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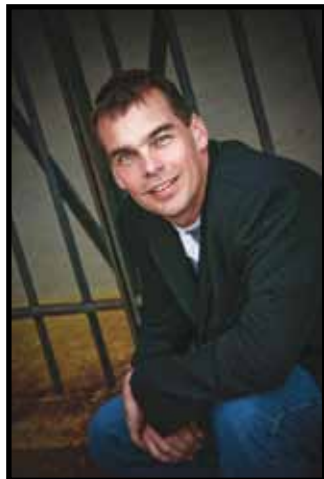
The Monthly Disc Jockey Newspaper

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Q Corner: Where Quality Meets Quantity

By Mike Walter

My favorite Christmas song is John Lennon's "Happy Xmas (War Is Over)." Besides the fact that Lennon was able to include an anti-war message into a Holiday song (which the pacifist in me loves), what I like about "Happy Xmas" is that Lennon challenges the listener with the opening line "So this is Xmas, and what have you done?" Lennon was a master at that; using the second person to speak directly to the listener, making the experience much more personal than just hearing a song. Going back to their early days when Paul McCartney and John Lennon wrote songs together ("eyeball to eyeball" as Lennon once described it) when McCartney presented a nascent version



of "Saw Her Standing There" to Lennon, the opening lines were: "She was just seventeen, and never been a beauty queen." Lennon scoffed at that and helped change it to "you know what I mean." With that line, the listener is drawn in. We become complicit in this tale. It's a "nudge-nudge, wink-wink" kind of moment. Even more impressive when you consider it was written by a 22 year old John Lennon just beginning to find his way as a songwriter. Lennon would continue including his audience with lyrics such as "picture yourself in a boat on a river" and, more confrontationally, "you say you want a revolution..."

But I digress. "Happy Xmas (War Is Over)" starts with that question: "what have you done?" This is no longer a 22 year old Lennon talking about a seventeen year old girl. This is a decade later - a tumultuous decade indeed - both for Lennon personally and the world at large. And when Lennon asks this question, there is a sense of challenge in his voice, especially if you know what HE has done. This song is the culmination of Lennon and Yoko Ono's two year anti-war campaign. Between bed-ins and billboards and so many classic anti-war

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Talkin' Bride: Tips For The New Year

By Tamara Sims

Happy New Year! As we say goodbye to 2014, let's bid farewell to any negativity or poor habits we acquired last year.



How many times have we heard people say, "I'll make changes next year," or "I'll worry about that next year?" Well next year is here, and it's time for a fresh start and a clean slate as we embrace 2015! Here

are 5 tips I live by every day in my personal and professional life and I hope you will take a bit of inspiration in this New

Year.

1. Be Kind: It is much easier to be nice. Being mean spirited takes extra effort and expends a lot of energy. And yes, I do believe in karma. I know every client or vendor is not always easy to deal with, but kindness coupled with a smile will go a long way. Lend a helping hand to a photographer or catering manager if you are set up early, bring a glass of water to a parent in the receiving line...little gestures mean the most. The best part... you will feel better inside and build long lasting relationships along the way.

2. Be Present: We all have bad days, but once a client walks through the door or you walk into a venue you must clear your mind and give 100% attention to your bride and groom. Our clients trust us with one of the most important days in their lives and it is our responsibility to make their day the best it can be, despite what we may be dealing with in our own

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In The Booth: Take Care Of Yourself

By Brian S. Redd

Maybe you can sympathize - it's just been a crazy holiday week, but the biggest problem is I've been battling a nasty cold.



It's no surprise, really. I know this time of year is busy for everyone, but I get hit a little harder than most. For instance, my daughter's birthday is Christmas Eve. I try to be a good dad

and make every attempt to separate birthday and Christmas. She's also on winter break so we need to take advantage of that time and do stuff, like movies, going out to eat, etc.

Then, there was that last minute Christmas shopping. I had planned a budget for an early December Amazon Prime shopping spree, but a few unexpected expenses pushed everything back to last minute. This meant actually going to stores. Airborne germs are bad enough. To make matters worse, as a disabled person, I'm forced to do things like grab germ-infested hand railings.

Between being worn out and way too exposed to the plague, I didn't stand a chance.

What does this have to do with being a
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Sharing Is Caring

By Mitch Taylor

Why is it that you do what you do? What motivates you? Whatever your focus is in the DJ world or life itself in general...WHY do you do what you do? What was your initial purpose to get into this crazy DJ business? What's your motive now? Is it the same or have you evolved (hopefully)?

What's YOUR story? Does your client know your story? Does your story SHARE your passion? Do you think if your client knew your story it endear you more to them? Is your story on your website? Why or why not? If your story IS on your website (in a logical place where it can be found – think Sales Funnel)...is it just in text form or video form? Why or why not?

If you DON'T have your story on video then you are missing the boat in my opinion. Words are just bland, non-interesting text on a page. (Isn't it ironic that you're reading this? HA HA! Check out #DJNTV for the video version). When you bring your words to LIFE...when

your prospective client can SEE the passion in your facial features as you speak to the camera, they can FEEL the emotion in your voice coming out with you sharing your story. When you speak your words on video and tell...no...SHARE your story with someone, it changes everything.

It's imperative that you know HOW to do this effectively. Words are like balloons and the emotions that you want your audience to feel must be inserted via your intonation, cadence, tone and inflection. If you are boring, using the same tone and same cadence throughout, your audience will tire quickly and will tune you out. BOOM. One more person crossed OFF the list. Yet when you can use the basics of communication and speak knowledgeably with purpose and meaning...giving the words you choose depth and feeling, then you will draw your viewer into your message and into you. They begin to CONNECT with you and want to learn more and take further action. There are many classes and opportunities that exist for you to become better at extemporaneous speaking. Visit www.toastmasters.org for the nearest group in your area and/or visit a comedy club and find when they are hosting their next improv workshop in your area. Make it a priority to grow in these areas of communication, as it will only help you in your public speaking skills and in the development of your business.

When sitting down with a prospective client in the meeting or the lengthy phone call, do you just dive into your presentation, spouting facts and figures with a fancy powerpoint? Or are you more conversational in approach? Do you just discuss them or do you discuss you? The sales meeting and time leading up to it is just like dating. Think about it. When you're getting to know someone you want to know his or her story. If you're comfortable with them you want to share your story with them. It's the same here. Share your passion, your story, your WHY with your client. Yes...prospective clients are googling you BEFORE they get to your meeting and have already probably been to your website and read your online reviews. They may have been to an event that you have already performed or have a great recommendation from a friend of theirs about you. However they don't often know what it takes to deliver the outcome they saw at their friends' event. They don't understand EVERYTHING it takes behind the scenes to get to that point and how you will take care of them in the time leading up to the big day. This is where you begin to polish your sales skills and differentiate your value between you and anyone else.

Some will say "But Mitch...brides don't care about me". You would be correct. They care about themselves, their event and their outcome. However they don't care how much you know until they

know how much you care. This is where SHARING your story becomes important. When you SHARE something...you come from a place of common understanding of the desired goal. I'm sharing my pizza with a friend because we are both hungry and I don't want to see him starve. I'm sharing my story because I want the client to understand how much I care about what I do and how passionate I can be for the success of their event. When a client SHARES their vision with you and you offer your professional suggestions, they begin to understand what you can bring to the table. They begin to see you as different from other pros they may have come in contact with. SHARING is collaboration. SHARING is caring. SHARING leads to a sense of coming together for the good of the desired outcome. SHARING is WIN WIN. It is from the sharing component and combined vision together that you can move forward and have a better sales consultation.

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songs, you start to lose count (who else could follow up "Give Peace a Chance" with "Imagine"?). Lennon and Ono were on a mission. And with "Happy Xmas" they were hoping to get more people involved.

So what have you done?

No, I'm not talking about helping to end a war. This isn't a political publication nor does anyone care about my pacifist message (except, of course, other pacifists). I think "what have you done?" is a simple four word question we should all ask ourselves on a regular basis. It's what I call a Mirror Question. You know the ones; you stand in front of a mirror, look yourself in your own eyes (which makes it so much harder to lie to yourself) and say "what have you done?" You can ask it about your business, your family or your health. And January is a good time to ask it. It's a good time to ask it about the previous year and if you are unhappy with your answer, then make sure you do enough in 2015 that when you look into that mirror in January of 2016, you won't be similarly let down.

January is also a good time to set your goals for the year ahead. You should write these down, and review them a few times throughout the year. But besides the goals themselves you should be writing down ways to accomplish them. So if "Adding 2 DJs to my roster" is a goal (for example), write that down. But then underneath it you should also write some steps that you can take to accomplish this (by the way if you don't know any steps to take, maybe I can suggest heading to my website www.DJMikeWalter.com and picking up a copy of my book "Running Your Multi-Op."). You should do this with any goal you set, personally or professionally. Goals are like taking a trip. It's great to say, "We're going to go to Hawaii." But then you have to buy the plane tickets.

Lennon ends "Happy Xmas" with the repeated chant "war is over - if you want it." That's a very simplistic, almost hippy-ish thing to say. Just wanting something is certainly not enough to make it

so. We all know that. But it is a good start. You'll never be more successful in your business until you at least start out by wanting it. The same goes for your family life. You'll never spend more quality time with your wife and kids until you start wanting to. And of course your health is the same. You won't get healthier (physically and/or mentally) until you want to. And that's what I believe Lennon was saying at the end of "Happy Xmas." He was saying 'let's all want war to be over' then we can get to work on making it so.

So take this month (which is often a little slower for some DJs than the rest of the year) and decide what you want. Personally and professionally. Decide where you want to be by this time in 2016. Then roll up your sleeves and get to work. Stare at that mirror a few times in 2015 and challenge your reflection with a no nonsense question like "what have you done?" And don't accept anything but the best from that man or woman looking back at you.

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

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lives. Listen to your clients, be there for them as a sounding board and most important, exceed their expectations.

3. Be Realistic: Not every client is your client. I have said this more times than I can count, but it is true. You will not be the right fit for every couple that walks through your office door. And guess what? That's ok! If your client's expectations of you are unrealistic, refer them to a colleague who can fulfill their needs. We were recently asked to do a school dance by one of our former brides, and we know that is not our expertise. Luckily, we have many relationships through our ADJA chapter and were able to make the client happy with a great referral and also provide work for a fellow DJ. A win-win for all!

4. Be Honest: This goes hand in hand with tip number 3. Telling the truth is easy; lying is hard. Be honest with your clients up front. If you lose a job due to being honest, that is ok. I don't agree with the idea of saying yes to everything and figuring it out later. The end result is not always pretty. Overpromising and under delivering will create stress for you and your client and will eventually affect your credibility down the road. It is ok to say no. It is also ok to be honest with your client if they ask you to do something that you know will not work or is simply a bad idea. Your clients trust you and will appreciate the fact that you are looking out for their best interest, even if it costs you

money. There are many times where I have told a client that a montage or remote sound system will not work in their venue space. I am much happier telling the truth, than adding something to their contract that will have little impact or value at their wedding. Trust is built early on and honesty is always best in life and in business.

Be Yourself: Remember, your client is hiring you and your personality. Don't try to be something you are not, and most importantly, don't apologize for who you are. There are plenty of clients out there for all of us and each of you brings something unique to the table. I love vanilla, but the world would be pretty boring if chocolate, strawberry and pistachio didn't exist. Your clients will see right through you if you are fake or inauthentic. Own your strengths and work on improving your weaknesses. There is only one you and it is much easier to be yourself.

Be Calm and have a happy and prosperous 2015!

Please feel free to share your comments with Tamara at: tamarasims@discjockeynews.com

Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in Schaumburg, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years experience in the wedding industry and loves creating wonderful wedding memories for her brides and grooms.

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DJ? I had a wedding booked on the 27th and no matter how you feel, the show must go on.

