prominent fixture with our DJ vocabulary. When done well it can truly be a breath taking moment for the client and their guests.

On to the gear – for this month's review I choose to take a closer look at the Elation Professional Event Par System. The system contains a battery pack/charger and 181 Ultra Bright RGB LEDs. You have the ability to operate the fixture as a standalone piece (master – slave) or you can connect them via DMX and have 7 channel modes.

Even without the use of a DMX controller the light is very versatile.

When configured as master - slave, this light has five operating modes: 1) Static Color Mode, 2) Color Change Mode, 3) Color Fade Mode, 4) Auto Run Mode and 5) Sound Active Mode.

Static Color Mode: You can scroll through the colors and choose the color you want to project. Color Change Mode: The light will cycle through the built in colors. You are able to adjust the speed of the color change by using the UP or DOWN buttons. Color Fade: This is similar to the Change Mode but the colors will fade through the built in colors. The fade speed can also be adjusted by using the UP or DOWN buttons. Auto Run Mode: This is a combination of the Color Change Mode and Color Fade Mode. Sound Active Mode: The fixture has a built-in microphone. The Event Par System will react to sound and chase through the different colors. You can adjust the sensitivity by using the UP and DOWN buttons.

What really caught my eye was the option of using this light with the battery. There have been several lighting applications where trying to run power to each light is a challenge. One has to carry a variety of different length power cords and taps to minimize the amount of cord to secure on the job. The option of having one less cord to run and hide/secure is awesome. The possibility exists that when using the lights as standalone fixtures there would not be any cords to secure.

The battery life will vary depending on application. For example, your battery life will be longer if you are using a single color. The greater the color mix and intensity the shorter the battery life.

Based on specs from elationlighting.com, the battery should last up to 10 hours on average.

I set up a couple of lights in a room with where the ceiling height was approximately 14 feet. I switched between some of the built in color options and was immediately impressed with the color intensity displayed. There was not the noticeable halo effect that I'm accustomed to on the basic LED par cans

According to the owner's manual the Output Distance is 45~50 meters. (That's about 146.25 feet to you and I) Obviously most event rooms will not have ceiling heights approaching the 100 foot mark.

I know there are a couple of facilities in downtown Minneapolis and Saint Paul where the throw height is over 3 stories. It is nice to know that this light has the power to throw a beam a few of stories high and not wash out the color.

The Event Par System has eight different DMX modes to choose from. Depending on your creativity level you can simply select a preprogrammed color (DMX 1 Channel) or create your own color, adjust the color intensity and strobing speed (DMX 7 Channel).

Personally, I use all channels. I enjoy having all tools at my disposal to create the possible experience for my client. Since the channel assignments are pretty much the same from LED par can to LED par can, there is a short learning curve.

The Event Par System comes with a two year warranty. However, if you use the light outside the warranty is void.

Price Point: Online price searches for this light system found prices ranging from \$320 to \$500. I have no idea as to why the huge range.

You can contact Kirk at kirkholslin@discjockeynews.com. If you would like your product reviewed, please contact the Disc Jockey News at sales@discjockeynews.com



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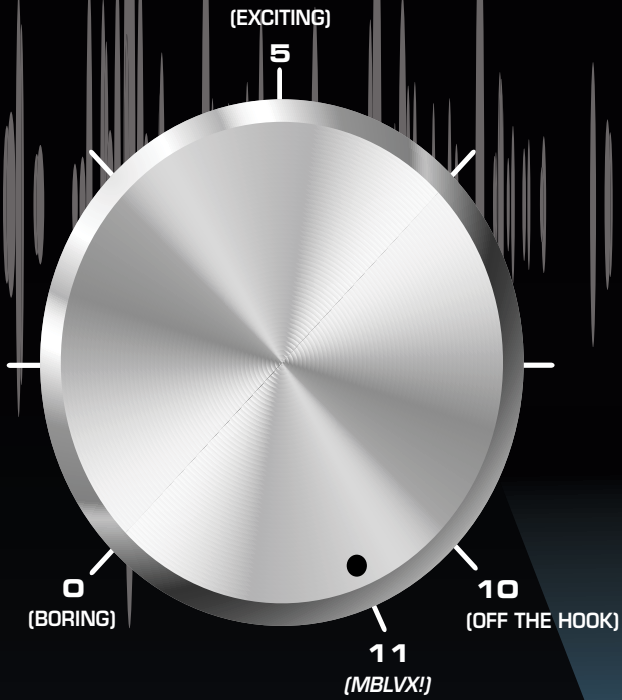
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Reflections Of Your Story

