Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

So John Young tells me he is going to start charging for this publication. I tell him, it's about time. He says, so your readership will probably drop off. No way, I say. You've been publishing The Disc Jockey News for four years now and you have certainly proven your worth. I mean I'm just a byline writer and I get people complimenting me all the time. How could readership drop off?

I ask, so what are you going to charge, thinking, three or four bucks an issue should be reasonable. John says, like thirteen dollars. Oh, I think, okay that's why. He's obviously aiming at becoming one of those boutique items that only the elite will pay for (no pun intended.)

I can't multiply twelve by thirteen without a calculator and my calculator is on my iPhone and I'm talking to John on my iPhone. I'm not quite sure if using the calculator feature interrupts the call (I've tried it since and it doesn't, those Apple people are amazing.) So I ask, so what does that come to a year?

And John goes: that is per year.

What? Thirteen bucks a year? What is that like a dollar an issue (again I can't do the math in my head. If I could, why would I be DJing?) Yeah, he says, about a dollar an issue.

Now the rose-colored-glasses, eternally-optimistic side of me takes over. I say, no way! Are you telling me that every single reader of this newspaper doesn't get at least a buck's worth of value out of every issue? I mean my article alone is worth twice that, no? (There is silence on the other end of the line but I'm sure I can hear John nodding his head vigorously in agreement.)

But sadly, John is probably right. Too many people who have subscribed to this publication for years when it was free won't pony up the thirteen dollars a year to keep receiving it.

And the weird part is, to a person, we HATE when our clients do that to us, don't we? We hate when they question our worth or ask for a discount. A good friend of mine in the industry recently updated her Facebook page to read: "first client meeting and bride and groom couldn't understand WHY they have to pay the DJ for COCKTAIL HOUR. 'Well, you're just playing a background cd.'" She received over 20 responses, all from industry people who were basically saying: we feel your pain. In fact many of the responses called the clients some form of "jerks."

My personal favorite is when a client says: ok, let's sharpen that pencil. Grrrr! That annoys me more than when people stick an "s" at the end of my last name. I always want to go: I think my pencil is sharp enough. Here, let me poke you in the eye with it and you tell me. But of course I don't say that. I go back to selling my services and my talented DJs. But it gets under my skin because they've basically said, you haven't proven to me that you are worth $1,750.

And John is under the same assumption. He's thinking some of his readers, after getting The Disc Jockey News for free for years are going to say, you haven't proven to me that you are worth $13.00 a year.

So here comes the rose-colored-glasses, eternally-optimistic me again: Wouldn't it be great if John were wrong? Wouldn't it be awesome if every one of his read-

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Somebody... Give Me A Pencil

By John Young

This is almost a welcome to the new Disc Jockey News!

I say 'almost' because after nearly 60 issues and 5 years.. I forget how much time it takes to change things and bring new talent onto our team.

What you have in your hand is the start of the new direction of the Disc Jockey News. The paper now features more content than ever before! I will take a minute to introduce the team in just a few, but first, a history lesson.

The Disc Jockey News started in the fall of 2004. The concept of a DJ newspaper had been in the back of our minds for a number of years. Lori came from a newspaper background ranging from small town local newspapers to speciality papers for specific industries. Starting a newspaper for disc jockeys (which I seemed to know a bit about) seemed like a natural idea!

So, we launched in 2004.

The idea behind the initial paper was to have a free newspaper 100% supported by advertisers. We wanted to get the paper into the hands of as many DJs as we could in hopes of improving the industry one issue at a time.

We started out with a great variety of writers who really had a passion for improving the industry! We wanted to focus on the business side more knowing that if one runs a better business, the rest (gear buying power) will follow.

The feedback we have received over the years has been beyond my expectation! We have heard from people across the country about their appreciation and support for the paper as well as internationally. Each month there are copies of the Disc Jockey News print edition sent to DJs in foreign countries!!

Well, jumping ahead to 2009. We all know the world of advertising and print media has taken a hit, and we are no different. Advertisers are having a tougher time with ad budgets; and I think we all get that with today's business world. The unfortunate thing, a paper that is supported 100% by advertising dollars can't afford to stay in business when a section of the current business model starts to falter.

We looked at our options. One of which is to go to an online version exclusively. This has become a very popular option as many national magazines and newspapers have gone to online only. We chose against this idea for two main reasons.

1. We are still one of the most read bathroom publications in the industry. You can take the paper with you and catch an article or two each time you sit down to study. If we go to an email distribution, people would either have to read it online, or print it and take it with. I for one would rather not have folks reading from their computer screen any more than they need to when we can give them a hardcopy to read and share or take to the study.

2. An electronic version doesn't have the same 'face time' or bang for the buck for an advertiser. It is very easy to click over a full page ad from a pdf document. You can only print the article pages and completely ignore the ads. While you could chose to ignore the print ads, you have to admit, almost everyone who reads the paper knows that Promo Only is on our back cover.

Oh yeah, and we haven't even touched on how email is so inconsistent and spam has almost totally ruined this form of communication..

So, we stay print, and we decided to charge a small yearly fee to help cover the cost of postage. As you probably well know by now, our yearly fee is $12.50. As Mike Walter (one of our original writers and good friend of mine) stated in his article this month, that our fee for the paper is very inexpensive considering what we have for content. While I loved the content we had, it was time to expand on our calling as an industry educational resource.

So, the paper now features our existing writers, along with a talented group that also shares our passion for reach and teaching within the DJ industry. I think you could talk to any one on our Disc Jockey News team, and they would first say how grateful they are to the DJ industry for allowing us to make money doing something we love, and our combined efforts here and at our Disc Jockey News Conferences are our way of giving back to an industry that has given us so much.

So, I guess I got a bit wordy with my intro. I only have until that corner right over there => to introduce you to each of our writers in this issue. Keep in mind, what you see today is ALMOST the new Disc Jockey News.. The September issue will be our full issue with all of our writers and content!

So, our writers.. more in depth info will be on our fan page on facebook and hopefully part of my September article.

From the Front:

Mike Walter: Mike has been with us from the beginning. Mike touches on a variety of topics with a focus on multi system operations.

Jeff Richards: Jeff has also been with us from day one. Jeff is our guy that writes articles for those starting up. Heck, I have heard many of the 'old guys' learn a trick or two from Jeff's articles!

Kelly Suit: Kelly is new to our DJN team! Kelly is a good friend from Florida. Kelly will have a focus on motivation as his positive attitude shines through!

Jeffery Gitomer: Nationally known author and speaker..

John C. Maxwell: Leadership expert, nationally known author and speaker...

Harvey Mackay: Minnesota legend, nationally know author and speaker...

Ken Day: Ken is also new to our DJN team! Ken comes to us from California and will have an eye for customer relations.

Kirk Holslin: Kirk is also new to the DJN. Kirk will be our gear review guy give you the 411 on the new lights and DJ toys!

Mitch Taylor: Mitch is coming to us from the lovely state of Michigan. Mitch is new to our team, and will have a focus on the business side of things.

Dan Nichols: Dan has been with us over the past few years. Dan is the real Small Business Coach and has a ton of great ideas he shares in his column.

Matt Anderson: Matt is the 'Referral Coach' and has spoken at our conference in Minneapolis. Matt is a very knowledgeable guy with great business information to share!

Rocky Bourg: Rocky brings his slightly offbeat sense of humor to our pages. Rocky originates from New Orleans.

Dean Carlson: Dean comes to us from the cold of Northern Minnesota. Dean will cover a variety of topics with a focus on personal growth.

Dave Winsor: Dave comes to us from the great state of Maine! He will have a monthly focus on our favorite tool: the microphone.