So, what do you do? Everything you can. By Christmas day, I was feeling pretty rough. I started drinking plenty of water, eating right and taking over the counter cold meds. As soon as the festivities were over, I committed myself to as much rest as possible. Friday was one of the laziest days I've had in a long time.

All of the rest paid off, too. By Saturday, I wasn't 100%, but knew I could pull this gig off with a little help. There

was no way I could have loaded up, loaded in, set up, and performed in this condition. So, I left the roadie bit to Andy, who assists me on gigs when I need help. All I had to worry about was being a DJ.

The wedding was a huge success. 70 people were in attendance, but they were the right 70 people and danced all night. The client and guests were very happy. I doubt any of them even picked up that I was under the weather.

I guess the moral of this story is to have a plan and be prepared. We all get busy around the holidays, but don't forget

to take care of yourself. Eat right, drink plenty of liquids, wash your hands often and rest when you can.

If you do get ill close to a gig, have a plan and know your limits. A wedding reception is very important to a professional DJ. None of us wants to give any less than 100%. Taking an entire day to rest up is ideal, even when we are in good health. Don't be afraid to ask for help. When your energy levels are down, conserve what you have for your performance and let someone else do all of the heavy lifting.

Today I'm feeling much better than I

did just a few days ago. I still have some lingering symptoms, but I'm functional. Having said that, the battle isn't over yet because in 3 days, I'm booked to VJ at a club for New Year's Eve. There will be quite a bit of prep involved too, and it will definitely include eating right, drinking plenty of liquids and rest.

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It's January Again...

By Jake Palmer

Ah, January – a weird time of year for most mobile DJs and entertainers. If you're lucky you are still doing some holiday parties or winter weddings, while some of you may be hustling up more bar business to get you through the cold winter months. Some of you may be taking that yearly inventory of your business, your performance,



your system and gear, looking for things that need to be replaced, tweaked, changed, improved, or maybe left alone.

Personally I always try to do a little of all of that every year...at least the look back, inventory and evaluate part... but I have found that it's never quite that easy.

Oh sure, it sounds easy enough. I mean, when I hear myself saying these things as I type them, it always sounds like the best of ideas; "I'll take an inventory of my bookings from last year and see where or how I can get more, I'll add something fancy to my performance so I can charge a little more, I'll get to those taxes right away, and compare my final numbers with the new goals I set for myself last year at this time..."

Except if you're anything like me, you can't seem to find those goals from last year, mostly because you didn't quite get around to writing them down. And those taxes... in the tax office with them at the eleventh hour around 5:30pm April 15th. So what am I to do, what are you to do? We can't just give up, give in, throw in the towel. So we try, we try harder, we keep trying, we look for ways to succeed! Not fail!

First thing I like to do is to inventory and evaluate constantly, don't wait till the end of the year. If you had an employee who worked for you, would you want to evaluate him (or her) after every show, or after every year? Do you think maybe they will get better faster if you help them improve every week? I think so. So why put yourself off like that? Sometimes we are our own worst critic, we are harder on ourselves than anyone else, so we might unknowingly be giving ourselves a pass while hurting our growth. Always evaluate when it's fresh and familiar, always make necessary adjustments and changes WHEN they need to be made, not once a year. As for the taxes, try putting your tax numbers together every Monday onto a spreadsheet, or every quarter. Again, this only works if you're not a procrastinator like me.

Other ways to change up your "down time" adjustments might be to take a vacation, or go to a seminar or conference to get motivated and look for new ideas. It doesn't have to be a DJ or entertainment

related seminar, just something to help you grow and get you thinking again. Consider a subscription training and education service like the Disc Jockey News' Virtual Training Videos, or something else along those lines. And if all else fails find some friends, call a taxi, go somewhere no one knows you, get drunk and sing karaoke... poorly!

On a side note, this time of year I seem to volunteer a lot. Sometimes I do kids' dances at my daughter's elementary school for free, sometimes I simply pack food for the backpack food program in our school district, or I might help out more than is required with one of the other civic and social organizations I am involved with. It's good for your community to see you out and about, and it's a great way to make contacts and connections that can pay off later.

I hope you have a successful and Happy New Year!

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

PTDJ: Transitions

By Dan Carpenter

A few months ago I started to evaluate the performance side of my business. If you haven't stepped back and looked at what you're doing lately, it can be a real eye opener. Self-reflection is important, but I recommend you do it a few days removed from your events,



and look at a collection of events, not just one or two. As a result, I noticed a very interesting trend developing among the events that went well versus those that were good, but

still had room to grow.

While back after watching one of Randy Bartlett's videos where he put a strong emphasis on introductions and how that was the most important part of the evening as it set the tone for the rest

of the event, I felt I really needed to pour more effort into my intros. I did see my events improve, and while I'm not disagreeing with Randy's viewpoint that introductions are important, I've started to see transitions taking its place as the most important. The almighty Google defines transitions as "the process or a period of changing from one state or condition to another." In DJ terms; transitions happen when we change from one event to another, from one song to another, or even from one gig to another. If done well, they are a great helper. If done poorly, well...

I've attended a few receptions lately as a guest and it was interesting to see how a good introduction wasn't enough to carry the event. One event in particular the DJ set the tone well, the guests came in and were ready to party. They were enthusiastic during the intros and it would have seemed this crowd would have been an ideal one for the evening. However, things started to go downhill from there. There were many times of pausing between events, with no music playing either, and each time this happened, the energy got just a little bit more sucked out of the room. By the time open dancing began it was a struggle to even get people

on the floor. When talking with the DJ, he blamed the bar being in another room as to why he couldn't get people on the floor. We've probably all been there, we had a bar crowd or a smoking crowd and trying to keep them in the main room was difficult, however this crowd had all the makings of a party group from the beginning if only the energy had stayed.

So how do you keep the above scenario from happening to you? Always have a plan for what comes next, and look for a way to go from point A to point B for everyone involved. For me, I have an itinerary that I use every event. I don't put times on it, because without fail, I'd be behind and that would drive me crazy. Instead the order keeps me on track and I'm able to see what's coming up. A lot of times, I will make notes on the pages to remind myself to do something for an upcoming event while working on something earlier. For example, something that tends to be bigger here are money dances, where the bride and groom dance with people who come up and give them money, usually accompanied with this is some sort of shot of alcohol. I'm not a bartender, nor do I handle the shots themselves, but what I will do is make sure that at least two songs prior to starting the money dance I have the people involved with pouring shots and taking money get everything rounded

up so by the time we are ready to begin there is no hesitation, no wait, the next event just begins.

Another way to help transitions is how the music is played. Some DJs will say you have to beatmix everything, others will say it doesn't matter. My personal philosophy is that the right song selections put together in such a way that each song contributes to the feel of the evening, will be the right way to transition from song to song. Sometimes and for some DJs that means beatmixing, other times it means fading songs and starting the next just the right way. It can even mean not playing the full versions of songs so that you can move on to the next event sooner. Which ever is true for you, the important thing is to keep the flow moving. These are just a couple of examples of ways to improve your transitions. Remember the key to a good transition is in the how you move from one event to the next.

Transitions aren't only applicable to the performance side of what we do. Tune in next month as I take a look at how we can use transitions to help us even when we are away from an event.

Dan Carpenter can be reached at dan-carpenter@discjockeynews.com.



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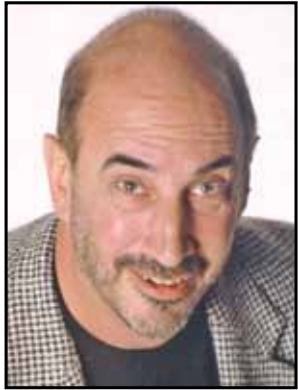
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On Choosing Happiness. What's Your Choice?

By Jeffrey Gitomer

Happy New Year! Or...is it?
People wish it to you, to me – all the time.
So how happy are you right now? Really?



it two decades?

CAUTION: This is not one of those silly “have your best year ever” or “set your goals for the new year” messages. This is a challenge and an insight. It started for me when I realized how debilitating and UN-happy the word “after” is.

After is a self-defeating word. It robs you of the present and resigns you to wait, without taking any action.

You convince yourself that life will be better after something: After you get a new job, after you get a better job, after

you get more money, after you get out of debt, after the economy rebounds, after your stocks go back up, after you get that big order.

You convince yourself that life will be better after an event: After you get married, after you have a baby, after you get a new house, after you take a vacation, after you come back from vacation, after summer is over, or some other action-procrastinating “after.”

Are you frustrated your kids aren't old enough, and believe you'll be more content after they're in high school or out of high school? Are you frustrated that you have teenagers to deal with? You will certainly be happy after they're

out of that stage. You'll be even happier after they're in college, or is it out of college?

You tell yourself your life will be more complete when your spouse gets his or her act together, when you get a nicer car, a new house, a raise in pay, a new boss, or worse, after you retire. Really?

The truth is, the fact is, the reality is, there's no better time to be happy than right now. If not now, when? After the economy gets better? You may not be able to wait that long.

Your life will always be filled with challenges, barriers, and disappointments. It's best to admit this to yourself

and decide to be happy anyway.

There is no way to happiness. Happiness is the way. There is no after to happiness. Happiness is now.

HERE'S THE ANSWER: It's inside your head FIRST and everywhere else second. Happiness is a treasure. Your (missed) opportunity is to treasure every moment that you have.

Stop waiting – until you finish school, until you go back to school, until you lose ten pounds, until you gain ten pounds, until you have kids, until after you quit smoking, until your kids leave the house, until you start work, until you retire, until you get married, until you get divorced, until Friday night, until Sunday morning, until you get your new car or home, until your car or home is paid off, until spring, until summer, until fall, until winter, until the first or the fifteenth, until your song comes on, until you've had a drink, until you've sobered up, until you win the lottery, or until the cows come home – to decide that there is no better time than right now to be happy. Happy New Year!

Treasure the happiness of now because you share it with someone special enough to invest your time in and love your life as it is.

Happiness is: Not a sale or a commission. Not an economy or a budget. Not a yes or a no. Not a game-winning hit, or a

last second touchdown.

Happiness is a way of life that is inside you at all times. It helps you get over the tough times and it helps you celebrate the special times. Seems pretty simple to define on paper but real difficult to manifest when the chips are down.

My experience has taught me the difference between resign and resolve. You can resign yourself to what is, and hope or wait for a better day. Or, you can resolve that you are a positive person who finds the good, the positive, the happiness, the smile, and especially the opportunity in everything.

Happiness is now, not a goal or a destination.

Happiness is not an after. It's a before. And it's up to you. All you have to do is decide.

Happy New Year!

Jeffrey Gitomer is the author of twelve best-selling books including *The Sales Bible* and *The Little Red Book of Selling*. His forthcoming book, *21.5 Unbreakable Laws of Selling*, will be available September 3rd, and will feature a national public seminar tour. Get the details at www.gitomer.com. It will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.

Music Research And More

By Ed Spencer

In a few groups I belong to on Facebook there are often requests for music associated with a variety of different musical genres. As I'm writing this it's nearly Christmas, and I'm going to share something with the entire DJ community



as my (late) Christmas gift for them. And if you don't celebrate Christmas, that's ok; consider the gift for your Yule, Hanukkah, Kwanza, Festivus or

'just because'. This is about me providing a gift rather than the holiday itself. :) Most recently in one group they asked about 'Latin' music, and in another group, swing music. Rather than show my own ignorance on Latin music, I'm going to dive into swing in particular and actually share some methods for learning about music that I've developed over the years. In other words, if you use these methods, you may never have to ask another DJ about music again. And if you wonder if I know swing music, let me share this - I personally played clarinet throughout most of my time in middle and high school and my first record that I ever bought was Benny Goodman's 'Sing, Sing, Sing'. I agree that his 1939 performance at Carnegie Hall is a 'must own' album, and that the big band era brought us some of the most incredible music in the modern age. So....

Let's talk about swing, keeping in mind that this isn't meant to be a definitive resource, but hitting the broad strokes and more importantly, showing methods for doing music research.