By Ken Day

Do you think you are getting tired of your same old excuses (stories) for not being as successful as you'd like, not achieving all the goals you set out to accomplish this year? Imagine how the people around you feel when they hear your story! I hear it all the time: "This person



was manipulative with my time and services; that law suite last year just killed me; the economy really reduced my business; he/she left me and I'm still angry." With all due respect, give it a

rest. Nobody ever, really, wants to hear about other people's problems and the negative aspects of their life.

We all have an interesting past that is composed of great, good, and not so good experiences. It's entirely up to us for each and every moment of each day to make the decision as to exactly which of those experiences are a part of who we are today and what becomes part of our story. When I say "who we are today" I mean just that. We aren't the same person we were one short year ago let alone ten, fifteen, twenty or more years ago. We have grown in knowledge and understanding. Mostly, developing a sense of our own wants and desires as well as our perception of the world around us.

Not to shine a light on anyone else's

"old" story, I'll give you a real life example of updating one's story. I am a great example of updating your story. I was a product of my welfare life style environment as a child and young adult – deviant behavior, loose morals, drug environment, lots of alcohol abuse, and the abuse of those around me. I carried all of these behaviors into my early 20s, never once, giving it a second thought. One surprising day, I landed in jail for the 3rd time. Though shocked that I got caught and asking how could I have gotten caught. I placed myself in the victim role for a short period, (not short enough) and then my focus turned to survival, removal from the learned lived lifestyle, and learning what is would take to remove myself from the "victim of my surroundings" role. I began the process of creating who I wanted to be without excuses holding me back.

Now, many years later, I am an avid business enthusiast, hopefully an amazing husband and dad, health conscious, an emerging leader in my community and profession. In fact, few people in my current world even know my less than professional background or my socially delinquent past. It's, very simply, not a part of today's story.

What is your old story? Is there something in your past that is holding you from moving forward to strongly and powerfully become what you desire for yourself? It could be something that happened only last week. You have it within you at this very moment to simply breathe and let it go. It really is that simple. You do not have to have some-

thing traumatic occur in your life. You only have to decide and commit to your new story and what you want it to be. You can leave out all the "Not So Great Stuff" anytime you want. You don't have to let the past dictate who you are today.

Before you venture on updating your story, you do need to release the old one. Really, let it go! Here are some methods to do just that:

- Talk about it to the point of nausea.

You've circled around this -the negative past wagon so much that it has become who you are. So just go there! Tell the story to one or many individuals (preferably someone close to you that will understand and is part of your new story) so that you can once and for all get it out. You may need to get whatever it is you feel you need from telling your old story and the reason you want to keep reliving it over and over again (pity, sympathy, understanding?) and get beyond it! For the last time get it off your chest and let it go.

- Journal.

This is personally my favorite method because it allows me to keep things private and it slows your mind down long enough to get to a deeper meaning and reason for the thoughts. Go somewhere and pull out a pad of paper, stack of napkins, folder on your laptop - whatever works for you - and write until your hand and eyes ache. Then write some more. As the words come out, so will the healing and deeper meaning. If you are worried about someone reading your words later, just burn them or erase them. The key is that you get the release and can let those issues or concerns go.

- Draw, write a song, dance, or yell it out.

For those of you who are more artistically inclined and/or talented, these are the means to more rapidly get to the center of your story. Once at the center, it all makes more sense. You know what the moving parts are and precisely what to do with them. Follow your personal and preferred style. For some of you it will be loud and bold, while others will benefit from quiet and soft.

