

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I get compliments sometimes when I give a seminar to a room full of DJs and that means a lot to me. It means a lot that my peers in public speaking are either impressed by my communication skills or too polite to say otherwise.

But then I see others speak, as I had the chance to do at The Disc Jockey News Conference, and I realize that I have a long way to go before I am happy

with how I present.

I'm on the plane coming back from Minneapolis as I write this so the experiences of the past few days are fresh in my mind. John Young, as he always seems to do, put together an extremely impressive

line-up of speakers. And the Mobile DJ Industry, as it also always seems to do, largely ignored it. I feel for John. I want to use a cliché like: "You can lead a horse to water but you can't make it drink." But more accurately you'd have to say: "You can lead a horse to the most delicious and refreshing water imaginable, make it incredibly convenient and affordable and throw in a ton of extras like free meals and discounted gear, and it still won't drink."

But I'd rather focus on the positives so let me make a sharp right hand turn in this article and circle back to my opening point. When I see speakers who can communicate on an intensely emotional level, and delve into personal matters that are so close to their hearts that you can feel their emotions along with them, I am always in awe. As a public speaker I steer clear of those things because they choke me up too much and no one wants to see me (or anyone else for that matter) cry. It's the German stock in me. I can tell you about a hundred different things I've done to grow my business, and hopefully I can do that in an eloquent and even entertaining way, but ask me to talk about my parents, who I love so dearly, and it gets difficult. I know because I tried it once in a seminar and as my throat began to

close I thought: "Ok, change the subject," and I have never come that close again.

So this past week I witnessed two examples of a public speaker tapping into their own personal emotions and communicating flawlessly. I was incredibly impressed. I'll tell you about the second one first.

This morning, which was the final day of the conference, John asked a few of us to get up and talk about a "passion" of ours. Ron Ruth, Ken Day and Kelly Suit were among the "quickie presenters." It was fun to hear what they had to say. And then the last presenter was a man I look up to and have for many years: Bill Hermann. Bill gave an impassioned call to action to the 40 odd attendees to help save this conference. He called on each of us to spread the word and personally bring four more members to next year's conference (provided there is one.) And while I won't even begin to attempt to capture Bill's fervency, I will try to repeat his message for surely there will be more readers of this edition than there were attendees: Conferences like these will go away if they are not supported more, no much more, by the mobile disc jockey industry. And what a shame that would be! When everyone in attendance was in agreement that this had been a rewarding couple

of days; that their investment of both time and money to attend would give them an incredible return in both new information and new friendships inside the industry.

Sure there are other ways of sharing information: magazines and chat boards and the social networking site du jour (I was tempted to write Facebook but who knows, by the time this article goes to print that site may be horribly outdated.) But nothing can take the place of a conference for really getting to know your industry peers. The seminars that plant the seeds that begin to germinate in the hallway conversations and then come to bloom as attendees spend more and more time together. Face to face, in each others company as opposed to staring into a computer screen looking for answers in a forum or via email. Only at a conference can you spend thirty minutes driving to a Twins game in the rain and use that time to ask questions and kick around business ideas like I was able to do with Brian Glad and Erik Easton (thanks for the ride guys.) It would be a shame, Bill implored us not to let this conference die. And I give tons of credit to Mr. Hermann, not just for his message but for his incredibly emotional presentation. I hope you are successful Bill because I have always enjoyed speaking in Minneapolis and I look forward to the opportunity to do it again sometime.

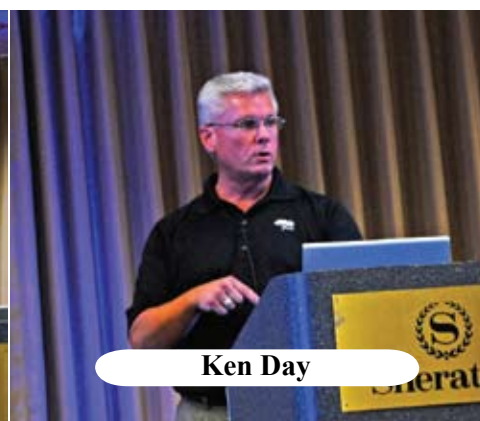
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Mike Walter



