

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I was listening to a radio talk show recently. It was the John Bachelor show. I like listening to him because he doesn't



fall on either side the political fence too definitively. (Don't worry I'm not going to spout any political views in this space. You want that from me you'll have to Facebook friend me.)

John Bachelor's smart. I usually learn something when I listen to his show. On this night he was talking about how close the race in Massachusetts was for Senator Ted Kennedy's vacant seat. As Mr. Bachelor went to commercial he said this was a case of "nail, shoe, horse, kingdom."

I had a flashback. I knew that reference. Or at least I thought I did. I'd heard it many, many years ago. When I got home I Googled it. Bachelor was referencing a child's nursery rhyme that dates back to at least the 14th century:

For want of a nail the shoe was lost.

For want of a shoe the horse was lost.

For want of a horse the rider was lost.

For want of a rider the battle was lost.

For want of a battle the kingdom was lost.

And all for the want of a horseshoe nail.

Ben Franklin thought enough of the nursery rhyme that he included it one year in his Poor Richard's Almanac. And a copy of the lyrics were hung in the Supply Headquarters of the Allied Armies during World War II.

The simple lesson is that if you do all the little things that you need to do, you won't lose your kingdom. But if you don't, if you overlook small details like a horseshoe nail, they can eventually bring you down.

So as I am want to do, I thought to myself, if this rhyme, and the lesson it teaches, has stood the test of time and been respected by so many great minds, how can we all, the Mobile DJs who are wise enough to read this publication anyway, how can we benefit from it?

What are the "horseshoe nails" in our industry?

I remember one of the first ones I ever discovered. I was DJing for about a year and was set up for a wedding. Just before cocktail hour was set to end, I clicked my cordless microphone on and saw the red light. Battery was dead. That's ok I've got one right . . . uh oh. I hadn't picked up batteries and now it was just a few minutes before introductions. I started panicking and asking the banquet staff where the nearest store was even though I really didn't have the time to run out. The bridal party was already starting to line up for introductions. I was this close to panicking when the videographer told me he had an extra

battery. Saved! Maybe that's why I've always had a special place in my heart for video guys.

But okay, remembering to bring batteries is pretty one-hundred level stuff. There's got to be more, right?

I believe there is.

I talk to a lot of multi-op owners who tell me they hate bridal shows and have no luck booking weddings from them. How's your follow-up? I ask. And that's usually when I discover another "horseshoe nail." If you have no follow-up plan in place, if you aren't going to work a list and be proactive, then why are you doing the bridal show to begin with?

Follow up with regard to vendors is a "horseshoe nail" as well. How often do you call a banquet hall that you just worked at, or a photographer that you just did a wedding with, and network with them? It's the perfect time to do it, assuming of course that you just did a great job and cooperated with all the other professionals that night. So instead of waiting till your sales are down (the kingdom, lost) start being proactive now.

When it comes to "horseshoe nails" for our industry (and if you read my Q Corner Articles often enough you knew I'd mention this eventually) staffing is extremely important. And when it comes to finding new DJs, my best advice is: Don't wait till you need one.

Don't wait till one of your veterans tells you he's hanging up his microphone or till you realize you're turning down too much work and need another guy to book. When you recruit from a place of desperation, you'll lower your standards and rush someone through your training program. But when you recruit from a position of strength, when you look for a new DJ even when you don't necessar-

ily need one just yet, then you'll impose your highest standards and your "horseshoe nail" will be of the highest quality.

The next time you have a few minutes to kill, try this exercise: look for horse shoe nails in your company. Look for things big or small, that can easily get overlooked and have a huge impact on your bottom line. Make a list and like the Supply Headquarters of the Allied Armies during World War II, post that list somewhere in your office where you'll always see it. Don't let a horseshoe nail bring down your kingdom.

Postscript: That special election in Massachusetts that John Bachelor was talking about had a surprising outcome. Ted Kennedy (a Democrat) had held the seat since 1962 and Massachusetts is considered one of the "bluest" states in our nation. So weeks before the election it looked like a no-brainer that the Democratic candidate, Martha Coakley, would win in a landslide. Yet as the election drew nearer Scott Brown, the Republican candidate, started closing the gap. Though bigger national issues had a lot to do with it, Martha Coakley did herself no favors. She campaigned with alarming apathy (19 campaign appearances in the weeks leading up to the election compared with 66 by Brown.) Plus, in an unbelievable gaffe for a New England politician, Martha Coakley appeared to not know who Curt Shilling was and called him a Yankee fan. It's hard to believe that a politician's familiarity with the Red Sox pitching staff could decide an election, but when just over a hundred thousand votes made the difference, who could tell exactly which horseshoe nail brought down that particular kingdom.

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.