The next part is, vastly, and more easily attained. As you release and let go of your old negative story, a brand new story will begin to evolve. Your new story may surprise you, as it may be nothing that has occurred to you before. How in the world could it? Your mind and heart used to be so filled with all the negative and bad stuff that was holding you back, how could you possible entertain thoughts of what will move you forward.

The best result of all, is that your conversations with others will start to lean toward the positive parts of your story. And, everyone likes to be around positive people. There seems to be a sense that your positive story will spill over onto others and affect them in the positive way it's been for you.

The funniest part of being in my own new and positive story; life is a lot more pleasant!

Enjoy your process and your new, updated story.

Think – Creatively

Act – Responsibly

Feel – Passionately

You can reach Ken Day at kenday@discjockeynews.com. Ken Day owns Kenneth Day Weddings at: <http://www.kennethdayweddings.com>

Setting Your Sites For 2010

By Rick Brewer, [GetMoreBrides.com](http://www.getmorebrides.com)

As I have traveled throughout the Wedding World this past year, the common feeling was that 2009 was a weird year. Statistics say that spending was off by up to 25% this year (that following 15% from 2008). Many wedding vendors are really hurting this year, and I have seen numerous accounts where the business is simply shutting their doors



and going to work for someone else. In looking forward for the upcoming year, there are specific steps that will help you find more business in the upcoming year. By taking a few days out of your sched-

ule in the next few weeks, you will be able to build the necessary foundation that will drive you towards making more money next year. Here are the steps:

1. Determine where you are. One of the biggest problems with unsuccessful small businesses is that they are financially unorganized. They do not know where they are financially. When you make a plan to go somewhere, you need three pieces of information. The first piece of information is where you are beginning. In your business, you need to know what you did for business last year. Look at your books (you may need to spend some time putting your books together so that you know this informa-

tion, but you will feel empowered by doing this, so don't miss out on this step). Once you know this information, you can begin to plot out your strategy. Here is what I would like you to do: divide the information into basic groupings of total revenue and types of revenue (what kind of gigs did you go on to earn the revenue- bar/bat mitzvahs, weddings, quinces, corporate parties, etc...) and when you performed these gigs (the day of the week). Some of you are stronger in one area than another, and you should continue going towards this business.

2. Determine where you can improve. If you are a single op and you do one gig a Saturday, you are limited on your improvement if you did 50 Saturday gigs last year, it will be hard to improve on that, therefore you may want to work on a different area such as going towards more weekday or weeknight gigs. If you only did 4 weddings and you feel that you should and can improve on weddings, you will be able to better judge because you now have your information you pulled out of step #1 (above). You will also need to set out a plan on how to improve. For example, if you have never performed at a bar/bat mitzvah, you may want to attend a workshop on how they are done, the proper sequences of events, etc.. If you want to simply increase the number of events in a given category, you will need to come up with a specific marketing strategy that will help you to get in front of more prospective clients. I do a 5 hour workshop where one of the elements is determining your marketing strengths and then putting to-

gether a plan for constant and consistent marketing. In all of my seminars, I have yet to see someone who has a set weekly marketing plan. This may be the most important part of your business strategy- the marketing "stuff" that you do constantly and consistently each week. If you are not doing well in your marketing, learn how. Marketing is the one thing that will make you money, while most other things are a cost.

3. Determine where you want to go. If you have a reasonable goal and a strategy on how to get to that destination, you start off with a higher percentage chance that you will meet that goal than someone who has no goal. Make sure you are not just "wishing" for your results; come up with a specific plan on how you are going to get there. More important, come up with the "why" you need to get that result. The more important the "why" the easier the "how". An example of "why's" may be the following; to buy that new vehicle I have wanted and pay cash, to take the family on a Disney Cruise, to expand my business and buy 2 more systems and train 2 more people to run them, so I can have a Saturday night off every once in a while. Again, increase your results from last year by 25% to 50% (if you have room) or by a specific amount of revenue. Come up with the specific daily steps you need to take to get to that number and make it happen.