First, let's talk about the general 'timeframes' for swing music. The first is the original swing music which was

prevalent with the post big band era of the 1930's and 1940's which gave us many of the swing greats like Benny Goodman, Artie Shaw, and Count Basie. Swing went underground for a number of years, but there was a swing revival in the late 90's which gave us groups like Squirrel Nut Zippers, Big Bad Voodoo Daddy, and Cherry Poppin' Daddies. There have been some off-shoots and fusions of swing music which have resulted in New Jack Swing, Country Swing, and most recently, another of my personal favorites, the electro-swing movement, of which Parovoz is one of the pioneers.

Now let's talk about learning about music. You have a client that's requested a music type with which you are not familiar. The very first thing you should do is to be honest with your client. Tell them straight out your knowledge and experience level, and also be honest with yourself on how much time you're willing to invest to become knowledgeable. Learning a new genre takes time - sometimes a LOT of time.

So, let's start with some basics. A simple google search for '<insert genre here> playlist' will give you a wide variety of information - but that's just a bunch of music. To really dig in it means getting a FEEL for the music and that's where Pandora comes in. Creating stations with the artists or even the genre (or sub-genre) you're interested in can result in a wealth of knowledge. As you listen take notes, and think about other music you might have that has a similar 'feel' or 'sound'. Make notes of your favorites and create new stations with those artists - expanding to more and more artists and tracks that fit into the musical area you're studying.

ing.

But this is just the 'sound' of the music. In reality, we normally play for people who intend to DANCE to this music. And when you have dancers, there are specifics they NEED to make a song usable. Learn about the dance steps and the time signatures associated with the music for that dance step. The example that comes to mind most easily is the waltz, specifically, the Viennese Waltz (without getting into details, let's limit ourselves to the broad strokes again). This is a dance that is most often performed to a 3/4 time signature but can also be performed to a 6/8 time signature. It has a specific tempo, often measured in MPM, or Measure Per Minute (since the number of beats per measure varies with the dance style) of about 30 MPM with 3 beats to the measure or 90bpm. By finding other

provide even more insight into what will work for the crowd in question.

The best part of this is that it allows you to look to more modern tracks for older dance styles. Who would have thought you could swing to Think or Chain of Fools? What about Jitterbugging to Jive After Five?

By digging in and learning about the dance style as well as the musical components that drive the dance steps, we can take our understanding of the genre well beyond just a playlist of tracks, right to a point where we can understand our clients and their desires to a far greater level. And the best part? Great understanding of dance and the music needed for dance means better events, more referrals, and if you take advantage of it - higher rates. But as with all things - greatness means an investment of

time. Time you won't have if you wait until the last second and hope to be 'propped up' by other DJs who are more knowledgeable than you. If you aren't willing to invest the time and effort to learn what you need to know, I highly suggest you hand off the event

to a DJ that is willing to put forth that effort or has already done so in the past. We don't have to work EVERYTHING and by working a specific niche we can actually create an even better company with better clients.... but that discussion is perhaps best left for another time.

I hope you find the methods and information here useful. We'd love to hear more about how you learn about new music and new genres so be sure to share via email or on the Disc Jockey News Facebook page. Until then... keep 'em dancing!

Ed Spencer can be reached at "ed-spencer@discjockeynews.co



3 Steps To Providing An Extraordinary Client Experience

By Ron Ruth

Over the years I've written quite a bit about the importance of providing your clients with an extraordinary experience. That experience is based on the emotional connection you make with those you serve. In other words, how you make them feel about doing business with you. Do they feel special, important, valued and as though the experience they are enjoying was designed exclusively for them? That experience is what transforms satisfied clients into raving fans who will not only become so loyal to your brand that they will return to you to experience it again and again, they will share that experience with others who will want to experience it for themselves and who will gladly pay more for the opportunity.

According to Oracle, an IT company that enables its customers—400,000 of them in more than 145 countries around the world—to accelerate innovation and create added value for their customers, 50% of your customers will leave you if you overlook the most basic customer service elements, like responding to a question in a timely manner. Almost 90% of those customers will take their business to a competitor and about a quarter of those individuals will take the time to post a negative comment about your company on social media that can severely damage your reputation or brand.

Exceptional client experiences are essential in growing your business and sustaining a competitive edge over other businesses that provide a comparable service or product in your market. The quality of client experience you provide differentiates you from the rest of the pack and, because potential clients have more information available to them than ever before, it is imperative that you be the leader of the pack in providing nothing less than an extraordinary experience.

Here are 3 fairly simple steps you can

take today that will not only help you become the standard bearer of excellence in delivering an extraordinary client experience, but place your business top of mind for potential clients.

1. The client experience begins with a strong foundation. That foundation is fortified by your business' purpose or value statement. Most businesses have a mission statement that addresses what they do, how they do it and who they do it for, but few small businesses have a purpose statement in place that speaks to "why" they do what they do. You might think that your "why" is to make a profit. But, that makes you no different than any other business on the planet and it's not a "why" clients care about, nor entices them to do business with you or connects with them emotionally.

Your individual "why" should define your values. Just as clients want to enjoy an extraordinary experience that makes them feel important and special, they also want an ally whose purpose speaks to their wants and needs for a better life that is more productive, less stressful and more enjoyable or any other purpose you choose that aligns with your beliefs and values. Your purpose statement is personal and has nothing to do with who you think you should be. It's who you can't help being which also makes it non-negotiable. If you stray from your purpose, you also stray from your values and place the reputation of your brand and the happiness of those you serve in jeopardy.

When writing your purpose statement, focus on benefits clients will get from what you do, rather than on the activities you perform. Don't go for what you think your purpose should be. Look for who you already are. How you already connect with your customers. What your fans already say about you. Above all, be true to yourself and your values. Write from the heart and your words will engage the heart of others.

2. Remove the word "no" from your vocabulary. Nobody likes to hear the word and there's really never a reason to use it. And, if you've ever been in any kind of personal relationship, you're probably aware of the divide that one word can cause. Regardless of intent, "no" always tells the other party that they are wrong. "No" is a game-changer. It halts conversations. It is a dead end.

For those of you who have taken improv

training like me, you know that most improv games ban the use of the word "no" because it stops the scene. It's hard to recover from a "no." Instead, "no" is replaced with "Yes...and..." Those 2 words, regardless of how ridiculous the statement being agreed to may be, provide an avenue for the scene to continue and for the audience and actors to connect on an emotional level.

That same simple improv rule works well in developing client relationships, too. For example, I had a bride ask me, "Is it possible for each member of my wedding party to give a toast?" I don't know of too many DJs who think that would be a great idea because we all know that toasts can go on way too long and bore guests. Instead of answering that question with a negative, though, I said, "Yes, that is possible and I'd be happy to work with each of them in advance on their delivery so your guests will find them entertaining."

It would have been oh so easy to say "No, and here's why." But that "no" would have been front of mind for her and my explanation would have gone unheard. Besides, she wasn't asking my permission or for my opinion. The "yes" agreed with the bride so she didn't feel stupid for asking or rejected out of hand. The "and," however, opened the door to another conversation as to why it is important that the toasts be entertaining without saying her idea could bore her guests into leaving early. In the end, she abandoned the idea but she did it by asking me to share my expertise (as opposed to me volunteering it) and appreciating that my focus was on the success of her event. Saying "Yes...and..." tells the other party that you are listening and is the difference between making connections and making enemies.

3. Initiate the experience. If you have clients on the books that you've not been in contact with over the last 30 days, regardless of how far out their wedding date is, reach out to them today and let them know that you are available to help them in any way you can. Don't wait for them to send you an email that reads, "I haven't heard from you..." That email is not conducive to a trusting relationship or an extraordinary experience and indicates that the client may feel forgotten.

Take the initiative to remain visibly available for their needs. Here's a copy of

an email I send to my clients with the subject line of "Just Checkin' In."

I hope you had a wonderful holiday season!

I know we're still quite a few months from your October 12th wedding and reception, but I wanted to check in with you and make myself available to answer any questions you may have and/or to help you with other wedding planning items. I'm at your service for anything you might need.

Even though our first consult is not scheduled until mid to late June, I am ready to be of assistance anytime you need it.

An email like the one above requires a minimal amount of time to write and can be copied and pasted to every client you have. Your clients, my clients, don't care about the other couples we will be working with over the months leading up to their wedding. They want to believe, and should be allowed to believe, that they are our sole focus. It is paramount to the success of the extraordinary client experience you provide to make them feel special and important from the moment they contract you all the way through their celebration and beyond. Of all of the reasons that they might find to give you a negative review or to not refer you at all, feeling as though you didn't care about them will always be at the top of that list.

As we begin a new year, every one of us is given an opportunity to start anew. If you've not been focused on providing your clients with an extraordinary experience, it's not too late to get in the game and to become the playmaker you're capable of being. To paraphrase a quote from Jeff Bezos, founder and CEO of Amazon, see your customers as invited guests to a party and you are the hosts. It's your job every day to make every important aspect of the customer experience a little bit better.

Ron Ruth is a 20 year veteran of the wedding and DJ industry and the owner of Ron Ruth Wedding Entertainment in Kansas City. He's also a WED® Guild Member, a self-described "Disney Geek" and a nationally recognized speaker who presents seminars at conferences for DJs and wedding professionals on the topic of delivering quality service. Ron can be reached at 816-224-4487 or ronruth@discjockeynews.com



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The Referral Coach: Why We Rarely Reach Goals

By Matt Anderson

Why do we set goals and so rarely reach them? Why are New Years Resolutions about as effective as spitting into a strong wind?



Let's be honest: there are many reasons why. One of the key ones for me personally is I need to be in an environment that pushes me every week to get out of my comfort zone and live up to my potential.

That's why I created Goals Gym.

In this article, I want to focus on two mental areas. It's relatively easy to find information on what to DO to succeed, but not much attention is given to the mental shifts we need to make – especially on HOW to change our thinking.

Your genetics and the environment in which you were raised have hardwired much of your thinking and how you handle many life situations. If you're not where you want to be in life, it's because of hardwired beliefs and your hardwired behavioural habits.

1. You must have high Positive Intelligence to reach most of your goals.

It is a crucial way of thinking and being to support yourself into achieving what you want out of life. For 80% of people, this means having to think differently – to catch unhelpful thoughts that make you feel badly and take increased control over your mind so that it serves as your friend not your foe.

(Remember! Your mental Saboteurs do pose as your friends, so I urge you to understand which ones influence you the most and what damage they do – otherwise your thinking will not become more positive and you will not achieve most of your goals. You can do this by taking the five-minute test on www.positiveintelligence.com or reading Shirzad Chamine's Positive Intelligence.)

All of this takes practice – quite possibly a lot of practice if your PQ is fairly low. It took a long time to develop your current hardwired thinking and changing it is a lot like forging a new path in the woods. Literally you are creating new neural pathways. I know we all want a quick fix to a long-time frustration but this contradicts the laws of nature.

The fantastic news is your brain has neuroplasticity which means it can adapt and be re-wired regardless of your age. You are totally capable of making the changes you want. Yes, you!

2. You must leverage the other 83%

of your brain – the nonconscious part!

Why?

*It works 800 TIMES faster than your conscious brain

*Over 96% of your behaviours are automatic and run through your nonconscious brain (e.g. your commute, most daily tasks are done without thinking – you don't have to ask yourself: "how do I brush my teeth?") – so if you want to change a behavior, this is the place to focus

*It cannot tell the difference between imagined thoughts and real experiences (so can be heavily influenced by visualisation)

*It is your servant (unlike your conscious brain)

*It is the DOG that wags the tail

*It may be the only way to override your genetic programming and upbringing – full of engrained habits

Thoughts are things. Everything created started with a thought (buildings, wars, relationships, that awful carpet you had when you first moved into your house – everything.)



Your life is the sum result of your thoughts so far: what you think you deserve and expect.

Your beliefs are the main tool you've used to create your life.

Your Beliefs lead to
Your Feelings which lead to
Your Actions which lead to
Your Results.