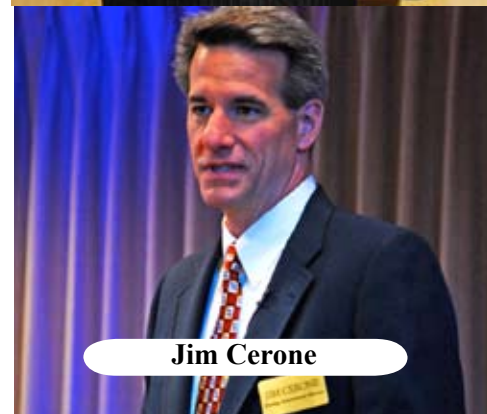
Bill Hermann



Ken Day



Dean Carlson



Jim Cerone



Ron White



Troy Ackerman



Kelly Suit

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Continued from page 1

The other intensely emotional seminar that I witnessed at The Disc Jockey News Conference was presented by Dean Carlson.

I met Dean the last time I spoke in Minneapolis a few years ago and I was impressed with him. We chatted about the business but did not have the time to get into each other's personal backgrounds which made his talk that much more surprising for me. I will not divulge specifics in this space, I will leave that to Dean as I suspect he will be presenting this material on a larger, national scale soon enough, but suffice to say that he has overcome some incredible personal demons. What I would like to share here is the same thing I told him after his seminar: how impressed I was with his candor. With his willingness to put it all out there and say, Yes this is who I am

and this is what I've overcome and most importantly, this is what I've learned from it.

I envy speakers like Dean and Bill who can get that close the white hot center of their emotion and still maintain their composure and control their emotions. I envy speakers like that and I am drawn to them as they have an honesty about them that is refreshing. I heard once that the smoothest presentations are often the least honest

and that the most honest are often the least smooth. Bill and Dean proved that saying wrong as they were both honest and passionate, yet poised and eloquent. Kudos to you both!

So I'm somewhere over Ohio as I wrap this article up. Anyone who has experienced a well organized conference knows the feeling of satisfaction that I have at this moment. I saw and heard many impressive things this week, from Ron White once again memorizing everyone's name in the room (and teaching us how

we too could do it) to Ron Ruth and his idea's of how we can incorporate "Disney-like Customer Service" into our companies (another seminar that I imagine will hit the national stage soon.) I got to hear Jim Cerone talk about being the Perfect Host and whenever I get to hear Jim talk it makes the whole trip worthwhile.

I enjoyed one on one time with a local competitor of mine (Chris Garrow of Unforgettable Entertainment made the trip all

the way from Jersey which puts to shame anyone within driving distance who didn't attend.) And I got to attend a baseball game at the Metrodome (for my thoughts on that place, see my Facebook page.) But best of all, and the moments that will stick with me the longest, were Bill Hermann and Dean Carlson. I thank you both for opening your hearts and being incredibly truthful and showing me, once again, how far I have to go until I'll be happy with my skills as a public speaker.

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.



Ron Ruth



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Getting Fired Is Really About Being Hired

By Harvey Mackay

As a young actor and comedian, Jerry Seinfeld had a small recurring role as a mail carrier on the TV sitcom Benson. One day Jerry showed up for a script read-through only to find that he hadn't been issued a script. When he asked why, he was told that he'd been fired. No one had remembered to inform him.

Embarrassed, Jerry left the studio determined to stay out of sitcoms until he had more control over the process. A few years later he succeeded, in more ways than one, when he co-created the hit

series Seinfeld, which ran for nine seasons on NBC and topped the Nielson ratings for two years.

Getting fired, downsized, laid off, let go or whatever term you want to use, used to leave a stigma. Now it is standard procedure. More and more people find themselves looking for work. And things are not

going to change soon.

Back in 2004, I wrote a book called "We Got Fired! ... And It's The Best Thing That Ever Happened To Us." A year later it was reissued in paperback with the title, "Fired Up!... How the Best of the Best Survived and Thrived After Getting the Boot." In the book I chronicled 28 comeback kids who became even bigger successes as a result of being fired.

Many became leaders in their fields: the business community, entertainment, sports and politics. After their respective firings, they were remarkably resilient and offered great advice from a new perspective. Following are some of my favorite quotes:

New York City Mayor Michael Bloomberg was a partner at Salomon Brothers and let go after a merger. He told me, "Nobody likes being pushed out. But you can't feel sorry for yourself." Bloomberg went on to found the world's number-one financial information empire.