Next month I will go into more depth about each person.. but there is that darn corner of my articles space.. I just can't seem to fit more inf

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ers hopped on his website right now and said, "You are SO WORTH thirteen bucks a year!" Wouldn't it be amazing if everyone just voted with their Pay Pal accounts and said, "I can't miss a single issue of The Disc Jockey News (not as long as that Mike Walters guy is in there.)"

Next month I'll submit an article for the new Disc Jockey News. John tells me to expect a smaller readership but I say, phooey! (I used a different word but John won't publish that one.) I think it'll be the same number but a more attentive readership. After all, when you get something for free you might take it for granted. But when you pay for something you are more likely to try to get your money's worth and read it cover to cover.

So please, ask yourself these simple questions: Have I learned a nugget or two through the years that I have been reading The Disc Jockey News? Have I enjoyed an article so much that I shared it with someone? Have I looked forward to getting my latest issue and devoured it before opening any of my other mail?

If your answer to any of these questions is, Yes, than I ask you, isn't that worth thirteen bucks a year? (And the answer to that question better be "yes.")

Then hop on the website right now and make sure your subscription doesn't end. Vote with your dollars (all thirteen of them) and help me to prove John wrong. There will be no slippage in readership, John. In fact you'll probably see an increase as word spreads about what an amazing bargain this new Disc Jockey News is.

Okay that's all from the rose-colored-glasses, eternally-optimistic guy. I've got to go back to thinking my Mets have a chance of making the postseason this year. Hey, Ya Gotta Believe!

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

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Swap Shop Email: Personal ads can be submitted via email with or without photos. We reserve the right to edit or reject questionable ads. Upcoming events must be submitted via email. Banner ads are available for top and side banners on each email blast.

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new and old to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Last minute Cha-cha-cha changes.

Sudden last minute changes can happen to anyone at any time, no matter what your contract may read or the client tells you the day before, it can and does happen. Sometimes it's the location manager, sometimes it can be the mother of the bride who interferes and changes things. Are you prepared to make sudden changes?

The biggest surprise for a DJ comes from a last minute change to the start time or guests arrival time. You met with your B&G and planned everything out. The ceremony is at 4:00 and will last 45 minutes with a receiving line to follow. It will take guests fifteen minutes to drive from the church to the reception site. The guests will begin to arrive at the reception site at 5:00 so you plan to arrive at 4:00 to set up. As you are setting up the guests begin to arrive for the party. What happened? The ceremony didn't last as long as the B&G expected. Some guests skipped the receiving line and drove directly to the reception. Some did not attend the wedding and just came for the party. Now you are racing to set up the equipment, change into your evening attire and get the event started.

To solve this problem I always try to have everything set up and ready to go by the time that the ceremony is scheduled to start. For many of you this could mean setting your arrival time one or two hours (whatever is your set up time needed) prior to the start of the wedding ceremony itself. This may mean spending an hour or more than you normally would at the reception site, but it beats having to rush to be ready when your B&G arrives.

I always meet with my couples the week of their wedding at the reception site along with the manager to make sure that we are all working from the same schedule. Even with meeting only a few days prior to the event, things can still change. To solve this problem, when I arrive I always check in with the manager to confirm the schedule. I have found that someone has changed the start of dinner (earlier) or has even moved the party to a different room. A room change happened this summer to me. If I hadn't checked in first, I would have set up in the wrong room according to the contract and the meeting just a few days earlier.

I've had a B&G arrive at the event and tell me they want a different song for their first dance together. The couple heard a song on the radio in the limousine on the way there and wanted to dance to it. Luckily for them I did have that song in my library. What some DJs will do for late requests like this is to have an internet link (wired or wireless) and then download the song from a legal downloading site right there on the spot.

One last minute change that no one can control is the weather. What happens if the client is having their ceremony or reception outside and the weather turns bad? Always have a back up plan with the couple to ensure a perfect day for them. This may include renting a tent for their guests and/or your equipment, moving the event indoors or just waiting for the weather to pass. If the event is outside and the weather report is bleak, plan to arrive at the reception site even earlier than normal to set up so that you are done before the scheduled start of the ceremony. If it is then moved indoors you will not be interfering with the ceremony.

The worst and most difficult change to deal with is another vendor who has decided that their agenda is more important then any and all other vendors or even the Bride and Grooms scheduled plan. The best way to avoid this situation is to call and/or e-mail all other vendors one to two weeks prior to the event to get their input to the day and what their needs are. You can then schedule each vendors requirements into the final plan.

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.PartyTimeProductions.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.

What Is Your Motivation?

By Kelly Suit

I'm a big motivation guy and by that I mean I'm always trying to figure out why people do the things they do.

As an owner of a DJ business, I need to have a good understanding of people's motivation. What is going to motivate my prospects to select my services? What is going to keep my staff motivated to do the best job possible? What can I do to keep myself motivated to accomplish all of my goals and aspirations?

Some time ago I was involved on a DJ forum and there was a great thread about motivation. The question was "Why do YOU DJ?" I recall that there were many answers ranging from financial motivation to the satisfaction of entertaining others. Many of the answers overlapped, but overall there was a consistency to the answers.

At the Disc Jockey News Conference that I just attended, Bill Hermann said (and I'm paraphrasing) that the difference between a layman and an artist is that an artist's creates because they have to. They have no choice; not creating art isn't an option. It's a burning desire that can only be quenched by doing that one thing that relieves the pressure valve of their creativity.

Many in our industry are driven as an artist, but some are driven for other reasons. I believe that many are motivated to be the best and are perfectionist if you will. They aren't content with their performances … ever! They constantly look for ways to improve, hone, refine every thing they do in a quest for excellence.

You know these people, the type A's of our industry. They are the types that are front and center at every convention. Sign up for every workshop both in the industry and outside of it. They are the ones in Toast Masters, taking acting lessons, improv training and the like. Sometimes the Artist and the Perfectionist are one in the same, but not always.

There are also those in our industry that do it just for the money. There isn't anything wrong with this as they go out of their way to give their clients their absolute best, but at the end of the day if the job didn't pay they would move on to other occupations. I would hope that everyone in our industry cares in some degree with the financial side of things. It's very difficult to support yourself without an income and even the Artist and the perfectionist should appreciate the value of their craft.

I had an epiphany at the Disc Jockey News Conference as I looked around the room and wondered why so many of my friends and colleagues weren't in attendance. Owning a business in these times is difficult and I get it, but I wondered why as an industry we aren't circling the wagons? Why in these troubled times aren't we as an industry looking for solutions? Why weren't we reaching out for ways to improve our businesses? Then it hit me … motivation! Not enough DJs had the motivation to take action.

Well, this has gotten me motivated! I feel we as an industry are in a crisis. The momentum that was so contagious a few years ago has been replaced by apathy. Something has to be done and done quickly. Are you prepared to sit by on the sidelines or are you ready to help to make this profession something extraordinary. In my next couple articles I'm going to address ways you can make a difference. I know that together, if enough people with the right priorities are willing to do what it takes, we can see radical changes that will affect our industry and our lives in a positive and profound way.

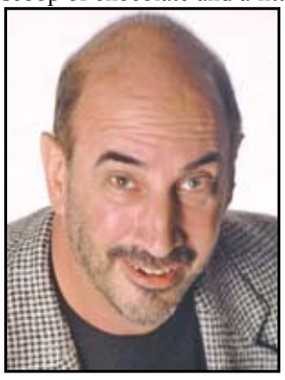
So … are you ready?

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

A Few Thoughts from the NOW!