So if you don't really believe you can achieve a goal, it's most unlikely you will.

How do you know what your current beliefs are? Because they are reflected by your current situation/outcome. If you have a lot of debt in your life, your belief is: "I don't expect to have much money. I deserve to be broke." If you have great relationships with your children, your belief is: "I love my children beyond words and show them this at every opportunity."

No need to beat yourself up: Most of

your beliefs have probably been learned unwittingly. Many beliefs are not 'the truth' (easy examples: politics, religion and people who support a different team than you!).

What to do: write down your current beliefs – the good, the bad and the ugly.

Then, write down the beliefs you want in each area. Some may stay the same – mix in the new with the old/adapted and it will help slow and confuse your mental Saboteurs from chiming in with: "no you won't!"

Because your brain has NEUROPLASTICITY, you can instill these new beliefs over time.

YOU MUST LEVERAGE YOUR NONCONSCIOUS BRAIN!!

Your conscious mind will come up with your goals but few people have the willpower to change a belief.

This is likely the main reason why we set goals but don't reach them: We don't really believe we can.

And habits (of thought and action) are thousands of times stronger than your desires to change (think about most people's New Years resolutions).

How to instill more empowering beliefs on the nonconscious part of your brain:

Get in a relaxed meditative state

Anchor your thinking around a euphoric moment in your life when you felt on top of the world*

Visualise what you want in detail with multiple senses (REMEMBER: many elite athletes, musicians, special ops military, performers, politicians, and surgeons do this. For a reason!)

Read your new beliefs aloud (yes it feels weird. Who cares? It works.)

*If you want to know the science, doing this releases protein along with neurotransmitters as the neurons move across the synaptic gap. This binds the event to the new neural pathway better.

The Rules:

Do it daily – neural reconditioning can take months

You want to inject an emotional impact – high points, thrills, best moments of your life – when you felt a state of euphoria

Use powerful affirmations of your new beliefs: present tense starting with word "I", clear, stated as what you want vs. what you don't want

Create a Vision Board to reinforce the images during the day

Picture the same images daily

Use a consistent process

Lastly, it is normal to feel some discomfort and get protests from your mental Saboteurs. You're leaving the Comfort Zone for the Learning Zone. See the discomfort as a gift and opportunity!

For more detail on the second point, see The Answer by John Assaraf and Murray Smith.

My testimonial:

Five years ago I followed this advice to a tee for 2-3 months. I visualised 2-3 times/day leading into 2010. That year ended up being the best of my life. I doubled my income, moved to Chicago and in with my girlfriend, we got engaged at the Grand Canyon, I spoke at Million Dollar Round Table in Vancouver, The Institute of Financial Planners in the UK (both for the first time), and for a financial planning firm in Dubai. I helped my sister when she hit a health crisis (rewarding in that I was there for her), and met my best ever referral source. Because of visualizing, a couple of 'impossible' things happened that I could never have predicted: for no 'legitimate' reason, my fiancée and I got upgraded on an overseas flight to first class – we were like kids in a sweet shop/candy store. We couldn't believe our luck. I had this picture of a castle on my vision board and in July was asked to speak at a Tudor castle in England built in 1511 and converted into a luxury hotel. I surprised my wife by getting a room there (which I swear felt haunted but that's another story). And this is only some of the story. And it explains why "we teach what we most need to learn (or be reminded of)!"

Please, let me know your progress!

Matt Anderson is the author of 'Fearless Referrals' at: <http://www.thereferralauthority.com> or at: Matt.Anderson.intl@gmail.com

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- DJ Ariel, 99.7 La Vida Radio - New York City



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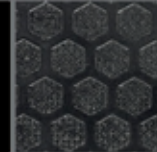
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A Question Of Mission

By Carr Hagerman

A friend of mine forwarded a video to me featuring a talented speaker talking on the subject of mission and vision. In the video he is seen offering a \$20 bill to anyone in the audience who can immediately stand up and recite their organization's mission/vision statement. One woman raises her hand and reads from memory her organization's mission statement and is given the \$20. The speaker then goes on to instruct everyone to go back to their offices and memorize and internalize their own mission statements. The reason for that is, apparently, without a clear mission statement you can't be fully engaged in the organization's values or stated mission. Is that true?



I admit I've not seen the presenter's entire speech, but the very idea that we should internalize, or memorize our organization's mission statement seems suspect. The more important question I would have posed to the couple hundred people watching the speaker, is why none of the others had memorized or internalized their mission statement? Are they lazy, disengaged, uncaring? His question is a set up because he knows most, if not all conference attendees will

not know their mission statement? Why? Because they're smart people, most do good work and run successful companies and they function by following their own priorities, by animating their own sense of mission. They don't usually need mission statement clarity to clearly perform the mission.

Guiding principles, as well written as many of them can be, rarely inspire original action and often are not rendered into the common consciousness of those employed to animate it. In fact there isn't significant research to suggest that those who don't know or have a mission statement internalized are any less engaged or animated than those who do! So, if mission statements are of dubious value why have them at all?

I'm not a schooled academic in organizational development, but anecdotally I've observed that the people inside the many great companies I've worked with over the past decade, share common values like honesty, trust, teamwork and fairness, they understood what's right and wrong. Mission statements won't fix those things if they are missing, and they will only serve to confirm them if they already are present. When we take a job in a company we mostly know what we're supposed to do! More importantly, even the best mission statement is a slave to the real culture, to how people behave, act and treat one another. What creates and sustains a culture

is complex and resists reduction by well intentioned wordsmiths and committees. Culture matters and isn't easily changed and no plaque on a wall or a memorized pledge will make straight a crooked line.

I think a stronger idea than being

a personal path of insight and inquiry. If you're in sales of any kind, then embracing inquiry keeps you thinking about your product, consider your relationships, and to ponder how you present and care for what you do. If you're in the service sector, following a question can help you unfold new ways to approach your clients that keep you more engaged. If you work for any company anywhere, why not gather around the questions as a kind of dialogue with what's important, what matters to you, to your team and how you can sustain your own energies?

The power of inquiry is useful in all areas of our lives, but it seems to me one of the most important things we can do with our own creativity and thinking at work, is to engage with questions, to endure the long inquiry that may lead us to new ideas, inspire us, and give us a fresh insights into why we do what we do.

Frederich Nietzsche wrote "He who has a why to live for can bear almost any how."

Don't worry so much of the mission, but make any mission one of inquiry.

Carr Hagerman is the author of "Top Performer: A Bold Approach To Sales And Service." (Hyperion). You can contact Carr at: carrhagerman@discjockeynews.com Or visit his website at <http://www.carrhagerman.com>



led by a static mission statement, is to be engaged by powerful questions. Fast Company writer, Warren Berger wrote about this after he interviewed some of the most innovative thinkers in business today. Each of these thinkers talked about inquiry, and why grappling with big questions is more important than finding big answers.

Peter Drucker famously wrote "One does not begin with answers, one begins by asking, 'What are our questions?'"

Inquiry doesn't need to be the purview of the management class, nor should it be relegated to the C-Suite alone. We all must grapple with our own unique questions about work and purpose, to follow





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New Year Motivation

By Glenn Mackay

Happy New Year! This is traditionally the time of year that many of us set resolutions and then within a few days/weeks those resolutions are broken. Maybe they were too hard? Maybe they just weren't



best suited for you? Should this stop you from making a new years resolution? Definitely not!

The start of a new year is a little like a soft

reset. It's a chance to start fresh and get the next year off to a big start, without destroying past success. Essentially, it enables you to build upon what you already have. We're usually well rested after the holiday break and energised to make this year bigger and better than the last.

Having read many business books over the years, which normally revolve around motivation, self help, leadership and growth, there are 2 main focal points that almost all of these centre around:

1. Never give up.

If you stick to something long enough, it will pay off. Work your butt off. Work harder. Work longer. Do more. Learn more. We've all heard that it takes 10,000 hours working on something to master it and we all know that in business there is very rarely a quick fix or get rich quick formula that works.

One of the many things I've learned over the years in the entertainment industry is that there is always something more to learn. There is always some way that you can improve yourself. That is why you'll always see our industry veterans at conferences or taking workshops, because there is always so much to learn. Why not make a list of things that you want to learn more about and then choose one or more to learn about as part of your new years' resolution?

Maybe you want to finally understand the mystery that is DMX? Maybe you want to step up your MC skills? May-

be you want to learn about uplighting/photography/website design, etc. Once you've set yourself a topic to gain a greater understanding of, then get out there and learn. You may already know someone who can get you started. Is there a DJ industry related product/workshop that will start moving you in the right direction? You may even choose to look outside of our industry to get a broader knowledge.

Whatever it is you choose to learn set aside a regular time to learn. Only use that time to learn about that specific topic. Write it on your whiteboard. Stick it on your computer. Then, in 12 months time, if you've put in the hard work, you will have had some success in that area.

2. Help others achieve success and your rewards will come.

I see this as an adaptation of the 'Golden Rule' – "One should treat others as one would like others to treat oneself". You may have heard this stated in another form, but the general concept behind the Golden Rule is universal. Almost every culture and religious group has some adaptation of this Golden Rule.

Maybe you've heard it referred to as 'Karma'? Others may have heard it referred to as the 'Boomerang Theory'? The Golden Rule is something that we should all live by, not only in our business lives, but also our personal lives.

If you're able to look back on your business history and see any moments where you may not have acted with the greatest of morals, then why not use the New Year for a fresh start. Make this the year that you get it together. Make this the year that when you come across a moment where you're faced with a tough decision, that you act in a way that you would want someone else to act if the outcome impacted you. Treat the situation how you would expect someone else to treat the situation. Step up in life. Lift someone else up rather than put him or her down. Celebrate their success. Be the change you want to see.

2015 will be a fantastic year and I wish you much success in it.

Glenn Mackay is a mobile DJ from Brisbane, Queensland, Australia and owner of G and M Solutions Mobile DJs. Glenn can be reached at glennmackay@discjockeynews.com

The David Tuter Effect For 2015

By Jeremy Brech

I was fortunate to work with a wedding industry icon in November. It was a great experience for me, but it was what I learned from that experience that excites me the most. The David Tuter, "Dream Bigger Tour" travels the country where he inspires not just brides, but entrepreneurs. As most of you know David Tuter is a national wedding icon with shows like "My Fair Wedding" where he works with brides just weeks before their weddings and



transforms them into some of the most amazing weddings imaginable. He also has his shows "Unveiled" and "CELEBRATIONS" where he works with celebrity events. He has appeared on the Oprah show, Morning shows, and the list goes on and on. So what did I learn while working with David?

First things first. David Tuter isn't what he seems on TV. As you know drama gets viewers. When meeting him he is very soft spoken and laid back. He is a very genuine person and didn't seem like he was too busy to listen to you.

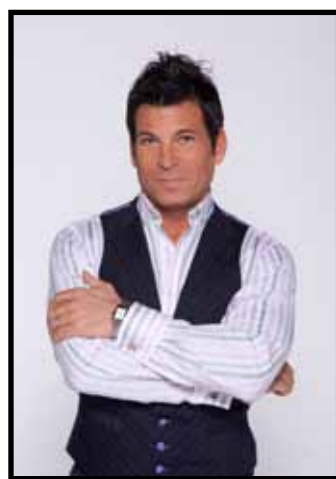
So what were the biggest things I learned from David Tuter while working with him and what he presented at his Dream Bigger Tour? As DJs we need to listen to people outside of the DJ world. Are we only to be inspired by people within our industry? Absolutely not! If we did that we would all be trapped in the same mindset and we would all be doing the same thing. One great example is Ron Ruth who attends comedy classes to improve what he does as an entertainer. Another example would be to attend wedding MBA and see how the other services in our industry

function, or better yet see us as DJs. Mobile Beat 2015 will be hosting some amazing presenters that aren't a part of the DJ world, but what they bring to you for inspiration may be just what you need.