When And How To Raise Your Price

By Michael Port



S o m e - times, when service providers get overbooked, they complain about it. Oh, how easily we forget what it was like when we were struggling our way up the ladder. Moreover, I've witnessed many a service provider resist raising prices, which might allow them to work with fewer clients, for fear of loosing business as this simple story will illustrate.

A have an acupuncturist that I see from time to time. He might be the best known acupuncturist in my town. He's certainly the most experienced and has an overbooked practice because of it. Every time I see him he complains (in a nice way) that he's overworked and can't keep up with demand. He doesn't want to change the model of his business, in that he still wants to see patients himself and doesn't want to manage other acupuncturists, but he resists rais-

ing prices, nonetheless. So, every time I see him, I complain to him (in a nice way) that his prices are too low and, in fact, should be doubled. His answer is always the same, "But, Michael, if I double my rates, I'll loose half my clients." I'll pause here to let that sink in. First of all, he won't loose half his clients but even if he did, he'd still make the same money and have twice as much free time. More likely, he'll lose just a few clients but make much more money because he doubled his prices.

If you do raise prices, it's a good idea to let clients know why. There's nothing wrong with saying that you're fortunate to be in high demand and are raising your prices so that you can give more attention to your clients. Or, that certain expenses related to serving your clients have increased and you're raising your prices accordingly. People like the truth. I'd prefer to be open and honest with my clients, running the risk of disappointing a few of them, then be manipulative or obtuse, running the risk of damaging my soul. Just be sure to let them know what the new rates will be and when they go into effect. Give them reasonable notice and consider giving them lots of advance noticed so they can adjust to the changes.

Port continued on page 2

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The Referral Coach

By Matt Anderson

7 Reasons Why We Fail to Spot Trends, How to Remedy This and Why It Matters to Your Wellbeing!

If you are tired of feeling like an idle train passenger in life rolling down a



one-way track, here are the reasons you fail to notice change in the world (no matter how much news you watch) and what you can do about it. Swedish trend-spotter Magnus Lindkvist

wrote his book *Everything We Know is Wrong: The Trendspotter's Handbook* (published 2010, so far only in the UK) partly to plead with us to:

Take more time to think and personally experience what is going on in our world (outside of what we do now) because then:

We take more control of our life, feel happier and we have more clarity, which opens the door for better decisions, creating solutions and for:

More inspiration

The BIGGEST PROBLEM with how we see the world is that we want to keep it simple all the time (read Reason #3 for a great solution to this) and simplistic thinking will not get us far in anything. As with most areas of our life, we overrate our abilities. This includes our ability to detect change.

Why you should read this and become a better trendspotter:

Creativity author Daniel Pink argues that the future belongs to the creators, empathizers, pattern recognizers and meaning makers.

The late Anita Roddick, founder of the Body Shop, described successful entrepreneurs as “opportunistic collectors” – people whose antennae are out at all time.

To enjoy the benefits of c) and d) above.

Reason #1: Some changes are far too slow to notice

Because they are not sudden and sensational, they don't get media attention. One trend to be aware of is mass entrepreneurship. It is redefining capitalism. Small has become an advantage and is no reason for not going global. (Please forgive me for tooting my own horn here, but it is week 8 of the new year and my small business has speaking events that I am totally pumped up about scheduled in three countries already. I can immediately think of four people within a short drive of my office who have similar accolades and run small companies and this is not a ‘hip’ part of the world

to live!)

Tip #1: Meet more entrepreneurs! Wealth nowadays is mostly SELF-MADE. The old millionaire was an overweight white guy in a grey suit. Now they come in all shapes and colors. Bono of U2 calls it “punk capitalism” meaning two things: business that changes the status quo and where anyone can play.

In the USA in 1985 there were 250 college entrepreneur programs. Now there are over 5,000!

“Nowadays, original thinkers capable of creating original products and services are the people driving the economy.”

Tip #2: Get new perspectives by:

a) Reading about the past – how has the world changed?

b) Changing your media habits by reading new sources (except this one of course!)

Reason #2: We tend to see the world in a fixed and rigid way

We generally think that the small world we grew up in was ‘normal’ and base all our judgments off that.

Tip#3: Share a story with your clients about one person's example rather than using large numbers and saying “millions of Americans are making this bad decision.” They will relate to it better.

We understand things that we see before us (a friend being downsized) but struggle to care about “billions of people living on \$2/day.”

Tip #4: Stop using the word ‘normal’. “These days, the world is a global place full of unique, quirky people and places.”

What's normal? The world is always changing but “the human mind has trouble keeping up.” For example, the nations that exist today were not created by higher powers. All their borders are man-made. Lindkvist believes these boundaries are becoming ever less relevant in a world of global business, cheap flights, internet and thousands of micro-markets.

Tip #5: Change your daily routine; visit a new country every year and/or meet with someone from an emerging market every month. New perspectives lead to new insights.