Pat Mitchell, former CEO of Public Broadcasting System, said, "Seize every chance you have to learn. It's amazing how many skills we seem to acquire by accident. You know what's more mind-boggling than that? How much of this know-how becomes unexpected but indispensable pluses later on."

Getting fired is fairly commonplace in

professional sports. New England Patriots Coach Bill Belichick, who has landed on his feet several times, gave me these observations: "When you're talking career, how you manage things outside of the white lines has equal value to what you do on the playing field. Out of bounds is in bounds in the world of influence and opinion. . . The best way to get respect from others is to start off by giving it."

Dr. Bernadine Healy, former president of the American Red Cross, challenged readers to examine their fortitude. She told me: "If you are considering a career in public service, are you willing to take the tough stances that will truly make a difference? Are you prepared to lose your job rather than compromise on fundamental values? Have you developed enough different skills that you can always have a back-up career to turn to at a time of crisis? Do you worry about the things you can do something about and try your best to laugh at what you can't change?"

Tom Stemberg, founder of Staples Inc., advises, "Think about frustrations you encounter in your own life as business opportunities." Tom is a good example. He was a trained retailer and found that no one was serving his needs as a customer. His frustration became the cornerstone for an entire new business. He also counsels us to "Take

the calls of people who are down. They'll remember, especially if you happen to be in the same sinking boat some day."

Inspirational "Chicken Soup for the Soul" author Mark Victor Hansen shared several gems with me: "If you want a happy ending, rewrite your success story before somebody else does it for you. . . If you don't like rejection and you're doing your job, don't give people permission to make you feel inferior."

Tennis champ Billie Jean King reminded us, "Don't be afraid to ask for help. This was one of my weaknesses. I was embarrassed to ask, but I've learned that people want to help."

Jamie Dimon, CEO and chairman of JPMorgan Chase & Co., wrapped it all up in this package: "Perseverance is central. Life is full of ups and downs, and you must learn from these experiences. . . Always do the right thing, even when it's not the easy thing."

Mackay's Moral: Fired? Be like the phoenix -- you can rise from the ashes.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."

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Discipline: The Path To Potential

By Dr. John C. Maxwell

He may have been the most naturally gifted baseball player of all time. He was clocked rounding the bases in an incredible 13 seconds. Yet, his speed was nothing compared to the power of his hitting. It's been said there were home run hitters, and then there was this man - in a league of his own. The Guinness Book of World Records credits him with hitting the longest home run ever measured, at 643 feet.

The player I'm describing is the great Mickey Mantle. By the age of 19 he had been called up to play for the New York Yankees. He won a World Series his rookie year, and his teams would capture seven championships over the course of his career. By the time he retired, Mantle had played more games as a Yankee than any other player, and had been named MVP of the American League three times. He still holds the all-time World Series records for home runs, runs scored, and runs batted in.

Yet, in spite of his impressive accomplish-

ments, experts believe Mickey Mantle never reached his potential. Most blame Mantle's chronic knee injuries for preventing him from doing more. But injuries weren't the root of the problem. What most people didn't know was that Mantle was a raging alcoholic.

At age 62, with his health and family life a mess, Mantle checked into the Betty Ford Clinic and started the long road to sobriety. Looking back from this vantage point, he assessed his career:

I never fulfilled what my dad had wanted [to be the greatest player who ever lived], and I should have. God gave me a great body to play with, and I didn't take care of it. And I blame a lot of it on alcohol.

Everybody tries to make the excuse that injuries shortened my career. Truth is, after I'd had a knee operation the doctors would give me rehab work to do, but I wouldn't do it. I'd be out drinking... I hurt my knees through the years, and I just thought they'd naturally come back. Everything has always come natural to me. I didn't work hard at it.

Despite his great natural talent, Mickey Mantle never disciplined himself off the field. By the time Mantle was ready to change, it was too late. His liver was ruined from a life of alcoholism, and he died at age 64 from inoperable cancer.

Four Truths about Discipline

What were you born to do? What is your

dream? To become the person you have the potential to be, you have to cultivate a life of discipline. Consider these truths concerning discipline:

Discipline Comes with a Price Tag

Discipline is costly. It demands a continual investment of time, energy, and commitment at the expense of momentary pleasure and ease. Discipline means paying hours of practice to win the prize of skill. Discipline means giving up short-term benefits for the hope of future gain. Discipline means pressing on to excellence long after everyone else has settled for average.