By Jeffery Gitomer

As I walked up to the Haagen-Dazs counter at the South Park Mall in Charlotte, a 6 ft. 5 in. tall guy was counting money. After the count, he put on plastic gloves, smiled, said he was the manager, and asked me for our order. We exchanged pleasantries, then I asked for a cake cone with a single scoop of mint chocolate chip, a kid's cone with chocolate ice cream and lemon sorbet, and my delight, a waffle cone, with a single scoop of chocolate and a little bit of strawberry on top ("Just enough to where I don't have to pay for it," I said). The big man laughed out loud.



I went to pay with my American Express (three orders of ice cream approaches $15 these days). He looked at my card, looked at me, and said, "It's on the house." I said, "What?!" He said, "You look like you're good for it. It's on the house."

I challenged him, "You don't take American Express, do you?" He said, "No, we don't. That's why it's on me."

NOW GET THIS: He didn't ask me for a MasterCard or Visa. He was willing to give up his revenue in exchange for not being able to take my form of payment. WOW!

I gave him a MasterCard and asked his name. "Eugene Mays," he said as he smiled and shook my hand firmly. I asked for his address so I could send him a couple of autographed books. One on customer loyalty, one on YES! Attitude - both of which would affirm his demeanor and his friendly service.

I was never so happy to pay for food in my life. Instead of walking away licking my wounds from ho-hum service, I walked away licking my ice cream cone feeling GREAT!

LESSON: When is the last time you did something PROACTIVE in favor of your customer, rather than make an excuse for your own inadequacies?

After downing the ice cream, I walked into the Louis Vuitton store to try on a couple pair of shoes. Stephanie, the manager, greeted me like a long-lost friend (I actually first met her at the security line in the airport where I complimented her on her bag - little did I know). I asked her "How's business?" She said, "Really, pretty good. We haven't noticed much of a downturn."

Without asking her why, she volunteered, "You know, we never discount our prices. So when people come into our store, they know they're going to pay the same price no matter what, and no matter when.

ECONOMY NOTE: You may think of Louis Vuitton as an upscale (maybe even overpriced), designer luggage and clothing store. I think of it as a top quality manufacturer of handbags, shoes, accessories, and clothing that prices itself like any other high fashion retailer. Whatever you think of them, their strategy and philosophy of "no discounts" and "nothing ever goes on sale" has kept them at high profitability all over the world for more than 100 years. Even in tough times. There may be something you can learn from this strategy as you desperately discount your prices in order to achieve some sort of survive volume.

LESSON: Is your customer happy and proud to pay FULL PRICE?

I strolled down to the Apple store and could hardly enter - save for the throngs of customers actively engaged, and actively buying. When I walked in, I was greeted by one of their geniuses who "remembered me from last time," smiled, and immediately asked how he could serve me.

It's interesting to note that every clerk in the Apple store has a cash register (ready to take a purchase and a credit card on the spot) in his or her pocket. Everyone is upbeat, including the customers.

ECONOMY NOTE: Apple has chosen to offer "Buy this computer, get this iPod Touch for free" rather than discount. And did I mention that the store was full of customers?

LESSON: How many customers are seeking you out, and waiting to buy?

THE REST OF THE STORY: Wherever I walked for the rest of my time in the mall, all I saw were signs in the window screaming SALE, DISCOUNT, and MARKDOWNS. All of those stores had one thing in common. They were empty.

How's your business doing? Maybe you should go shopping at your local mall for some strategies and answers. If you do, make sure you stop by Haagen Dazs, Louis Vuitton, and Apple. They each specialize in the same thing. Excellent service, no discounts, and profit.

If you want some additional thoughts and philosophies of merchants of the past, go to www.gitomer.com and enter RETAIL 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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Leading Through Adversity

By Dr. John C. Maxwell

Had Chesly B. Sullenberger known that US Airways Flight 1549 would fly through a flock of geese and lose both engines, then he likely would have stayed out of the cockpit that day. After all, who in their right mind wants to pilot an engineless aircraft? Thankfully for the 155 passengers on board, however, the veteran airman was at the controls to safely crash-landed the plane in the Hudson River.

Although he never would have volunteered for the adversity he faced in the skies above New York City, Sullenberger's influence soared as a result of his leadership in the midst of harrowing circumstances. Before January 15th, Sullenberger was an accomplished, but anonymous pilot. Afterward, he was recognized as an American hero, drew a captive audience whenever he spoke, and was highly sought after by federal aviation officials for his safety recommendations.

Going through adversity, though not pleasant at the moment, opens the door to new levels of influence. By staying poised and keeping a positive attitude under pressure, leaders can pass through adversity having grown in stature more than they ever could have in comfortable times. In this article, I'd like to focus on the potential benefits that can be gained by triumphing over adverse conditions.

Overcoming Adversity Creates Resilience

A study in Time magazine in the 1980's described the incredible resilience of a group of people who had lost their jobs on three occasions due to plant closings. Researchers expected them to be discouraged, but they were surprisingly optimistic. Their adversity had turned into advantage. Because they had already coped with job loss and found employment at least twice, they were better equipped to handle adversity than people who had always worked for the same company and found themselves unemployed for the first time.

Overcoming Adversity Develops Maturity

During more than four decades as a pilot, both with the Air Force commercial airlines, Chesly B. Sullenberger had to weather his share of storms and mechanical glitches. When questioned by Katie Couric about his heroic landing of US Airways Flight 1549, Sullenberger credited his past experiences for giving him the maturity to steer the plane. "One way of looking at this might be that, for 42 years, I've been making small, regular deposits in this bank of experience: education and training. And on January 15 the balance was sufficient so that I could make a very large withdrawal."

As an African proverb says, "Smooth seas do not make skillful sailors." The bumps in the road may seem only to be nuisances, but they're often the best instructors on the leadership journey. If we're observant, the lessons learned during hard times can be mined at a later date for our advantage.

Overcoming Adversity Creates Greater Opportunities

Just about every successful entrepreneur I've met has numerous stories of setbacks that opened the door to greater opportunities. Consider these not-so-flattering moments from the lives of famous Americans.

• Early in his career, Walt Disney's Laugh-O-Gram studio went broke, leaving the talented man out of work.

• Abraham Lincoln plummeted into financial ruin as a young shopkeeper.

• Milton Hershey failed dismally in his initial attempts to open a candy store.

• Henry Ford's Detroit Automobile Company went bankrupt before reorganizing as Ford Motor Company.

• H.J. Heinz's venture to sell horseradish flopped before his recipe for ketchup met with commercial success.

In the middle of adversity, it can be difficult to stave off feelings of hopelessness, but oftentimes a bright future waits on the other side of hardship. The mental strength acquired in dealing with misfortune can be an invaluable asset in pushing forward into new ventures.