Reason #3: Information abundance has left us clueless: sometimes we blink and we miss the change

Combine Reason #2 (we have learned to see the world in a certain way) with being overwhelmed by how much information is available. It is now easier to understand that 9/11 could happen and surprise 99% of the world even though Al-Qaeda had carried out several other prior attacks and Osama Bin Laden was already being mentioned in the World News sections quite frequently.

Lindkvist's point here is that some things appear to happen ‘suddenly’ and

we fail to see any writing on the wall because our brain is already suffering from information overload. Information used to be hard and often costly to find but now it is free and in abundance.

THE PROBLEM: we don't know how to use what's out there! We can seek out wisdom but very few do. Most people seek out the ‘feel good,’ easy-to-read content such as sports, porn and gaming sites. Based on internet searches, people opt most for finding sensational rumors about celebrities rather than seeking out knowledge that leads to wisdom and growth.

They seek out a sugar and fat information diet.

Tip #6: Avoid just filling your brain with pleasure-seeking trivia but also look for information that is inconvenient, complex, boring and uncomfortable to digest (fiber, fruit and vegetables!) Of course, you wouldn't be reading this if you just wanted opioids (pleasure-enhancing neurotransmitters!)

Tip #7: Think twice about who you refer business to. In life we prefer people to be pleasure-enhancing rather like the information we seek out: people who are nice, outgoing and pleasant. BUT sometimes such people are very mediocre in their field! Make sure they have the competence and resources to get the job done well. I have made this mistake myself more than once and the consequences have been very costly!

Tip #8: Pause for daily reflection. Give your brain a chance!

In Jonathan Haidt's *The Happiness Hypothesis*, he comments: “We might have already encountered the Greatest Idea, the insight that would have transformed us had we savored it, taken it to heart, and worked it into our lives.”

Consider how seldom we ask ourselves this question from Lindkvist: “What can you do with what you've seen, heard or read today? How can it

help you solve the issues, problems and challenges you or somebody else (a client or COI?) is currently facing?”

Really, we race onto the next idea without contemplating the dozens we have already been exposed to. It is quantity undermining the quality.

Tip #9: Risk NOT pretending to know everything! Embrace changes. Mediocre people resist change because all they want to do is look good. Declare: ‘I don't know’ from time to time!

Reason #4: We fail to think exponentially

A faster world forces us to use our imagination about what might happen in the future. Lindkvist believes that we can't KNOW anything with complete certainty in such a volatile world where countries, companies, people and prices can change dramatically (think: Haiti, Lehmann Brothers, Tiger Woods, gasoline). Exponential change happens!

The truth is, many past generations complained that the world was moving faster. The idea/fear is not new. Older generations have always complained about it (and that the younger generations “don't get it”- the younger generations have always said the same thing about their seniors!!)

Tip #10: TIME is the latest precious resource. Everything seems to be getting faster for everyone. Connect what you do with your clients to the new luxury – choosing how to spend one's time.

In Felix Dennis' *How to Get Rich*, he states: “And just what is the most precious thing in life that riches can supply? Easy. For me, it's Time. Time to read and write poetry if I want to. Or to write a book if it takes my fancy. Time to travel on the slightest whim, to walk in the woods...to hang out with friends and loved ones.”

It is the new status symbol that you can control more of your time. In 1900

Anderson continued on page 3

Port continued from page 1

And, most importantly, remind them of the continuing benefits they'll get from working with you.

On the flip side, you don't always have to carry over all costs or eek out every bit of profit on every sale. Sometimes you can earn long-term marketing juice by taking one in the chin for the sake of your clients. My son's favorite pizza place is an organic one called Jules Thin Crust Pizza. At one point last summer the price of cheese went down. Now, the average customer is not going to know this. I eat cheese but I don't buy it in bulk. It would have been easy, and cheesy (sorry, couldn't resist), for Jules to just pocket the extra profit from the savings. But no, instead, they put up a big sign announcing the cheap cheese and that they were lowering prices because of it. All summer,

their busy season, no less, prices where reduced. I asked the owner, John, whether the cheese experiment cultured nicely or stunk up the place (sorry, again, couldn't resist). He said it was a huge success as a day did not pass without a multitude of “thank you's” being tossed his way. Now, John's not the type to boast about sales but I'm pretty sure he saw more business because of his gastrointestinal stimulus package.

Michael Port has been called “an uncommonly honest author” by the *Boston Globe* and a “marketing guru” by *The Wall Street Journal*. Michael Port is a *New York Times* Bestselling author of four books including *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect* and *The Think Big Manifesto*. Michael Port can be reached at <http://www.michaelport.com>

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Who?

By Mitch Taylor

I had a chance to give my upcoming presentation for ARMDJ's "Creative Consultations – Opening to Closing" at my local ADJA chapter just last week. We had a new member join and it was a great experience and I was pleased to receive an email

from him the next day stating that the presentation I gave that night was worth more than his ADJA membership.