Discipline Turns Talent to Greatness

When you read about someone like Mickey Mantle, you realize that too much talent can actually work against someone. Super-talented individuals can coast on sheer ability and neglect building the daily habits of success that will sustain them. Poet Henry Wadsworth Longfellow shared much insight when he wrote:

The heights by great men reached and kept
Were not attained by sudden flight,
But they, while their companions slept,
Were toiling upward in the night.

If you want to reach your potential, attach a strong work ethic to your talent.

Discipline Focuses on Choices, Not Conditions

In general, people approach daily discipline in one of two ways. They focus on the external or the internal. Those who focus externally allow

conditions to dictate whether or not they remain disciplined. Because conditions are transitory, their discipline level changes like the wind.

In contrast, people with internal discipline focus on choices. You cannot control circumstances, nor can you control others. By focusing on your choices, and making the right ones regularly, you stay disciplined.

Discipline Does Not Bow Down to Feelings

As Arthur Gordon said, "Nothing is easier than saying words. Nothing is harder than living them, day after day. What you promise today must be renewed and rededicated tomorrow and each day that stretches out before you."

If you do what you should only when you really feel like it, then you won't build disciplined habits. At times, you have to act contrary to emotions. If you refuse to give into your lesser impulses, no matter how great they will make you feel in the moment, then you'll go far.

Summary

Discipline is a matter of taking total responsibility for your future. Choose not to blame circumstances for the outcome of your life. Choose to go beyond your natural talent. Choose to make wise decisions repeatedly. Choose discipline as the path to your potential.

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



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How Lousy Are You? You Probably Don't Even Know!

By Jeffery Gitomer

Having spent the last 55 or so odd years watching local television commercials, and the last 30 years listening to speeches at meetings, training sessions, and thousands of sales pitches, the one thing (almost all) presenters and speakers have in common is lousy presentation skills.

BIG QUESTION: How important are presentation skills? Maybe a better question is: How important are YOUR presentation skills?

BIG - GER QUESTIONS: How excellent are your presentation skills on a scale of 1-100? Do people WANT to listen to you? Or do they HAVE to listen to you?

BIGGEST QUESTIONS: How are you improving your speaking and presentation skills? What are you doing to increase your ability to persuade and convince? How transferable is your message? Are people moved to take action after you present?

These questions not only beg answers, they are a report card on, and a window to, your present situation.

Funny, if you got a bad report card in grade school, high school, or college, your parents would have made you study

harder, taken remedial classes, done more homework, and even gotten you a tutor.

Now that your business cards are printed, and you're out of school, you have ignored the success strategy that made you a better and more successful student. And now is the time that superior presentation skills really count. If you improve your speaking skills at work, you can easily measure the outcome and results – in money.

Here's a short list of why presenters and presentations fail:

- Lousy choice of words
- Lousy vocal variety
- Lousy gesturing
- Lousy body language
- Lousy smiles
- Lousy sincerity
- Lousy choice of structure
- Lousy passion stemming from a poor belief system.

There are many other sale-killing elements in a presentation. At the top of the list is lousy, boring, crowded, PowerPoint slides. (Maybe like the ones you have?)

There are a few other points of understanding that create a negative atmosphere during a talk or presentation:

- Condescending hand gestures
- Inability to relax
- Having to read or memorize from your head, rather than giving your presentation from your heart

OK, that's the bad news. Here's the remedy!

The key points of a great presentation are:

- Knowing what you want to say.

- Believing what you say.
- Being believable and convincing.
- Being compelling in how you say it.
- Providing valuable information.
- Providing useable information.
- Providing timely information.
- Presenting non-emailable information.
- Being completely prepared and rehearsed.

DUH: If you're not that good, let others speak for you. Why does every car commercial have a bad announcer or an equally bad owner, giving the hype about how low the price is, how great the deal is, or how much you'll save? Why not let five customers talk for ten seconds each?

In my Little Green Book of Getting Your Way I state that joining Toastmasters should be mandatory, and that a Dale Carnegie course should be offered by every company. Those are starting points to becoming more professional.

Here's the **STRATEGY:** Make your message transferable. The audience, whether it's one or one thousand, must say to themselves, "I get it, I agree with it, I think I can do it, I'm willing to try it." OR, "I get it, I like it, I understand why I need or want it, my risk tolerance is low, I'm willing to buy it."