David also told his story of how he got started in reality TV. He started as a young, energetic wedding decorator and always looked at bigger opportunity with what he had. He never tried to be anyone or tried to copy others. He said, "If I would have copied others I never would have stood out." I think in our industry we try to be like others or try to create the same thing that makes them successful. The key is to create "that something different" that is going to make you stand out. Don't always be a follower, because others will see your struggles in trying to keep up. Do things because it is going to

better yourself and your business, and not try to take out the other person. I could write an entire article on this but then I would be contradicting myself.

As you look across our industry you see imitators and followers. It is okay to be inspired by others and I would encourage it. When you start taking the ideas and work of others and take credit for it, you lose credibility. For instance I met with a bride and groom a couple weeks back. They were telling me about this other DJ that they met with who invented this game at weddings. The game goes like this. The bride and groom would sit back to back and they would each take



their shoes off. They would then exchange one of their shoes and the DJ would ask these personal questions that he made up. When the answer is about the bride they would

raise the bride's shoes and vice versa. I love that idea... (Enter sarcastic stare here). David Tuter will tell you, please be original and don't take credit for creativity that you were inspired by. A good friend of mine and NEW fellow Wedding Entertainment Director® Jason Jani puts up with this day in and day out. People using the same look, logo or branding, hashtags and more. He is a genius when it comes to these things, and it is disappointing when someone takes something so original and tries to tread over another person.

Be inspired by others and make yourself something different. By following

them, all you're doing is putting yourself in second place. Make yourself a goal this New Year to become better than you were last year, stay positive, remove the negative, and make a difference for others and yourself. I did just that and I have never felt better about myself, and my business. Not only was I inspired by Mr. David Tuter, but a good friend

of mine always reminds me, "Keep smiling and smile louder than ever. Keep touching lives because today is better because of you." Thanks Big Daddy!

Jeremy Brech is Owner/Entertainer/Lighting Designer of DJ Jer Events and Lighting Design, and WED TM Member. Jeremy can be reached at: jeremybrech@discjockeynews.com.



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The Way I See It: Getting Better In 2015

By Michael J. Lenstra

A funny thing has happened to me in the last couple of years (not funny “ha ha”, but funny peculiar, just to be clear). Every time I’ve raised my price I’ve gotten busier. First it was another \$50 added on to each event, then



it went to \$100. Last year I decided to up our price by \$200 per wedding. “I don’t know about that,” said one of my associates. “That

might be a bit of a jump.” But my logic was simple: An earlier survey had revealed that an estimated 30% of engaged couples had avoided getting married in the year 2013 because of the ‘bad luck factor’ and I was certain – and research backed up my hunch – that 2014 was going to be a busy year in the wedding industry, where I focus most of my business. My theory proved correct. Despite our price increase it was our second busiest wedding season ever [our record year was actually 2012 which I also attributed to the year 2013 with so many couples trying to get their wedding in before the ‘year of the snake’].

Mmm, you might think, is image in the eye of the beholder? Because I’m paying more I’m getting more? Some of that might be true. Several years ago I read a story where a brand of vacuum cleaners had entered into the market and done very well. So much so that after they had exceeded their business plan expectations they decided to be a bit more competitive and lower their prices. When they did, sales dropped! They raised the cost

back up to their original price point and, to their surprise, sales returned to normal. I shared this story with a co-worker who was just about to have a garage sale that coming weekend. The following Monday he told me as he was ready to wrap up his event, he surveyed what was left and noted a coffee maker had not sold. His first inclination was to mark the price down before the end of his sale, but then he remembered the story I had told him. He raised the price instead . . . and it sold within minutes.

Now the moral of this story you may gather is to raise your prices and your business will actually grow, not decline. While that may be somewhat true there is a second part to the equation. You see, every time I’ve given myself a raise I felt I needed to justify that somehow. Some of that may have been done by updating equipment, my website, or my bridal show set up, but most has been done by searching for ways that I can be a better DJ. I worked on making my presentation to clients stand out more and began to offer more unique and creative ideas to not only meet, but exceed their expectations. I’ve spent hours reading business related magazines and blogs and trolling the many DJ related Facebook groups. On my bookshelf you will find DVDs and audio CDs from heavyweights in our industry like Randy Bartlett, Peter Merry, Ron Ruth, Mitch Taylor, Dan Nichols and Scott Faver. My inbox is filled with marketing emails from wedding experts Rick Brewer, Alan Berg, Chris Jaeger, Stephanie and Jeff Padovani and sales guru Jeffrey Gitomer, just to name a few. I cannot tell you the name of another band member from Maroon 5 other than Adam Levine, can list no one from One Direction or even what the name of any of their albums are, but I can tell you who authored The Best Wedding Reception Ever and who the creator of the 1% Solution

is. In short I’ve spent way more of my efforts on marketing and professional development than I have on music knowledge or what the specs of my equipment are – and the results seem to be paying off.

What about you? What have you been doing to ‘up your game’? What are your goals for the new year? Rick Brewer of GetMoreBrides.com is fond of saying “a better lifestyle is sometimes only \$5000 away, which may be only five or six more events a year.” How can you add those events to your calendar? I believe the answer is - at least in part - education, and as our industry evolves more and more into a recognizable industry with so many more people choosing to be a mobile DJ as their primary source of income, more educational opportunities have arisen. There are the DJ conventions like Mobile Beat Las Vegas next month or the Las Vegas DJ Show in late August/early September; the up and coming Midwest DJs Live which will be held in Milwaukee in April this year, as well as the ARMS DJs held every June in Greenville, Tenn. The DJ Expo is typically in Atlantic City in August every year and of course our own Disc Jockey News Conclave in Minneapolis every November.

Added to those are specific related seminars to the industry like the Lighting Symposium that is organized by NLFX owner Ben Stowe and held in Minneapolis in early spring, or the Wedding MBA, also in Vegas every September.

Many of these educational opportunities are preceded or followed with workshops that are put on by the aforementioned industry experts like Peter Merry’s Make It Grand or The Professional Process; Randy Bartlett’s Advanced Microphone Techniques. There are also Mark Ferrell’s MC or Love Story Workshops and Bill Herman and Jason Jones’ Entertainment Experience for those seeking to keep

improving.

The Way I See It with so many avenues to keep learning and improving available to the mobile DJ today, it only takes a bit of drive on our part to seek those out and take our performances to the next level. Who knows, if you suddenly find yourself overwhelmed by success you can always lower your price.

On a bit of a different subject, we took the time to send all of our local banquet managers and wedding coordinators a survey this past year and the results were interesting. For instance 100% of those responding to the survey stated they would prefer to be contacted by the DJ before an event to go over details. 80% of them thought it was important that the DJ work and coordinate the itinerary with them and two thirds of those surveyed thought professional conduct of the DJ – such as refraining from drinking alcohol, eating and taking breaks - was very important. When asked what traits are important in determining whether they placed a DJ on their preferred vendor list some of the responses included “Be respectful of venue & coordinator. [Be] knowledgeable of schedule and format to keep the event running smoothly. Stay Prompt/On Schedule. Help line up the wedding party and prepare for intro. Be HAPPY AND FUN!” Another said the DJ must be “Organized, have a great attitude, clean up their mess when done and keep in contact with the banquet coordinator.” Something to keep in mind as you prepare for this year’s events.

Here’s hoping 2015 is a banner year for you. Until next month,

~ Mike ~

Michael J. Lenstra is a 20-plus-year veteran of the Mobile Disc Jockey Industry, a full-time entertainer, and owner of Alexxus Entertainment in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com



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Online Reviews And Reputation

By Keith 'KC' KoKoruz

When I started my company I was told by my father, "Do a good job and they will tell one person. Do a bad job and they will tell ten." This was in 1990. This was also before the internet which amplified this theory. The good, the bad, and the ugly about your company now live on the internet.



The sad but true part of all internet reviewing websites is the fact that the merchant and the reviewer aren't represented equally.

Some websites will allow a reviewer to come up with a simple user name like Keith K and they don't need to provide a photograph or any other type of verified contact information. They can write whatever they want to and then you have the challenge of tracking them down and disputing the review with the reviewing website. Most of these websites have very vague reviewing policies and they favor the reviewer as opposed to the merchant.

You can sue the author of the review if what they say isn't accurate - should you be able to track them down - but you can't sue the reviewing website as they are just the portal for the review.

What I am about to tell you may surprise you. Based on an August 13, 2014 report from www.MarketingLand.com 62% of the millennials aged 18-29 interviewed said they go to Facebook before they go shopping. They look at the company's Facebook page as well as the company's reviews on Facebook.

Forty-one percent cited customer reviews/ratings as the most important factor when engaging with a local/small business on Facebook. In addition, 80% said they are more likely to purchase products or services in-store from a small business if there are positive customer reviews/ratings on the company's website, mobile site or Facebook page.

How many of you even knew Facebook offered reviews on your company?

Now let's talk about today's mother of the bride and groom. Female "empty nesters" (defined as women over 45 without children under 18 in the household) are prone to seeking out reviews online and offline and are strongly influenced by what they find, details a new report from Influence Central conducted in partnership with Vibrant Nation. Indeed, almost all respondents said they seek out online reviews of products in

order to receive feedback and first-person recommendations prior to purchasing, and more than 9 in 10 say they trust the recommendations from family and friends over brands.

Now that you know the facts, here are my suggestions.



10% of our clients want to become our best friends. We love them. 80% love the job that we did and are grateful for a great party, but will need to dig up our card or ask their better half for our company name to remember who we were specifically. 10% will forget who we were regardless of how hard we worked for them.

We need to train our clients to want to write these reviews for our company after their wedding is over. It starts by showing them these reviews during our consultations and in our marketing. If they feel it is part of their duty to help you, a certain percentage will. Small business owners are the under dogs in

this country. The majority of people want small businesses to thrive.

I like to leave every bride and groom with a hand written Thank You note the night of their wedding with a personal note about something that happened the night of their wedding in it. I then send out a company evaluation after the wedding to make sure that our performance exceeded their expectations and that they are indeed the type of raving fan that we want to have posting on various reviewing websites.

After these evaluations come in to our company, I then take the time to send an email with links to a few different websites and ask that they share their experience with others. This is the best way that they could ever say Thank You for how hard we worked for them on their wedding day.

This is a very fine balancing act as you don't want to seem too needy, but at the same time you want to be persistent without being pushy.

Eventually you will fall into a rhythm and find how the rhythm works for you. You may need to bribe the couple with a dinner gift certificate to make reviewing your company a priority.

Every review is important...and if you find yourself with a client that is simply unmanageable, my advice is to respond to the review in a very cool and professional way, even offering to discuss any way that you could still possibly make the situation right. Let 24 hours pass before you do this and allow a neutral party to read your response first.

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What's The Value Of An Industry Conference, Webinar or Article?

By Alan Berg



Malcolm Forbes once said that “the purpose of education is to replace an empty mind with an open one”. I love that quote because no one can give you a desire to learn. No one can make you feel that there’s more and better things of which you’re capable. That’s something that has to come from within.

In this interconnected world, there’s no shortage of educational opportunities. Whether it’s a webinar, an article, a local trade association, a networking event, a local conference or a national conference, if you want to improve your creative skills, or business skills, the opportunities are there. That said, I understand that everyday life gets in the way. Your day to day obligations can often make it hard to find the time for education. I call that your Today List and your To-Do List. Don’t get me wrong, I’m not making or trying to give you any excuses, I’ve written and spoken, a lot, about how you have the time for whatever you want. You just have to prioritize your time.

You can lead a horse to water...

As someone who speaks at conferences, large and small, domestically and internationally, I see the value of education, firsthand. I have the privilege of meeting so many wonderful people who, like sponges, come to ab-

sorb new ideas and new possibilities. I hear the feedback immediately after and long after the conferences are over. The networking is part of the benefit, and if you’re paying attention, part of the

educational value. The stories of success are what make all of the traveling worthwhile. While at conferences I love attending other sessions, hearing different perspectives and looking for that one, new nugget. What I also see is a huge divide between those who seize the opportunities and those who, for one reason or another, let them pass.