However...one thing struck me about what he said. "During the presentation...the message you gave that our target client isn't only a person with a checkbook really hit home to me. I've performed a heavy metal reception be-

fore that just did not go well and I didn't enjoy it."

He thanked me for the fresh perspective and I thought I would share that with you for this month's column.

Who is your target client? Like the DJ that messaged me, most think that it's someone with a checkbook and the ability to pay for your services.

Is it? Or is it someone more than that? I would suggest that it's someone more than that. How? Here it is.

Go back through all of the clients that you performed for last year or over the last several years if you have just a few. Grab a pen and paper and start writing down the questions to these questions.

Who did you enjoy performing for the most?

What about them made you truly happy to perform their event and play for their family and friends?

Where do they work?

Where do they live?

Where have they lived throughout their life?

How old are they?

Did they come from a big family or a small family?

Were they college or high-school educated?

What was/is their life experience?

Where do their kids go to school?

What are their hobbies?

What do their parents do?

Were their guests' partiers, drinkers, dancers?

Where did they have their event?

Who were their other vendors?

When did they book with you?

Why did they book with you?

What was it about them that set them apart from all of the other parties that you performed that made you think of them just now?

Congratulations! You just wrote EX-ACTLY who your target client is! Your target clients are the people that you do your best work for, which you enjoy the most, and the types of people that you want to work with again.

Now....how do you reach those people? How do you get them the information that you are available for them the

next time they need quality entertainment? What's the key to fishing? Go where the fish are.

The first action to take is to go back to your past target clients and find out where they found you from. Was it from a bridal show? Did they come from the recent print ad that you ran in the paper or magazine? Did they find you on Facebook or was it a referral from yet another past client of yours? Wherever they found you....focus your marketing and advertising efforts there. It's a great place to start and will pay dividends to you in the form of happy clients and worthwhile sales and marketing efforts!

Mitch Taylor is an 18 year veteran of the mobile disc jockey industry, starting out on the cruise ships of Carnival Cruise Lines. He is a member of the American Disc Jockey Association and WED Guild™. Mitch owns and operates Taylored Entertainment in the Upper Peninsula of Michigan and can be reached at 906.786.6967 or via email at mitchtaylor@discjockeynews.com

Anderson continued from page 2

the status symbol was being overweight because it meant you had the money to indulge and over-eat. The body we want today requires time to keep it lean and toned.

TIME is what to emphasize when meeting with clients.

Tip #11: Prepare for possible exponential change by being proactive and using your imagination.

Get insurance, financial and physical check ups! Most of what shapes our lives seems to come as a surprise – accidents, illnesses, relationship changes, and deaths - often because our brains are so busy with the present. Yet because of this, many things are not really a surprise at all if we ever contemplated them. Relationships don't usually change overnight; both positive and negative change develops gradually over time. Heart problems don't develop in a week but usually come from years of unhealthy habits and the little decisions we make every day.

There are two points here. One is that we are often caught unawares by exponential things that come along. We can plan for some worst case scenarios: 'Be proactive' is the first of Stephen Covey's 7 Habits of Highly Effective People. Also, significant great things can happen too that likely require some imagination. This is one reason why visualization is recommended to get you thinking bigger about your future (have you read The Answer yet?).

Tip #12: Since time is such a precious commodity, find ways to shave minutes from activities to give you a competitive edge (also understand that sometimes doing the opposite – spending more time with people – can give you the edge.) As I wrote about last week, also start asking yourself: What can I start delegating to someone else?

Reason #5: We believe that tomorrow will be more or less like today only with a few technological changes because many real changes challenge our worldview.

Think about the TV show the Jetsons from the 1960's which supposedly portrayed the future. Despite the space travel and free-floating schools, every family had two heterosexual parents and two kids and the mother stayed at home

full time only going out to shop. There was no downsizing, single-parent households, outsourcing or same-sex couples. It was a future vision with 1960's social values.

Homosexuality still challenges some people's worldview while others are finally acknowledging we are all the same species: gay marriage is now legal in the UK and Canada. Even if I use my own family as an example, my 20-something cousin is openly gay, but my mother's 60-something cousin never admitted it to anyone except his mother and he doesn't even know I know now!

Our flawed thinking when we look into the future is that we believe technology will drive the world forward exclusively and we UNDERESTIMATE the role of human emotions and values – the mistake made in the Jetsons. We OVERESTIMATE what is happening right now and IGNORE that there are always new, surprising developments and invisible trends (highlighted by these seven reasons). So we really need to use our imagination!

Referrals are a great case in point. Some people go on about how you should have thousands of 'friends' online for business referrals but technology is not the silver bullet if most of these connections are casual and thin. The human emotions that come from an authentic RELATIONSHIP and great service that align with actual real people's values matter if you want a word of mouth endorsement to hold any weight!! Sure, use online as a tool but avoid depending on it.