Here's the **SECRET:** Record yourself. If you make a VIDEO recording of your presentation and watch it twice, you will see for yourself just how good or bad you are. Personally I have found this to be the **ONLY** way to determine your strengths and flaws. It's also your opportunity to make an improvement game plan.

Many sales professionals and corporate executives are suffering from poor presentation skills, and it is costing them sales, loyalty, morale, and reputation. If you're looking to excel, great speaking and presentation skills are the weapons of mass introduction.

If you would like a few more presentation strategies for sales managers, go to www.gitomer.com, and enter the word **PRESENT** in the GitBit box.

Jeffrey Gitomer is the author of The Little Red Book of Selling and The Little Gold Book of YES! Attitude. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com.

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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: Service with a smile.

We are all a "mobile disc jockey service" and with that comes the responsibility of actually having and providing a "service" to our customers which entails more than just showing up and playing music. Have you ever had a problem with one of your internet, phone or cable providers and want to call and ask a question, make a complaint or pay your bill? Instead of a human on the other end of the line you get a pre-recorded computer message asking you many questions with you pushing what seems like hundreds of digits and you still can't speak to a living person? That frustration of waiting and entering secret codes and passwords and still not getting the help needed - would you want your clients ever to feel this way?

Many DJs advertise in phone books or web sites that "service is our top priority," but yet when you call no one answers the phone. When you e-mail it may be days before someone answers and when you want to plan your wedding reception they tell you to go on line and fill out the questionnaire and that's all they do. Is that really offering "service" to a customer? It seems more like doing the absolute least that you can with the least amount of work to give the least amount of service one could offer.

Lets start with a simple thing like answering your phone. Do you answer your phone during normal business hours? (9 -5) What about non traditional business hours? (5 - 9) Five to seven days a week? When a client is looking for entertainment for their event they want to pick up the phone and talk to a real person, hopefully the person who will be doing the entertaining. I don't know how many times I have heard "I'm hiring you because you're the only DJ who answered their phone." Is that a good reason to hire me? No, but it was good enough for this frustrated client who started in the "A's" in the phone book and made her way to the "P's" before anyone answered the phone call.

If you work a day job and are unable to answer your business phone make certain your answering service (machine) is clear, clean and inviting to customers to hear. Then make sure you get back to those who leave a message as soon as possible. You could also hire a person whose only job is to answer your phones, sell your business to the callers, take notes, mail out information and to schedule meetings. This may seem a little impersonal, but it's better than not answering the phone at all.

With today's technology you can have phone calls transferred from a home/business land line to a cell or other phone without the client even knowing it. I have sold many events while sitting in a hot tub, on vacation and while attending a DJ conference and the person calling had no idea I was not sitting in my office when we spoke.

E-mail is today's version of the phone call. Many B&Gs will send an e-mail asking about availability or rates and they expect to get an instant reply. The nice thing with e-mail is that you can go on-line anywhere (including your job) and answer them. If you don't answer an e-mail within 12 hours after it is sent you might as well forget about that person as a client. The

faster your return the happier the potential client will be. I also do not recommend sending out those generated e-mails saying "your out of the office" or a generic explanation as to why you can't answer them right away. This can be annoying to a client when they don't get the answer they are looking for and have to wait to find out. They will immediately move onto the next DJ in the book/on the computer. Waiting without a notice is not as troublesome as waiting with a notice as to why.

What about meetings? Do you have face to face meetings with clients? On a DJ Chat site I view I was amazed by the number of DJs who seldom or never do a face to face meeting with clients. They do everything via their web sites. Personally I have only seen one maybe two web sites that were so spectacular that I would even consider hiring the DJ without meeting them first. If they are hiring you (IMO) for an event such as a wedding, without previously seeing you perform or meeting with you face to face before signing a contract and giving you a check - then most likely they are just hiring you for your low, low rate and not because of your talent skills or service.

They may also believe that "every DJ is the exact same" so why look around or meet with the DJ. A wedding is a very important, very personal day for a couple. I can't believe that someone would be foolish enough in 2009 to hire a DJ without meeting with them first.