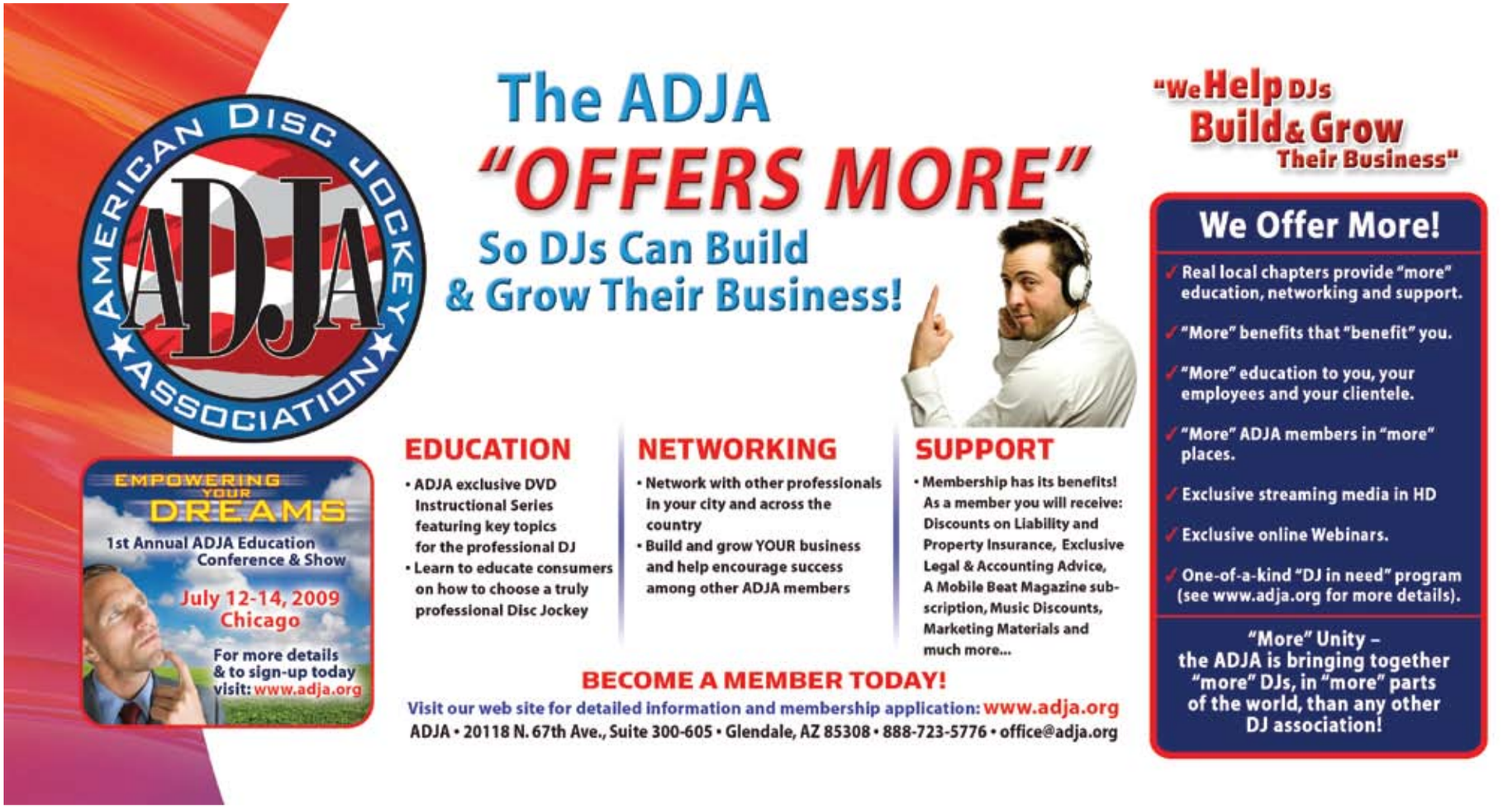
Overcoming Adversity Wins Respect

Respect almost always is gained on difficult ground. In the words of Plutarch, "The measure of a man is the way he bears up under misfortune." No one sees your courage in the sunshine. It takes difficulty and darkness to prove bravery. When others see your character and persistence during the rough stretches in leadership, they walk away with an enhanced opinion of you.

SUMMARY

The economic crunch creates adversity, and leaders feel its pain and pressure acutely. While no one hopes for adversity, it can actually serve to benefit a leader. By bearing in mind the potential upside of leading through difficulty, it can be easier to deal with our present troubles.

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."



Short Course In Salesmanship

By Harvey Mackay

Selling is not easy, even in the best of times. In a downturn like we're in right now, the sales force still has to write orders just to keep the doors open.

Professionals have mastered skills that survive tough times. I've learned many techniques over the years, none more important than learning about your customer, for which I developed the Mackay 66 Customer Profile. I've written about this many times.

You have to use your time wisely, use available technology tools and software. You need to be creative, listen, work hard, have role models, be a self-starter, set goals, plan, be passionate, personable and persuasive, use proper body language and not procrastinate.

Do all those things, and you should be writing orders all day long. But there are a few other things you need to understand in order to be a real competitor.

• The law of large numbers. In sales, if you can't be number one, the best position you can shoot for is number two. Position yourself as number two to every prospect on your list and keep adding to that list. I can promise you that if your list is long enough, there are going to be number ones who retire, die, are terminated or lose their territories for a hundred reasons. What I can't tell you is which one. That's why I say if you're standing second in line—in enough lines—sooner or later you're going to move up to number one.

• Know the gatekeeper. Any peddler worth her expense account tries to reach up as high as she can on the corporate ladder on the theory, usually correct, that orders from headquarters tend to carry the day. But those of us who use that tactic have also learned that the higher up we go, the more likely that the decision maker we're trying to reach took the same sales course we did, aced it and will have a trusted assistant trained to block our access. Make gatekeepers your friend. Treat them with dignity. Respect their power. Try and work with them to get your mission accomplished.

• There's no business without show business. No one ever sold anyone anything by boring them to death. There are a lot of similarities between showmanship and salesmanship. A first-rate salesperson has to deliver a helluva performance. Look at all the industries that rely on showmanship. Restaurants often hype their atmosphere more than their food. But what if your product isn't glamorous, like envelopes? During a Photo Marketing Association trade show in Las Vegas, our PhotoPak Division had a Black Jack table at its sales booth. The give-away? A deck of cards that said, "MackayMitchell has a deal for you."

• Yes, no or maybe. When you're selling, obviously, the best thing your prospect can tell you is YES. But do you know the next best thing? It's NO. Many times the worst thing he can say is MAYBE. The person that says NO frees you up to go on to the next prospect. I've seen a lot of young salespeople spend inordinate amounts of time chasing after the prospect that says MAYBE, when the Mr./Ms. Maybe isn't ever going to buy. He's what we call a "Porcelain Egg"—an egg that's never going to hatch. Every salesperson has prospect lists full of Porcelain Eggs. An exercise that has helped me is to review my last 20 or so sales calls. How many were closed on the first three calls? The next five calls? If my average is around five calls, and I'm still carrying some prospects that I've called on 20 times, it tells me it's time to quit calling.

• Ask for the order. Even the best hitters in baseball can't hit the ball unless they take a swing. Many salespeople excel at making their presentations but when it comes to crunch time, they have a lump in their throats bigger than a nerfball. They pussyfoot around hoping the prospect will say "yes" without even being asked. What a wonderful world it would be if that were the way it was. But it isn't, so you not only have to ask, you often have to ask two or three times.

Mackay's Moral: There are no jobs until someone sells something.

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."

Customer Service

By Ken Day

When someone says "Customer Service", what exactly does that mean? Does it means any one thing, in particular for any two people? Too often the term "customer service" is some vague nebulous term that everyone is critical of and of the people providing it. Sadly, this includes you. Oh yes, it is true.

So, with that, let's take a look at customer service from the perspective of our routine contact with "customer service".

You are talking with the person that is serving you and you state your order and patiently wait for the others with you to order. The server departs from you, returns a short time later with the order you had made a short time ago, places the orders in front of the appropriate person, and asks if there is anything else. You and the others state there is nothing at this time. The server departs and returns a short time later to ask if everything is ok as they refill your drinks. Once again, everyone states it's all good and thanks for the refills. The server returns with the check and asks if you would like dessert and is there anything else. The answer is no and thank you. It was great "customer service" and you leave an appropriate tip.

This is the standard and often repeated routine with only subtle variation.