Tip #13: Tomorrow will not be exactly the same for those over 65 either. The senior market is only going to grow and is likely to need more of YOUR services. Most people will continue to stereotype and see grey hair, prosthetics and 'old people'. Lindkvist argues: This is a BIG MISTAKE!

What was normal in 1850 was to live to be 47. Nowadays my mother is not considered old at age 70. Nor should she be! She re-married at 69, has travelled to a dozen countries in Europe and Africa in the last 18 months, has directed two plays at local theatres and works out at the gym more than I do! That wasn't either of my grandmothers at that age!

Old people aren't just getting older. As people remain healthy longer, they have more choices of multiple careers. They bring with them an increased level of uniqueness, specialization, skills and ideas. These are highly valued things that can have HIGH ECONOMIC VALUE! My (non-expert) prediction: over 70's entrepreneur groups with Richard Branson as the founding member (until he becomes the first 100 year-old to climb Everest).

Tip #14: When visualizing your business of tomorrow, have more faith in your uniqueness/brand. Yes, DO what other successful people do in your industry, but do not imitate anyone else too closely or the outcome will be mediocre. BE yourself.

Reason #6: The world we see is our personal version; we believe that our world is THE world.

In the Talmud it says: "We see things not as they are, but as we are." Most of us live our lives shielded in our spheres alone from most other worlds. Of course, we believe our worldview is true! Many of us support this by claiming that we have a wide variety of friends. Usually this means they vary in income and background but normally they have similar values and ways of thinking.

Consider this:

The median internet user is a young, well-educated man in proximity to a large city.

The median global inhabitant is a poor woman living in the vicinity of a war zone.

Same planet. Sure about your worldview?

Tip #15: Go to the source - don't just trust second-hand information. Seek it out yourself in the world. And do talk to strangers.

Tip #16: Ask of people you disagree with: 'what if they are right?'

Reason #7: We see the future pessimistically even though much of society gets a little bit better all the time.

Our thoughts about the future are sloppy and full of worries, ex. what if I fall ill? Will my children be happy? When we think ahead, most of our emotions range from mild anxiety to deep fear. Why? Partly because our thinking is mostly random and we fear loss more

than we seek gain, partly because, yes, we are aging and one day we will die, and partly because we see the world of the media as accurate (even though it focuses mostly on all that's going wrong: "Imagine a newscast focused on all the people who weren't murdered in an average day, or the vast majority of people who kept their jobs in an economic downturn.")

Also: Each generation likes to think it faces unsurpassed challenges (cue to all your dead relatives rolling their eyes in unison)!

And: Most people glorify the past and vilify the present.

We are blind to all the good things we have and take them for granted. We rarely discuss all the little good things that improve frequently and enhance the quality of our life, such as finding more healthy food options when travelling or at a local coffee shop (now selling oatmeal), technology that takes some stress away (my GPS), a service provider who improves the quality of our health (my chiropractor) or helps us feel more at peace with the future because of education they provide us or planning we do with them (my insurance agent). Or connecting with long-lost friends online or finding a group of like-minded people who share an obscure passion of yours whether it is backgammon or the same rock group from the 1980's.

I was talking to two other English people two days ago about my life in the USA in 1988 compared to today and there are so many things that are better for people from my home country – free and virtual ways to talk to the family face to face on Skype, great live soccer and rugby coverage, much better beer, easy to find imported food – it's a long list and it will get longer!

Will there always be problems? Sure. But failure is how we learn best. Multiple failures are virtually the only thing all successful salespeople have in common. To understand the future, study recent failures – that is often why laws are changed, legislation is passed and new politicians are elected (which also assures future failure!).

Technology, economics, consumer emotions and group dynamics drive

Anderson continued on page 5

Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ.



Today's topic: Retainers and Refunds.

RETAINERS: A deposit is taken at the time of the contract signing. The purpose of the retainer is to "hold" that specific date/services open for that client.

Collecting a retainer is an important part of your business process and helps to fund any pre-event expenses that could occur. It assures that you will do your portion of which you are hired as well as fulfills a contract signing arrangement showing that both parties involved in the contract have come to a mutual understanding of said agreement.

A retainer should be a minimum 30 to 50 percent of the completed contract value. I have personally found that a larger retainer at contract signing helps to deter people from canceling out for silly reasons. Clients can and will cancel for any reason. In these tough economic times I have heard of more DJs having events canceled because the bride and groom decided to save some money by eliminating the DJ, hiring

a cheaper one, the do-it-yourself DJ or just decided not to go through with the wedding.

Once you book an event and the retainer is paid, that day/service is locked in for that client. Any further inquiries for that day/service have to be turned away. If you lock in a date with a low or no retainer and the client cancels you are out of the majority or entire income planned for that day. Many times it is at the last minute and you will not be able to rebook that date leaving you without an paycheck. If your retainer is 30 to 50 percent of the contract rate, you least have a portion of that income to show for it.