I recently wrote about, yet another, conference which was cancelled due to lack of attendance. There was plenty of time to register. There were many ways to find out about the event. There were emails, social media posts, even a webinar with the speakers. The speakers and events were lined up. The location was beautiful. So, where did things go

wrong? That is something that puzzles me.

I would like to think that, given the chance, most business people, entrepreneurs and even those just starting out,

would jump at the chance to learn and grow. What I’ve seen at most conferences, small and large, domestic and international, is that a core of attendees, those who are already successful and those with a success mindset, sign up early. Others mull it over and wait until the last minute to decide, if they even decide at all (some just let it pass without taking action). I don’t know if they’re waiting for a better offer, or whether they don’t understand that to achieve success you need to invest in your business and yourself. A rep from EventBrite (an online ticketing service that I and others use) told me that it’s very common for most of the ticket sales to happen within the last two weeks before an event.

What’s the value of one new idea?

What can one spark mean to your success, now and into the future? The ideas you learn today don’t just disappear. They pay dividends in your future endeavors. They are the building blocks for greater and greater things, a foundation that keeps getting stronger. If one new idea can help you increase your profits by x%, what is the compounded value of that, year after year. Don’t worry, I’m not going to test your memory of algebra, but trust me when I say, from personal experience, the value is a lot more than the investment in time and money.

So, what’s it going to be? What are you going to do the next time you hear about a seminar, networking event or conference? Are you going to sign up early? Are you going to wait until the last minute to sign up? Or, are you going to let it pass? The choice is yours. The definition of futility (or insanity, according to some) is doing the same thing, the same way and expecting a different result. I wrote in my book: “There is no change without action”. Thanks for taking the action, and time, to read this and I look forward to seeing you at an upcoming event, in the front row!

Alan Berg has been called “North America’s Leading Expert and Speaker on the Business of Weddings and Events”. Find out more about his speaking, website reviews, consulting, books, DVDs and audio presentations at <http://www.AlanBerg.com> - email or call Alan, 732.422.6362



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A Lean Mean Biz Machine for 2015 Part II

By Mike Kazis



It's 2015, the New Year is here! Now that we're back at the beginning of a new year, let's think about what we're going to accomplish this year for our organizations. Last month, I began to cover what Quality Management meant to me, and identified three major elements of what I refer to as my

Quality Philosophy.

For the next series of articles, I want to list for you the details of this philosophy and how you can use them to create a leaner and meaner operating business. For this article, as I mentioned last month, our attention will focus on the element of Continuous Improvement. This topic could not have been planned by me at a better time, for I recently performed a wedding for which I definitely was not satisfied with my performance. However, whether you have a gig that could have been handled better or a perfectly flawless performance, there's always room to make something better. There has to be something to improve in order for you to stay ahead of your competitors.

Continuous improvement in business practice is a never ending learning process that helps improve your skills and knowledge. It also gives you the advan-

tage you typically need over your competitors. For instance, when Tiger Woods was at the apex of his career, did he stop practicing golf just because he learned to play the game well or because he was already great? Mastering a skill takes practice, practice, and more practice; especially when there are competitors ready to take that title away from you.

A friend of mine once asked me why I chose business administration for my graduate studies when I already had experience with owning a business. Although I had many reasons for pursuing my MBA, my first response to his question was to ask him why he assumed that I already knew everything there was to know about business just from the experience of owning one. Wouldn't that be a little arrogant or narrow-minded of me? Without waiting for his response, I then continued to explain to him that there's always something new to learn and new ways to improve upon what we already know. With that said, why wouldn't I want to pursue an MBA?

The best advice I can give for someone that wishes to implement a continuous improvement policy in their organization is to start from upper management and work your way down. Within your organization, managers must lead by example and therefore practice and support continuous improvement methods. Continuous improvement is a state of mind and not an item on the checklist. Remember the guy I mentioned that thought he knew everything? How well do you think he'll support an environment that promotes continuous improvement? As a manager you have to offer ways to encourage learning in your organization by

providing training, resources, meetings and whatever methods it takes to make your people better at what they do.

The other piece of advice I could offer is to make sure you're ready to receive constructive criticism. Don't hide in the corner when you hear something bad about you, your products, or your services. Take the information to heart and do what you can to make yourself better to avoid such negativity. Still one of the best examples of this was the Domino's Pizza campaign several years ago where they were watching video surveys that came back negative, such as a young lady stating that their pizza crust tasted like cardboard. Suppose you were that Domino's Pizza executive. Wouldn't your first reaction be, "What are those people talking about? There's nothing wrong with our pizza."

Instead of defending their product and discrediting the negative reviews, the executives of the popular pizza chain faced their critics and said, "You know what? Maybe we can do better." Rather than bury the negative footage in the archive vaults, Domino's used the footage in their television ads and if you happened to see them several years ago you might have wondered, "Why would Dominoes show us that?" However, their message to their audience was very clear. They knew that some consumers weren't happy with their product, but because they cared so much about the feedback they came up with a way to make the product better.

Aside from improving your business management skills, there are many ways to continuously improve your skills as a professional DJ. Music literacy, for

instance, is an ongoing process as new artists and new songs arise. We therefore must stay current with the latest dance hits. DJ mixing is also a skill we can continuously improve upon. Beat mixing, scratching, video mixing, and other DJ skills are always in need of improvement in order to stand out from all the other DJs in the industry. As the party DJ, MC or party motivator, we can also improve regularly as new audience participation dances become known and need to be taught to the public.

As you can see when it comes to practicing quality, it takes a lot of continuous effort to make yourself the best you possibly can be. If you're passionate about what you do, the extra effort will seem like no effort at all. Next month I'll talk about how continuous improvement directly relates to the other quality principle of customer satisfaction. For now, take time to learn more and practice what you can to set yourself apart from your competitors in the new year. Good luck!

Mike can be reached at mikekazis@discjockeynews.com. Michael is the senior partner and manager of Dynamite Party Productions in Staten Island, NY. He has been a professional DJ for more than 25 years, and has been professionally trained by one of the largest DJ entertainment companies in history. Michael has been operating his own multi-op DJ business since 1990 and received a Masters in Business Administration from the Keller School of Management in December of 2008. He is also the acting Vice President of the New Jersey Disc Jockey Network.

Anatomy Of Interaction Conclusion

By Dean C. Carlson



Over the last year we have been taking a ride. As we finish 2014 it is always good to look back and assess where we have come from, so we can see where we are going. It is my hope that over the last year I have gotten you to take

a deeper look into how we do things in terms of your show interaction. It is impossible to improve unless we really understand what is we are currently doing; making an inventory as it were.

I have a passion for interaction. When I first started DJing it was an integral part of what I was doing, equal to the mixing and music programming. I have always dug a bit deeper and asked why did or didn't something work. This is how I came to know the little pieces that ultimately I labeled as the "Anatomy of interaction".

The final part of the Anatomy is "The Legs". It is a fitting piece for wrapping the entire Anatomy lesson up. The Legs are the part of your body that moves you from one place to another, so this

is putting it all into motion. None of the other parts of the Anatomy that we have covered are worth the paper they are written on if you do not learn, practice, personalize and then ACT upon them! Even worse, when you don't do this, it's very easy for a sort of "rust" to creep into what you are already doing at your shows. That goes for me, too...

Interestingly enough over the last 2 years, ever since I got hyperthyroidism, I couldn't work out any more. At least not in the fashion that helped me lose 30 pounds before. I found myself sitting more and more at home. Then Saturday would come and I would have to perform a show and my legs began getting sore. This would spill over to Sunday and sometimes even wreck my entire day.

This past year has been challenging one for me. Over the last 3 years I had been a Youth Pastor for my church, and all of a sudden they wanted to hire an Associate Pastor who was going to absorb my role. And although I hadn't gone to school for it, I applied for that job knowing that it would be the end of my DJ career. My mindset had changed a little bit. After the second interview I thought I had gotten the position, only to find out that before I even had my second interview they had hired another guy. Yeah, not cool. That was June 1st.

For 2 months, I had not been putting my all into my DJ business. Then I decided nothing was holding me in my hometown anymore, so I decided to move back to Duluth, Minnesota, a

mid-sized city which I had lived in for 7 years before. But now this consumed me also. Finding a new place to live, losing a bit of income from the position I held before, not to mention moving my entire house 130 miles away.

So on October 1st I had officially made Duluth my new permanent home. But thanks to this, coupled with everything else that had happened this year, again I found that my business was suffering, and I had to take on a side job at a local big box electronics store. Not my original plan, but money was getting tight and I had no shows in December this year. Uggg.

When I started at 'Awesome Purchase' store I was worried about my legs, as I would be standing all day. And true to form, after my first shift of 5 hours they hurt. I looked for anywhere to sit and get off them just to give them a break. After a week they still hurt. Then I was 3 weeks in and my hours picked up because Black Friday was coming. Now they hurt slightly less. And now by the time that the extended Christmas hours came, I found myself not hurting nearly as much. I could even make it a whole shift without them hurting and the next day I was ready to go again.

I now find myself kind of excited for my upcoming DJ Shows again. You see for the last year I would bring along a stool to every show and sit behind my DJ booth and kind of suffer. And I realize I sometimes take a long time to get to the point, but Use It Or Lose It is what I am getting at. Because I chose to

sit around my last home and veg, ignoring the fact that I could still do some exercise even with hyperthyroidism, everything suffered.

This is the same thing with the Interaction at our shows. If we are not exercising our talents they will atrophy on us and our shows will suffer, ultimately leading to client dissatisfaction. This year I received 4 reviews of my work, out of 35 shows. Hmm, any correlation? Yeah, I think so.

In closing I challenge you to look back to January of 2014 when I started writing the entire Anatomy of Interaction series and reread every article I wrote. Put them all together, there are only 8 (another thing that was affected this past year). Then dig deeper into your shows, and like a coroner who dissects dead bodies to determine the cause of death, determine if your interaction is on life support or not. I have given you a road map to Interaction success, but I can't make you start the journey.

The good news about this year is that because I had to do all of these things, I have put a fire-filled passion back into my business these past 2 months. I have examined and inventoried my personal and business life and found what I need to do. I need to get on my newly invigorated legs and put it all into motion. Good Luck and Great Shows.

Dean Carlson can be reached at deancarlson@discjockeynews.com.