Take the time to meet with a potential client before signing any contract or receiving any payment. If you do this you will be able to match the client to the DJ personality easier and not find yourself in trouble when you're not the image of a DJ they had in mind or that the client isn't what you believed them to be. (see last months article) You can learn so much more about a client and what their dreams are in person then just looking at a questionnaire with a few song requests. Why did they select that song for their first dance? Why don't they want this song played? Can we change the schedule to create a better flow to the evening? There is nothing wrong with using these wonderful on-line DJ tools - I use them myself, but you also need to meet with a client PRIOR to signing a contract.

How many meetings do you then have after the initial contract is signed? I typically have two more but some nervous or attentive couples request additional meetings. The next meeting is the planning meeting. This is where your real "service" comes to shine. I like to hold this meeting about twenty to thirty days prior to the event. By this time the other vendors are set, the location site and the catering is planned and the RSVPs have begun to be returned. Depending on the details of the event this meeting can last two to three hours. Every little detail is covered, scrutinized and changed if needed. It's about more then just what songs will be played or who will get introduced. Your on line planner will help to shorten the time needed for this meeting but that personal touch thoroughly comes across when you sit down at a table and really plan in detail what the visions and dreams of their once in a life time event will be like.

My last meeting happens the week of the event. I like to meet at the location site with the B&G and the manager/operator of the site all together. If the B&G can also invite the bridal

party and parents this will really help you with the planning of the introductions. You can have a run through to ease the concerns of everyone involved. At this meeting is where you will see where things can be changed to make the event better. Your placement is always essential to the overall success of the event and you will learn if they have stuck you in a corner or if you are predominately next to the dance floor. I find locations sites who "always do it this way" will change the room if the B&G ask them to but laugh at the DJ if you ask them the same thing by yourself. Going over the locations schedule and your schedule is pertinent to make sure everyone is working together. Sometimes last minute changes can occur but will be found at this meeting. Becoming a source/equal partner for this vendor will help them want to refer you to other potential clients. If a real last second change is made, they will be more likely to include you with this information and not leave you out of the loop.

The last "service" I will talk about is the service you give not only to the client but also the service to the guests who attend the party as well as the service you give to the other vendors involved. As my friend and mentor Jim Cerone would say "Be the Perfect Host." Speak with the guests, help them with their questions. Pre-plan with the photographer and videographer and have a schedule that day for them. Work with and not fight against the other vendors. They only know their portion of the day (food or drinks or pictures) but you are trained in how to create a fun - fantastic atmosphere for

everyone at that event. Use your training (service) to make it a wonderful day for everyone! As Mr. Roarke would say at the beginning of every Fantasy Island Show "Smiles everyone, Smiles!"

I want to make it clear that this article is aimed for the wedding DJ and not necessarily for the corporate, school or club DJ. It is also not aimed at those DJs who have a high percentage of clients who are from out of state or work in what is commonly called destination wedding locations. These DJs typically do not have the capability of meeting in advance with their clients. But, those DJs like myself whose typical clientele is a bride and groom who live within 30 miles of your home/office/reception site, then a face to face should be a must for you. Sure you could do a fine job without meeting them prior to their wedding day, but just think how much happier, relaxed and trusting they will be in you and your service if they have an idea of who you are as well as you having a good idea of who your clients truly are and what their dream day really is.

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com Jeff Richards has over 27 years of experience as a DJ/Entertainer and can be found at www.Party-TimeProductions.biz Jeff has served two terms as the Executive Vice President of the Midwest Association of Professional Disc Jockeys. He speaks at National DJ Conventions and for local DJ Associations. Jeff also offers private consultations to DJ services.



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Pop

- | | | |
|----|-------------------|----------------------------|
| 1 | Black Eyed Peas | Boom Boom Pow |
| 2 | Beyonce | Halo |
| 3 | 3OH!3 | Don't Trust Me |
| 4 | Shinedown | Second Chance |
| 5 | Miley Cyrus | The Climb |
| 6 | Lady Gaga | LoveGame |
| 7 | Kelly Clarkson | I Do Not Hook Up |
| 8 | Katy Perry | Waking Up In Vegas |
| 9 | Pink | Please Don't Leave Me |
| 10 | Lady Gaga | Poker Face |
| 11 | Sean Kingston | Fire Burning |
| 12 | Kristinia DeBarge | Goodbye |
| 13 | Jamie Foxx | Blame It |
| 14 | Jeremih | Birthday Sex |
| 15 | Nickelback | If Today Was Your Last Day |