When it comes to retainers, they only work if you have a strong cancellation policy. For myself, I give them three days from the date the contract is signed to cancel and get their money (retainer) back. Anything after three days the retainer is mine to keep no matter what. I also do not change dates, locations or events using that retainer as a payment. If they wish to reschedule (which almost never happens) they will have to pay another retainer.

Do not change dates or alter contracts because people will try to take advantage and press you to change/alter dates/events and then can cancel once again, leaving you out two paychecks.

I understand you don't want to upset or lose a potential client, but if they canceled you already have lost that client. The likelihood of them calling you up in the future to book another event just because you were nice and gave them back their money is slim to none. You are a business, not a

charity so act like a business. Hold strong to your contract and do not allow the clients to push you around when they have changed their minds. It's not your fault they're not getting married, why should you pay for it?

Along with a retainer commitment you should also have a 120 day or larger cancellation clause. If they cancel during that set time period you would still get a complete payment in full for an event that did not happen... but that's another entire article.

You need to invest some money and have a business or contract lawyer write you an agreement that will stand up in small claims court. Many clients don't take our industry serious and think we can be pushed around. Many times clients believe if they cancel for whatever reason they should get all of their money (retainer) back and will sue you for it. With a strong agreement this will not be an issue. When I started my contract was a single page, pretty straight forward simple agreement. After over 30 years in the industry it has now grown to over 10 pages. It will clearly spell out the rules and regulations that I as well as the client are required to fulfill and make the agreement a mutual understanding of the duties expected by both parties. No confusion, no misunderstandings, no gray areas.

REFUNDS: A refund is something that should never happen in our business. The only reasons for a refund would be if you didn't fulfill your end of the agreed upon contract. You have to be honest with yourself and your client. If you didn't show up, didn't perform well or caused some form of a problem for that event, then you should take it upon yourself to offer a refund. Don't make clients call you and de-

mand it. Be proactive and it will help to ease the tarnish of your image from that event.

Cancellations due to reasons like the weather, failure on the clients or the event locations part to complete or even the death of a client or close relative are items that need to be looked at on an individual basis. Each situation is unique to that particular individual/event as well as to yourself.

If you need to give a refund for unusual circumstances, don't forget that you as a DJ do have costs incurred to produce that event and may have spent money for music, planning meetings, travel and others that need to be taken into consideration before giving a complete refund to a client.

Remember when stores use to take returns at any time for any reason no matter how beat up the product was? (Pre-90's) You could take an item bought at K-Mart to Macy's and they would take it back then refund you their higher price rate. People made a living out of deceiving stores like this (especially the shop lifters) Why? because their refund policy was too simple and had big problems with it. The stores were more interested in keeping customers happy - even if they weren't really their customers. Unfortunately they were losing more money than customers so the stores tightened their return policy's and stopped the river of money flowing out their doors.

You need to think in these terms if you do not wish to be taken advantage of and lose potential income.

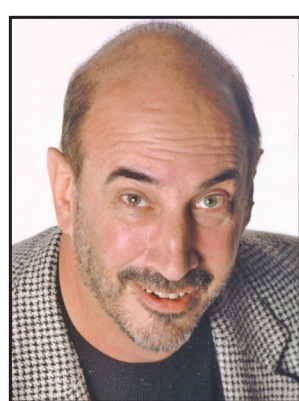
To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

What Are You Learning?

By Jeffrey Gitomer

I have been a student of sales since November 11, 1971. I was listening (via the brand new voice technology called the "cassette tape") to a guy named Jay Douglas Edwards, who uttered the sales tip, "If the customer says, 'Do these come in green?' you say, 'Would you like them in green?'" Cool.

That's the day I realized that there was a science of selling. I wanted to learn more.



I will admit that most sales skills and sales tips taught in the 1970's were somewhat manipulative. But at the time that's all that existed. Over the last 40 or so years sales models have changed.

Probably the best example of change I can offer you comes from a column I wrote several years ago about the "Benjamin Franklin close."

You can get that column in its entirety by going to <http://www.gitomer.com/articles/ColumnSearchResults.html> and entering the keyword: Franklin.

Basically what the column says is rather than use an old, time-worn manipulative sales close on the customer, try using it on yourself before you go into the sale as a means of preparation.

I have read all or portions of hundreds of sales books over the past 40 years, but most of what I have learned has come from the spark of an idea gleaned from a book, and then it was somewhat altered once I got out into the field and had to actually apply the strategy. Kind of like you.

All sales books offer some form of

valuable information. All sales experts offer some form of valuable information. As a student, your job is to determine how that information fits into your skill set, your environment, your marketplace, and your customer interactions.

Learning sales skills is a matter of understanding, adoption, application, and a bit of tweaking.

In my experience I have found that unless the tip or strategy is comfortable to me, I won't use it. It has to fit with my personality and be in the framework of my comfortable conversation and ethics.