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Taylor Swift	Blank Space	1	Tim McGraw	Shotgun Rider	1	Idina Menzel	Baby It's Cold Outside
2	Nick Jonas	Jealous	2	Brad Paisley	Perfect Storm	2	Taylor Swift	Shake It Off
3	Ariana Grande	Love Me Harder	3	Kenny Chesney	Til It's Gone	3	Sam Smith	Stay With Me
4	Sam Smith	I'm Not The Only One	4	Carrie Underwood	Something In The Water	4	Nico & Vinz	Am I Wrong
5	Maroon 5	Animals	5	Eric Church	Talladega	5	Maroon 5	Maps
6	Calvin Harris	Blame	6	Parmalee	Close Your Eyes	6	Magic!	Rude
7	Mr Probz	Waves	7	Florida-Georgia Line	Sun Daze	7	Meghan Trainor	All About That Bass
8	Hozier	Take Me To Church	8	Luke Bryan	I See You	8	Kelly Clarkson	Wrapped In Red
9	Mark Ronson	Uptown Funk	9	Randy Houser	Like A Cowboy	9	Colbie Caillat	Try
10	Selena Gomez	The Heart Wants What It Wants	10	Thomas Rhett	Make Me Wanna	10	Pentatonix	That's Christmas To Me
11	Ed Sheeran	Don't	11	Brett Eldredge	Mean To Me	11	Whitney Wolanin	Silver Bells
12	Tove Lo	Habits (Stay High)	12	Chase Bryant	Take It On Back	12	Taylor Swift	Blank Space
13	Meghan Trainor	Lips Are Movin'	13	Jason Aldean	Just Getting' Started	13	Rixton	Me And My Broken Heart
14	Alesso	Heroes	14	Blake Shelton	Lonely Tonight	14	Ariana Grande	Santa Tell Me
15	Iggy Azalea	Beg For It	15	Darius Rucker	Homegrown Honey	15	Maroon 5	Animals
16	Taylor Swift	Shake It Off	16	Keith Urban	Somewhere In My Car	16	Sam Smith	I'm Not The Only One
17	James Newton Howard	The Hanging Tree	17	Lee Brice	Drinking Class	17	Meghan Trainor	I'll Be Home
18	Fall Out Boy	Centuries	18	Chris Young	Lonely Eyes	18	Coldplay	A Sky Full Of Stars
19	Ella Henderson	Ghost	19	Raelynn	God Made Girls	19	Sam Smith	Have Yourself A Merry Little...
20	Jessie J, A. Grande, Nicki M.	Bang Bang	20	David Nail	Kiss You Tonight	20	Jim Brickman	The Night Before Christmas
21	Jeremih	Don't Tell 'Em	21	Maddie & Tae	Girl In A Country Song	21	Seth MacFarlane	Baby, It's Cold Outside
22	Ed Sheeran	Thinking Out Loud	22	Lady Antebellum	Freestyle	22	Echsmith	Cool Kids
23	One Direction	Night Changes	23	Dan + Shay	Show You Off	23	Kim Walker-Smith	Carol Of The Bells
24	Nico & Vinz	In Your Arms	24	Jake Owen	What We Ain't Got	24	Band Aid 30	Do They Know It's Christmas?
25	Fifth Harmony	Sledgehammer	25	Cole Swindell	Ain't Worth The Whiskey	25	Darius Rucker	Baby, It's Cold Outside
26	Lillywood & R.Schulz	Prayer In C	26	Scotty McCreery	Feelin' It	26	Dave Koz	Let It Snow! Let It Snow!...
27	OneRepublic	I Lived	27	Dierks Bentley	Say You Do	27	Mannheim Steamroller	Greensleeves (2014)
28	Pitbull	Time Of Our Lives	28	Kristian Bush	Trailer Hitch	28	Charli XCX	Boom Clap
29	Prince Royce	Stuck On A Feeling	29	Tyler Farr	A Guy Walks Into A Bar	29	Ed Sheeran	Don't
30	David Guetta	Dangerous	30	Toby Keith	Drunk Americans	30	OneRepublic	Love Runs Out
Urban			Rock			Alternative		
1	Rae Sremmurd	No Type	1	Foo Fighters	Something From Nothing	1	Foo Fighters	Something From Nothing
2	DeJ Loaf	Try Me	2	Five Finger Death Punch	Wrong Side Of Heaven	2	Hozier	Take Me To Church
3	Nicki Minaj	Only	3	Royal Blood	Figure It Out	3	Milky Chance	Stolen Dance
4	iLoveMakonnen	Tuesday	4	Seether	Same Damn Life	4	Arctic Monkeys	R U Mine?
5	DJ Khaled	Hold You Down	5	Three Days Grace	I Am Machine	5	Cage The Elephant	Cigarette Daydreams
6	Chris Brown	New Flame	6	Godsmack	Something Different	6	Imagine Dragons	I Bet My Life
7	Trey Songz	Touchin', Lovin'	7	Pop Evil	Beautiful	7	Walk The Moon	Shut Up And Dance
8	Big Sean	I Don't F*** With You	8	Papa Roach	Face Everything And Rise	8	Fall Out Boy	Centuries
9	Beyonce	11-Jul	9	Hellyeah	Moth	9	Big Data	Dangerous
10	Wale	The Body	10	Asking Alexandria	Moving On	10	Bleachers	Rollercoaster
11	T.I.	About The Money	11	In This Moment	Sick Like Me	11	Royal Blood	Figure It Out
12	Usher	I Don't Mind	12	Nothing More	Mr. MTV	12	Banks	Beggin For Thread
13	Tamar Braxton	Let Me Know	13	Pretty Reckless	Follow Me Down	13	Modest Mouse	Lampshades On Fire
14	August Alsina	No Love	14	Nickelback	Million Miles An Hour	14	Lorde	Yellow Flicker Beat
15	Bobby Shmurda	Hot Boy	15	Slipknot	The Devil In I	15	Bear Hands	Agora
16	Ne-Yo	She Knows	16	Chevelle	An Island	16	Robert DeLong	Long Way Down
17	B.o.B	Not For Long	17	Sixx A.M.	Stars	17	Bush	The Only Way Out
18	Disclosure	Latch	18	AC/DC	Rock Or Bust	18	Fitz And The Tantrums	Fools Gold
19	Teyana Taylor	Maybe	19	Young Guns	I Want Out	19	George Ezra	Budapest
20	K. Michelle	Love 'Em All	20	Linkin Park	Rebellion	20	Bastille	Flaws
21	Kid Ink	Body Language	21	Starset	Carnivore	21	Andrew McMahon In The...	Cecilia And The
22	Shy Glizzy	Awwsome	22	Motionless In White	Reincarnate	22	Satellites	Kathleen
23	J. Cole	Apparently	23	Marilyn Manson	Deep Six	23	Catfish And The Bottlemen	Everywhere I Go
24	Partynextdoor	Recognize	24	Theory Of A Deadman	Savages	24	New Politics	Gooley
25	Migos	Handsome And Wealthy	25	Slash	Bent To Fly	25	Glass Animals	Bad Habit
26	O.T. Genasis	CoCo	26	Nonpoint	Breaking Skin	26	Kooks	Every Breaking Wave
27	Schoolboy Q	Hell Of A Night	27	Shaman's Harvest	Dangerous	27	U2	Tragedy + Time
28	Drake	0 to 100/The Catch Up	28	Of Mice & Men	Feels Like Forever	28	Rise Against	Till It's Gone
29	Drake	How About Now	29	Rise Against	Tragedy + Time	29	Yelawolf	Happy Idiot
30	Beyonce	Flawless	30	Bring Me The Horizon	Drown	30	TV On The Radio	Happy Idiot
							Alt-J	Every Other Freckle

A Different Spin by Jason Nocera



Work And Play Go Hand In Hand

By Stevie Ray

I've Got to Get Back to Play
 "You can go out and play after you finish your work." "You can have dessert after you finish your vegetables." This singular approach to life, and to work, defines our attitude about duty versus pleasure. You can't have one until you complete the other. Admittedly, adults do have cause to impose a certain discipline on their children with this philosophy. Without it, homework would get put off until it was too late to even get a good start. There is, however, research that suggests our misunderstanding of the brain is creating a workplace atmosphere that is counter to our ultimate goal; get a lot done and enjoy doing it.

His is book, *Play: How it Shapes the Brain, Opens the Imagination, and Invigorates the Soul*, Dr. Stuart Brown discusses both the effects of play behavior on the brain as well as modern attitudes about play. Play behavior and work behavior both have a place in our daily routine, and they work side by side to create a healthy, productive individual. Work behavior is outcome-based, is done for a finite amount of time, and most often leaves a person feeling tired. Play behavior has no outcome attached to it, there is no set time limit, and it leaves you feeling energized.

The other wonderful benefit of play is its effect on our professional skills. Play behavior actually causes a sharpening of our skills in strategic thinking, mental flexibility, and creative problem solving; which are necessary skills in every profession, whether it is arguing in court,

Work behavior is crucial for a well-adjusted human, we need to know we have accomplished something in order to build self-esteem. The problem is, because play behavior is non-outcome-based, we think of it only as a reward. The mistake here is not understanding how work and play go hand-in-hand in the brain. Behaviors need the other in order for the brain to flourish. Play behavior releases different chemicals to be released in the brain than work behavior. These chemicals lubricate the brain's

handling a last-minute design change, or dealing with customers. I am constantly asked to help companies train their staff to deliver better customer service. Most of the time the company has only done the first step by telling staff members what they are specifically empowered to do to satisfy a customer. That is the easy step. Customer service happens on the fly, and sometimes the plan doesn't fit. If the employee has to call in a manager every time a unique situation arises, both the employee and the customer are frus-

Preparing for every contingency is enabling your conscious brain, but when a surprise happens (and it always does), your subconscious abilities must be fine-tuned; this is where a play-enabled brain shines. Only employing a working mentality is like a coach forcing his or her team to only practice the plays from the book. A lot of work is getting done, but there is no preparation for the unexpected. Letting the team free-play develops the last-minute strategy-and-response needed to win.

The solution is clear, play behavior must be blended with work behavior, not separated. Putting in a long day at work cannot be balanced by a quick trip to the gym or tennis court. Brief moments of non-outcome-based, social activity throughout the day can be a part of any workplace culture. And you don't need to take an hour away from your desk. A thirty second game passing each other in the hall is enough to re-lubricate the brain and get you back on track.

Yet, even with all this evidence, there is still the biggest obstacle to overcome, this is the way we have always done it. Play has always been a reward after work, not a part of the work day. And yes, things have turned out fine with that approach. However, evidence proves things could be even better by blending instead of separating. So, if fine is good enough for you, so be it. I want better than fine, so I've got some play to get done. *Stevie Ray is a nationally recognized corporate speaker and trainer, helping companies improve communication skills, customer service, leadership, and team management. He can be reached at www.stevierays.org or stevie@stevierays.org.*



thinking mechanism; keeping us functional and happy. If play is removed, the brain ceases to release necessary chemicals, causing a shut-down of certain functions. As such, the opposite of play is not work. The opposite of play is depression.

The other wonderful benefit of play is its effect on our professional skills. Play behavior actually causes a sharpening of our skills in strategic thinking, mental flexibility, and creative problem solving; which are necessary skills in every profession, whether it is arguing in court,

trated. On-the-spot challenges is when a play-enabled mind kicks in and creates a solution. The outcome is a happy customer and an employee who is on top of the world; ready to take on the next challenge.

The mistake people make in separating work and play is they try to train staff to handle challenges using only the work part of the brain. An attorney preparing for court will consider every possible contingency and prepare a response. This is a crucial step, but not sufficient.

A Huge "Aha" About First Impressions

By Nancy Bleeke

Hint: They Are Made Before You Meet

"You never get a second chance to make a first impression."

This statement (who really said it first is a great debate – was it Will Rogers or Oscar Wilde?) is one of the most often quoted comments I hear when discussing first impressions.

first-impressions-last That's why research on first impressions is so fascinating for me. If making a first impression is that important, how quickly are they made and what contributes to the first impression?

Research by Willis and Todorov from Princeton University found that first impressions are made within 100-500 milliseconds of seeing someone.

That's the speed of a blink of an eye! That doesn't give you much control over that impression, does it?

Their research found, that indeed, you don't have much control over that first impression as it is made based on that person's past experiences.

If you look like someone they have known and trusted—that is great! If you look like the person who broke their heart in high school—too bad for you.

What can you do to make the best



first impression? Ensure that you are ready with your appearance, your materials, and your timeliness.

That's a great start. Yet...there is more.

As Roger Miller of WorkWise LLC stated, "First impressions are now made T-2 hours."

He's right. Today's social media transparency allows people to "see and hear" us BEFORE we ever connect.

Yikes. We need to pay attention to the messages we send with our appearance and messaging now, more than ever.

This transparency means we need to be proactive in monitoring and evaluat-

ing our online presence. It is why you should:

"Google" yourself. Click through the first page of links to see what is written or shown about you and your company.

Take a hard look at your online social photos in LinkedIn, Facebook, and Twitter. Does your photo show you as you want others to see you? In B2B sales, a low quality photo or one that shows you cropped from a group picture is considered sloppy. It's easy to have a photo taken these days – just do it, as the Nike slogan says!

For every site that you are on, review your bio, job status, and description of

what you have done. Ask someone else to proof it for you to remove typos, poor grammar, and confusion.