The question is, do we as DJs provide the kind of "customer service" that we find acceptable when we make the brief "customer service" encounter at a restaurant?

All too often the answer is yes. We provide the service that will meet the basic needs of our customers and they, just as you were, are happy with the touch and go basic service. They will feel that the restaurant basics they are accustom to have been met and will soon be forgotten. Just as you have forgotten about the customer service provider you experienced.

The point here is to be more than a touch and go - basic service - essential needs met kind of customer service provider. To go beyond the basic server, to a spot where you as a service provider are not forgettable.

Now, you may be wondering, how can I take this leap to a new and unforgettable level of customer service and

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Gear Review: Fusion FX Bar 2

By Kirk Holslin

When looking at a new piece of gear for my company, I want to be sure that the piece will work within my current setup and the type of events I perform. If it doesn't currently work how could I incorporate the new piece of gear for future setups or event types? This column is dedicated to providing you with a no non-sense review of new DJ gear that is entering our market and its practical application within your show.

When talking about new lights for the mobile DJ, the current trend is LED lighting. With LED lighting, the manufacturers are able to create products that are smaller, light weight and will not need replacement bulbs. This trend suits me perfectly since I want a quick setup and strike for my shows.

Recently, I had the opportunity to review the American DJ Fusion Bar FX 2 at Metro Sound and Lighting. I pulled a brief production description from their owner's manual, "The Fusion FX Bar 2 is a three-in-one DMX Intelligent LED wash and moonflower effect. This unit can be used as a stand along fixture, or in a Master/Slave configuration. The unit has three operating modes: sound active, 2 show modes, or a controlled via DMX controller."

Please be sure you review the manual before navigating the menu. The Fusion FX Bar 2 comes with an on-board system menu instead of dip switches. There are preprogrammed effect shows built in as well as the basic DMX settings for RGB control.

When I first saw the light I was intrigued. The center portion of this light contains 144 LEDs. (48 red, 48 green, 48 blue) A moonflower effect is located on each side of the LED wash. There is one white and one color effect.

We brought the room lighting down to a level similar to how a wedding dance may be lit. The music was on at a level so we could talk with our normal voices. We did 2 test environments with the Fusion FX Bar 2. The first test was without fog/haze. The second test was with fog/haze.

During our first test, I noticed the LED wash did provide a decent amount of color across the floor area. It wasn't overly bright and harsh to look at. In sound active mode, the light provided a fitting show to watch.

Due to the relatively small design of the fixture (21.25" x 5.75" x 10.5"), the moonflower mirrors are small. There are not a lot of light beams hitting the floor compared to a larger moonflower effect, say an American DJ Electra LED. In DMX mode, I wouldn't recommend operating just one moonflower effect for any length of time. You definitely need both of the effects for better coverage and a more dramatic effect.

For round two we used an Antari Z-1020 to fill the room with fog. Obviously, the light performed much better with fog in the room. The color wash was definitely more pronounced throughout the room. The moonflower white and color moonflower beams cut their way to the floor with a good dance pattern working in conjunction with the color wash. It was a much better light show during the second round.

I feel that the Fusion FX Bar 2 is well suited for a typical wedding/corporate dance for a 20' x 20' dance floor. A single light would provide enough atmosphere and energy that would work well with great music on the dance floor. Ideally, you would want at least two lights on your light tree or truss and link them together for more punch. I would not be inclined to use the light to cover a larger dance floor area unless you are going to link several units together.

In closing, I believe a couple of Fusion FX Bar 2 lights would be a good addition to my show.

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ensure I am unforgettable. There are actually many things you can do to begin this process and it's where we will begin.

Let's go back to the restaurant server to begin the process of 'customer service improvement and enhancement' to ensure you are memorable in a positive way.

You've entered into the restaurant and are seated by the host/hostess and your server comes to your table. (here's the big difference) If they say their name, which is said usually too fast to understand, ask them to repeat their name or ask their name and use it often. If you have trouble remembering names – write it down, refer to it often, and use it. Once you have their name, tell them your name and that you will be their customer(s), and let them know there will be a quiz later. (It helps them remember your name and no is quiz required)

The most pleasant sound to anyone's ears is the sound of their own name.

You will discover that the server will pay much more attention to you and your dining needs since you wanted to know and have used their name. At the end of the meal when you receive the bill, ask (by name) if they would prefer the tip in the bill or in cash. The reason for this is twofold:

• Uncle Sam taxes tips included in the check at a specific rate and cash tips allow the server to share and declare as they see fit.

• You are taking into consideration the wellbeing of the server whose name you know.

By developing the relationship with a server whose name you know, and now knows your name, they will be more likely to strike up a conversation beyond your order and will discover what you do, thus, allowing opportunity for referrals and possible networking. Just think about how many people they serve in one day and how few people they know as well as you. Which, isn't much, but it's a start.

Making acquaintances into new friends is the best way to improve your network and lead to new levels of "customer service". Start getting to know your clients by name - first. Avoid the touch and go mentality and get to know the client.

Bear in mind we will be exploring many other elements of the dynamic customer service process and perspective. This is only the beginning of understanding the basic elements of "Customer Service" and, in reality, relationship building. This is the foundation for success in business and life.

Use people's names!

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Schizophrenic Business = Disaster

By Mitch Taylor

There's a saying my good friend Scott Faver has and that is "Is your marketing Schizophrenic?" I experienced that as well as another cardinal sin of business last night. My wife and I went out to dinner for her birthday and went to a new Italian restaurant in town that had opened up about a month ago. The motif for the restaurant owner was after his own style and likes, but it doesn't really work with the image he's truly trying to project to his customers.

At first glance, everything seems nice…the booths are small and intimate, there are red, white and green "curtains" shading the booth from the outside draped on the right and left of the entryway to the booth, and a nice candle on the table. Everything is good, right? Then, four plastic placemats are on top of the table….hmmm. Next I see the advertised dessert special is "Expresso…a sponge cake infused with…" I say to my wife, "That's not how you spell espresso", and the restaurant loses credibility in my eyes.

Our waitress comes to take our order and she's pleasant but almost robotic. The fine Italian restaurant then serves our appetizer as mozzarella sticks and not the mozzarella squares as accustomed to in other Italian restaurants we have dined at. My wife and I look around the room and see wine bottles hanging from the ceiling, Frank Sinatra music coming from the speakers and then our eyes adjust on the Dale Earnhardt and Jeff Gordon plaques on the walls behind the bar. Fine Italian dining and Nascar?

The phrase "Is your marketing schizophrenic?" immediately popped into my head. A disconnect occurs in what his establishment is trying to present and what it actually is. You can't be both fine dining and t shirt and jeans. Look around your own business. Are your marketing materials in line with each other? Are they all the same font, logo, etc? Is your office in line with the level of service that you present? Or are there papers scattered, pictures not in alignment and an overflowing trash can in the corner? Whatever image you want to project about your company, make sure that everything you do projects that image.

The other cardinal sin that was committed is listening to your customer…. both with your eyes and your ears. Wait a minute you say, "How can I listen with my eyes?" Here's how. I ordered the fettuccine alfredo with sausage and peppers. My wife and I received our orders shortly thereafter with mine arriving with spaghetti. I informed the waitress of the mistake and she immediately apologized and fixed the order within 5 minutes. Great service! Later, we asked for the check and she never came back to pick it up from us.

The ups and downs of service do not lend itself for a revisit in my eyes. The owner walked by our table twice during that time and actually served a dish to another table as well. He saw me standing with the check on a trip by without any food in his hand and didn't say anything. Listening with your eyes is through observation. This could be checking up on an employee who didn't happen to satisfy the customer on the first attempt.