HOW TO READ: As a reader myself, I am challenging you to look at the ideas you read with an open mind, and strike from your mind the phrase, "I know that." Most salespeople already know everything. The problem is they don't do it.

I would rather have you ask yourself, "How good am I at that on a scale of 1 to 10?"

Then ask yourself:

- How does this information apply to me?
- Do I agree with this?
- Am I comfortable with this?
- Does it fit my personality?
- Is this "me?"

If the answer to all of those questions is yes, then ask yourself the following three questions:

- Is this in the best interest of the customer?
- Will this lead me to a long-term relationship with the customer?

And finally the true self-test question:

- Will this make my mother proud?

Jeffrey, what about CDs and the Internet? YouTube, podcasts, and other forms accessing sales skills information?

They're all GREAT! They're just not as great as reading a book. Of course there are multi-media forms of sales information you

can access. But none are as flexible as reading. Reading gives you a chance to move at your own pace, underline, scribble notes in the margins, re-read what you may not understand, even dog-ear the important pages and where you left off.

Reading time is usually quiet time. It gives you a chance for reflection. Whenever you choose, you can stop and think about the meaning and the AHA!, or you can adapt and apply what you read.

The messages offered in books are from a combination of men and women, experts in their field, who have actually used these methods and strategies to build their own success. And your job is to adopt them, adapt

them, and turn them into money.

Got book? Maybe you should try to read a book a month.

If you want my list of recommended reading, go to www.gitomer.com and enter the words SALES PILLS in the GitBit box.

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

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Being Straight Up

By Kelly Suit

I truly was planning on discussing Social Marketing for this article (and I'm going to try to get that article to the editor so it will be in the next issue), but



I have lots on my plate and I didn't want to phone that article in just to meet the deadline.

Instead, I'm going to share a couple of stories that happened to me since the last article that got me think-

ing about my shelf life as an entertainer.

I was at a local DJ Association meeting supporting my friend and employee Arnoldo Offermann while he gave a great seminar on blogging when a question was asked of me that kind of took me by surprise. I gave a mini seminar at the Disc Jockey News Conference last year on school dances and my local association asked me to put together a longer seminar to present for them. I agreed and at our association meeting it was mentioned that I'd be presenting a schools seminar. One of the DJs commented to me that he was surprised

that I'd be giving this seminar instead of Arnoldo since he is a twenty something and I'm a late 30 something.

This question took me by surprise because while I'm not blinded by the notion that schools are a younger mans game, I don't feel like I'm that old! My business plan allows for the fact that eventually I'll need to be more on the business side and less on the performance side, but I'm just 39 years old and I'm not even close to being there yet. In fact, I consider myself to be a young 39. I keep up with current culture, keep up with current music, and know my way around cyber space. Then I look around the room and notice that other than Arnoldo, there is only one other DJ in the room that I can tell is definitely younger than I. These are the guys that are putting in the time and effort to get better at their craft and business, yet they are also many of the more mature entertainers in my market. Isn't their experience and talent more important than the fact that their birth certificates have them closer to social security than to being able to purchase their 1st beer?

I remember the 1st time that I realized that I was getting older. I did a sorority dance and the young lady that paid me at the end of the evening called me Sir. Not in the polite way you would say this to a professional, but more like the polite way you'd say something to

someone obviously older than you. Not dude, buddy, hey DJ, nope ... Sir!

Well, last Sunday I did a bridal show and I was chatting with one of the DJs there. Good guy, young business owner with stars in his eyes. He asks me how long I expect to be still DJing, this after dropping a comment about me being in business for the last 25 years which isn't true, I've only been DJing for 15!

So it got me thinking, is there a definite age bias in our industry? How old is too old? How young is too inexperienced? When does your experience get out weight by your age?

One of the best reasons to consider a multi-op business style is that you can be more versatile. You can have DJs that cater to different clients that have any number of needs, but what if you love DJing? I don't want to hang up the headphones any time soon, so is there going to be a time where I'm forced to do so? I can program and mix an incredible evening of music for a high school prom, but if I'm starting with a bias, is my day coming soon where I will need to opt out?

I don't have all the answers, but I do know that there are DJs out there that are older than I, and they are still very busy and successful doing all type of events, schools included. I have read countless posts on DJ networking sites from older DJs that have adapted and I have read countless posts from DJs that couldn't adapt and eventually found that there wasn't enough business to justify continuing.

So, how do we adapt? From what I've been able to gather, it has lots to do with creating a niche for your service. This can be done with equipment, new technology, and creativity. If you offer a service that isn't available anywhere else, your age suddenly isn't that important anymore. If you can spin the perception from age to experience, you can also overcome the bias. Using schools as an example, they care about the ride, not the guy driving the bus. I do think that having employees like Arnoldo affords me street cred so to speak. When I do meetings for schools, he is there to pimp me (if he isn't available or if we think the client would be better suited for any reason) and I'm there to give him the credibility of experience. I know that this won't work for everyone unless you are willing to grow beyond being the only entertainer, but it's one of the ways that I've been able to overcome the age bias.