Be careful with what you post and comment on. Though my mother said, "You can't judge a book by its' cover." You can judge a person by their comments.

Though I am a huge proponent of being 'genuine' and showing the real you, that transparency needs to be matched with professionalism if you want to make that lasting first impression a positive one.

Nancy Bleeke, Founder and President, started *Sales Pro Insider* in 1998 to help companies improve their sales, customer service, coaching, and teamwork results with conversations that count. Her book, *Conversations That Sell*, was awarded a gold medal for Top Sales and Marketing book in 2013 and is quickly becoming a must-read for sales teams. <http://www.salesproinsider.com>

Recurrent Hits For The Dance Floor for JANUARY 2015

New charts weekly on <http://www.discjockeynews.com/weekly-music-charts>

Pop Recurrents			Urban Recurrents			Adult Contemporary Recurrents		
1	MEGHAN TRAINOR	All About That Bass	1	RICH GANG	Lifestyle f/Young Thug/RH Quan	1	NICO & VINZ	Am I Wrong
2	ONEREPUBLIC	Counting Stars	2	CASH OUT	She Twerkin	2	COLDPLAY	A Sky Full Of Stars
3	ENRIQUE IGLESIAS	Bailando f/D.Bueno/S.Paul/GDZ	3	BEYONCE	Drunk In Love f/Jay Z	3	AVICII	Wake Me Up
4	SIA	Chandelier	4	YO GOTTI	Errrbody	4	ONEREPUBLIC	Love Runs Out
5	BASTILLE	Pompeii	5	YG	My Hitta f/Jeezy,RichHomieQuan	5	IMAGINE DRAGONS	Demons
6	DJ SNAKE & LIL JON	Turn Down For What	6	YOUNG MONEY	Trophies f/Drake	6	SARA BAREILLES	Brave
7	ARIANA GRANDE	Problem f/Iggy Azalea	7	TY DOLLA \$IGN	Paranoid f/B.o.B	7	INGRID MICHAELSON	Girls Chase Boys
8	EMINEM	The Monster f/Rihanna	8	RIHANNA	Pour It Up	8	ONE DIRECTION	Story Of My Life
9	AVICII	Wake Me Up	9	KENDRICK LAMAR	i	9	LORDE	Team
10	ECHOSMITH	Cool Kids	10	FUTURE	Move That Doh f/Pharrell...	10	CAPITAL CITIES	Safe And Sound
11	PITBULL	Timber f/Ke\$ha	11	T.I.	No Mediocre f/Iggy Azalea	11	ELLIE GOULDING	Burn
12	MAROON 5	Maps	12	IGGY AZALEA	Fancy f/Charli XCX	12	CLEAN BANDIT	Rather Be f/Jess Glynne
13	JOHN LEGEND	All Of Me	13	BEYONCE	Partition	13	PARAMORE	Ain't It Fun
14	IGGY AZALEA	Fancy f/Charli XCX	14	LIL WAYNE	Believe Me f/Drake	14	PHARRELL WILLIAMS	Happy
15	IGGY AZALEA	Black Widow f/Rita Ora	15	JEREMIH	Don't Tell 'Em f/YG	15	CHARLI XCX	Boom Clap
16	CLEAN BANDIT	Rather Be f/Jess Glynne	16	SCHOOLBOY Q	Studio f/BJ The Chicago Kid	16	MAGIC!	Rude
17	NICO & VINZ	Am I Wrong	17	MIGOS	Fight Night	17	ECHOSMITH	Cool Kids
18	CHARLI XCX	Boom Clap	18	RICH HOMIE QUAN	Walk Thru f/Problem	18	MAROON 5	Maps
19	MAGIC!	Rude	19	CHRIS BROWN	Loyal f/Lil Wayne	19	AMERICAN AUTHORS	Best Day Of My Life
20	DISCLOSURE	Latch f/Sam Smith	20	K CAMP	Cut Her Off	20	SAM SMITH	Stay With Me
21	ARIANA GRANDE	Break Free f/Zedd	21	JHENE AIKO	The Worst	21	ONEREPUBLIC	Counting Stars
22	SAM SMITH	Stay With Me	22	WIZ KHALIFA	We Dem Boyz	22	BASTILLE	Pompeii
23	JASON DERULO	Talk Dirty f/2 Chainz	23	TINASHE	2 On f/Schoolboy Q	23	KATY PERRY	Dark Horse f/Juicy J
24	KATY PERRY	Dark Horse f/Juicy J	24	RAE SREMMURD	No Flex Zone	24	JOHN LEGEND	All Of Me
25	MKTO	Classic	25	SAM SMITH	Stay With Me	25	LUMINEERS	Ho Hey
26	PARAMORE	Ain't It Fun	26	JAY Z	Part II (On The Run) f/Beyonce	26	BRUNO MARS	Locked Out Of Heaven
27	MACKLEMORE & RYAN LEWIS	Thrift Shop f/Wanz	27	SEVYN STREETER	It Won't Stop	27	PINK	Just Give Me A Reason
28	BRUNO MARS	Locked Out Of Heaven	28	JAY Z	Tom Ford	28	IMAGINE DRAGONS	It's Time
29	JUSTIN TIMBERLAKE	Mirrors	29	KID INK	Main Chick f/Chris Brown	29	RIHANNA	Stay f/Mikky Ekko
30	DAVID GUETTA	Titanium f/Sia	30	DRAKE F/MAJID JORDAN	Hold On We're Going Home	30	NEON TREES	Everybody Talks
31	ZEDD	Stay The Night f/H. Williams	31	KENDRICK LAMAR	Swimming Pools (Drank)	31	OF MONSTERS AND MEN	Little Talks
32	CAPITAL CITIES	Safe And Sound	32	KENDRICK LAMAR	B**ch, Don't Kill My Vibe	32	RIXTON	Me And My Broken Heart
33	TINASHE	2 On f/Schoolboy Q	33	K CAMP	Money Baby f/Kwony Cash	33	DAFT PUNK	Get Lucky
34	RIXTON	Me And My Broken Heart	34	ASAP ROCKY	F**kin Problems f/Drake	34	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
35	KATY PERRY	Roar	35	CIARA	Body Party	35	KELLY CLARKSON	Stronger (What Doesn't Kill ..
36	MARTIN GARRIX	Animals	36	YOUNG THUG	Stoner	36	PITBULL	Timber f/Ke\$ha
37	JAY Z	Holy Grail f/Justin Timberlake	37	FRENCH MONTANA	Don't Panic	37	PHILLIP PHILLIPS	Home
38	SWEDISH HOUSE MAFIA	Don't You Worry Child	38	CASH OUT F/WIZ, TY DOLLA \$IGN	Let's Get It	38	PHILLIP PHILLIPS	Gone, Gone, Gone
39	IMAGINE DRAGONS	Demons	39	TREY SONGZ	Na Na	39	GOTYE	Somebody That I Used To Know
40	CALVIN HARRIS	Summer	40	AUGUST ALSINA	I Luv This Sh*t	40	LORDE	Royals
41	ELLIE GOULDING	Burn	41	T-PAIN	Up Down (Do This All Day)	41	KATY PERRY	Roar
42	JUSTIN TIMBERLAKE	Not A Bad Thing	42	RICH HOMIE QUAN	Type Of Way	42	JUSTIN TIMBERLAKE	Not A Bad Thing
43	LORDE	Team	43	MIGUEL	Adorn	43	IMAGINE DRAGONS	Radioactive
44	LORDE	Royals	44	USHER	Good Kisser	44	MUMFORD & SONS	I Will Wait
45	ZEDD	Clarity f/Foxes	45	JAMIE FOXX	Party Ain't A Party f/2Chainz	45	THE SCRIPT	Superheroes
46	DRAKE F/MAJID JORDAN	Hold On We're Going Home	46	KIRKO BANGZ	Rich f/August Alsina	46	JUSTIN TIMBERLAKE	Mirrors
47	PHARRELL WILLIAMS	Happy	47	J. COLE	Power Trip f/Miguel	47	FUN.	Some Nights
48	MACKLEMORE & RYAN LEWIS	Can't Hold Us f/Ray Dalton	48	JEEZY	Seen It All f/Jay Z	48	ARIANA GRANDE	Problem f/Iggy Azalea
49	ONE DIRECTION	Story Of My Life	49	MIGUEL	How Many Drinks? f/K. Lamar	49	PASSENGER	Let Her Go
50	AMERICAN AUTHORS	Best Day Of My Life	50	KID INK	Show Me f/Chris Brown	50	PINK	Blow Me (One Last Kiss)

Be A Friend To Make A Friend

By Harvey Mackay

Aristotle viewed friendship among the highest virtues. It was an essential element in a full, virtuous and worthwhile life. For Aristotle, there were three kinds of friendship:

- Friendship of pleasure: Two people are wonderfully happy in each other's company.



- Friendship of utility: Two people assist each other in everyday aspects of life.

- Friendship of virtue: Two people mutually admire each other and will be on best behavior in order

not to jeopardize their relationship. The value of friendships is perhaps most emphasized throughout the holidays. We share special gifts, look for opportunities to connect, and vow to do a better job of keeping in touch. That's so much easier said than done, given the busy-ness that we call life.

I can't imagine what my life would have been like if I hadn't had such loyal and true friends. I am fortunate to number among my friends several classmates

from first grade, as well as people I just met. My friends have saved my bacon over and over again. A few have actually saved my life.

So where does friendship fit into your business life? That's what often begins as "friendship of utility."

You probably spend most of your waking hours at work, so friendships are natural. Working together can easily turn co-workers into best friends, making jobs more enjoyable and the workplace a home away from home instead of a pit of boredom or an arena of stress.

But friendships need to be managed appropriately just like every other workplace relationship. You need to understand and respect each other's boundaries and privacy, just like with personal relationships. But work issues can present some unique challenges so that neither your friendships nor your job are at risk.

- Limit social chatter. Don't let your friendly conversations overshadow your responsibilities. Stay focused on your job most of the time.

- Keep private issues private. When you have problems to discuss, do it over lunch or after work. You don't want to make your co-workers privy to your personal dramas – and they probably don't want to listen to them either.

- Avoid gossip. Most of us love to talk about other people, but keep your natural inclination to share ru-

mors about co-workers or managers in check. If colleagues realize you're gossiping about them, the backlash could be unpleasant.

- Don't do each other's jobs. Pitching in to help a friend in a crunch is admirable, but keep to a reasonable limit. Your manager is in charge of assignments and responsibilities, not you. You don't want to spend so much time helping a friend do his or her job that you neglect your own.

- Include, don't exclude. Don't ignore the rest of your work place. Invite other co-workers to lunch, and include them in your conversations so they don't feel left out. You may even make new friends by expanding your circle at work.

If you value your relationships with family and friends outside of work, you need to work to maintain them. Take a few cues from your job for evaluating your priorities and scheduling your activities. These "friendships of pleasure" are worth all the effort you put into them.

A mission statement might be helpful. You have career goals and aspirations. It's just as important to establish what kind of relationship you want with your family and friends. A clear mission statement can help keep you focused on your personal life goals, especially when your schedule gets demanding.

Time management is just as important for friendships as for your business schedule. Keep all your commitments with fam-

ily and friends on one calendar, planner or smartphone so nothing falls through the cracks.

Spend some time planning your personal time. Review your schedule so that you are prepared for your most important activities.

Honor your plans. When you must choose between events, decide which is more in line with your mission, values and goals.

Finally, I'm not sure if this is the best example of a "friendship of virtue," but I love this story.

A losing football coach felt all the fates were against him. The team hated him, the fans hated him, even his wife and children were losing confidence in him. The only one who loved him was his dog. The dog was always glad to see him.

The coach told his wife, "A dog is fine, but a man can't live with just one friend."

So she bought him a second dog.

Mackay's Moral: The best vitamin for developing friends is B1.

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," "We Got Fired!...And It's the Best Thing That Ever Happened to Us," and his new book, "The Mackay MBA of Selling in the Real World."

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