Urban

- | | | |
|----|----------------------|-----------------|
| 1 | Drake | Best I Ever Had |
| 2 | Keri Hilson | Knock You Down |
| 3 | Jeremih | Birthday Sex |
| 4 | Young Money | Every Girl |
| 5 | Birdman F/ Lil Wayne | Always Strapped |
| 6 | Hurricane Chris | She's Fine |
| 7 | Trey Songz | I Need A Girl |
| 8 | Twista | Wetter |
| 9 | Beyonce | Ego |
| 10 | Fast Life Yungstaz | Swag Surfin |
| 11 | LeToya | Not Anymore |
| 12 | Lil Kim | Download |
| 13 | Keyshia Cole | Trust |
| 14 | Ginuwine | Last Chance |
| 15 | Pleasure P | Boyfriend #2 |

Country

- | | | |
|----|------------------|------------------------|
| 1 | Kenny Chesney | Out Last Night |
| 2 | Zac Brown Band | Whatever It Is |
| 3 | Dierks Bentley | Sideways |
| 4 | Brad Paisley | Then |
| 5 | Keith Urban | Kiss A Girl |
| 6 | Lady Antebellum | I Run To You |
| 7 | Billy Currington | People Are Crazy |
| 8 | Taylor Swift | You Belong With Me |
| 9 | Darius Rucker | Alright |
| 10 | Toby Keith | Lost You Anyway |
| 11 | Alan Jackson | Sissy's Song |
| 12 | Rascal Flatts | Summer Nights |
| 13 | Reba McEntire | Strange |
| 14 | Randy Houser | Boots On |
| 15 | Kellie Pickler | Best Days Of Your Life |

Rock

- | | | |
|----|---------------------|-------------------------|
| 1 | Green Day | Know Your Enemy |
| 2 | Papa Roach | Lifeline |
| 3 | Chickenfoot | Oh Yeah |
| 4 | Saving Abel | Drowning (Face Down) |
| 5 | Linkin Park | New Divide |
| 6 | Shinedown | Sound Of Madness |
| 7 | Shinedown | Second Chance |
| 8 | Nickelback | Burn It To The Ground |
| 9 | Nickleback | Something In Your Mouth |
| 10 | Seether | Careless Whisper |
| 11 | Theory Of A Deadman | Hate My Life |
| 12 | Godsmack | Whiskey Hangover |
| 13 | Cavo | Champagne |
| 14 | Disturbed | The Night |
| 15 | Pearl Jam | Brother |

Adult Contemporary

- | | | |
|----|-------------------------|-----------------------------|
| 1 | Taylor Swift | Love Story |
| 2 | Miley Cyrus | The Climb |
| 3 | Jason Mraz | I'm Yours |
| 4 | Leona Lewis | Better In Time |
| 5 | Daughtry | What About Now |
| 6 | Gavin Rossdale | Love Remains The Same |
| 7 | Fray | You Found Me |
| 8 | Seal | If You Don't Know Me By Now |
| 9 | Matt Nathanson | Come On Get Higher |
| 10 | David Cook | Light On |
| 11 | Jason Mraz F/ C.Caillat | Lucky |
| 12 | Lionel Richie | Just Go |
| 13 | Katy Perry | Hot N Cold |
| 14 | Plain White T's | 1, 2, 3, 4 |
| 15 | Rob Thomas | Her Diamonds |

Alternative

- | | | |
|----|----------------------|------------------------------|
| 1 | Linkin Park | New Divide |
| 2 | Silversun Pickups | Panic Switch |
| 3 | Cage The Elephant | Ain't No Rest For The Wicked |
| 4 | Kings Of Leon | Use Somebody |
| 5 | Green Day | Know Your Enemy |
| 6 | Anberlin | Feel Good Drag |
| 7 | Incubus | Black Heart Inertia |
| 8 | Seether | Careless Whisper |
| 9 | Green Day | 21 Guns |
| 10 | Franz Ferdinand | No You Girls |
| 11 | Taking Back Sunday | Sink Into Me |
| 12 | Rise Against | Audience Of One |
| 13 | Shinedown | Sound Of Madness |
| 14 | Manchester Orchestra | I've Got Friends |
| 15 | 311 | Hey You |

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