It could be just listening to what the customer wants in the first place. I mean ACTIVE listening. Don't "think" you're listening and then you're really formulating what you are going to say next. LISTEN to your customer and what their concerns are. Then, repeat the concern and together discover ways to address it. This is one of the fundamental rules of sales and business.

Following these simple guidelines will help to ensure that you always present yourself in the proper manner to your customer, you correctly identify their concerns and that you always maintain your competitive edge in your business.

Mitch Taylor is a 17 year veteran of the mobile disc jockey industry and got his start working 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. Mitch can be reached at mitchtaylor@discjockeynews.com

Forging Relationships, Way Better

By Dan Nichols

Yeah, yeah, yeah you've heard it before but have you done anything about it? Do you ever wonder why people write on the topic of networking so often? Do you ever wonder why organizations all over do nothing but help people network? Why are there so many books on the topic of networking? The answer is simple. Someone is trying to tell you that it works. Really - it is way better than the coolest website, way better than your best business card, way better than you're best introductory email, way better that any postcard and way way better than mailing some cards indiscriminately to local hotels and banquet facilities.

Truth is, as an entrepreneur I am beyond creative in coming up with cool ideas and even seeing them through to some degree of success. However when it comes down to the nitty gritty of marketing the business and creating the relationships necessary to see it really grow... I can often be found behind the keyboard at my desk not on the streets shaking hands and meeting my fellow humans. If you want to get votes you have to be meeting people face to face and keeping in contact. You need to plug in to the analog world and connect with people. Will it always be a home run? Will you always win the referral election? NOPE... but all it takes is one new contact a year to build a thriving business in our world of mobile entertainment.

I write this because I was recently reminded of it when I spent a day out canvassing local casinos and hotels in Detroit. It was there, on their turf that I shook hands and introduced myself. It was there they got to put a face with a name and it was there that I began relationships with a few new banquet and catering managers. The great thing is you know it works when by the time you get home your phone has a message from one of them as happened in my case. You know it works when a month later you receive an email with a nice new lead. Putting your BOOTS on the ground, works. So get out there and take a schmooze cruise.

I can assure you that out of sight is out of mind. If their is any one thing you need to know about networking to grow your business, it is that you are out of your mind if you are out of their sight. Your business will fail or stand in mediocrity if you aren't fostering new relationships. I know... it's more fun to hang in your basement office praying for another lead but being out there in the arena is where the gladiators reign. Out there in the arena is where the action is. So get get that face marred with dust and sweat and blood so you can stand in victory knowing you gave it your all.

Dan Nichols is a professional business coach and published author based in Michigan. He also has 18 years experience as a mobile dj. He's looking for some entrepreneurs to review free of charge his latest audio release "8 Degrees 2008". For a free copy email him your contact info at admin7029@businesslaunchexpert.com

The Swap Shop has gone digital

USED GEAR ONLINE

You can find the free classifieds online at:
http://www.discjockeynews.com/swapshop.asp

You can sign up for the bi-weekly Swap Shop email at:
http://www.discjockeynews.com/emailsignup.asp

email your swap shop 'for sale' or 'wanted' ads to:
swap@discjockeynews.com

The Swap Shop emails reach over 2500 DJs every other week with Tuesday delivery. The Swap Shop is for personal DJ classified items only (DJs selling gear or looking for something). Business links are available.

The Referral Coach

By Matt Anderson

7 ways to overcome the talent myth and be a high achiever.

Ever catch yourself thinking about someone who does better than you and saying: 'he's a natural'; or 'she's a lot smarter than me'; or 'that person is so much more experienced than I am'?

According to the research reported in Geoff Colvin's recent Talent is Overrated (2008), those reasons aren't valid. Look around you: there are many people who work harder or are more talented than you doing average jobs.

1. The key message in this book is that superior performers pursue DELIBERATE PRACTICE in areas that take them AROUND their limitations.

One great example is Jerry Rice, the former San Francisco 49er whose success came because he designed his practice to work on his specific needs - on the four things he had to excel in to compensate for his lack of speed. It's not just graft that gets you places; it's the right kind of practice activity that can help you get better results.

2. The crucial question to think through is: what's the most important activity for making me better at what I do?

3. Superior performers perceive more (trends), know more and remember more

4. Getting there is tough but is available to almost anyone: "Landing on your butt twenty thousand times is where great performance comes from."

The highest achievers in any field have accumulated many more lifetime hours of practice than everyone else. Colvin calls it the Ten-year Rule: ten years before you can become acclaimed. This is the dominant reason why so-called child prodigies appear to be innately talented. Tiger Woods' father had a metal golf club in his son's hands from the age of 7 MONTHS and on a golf course at 2 years old! Mozart's father had his son on a program of intensive training in composition and performing at age three.

5. The chief constraint is MENTAL for those who want to be high achievers.

You won't make any progress if you work hard and then just do things in your comfort zone. You need to face your fears.

University of Michigan's Noel Tichy has identified three areas: the comfort zone (useless), the learning zone (great) and, beyond that, the panic zone (unproductive). To become top of your game, you must be getting in your learning zone as much as possible "and then forcing (yourself) to stay continuously in it as it changes, which is even harder – these are the first and most important characteristics of deliberate practice."

The great mental intangible to sustaining this is your motivation. Colvin reports that most researchers believe that this drive must be primarily intrinsic because of the sacrifices necessary to be the best. It is founded in people's desire to solve a great question or problem in their field (enjoying their focus on the process not the outcome/goal), to do good in the world, to make progress, to be the best, be an achiever or desire power.

A great example of this is that most eminent executives and entrepreneurs keep working long after they need to. What do you think was the first thing Bill Cosby did when he sold the rights to The Cosby Show for $25,000,000? Take a month off and sit on the beach? No, he took a red eye flight to Vegas so he could start practicing his stand up routine for a new show.

6. Much of this boils down to what you want in life, what you believe you're capable of doing and the belief that your work will pay off.

Passion develops over time based on how much action you take (not on waiting for it).

7. "If the activities that led to greatness were easy and fun, then everyone would do them,"

"and they would not distinguish the best from the rest. The reality that deliberate practice is hard can even be seen as good news. It means that most people won't do it. So your willingness to do it will distinguish you all the more."

Good luck on your journey!

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 is presenting at 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.

Sage Advice From Uncle Rox

By Rocky Bourg

Hello. Some know me and many more don't and will be none the worse for wear. If you do know me, I want to again apologize for anything I may have said that might have offended you and I am truly sorry you are such a powder puff. In the future, I will try a more sensitive approach.

Wanna buy a watch or a bridge in Brooklyn?

If'in ya don't know me and have not a clue to who I are, basically and mostly thanks to God's amazing Grace, I am a 40 something father, to two beautiful, intelligent daughters, husband, to a beautiful, brilliant woman, and a two career American. The less glamorous career is in the legal profession. I won't bore you with anything on that and certainly not without a retainer.

As a DJ, and for more years than my delusional self image suggests, I have been blessed with clients and friends that trust and value my entertainment services. Being a part of milestone celebrations is truly an honor and I cherish every opportunity. Lessons learned from those years will be the foundation of this column.

My filter-less sensibilities and proclivity for unbridled excitement combined with brides, moms, and other loving, but temporarily stressed family members has provided a fertile landscape for humorous moments. I hope to make you laugh, mostly at my expense, and "learn ya sumfin" by sharing these accounts based on actual faux pas. All names, 'cept for mine, have been changed to protect the innocent.

Assumptions can reveal insight. More often, they simply suggest something not so flattering and usually are embarrassing. I offer these examples of things NOT to do, say, ask, or assume during wedding consults.