By setting a strong target at the outset, studies have shown you have a 80% higher chance of reaching that goal, but if you do not take the daily, weekly and monthly actions, you will not attain as much as you desire. Simply put, more business will solve a lot of issues that may be ringing up in your life. No mat-

ter what your needs or desires are, working hard will solve a lot of these issues. Working hard with a specific plan will not only solve them but give you the life you deserve.

Rick Brewer is a nationally recognized expert on marketing and selling to brides. You can find out more about Rick at www.getmorebrides.com

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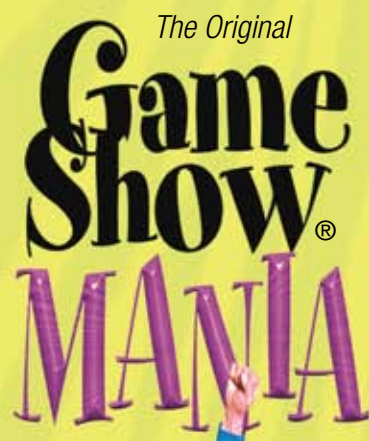
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Pop			Rock		
1	Jason Derulo	Whatcha Say	1	Alice In Chains	Check My Brain
2	Lady Gaga	Paparazzi	2	Creed	Overcome
3	Jay Sean	Down	3	Foo Fighters	Wheels
4	Britney Spears	3	4	Three Days Grace	Break
5	Miley Cyrus	Party In The U.S.A.	5	Breaking Benjamin	I Will Not Bow
6	Beyonce	Sweet Dreams	6	Shinedown	If You Only Knew
7	Owl City	Fireflies	7	Godsmack	Whiskey Hangover
8	Kelly Clarkson	Already Gone	8	Shinedown	Sound Of Madness
9	IYAZ	Replay	9	Linkin Park	New Divide
10	Black Eyed Peas	Meet Me Halfway	10	Nickelback	Burn It To The Ground
11	David Guetta F/ Akon	Sexy Chick	11	Pearl Jam	The Fixer
12	Ke\$ha	Tik Tok	12	Puddle Of Mudd	Spaceship
13	Taylor Swift	You Belong With Me	13	Chickenfoot	Sexy Little Thing
14	Kings Of Leon	Use Somebody	14	Cavo	Champagne
15	Lady Gaga	Bad Romance	15	Sick Puppies	You're Going Down
16	Jay-Z F/ Alicia Keys	Empire State Of Mind	16	Chevelle	Jars
17	Black Eyed Peas	I Gotta Feeling	17	Lynyrd Skynyrd	Still Unbroken
18	Cascada	Evacuate The Dancefloor	18	Them Crooked Vultures	New Fang
19	Colbie Caillat	Fallin' For You	19	Metallica	Broken, Beat & Scarred
20	Justin Bieber	One Time	20	Kiss	Modern Day Delilah
Urban			Adult Contemporary		
1	Jay-Z F/ Alicia Keys	Empire State Of Mind	1	Taylor Swift	You Belong With Me
2	Birdman	Money To Blow	2	Colby Caillat	Fallin' For You
3	Trey Songz	I Invented Sex	3	Michael Buble	Haven't Met You Yet
4	Usher	Papers	4	Rob Thomas	Her Diamonds
5	Drake	Forever	5	Matt Nathanson	Come On Get Higher
6	LeToya	Regret	6	Miley Cyrus	The Climb
7	50 Cent	Baby By Me	7	Pink	Please Don't Leave Me
8	Gucci Mane	Wasted	8	Daughtry	No Surprise
9	Chris Brown	I Can Transform Ya	9	Mariah Carey	I Want To Know What Love Is
10	Melanie Fiona	It Kills Me	10	Five For Fighting	Chances
11	Maxwell	Bad Habits	11	Keith Urban	Kiss A Girl
12	Pleasure P	Under	12	Kelly Clarkson	Already Gone
13	Gucci Mane	Spotlight	13	Kings Of Leon	Use Somebody
14	Mario	Break Up	14	Jim Brickman	Beautiful World
15	R. Kelly	Number One	15	Mat Kearney	Closer To Love
16	Rihanna	Hard	16	Bon Jovi	We Weren't Born To Follow
17	Omarion	I Get It In	17	Norah Jones	Chasing Pirates
18	Snoop Dogg	Gangsta Luv	18	Uncle Kracker	Smile
19	Fabulous	Everything, Everyday, Everywhere	19	Foreigner	When It Comes To Love...
20	Maxwell	Pretty Wings	20	Jordin Sparks	Battlefield
Country			Alternative		
1	Lady Antebellum	Need You Now	1	Muse	Uprising
2	Luke Bryan	Do I	2	Weezer	I Want You To
3	Carrie Underwood	Cowboy Casanova	3	Thirty Seconds To Mars	Kings & Queens
4	Reba McEntire	Consider Me Gone	4	Rise Against	Savior
5	Craig Morgan	Bonfire	5	Breaking Benjamin	I Will Not Bow
6	Kenny Chesney	I'm Alive	6	Foo Fighters	Wheels
7	Taylor Swift	Fifteen	7	Three Days Grace	Break
8	Dierks Bentley	I Wanna Make You Close...	8	Death Cab For Cutie	Meet Me On The Equinox
9	David Nail	Red Light	9	Cage The Elephant	Back Against The Wall
10	Tim McGraw	Southern Voice	10	Phoenix	1901
11	Darius Rucker	History In The Making	11	AFI	Medicate
12	Miranda Lambert	White Liar	12	Chevelle	Jars
13	Jason Aldean	The Truth	13	Silversun Pickups	Panic Switch
14	Trace Adkins	All I Ask For Anymore	14	Kings Of Leon	Use Somebody
15	Jake Owen	Eight Second Ride	15	Shinedown	If You Only Knew
16	Rascal Flatts	Why	16	Them Crooked Vultures	New Fang
17	George Strait	Twang	17	Alice In Chains	Check My Brain
18	Martina McBride	I Just Call You Mine	18	Pearl Jam	The Fixer
19	Billy Currington	That's How Country Boys Roll	19	Flyleaf	Again
20	Josh Turner	Why Don't We Just Dance	20	Green Day	East Jesus Nowhere

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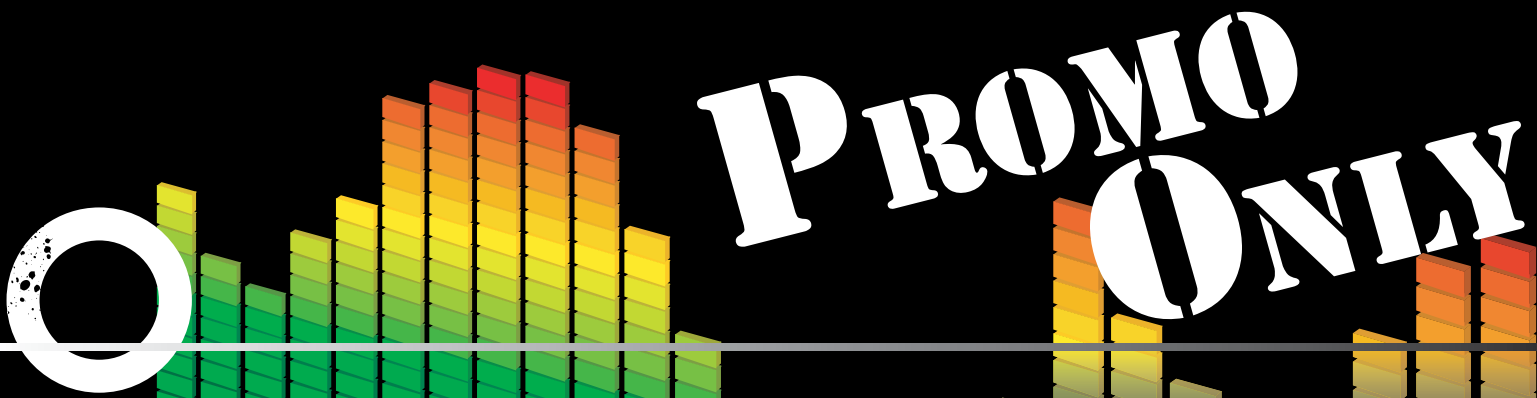


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