Decades ago, I arrived at a meeting to find the future bride seated at the table. I suggested Sue remain seated and graciously shook her hand. Why make a lady stand for me, right?

While discussing theme and color issues, I jokingly said, "Besides white will you be using any accent colors?"

Sue looked at her fiancé, pushed away from the table, stood, and revealed a lovely maternity ensemble.

I should have simply asked if there were any accent colors that coordinated with her flowers, the bride's maids' dresses, the grooms tuxedo, etc. Why did I venture down the "White = virgin" path?

Unfortunately, that is not the embarrassing moment to which I refer. What I said next created the moment that will forever serve to validate the "NEVER ASSUME" philosophy.

"Congrats," I offered the groom.

(Insert silence, unmistakable, unavoidable, and deafening silence)

"It's not mine," he replied.

"Hamana-hamana-hamana-hamana," I stammered (with apologies to Ralph Kramden).

The meeting continued, uncomfortably, for about 10 minutes. I could not silence the Homer Simpson impressions echoing in my melon, "D'OH." We eventually bid each other adieu and I headed to my vehicle. Do you have any idea how difficult it can be to walk, let alone drive, with one's foot in one's mouth?

I learned, on follow up, that they decided to scrap the big wedding plans and have a simple ceremony with immediate family.

Lessons learned:

1. Regardless of her age or socio-economic position, never ask if the bride is wearing white nor assume anything about to her gestational status. There is no up side.

2. Ask questions that do not require conformity to personal beliefs.

3. Make everyone stand up for introductions.

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Sophomore Slump

By Dean Carlson

I have been a Master of Ceremonies / Disc Jockey now going on 19 years. In that time I have been through a lot of ups and downs. Currently I work with 25 DJs who all are at various stages of show evolution or who are now coming into new revolutions in show mastery.

I have noticed after a DJ's first full year, many DJ's had a period of decline in their performance. They may know something is wrong but just can't put their finger on it. Reviews will drop from outstanding to average, participation in company wide training slacks. A general apathy about music may occur. I found that I have been through this "Sophomore Slump" not once but many times.

So, how about you? Do you ever feel like you're stuck in a rut? Your shows just don't feel fresh anymore? Are you just doing this because this is what you get paid to do? Is your home life creeping into your show life? I have heard yes to all of those questions and on more than a few occasions answered yes myself.

First off, you have to become honest with yourself. A lot of times our egos gets in the way of any clear recognition of where we are at. Benjamin Franklin once said "How few there are who have the courage enough to own their faults, or resolution enough to mend them." ...but what to do about it.

Do you have a mentor? Someone you can call and say this is how I feel. This person should feel free to give you their honest opinion. And you should do what I like to call "listen with grace." Which just means that you are not allowed a rebuttal; you may only listen and let sink in what they have said. Or only asking questions which might help you better understand where they are coming from.

After you have become honest, I think there are 3 theories that you should understand to the core. First "This Is It!", Second "The Show Must Go On.", and the Third is "Make It Feel Like Family"

About four years ago a friend was out on a walk with me. He was concerned about me. He said, "Dean you are missing it." I of course asked what am I missing? He explained you are missing "this is it." I still didn't understand, and he went on to say that I was so busy worrying about my past and investing far too much thought about what hasn't happed yet, that I was missing some of the most important things in my life. They were happening right this second, and I was making them less by not being 'in the moment'. For me I began to wonder just how many moments I had missed at my shows by thinking too far ahead, or maybe just being ashamed that I had made a small error somewhere before in my show that it was taking away from "This Is It." We never have another chance to recapture those moments we miss. Time is one of those constants in life, and it never stops.

Theory Two may seem like a no-brainer. We all know that "The Show Must Go On." A hard example of this would be that winter weddings in Minnesota are never called off, even if we have 14 inches of snow. But what about the not-so-obvious?

Actors who are in Broadway productions, understand this. Cats ran for 6138 performances. The actors that worked in Cats understood that no matter what was happening in their personal life, "The Show Must Go On." Sort of like the mailman's creed, no matter if bills are late, relationships end or the landlord evicts you, they still had to show up and have the energy and positive force to make the show go on.

Secondly about The Show Must Go On, we must understand what we do is a show. There are many parts of my show that stay close to the same every time I perform. The thing that is different is the crowd, and I feed off of that in order to make the show feel different even though it is the same. I am sure that all 6128 audiences of Cats enjoyed themselves, and that show didn't change, just the audience did.

The last theory is "Make It Feel Like Family." For me the best show reviews I get say you really felt like part of the family. For family you go the extra mile. It becomes personal. The Perfect Host seminars given by Jim Cerone, really go into great detail on how to make this happen time and time again.

The solution becomes do you really care enough about your clients? Have you spent enough time getting to know your clients? If they want to get to know you better I think that you have really started to get to the goal of the event becoming more about relationships, rather than work.

Sophomore Slumps happen, it is the knowledge that it doesn't have to stay that way that lifts you back to performing like the professional that we all want from ourselves. Good luck and great performances!

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Behind The Mic

By Dave Winsor

So, what makes you want to be "Behind the Mic?" Actually, there's so much more to that than just a place to stand, right? You're behind the mic because you want attention and I assume the attention you want is positive?!

So, what made you make the decision to be an "entertainer?"

Actually, there's so much more to that than talking into the mic and trying to be witty. Isn't there?

Well then, what made you want to become a "DJ?" Is it simply because you have the spotlight on you? That light is great because it bathes our egos. It can also "burn" the ego too. There is nothing like being up in front of a group of people and they are all looking at you because you say something like: "Hi, my name is Dave and I'm here today with all of you to help Eric and Denise celebrate their decision to get married!" No response. Hear the crickets chirping? Ugh. At this very moment, you will establish your rapport with that audience. You will define your participation. Squirming yet?

Ooh, ooh, pick me! (I'm raising my own hand here!!!) We need the positive feedback and it's so amazing when we get it. Isn't it? There is nothing like the hug from a client for a job well done. Right? What?! You're not getting any? I wonder why? Maybe we can figure it out.

This business demands that we have a strong spine and an iron will. It also demands that we be flexible and understanding. It's a conundrum. If a client is happy with your performance, you'll get glowing feedback. While that's nice, it's not the best teaching moment. The real teaching moments are those where you feel REALLY uncomfortable with what the client is telling you. You may feel so uncomfortable that you strike out at them verbally and build a brick wall of defense around you. You know what? That's the worst thing you can do.

I'm not saying that when a client is not happy with your performance that it's all your fault, but you do own some of it. The question is "How much?"

We are given plenty of rope. The only question is how much to you need to really do a good job hanging yourself. Does the mic give you permission to be anything other than a good businessman? Does the mic give you the power to abuse people because they don't agree with you? What power does the mic give you?

It's an awesome responsibility. Not everyone can use it. Most people will run away from you when you ask them a question with a mic in your hand. Ask that same question without the mic, they most likely will spend some time talking with you. That is a pretty big difference.

What do you think the audience is thinking about you as they watch you speak to them? There may be a THOUSAND different thoughts flying around: "Oh no, a wedding DJ," "His shirt is wrinkled," "He's slouching," "Wow, he's fat." Well the good news is you'll never hear any of those thoughts. They may never have been created, but you most likely did think of a few. The best advice I've ever heard about speaking in public? "Never mind what people think about you, because they DON'T"

That doesn't mean don't care about what they think, just don't try to think for them. I don't know about you, but I have enough trouble thinking for myself.

The microphone, it wields a lot of power. A verbal sword if you will. Don't abuse it.

Next time: What does your voice sound like to others?

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

DJ Music List

The 2009 Edition is Here!

A handy checklist of the most requested songs played by mobile DJs. Nearly 2,000 songs are grouped by music genre and indexed by artist, with the chart year and a check box next to each title.

See which essential songs are missing from your collection, or use the list to pick out songs to play at your events. You may also distribute copies to clients; guide them away from eclectic music with this list of music requests designed to keep the dancefloor active.

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Monthly Music Charts

By TMStudios.com

Pop

1	Lady Gaga	LoveGame
2	Katy Perry	Waking Up In Vegas
3	3OH!3	Don't Trust Me
4	Black Eyed Peas	I Gotta Feeling
5	Pink	Please Don't Leave Me
6	Taylor Swift	You Belong With Me
7	Keri Hilson	Knock You Down
8	Sean Kingston	Fire Burning
9	Black Eyed Peas	Boom Boom Pow
10	Shinedown	Second Chance
11	Nickelback	If Today Was Your Last Day
12	Jordin Sparks	Battlefield
13	Beyonce	Halo
14	Jeremih	Birthday Sex
15	Cobra Starship	Good Girls Go Bad

Urban

1	Drake	Best I Ever Had
2	Young Money	Every Girl
3	Beyonce	Ego
4	Trey Songz	I Need A Girl
5	Twista	Wetter
6	Mario	Break Up
7	Keyshia Cole	Trust
8	Keri Hilson	Knock You Down
9	Ginuwine	Last Chance
10	Jeremih	Birthday Sex
11	Maxwell	Pretty Wings
12	Birdman F/ Lil Wayne	Always Strapped
13	Dorrough	Ice Cream Paint Job
14	Lil Kim	Download
15	Fabolous	Throw It In The Bag

Country

1	Billy Currington	People Are Crazy
2	Lady Antebellum	I Run To You
3	Darius Rucker	Alright
4	Taylor Swift	You Belong With Me
5	Dierks Bentley	Sideways
6	Rascal Flatts	Summer Nights
7	Randy Houser	Boots On
8	George Strait	Living For The Night
9	Jason Aldean	Big Green Tractor
10	Kellie Pickler	Best Days Of Your Life
11	Reba McEntire	Strange
12	Blake Shelton	I'll Just Hold On
13	Jack Ingram	Barefoot And Crazy
14	Justin Moore	Small Town USA
15	Gloriana	Wild At Heart

Rock

1	Linkin Park	New Divide
2	Shinedown	Sound Of Madness
3	Saving Abel	Drowning (Face Down)
4	Chickenfoot	Oh Yeah
5	Godsmack	Whiskey Hangover
6	Nickelback	Burn It To The Ground
7	Green Day	Know Your Enemy
8	Papa Roach	Lifeline
9	Shinedown	Second Chance
10	Cavo	Champagne
11	Haelstorm	I Get Off
12	Nickleback	Something In Your Mouth
13	Theory Of A Deadman	Hate My Life
14	Disturbed	The Night
15	Green Day	21 Guns

Adult Contempory

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

Alternative

1	Linkin Park	New Divide
2	Silversun Pickups	Panic Switch
3	Cage The Elephant	Ain't No Rest For The Wicked
4	Green Day	21 Guns
5	Kings Of Leon	Use Somebody
6	Anberlin	Feel Good Drag
7	Shinedown	Sound Of Madness
8	Franz Ferdinand	No You Girls
9	Manchester Orchestra	I've Got Friends
10	Kings Of Leon	Notion
11	Taking Back Sunday	Sink Into Me
12	Sick Puppies	You're Going Down
13	Chevelle	Jars
14	Rise Against	Savior
15	Kings Of Leon	Sex On Fire

A Different Spin by Jason Nocera

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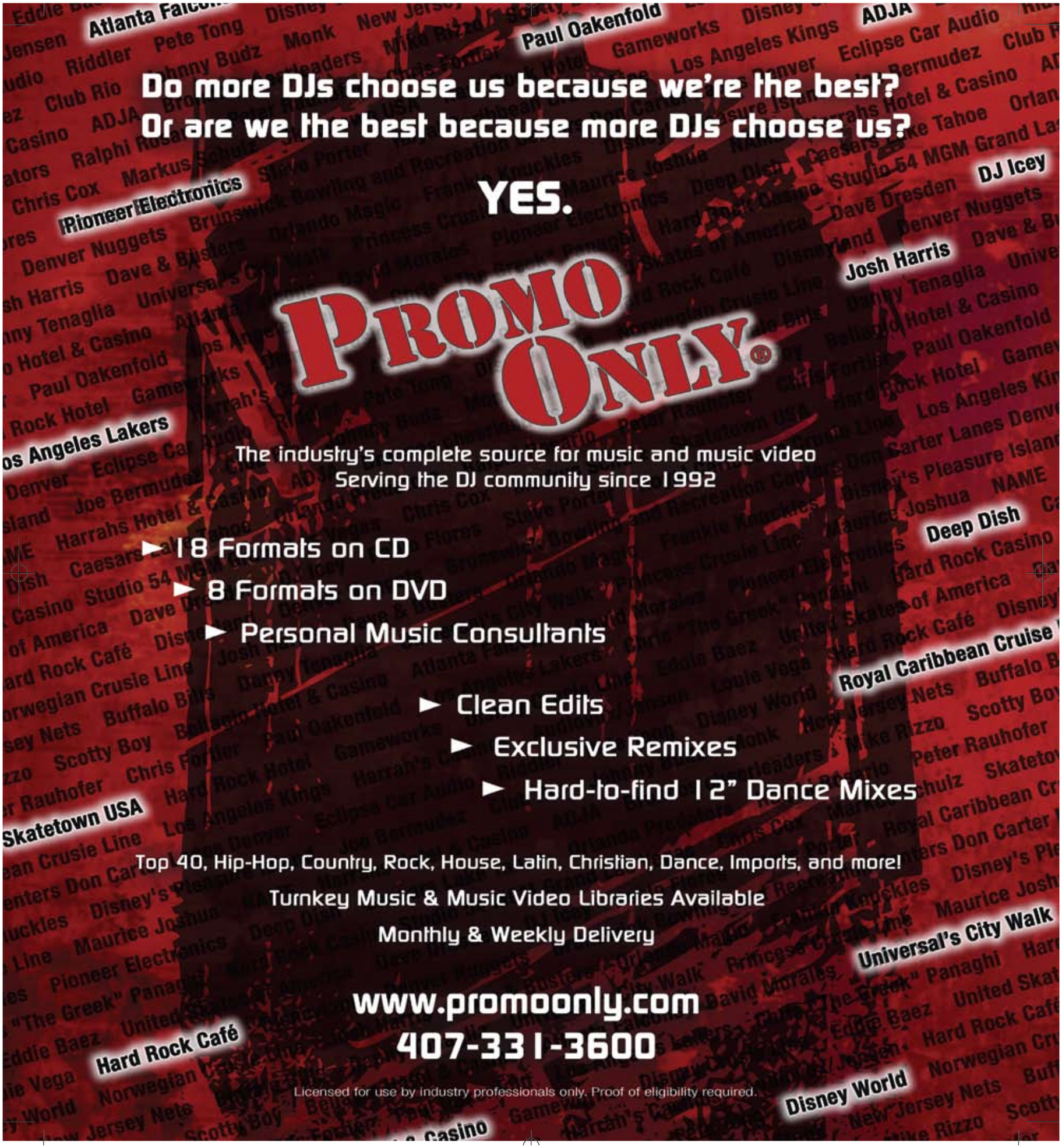
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