I had a bride of maybe 22 sitting in front of me last week. She could have had any DJ that I have available, but wanted me to be her DJ. She paid much more for me than she could have spent on an excellent younger DJ that I personally trained, but she was adamant that I be her entertainer. Now again, I'm a young 39, but its moments like this that give me hope that maybe I won't be forced into a home before I'm ready.

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

From The Other Side...

By Jake Palmer

Now What...

If you are a regular reader of The Disc Jockey News, you probably know that after getting married last summer, I thought it would be a fun to write a series of articles about what it's like to plan a wedding with

the knowledge and experience of 20 plus years in the mobile entertainment business. It's been a lot of fun, to be on the other side, and really, what's not fun about playing the role of the "expert" and pointing out the bad, the good, and the really cool things about other services and vendors.

Let's be honest, it's pretty easy to look at someone else and point out what you think they are doing wrong, or right. They say hind sight is 20/20, kind of like "Monday Morning Quarterback" syndrome... I mean really, who didn't see that Brett Farve interception coming in overtime of the Vikings vs. Saints NFC Championship game, it was totally obvious... from my couch!

Well, tonight as I sit at my computer, in the 11th hour of the Disc Jockey News writing deadline, once again playing the role of the "expert", I realize... I got nothin'. Now, if you were to ask my lovely wife, she would point out that I am an "expert" at pretty much nothing, with the exception of making a mess in the kitchen when she is not home, (can you feel the love?), if that's not enough to revoke my "expert" status I would refer you to my NCAA Basketball brackets.

I like to think that I have been around

the block enough times in this business to know a few things that can be helpful to other DJ's and Entertainers. With 23 years of Mobile DJ experience, 15 years of "On-Air" radio experience, advertising, marketing, and loads of management and training experience sprinkled in, you would think that it wouldn't be too hard to label myself as an "expert". But, what about me, does that mean it's too late for me to learn, expand, or grow? NO! I decided I should take a lesson from one of my own articles and remind myself of what I can do to make MYSELF better. I am always pointing out how the entertainment business is an ever-changing, and evolving industry. The people and companies that succeed are always looking for ways to improve.

After Tiger Woods made a name for himself as the number one in the golf world in the late 90's, he completely re-worked and changed his swing to make it better. While I am not sure how he found the time to do this with all of his "extra friends," he knew he could be better, if he kept working. If the best golfer in the world feels the need to keep working to improve, shouldn't I?

One thing I learned from working in radio is that there is no need to worry about your neighbors yard till your yard is in order... that, and there is a clichéd analogy for everything if you look hard enough.

So I go back to last months article and ask myself, What do I do that sets me apart? Why am I better? Who can I learn from to get better? There is no better time for improvement than right now. I think it's this time of year when we start to go a little stir crazy. Winter has been hanging around too long, and in most parts of the country, Wedding

season has not kicked into full swing yet, and we find ourselves with a great opportunity to work on improving.

I can use this slow time to work on my mic skills at the bar and karaoke shows. I can look for an organization to join that will connect me with other DJs and entertainers where I can get and share ideas. There are networking groups in my area that will help me make more business contacts. I can make a better effort to go to other DJs shows and see what they do. These are all things that cost little or no money. I can make some financial investments in myself and my company by upgrading equipment, or building an easier to assemble façade. I

can take the time to attend workshops that will help me be a better speaker or actor or singer.

All of these things will help ME to get better and to keep working to improve. Even the little things will help because they keep the thought process working, and they help with confidence. All of these things lead to a better me, which will help me help you, by the way, if you are a regular reader of The Disc Jockey News...thank you.

Now if I could just figure out how to pick NCAA basketball winners...

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

Anderson continued from page 3

change in our society. The pessimists may notice the problems but it is the optimists who solve them!

Final tips: take a break from the news; list out five things you are grateful for each day; beware the halo effect you put on another (no human is perfect; think Tiger Woods as only one recent example - shock horror!) and understand the pessimists because they are not always wrong.

Lindkvist concludes the book by quoting Nobel poet Laureate Wislawa Szymborska: "Whatever inspiration is, it's born from a continuous 'I don't know.'" Only from a perspective of admitting we cannot have it all figured out are we then able to look to the future and start noticing change and, hopefully, things that can positively impact our lives and, who knows, maybe that million-dollar business trend idea!

PAUSE PLEASE and ask yourself: "What can I do with what I've just read? How can it help me solve the issues, problems and challenges I or somebody else (a client or COI?) is currently facing?"

Then forward it onto someone else that would appreciate some great brain fodder!

Matt Anderson, of the Referral Authority, has grown his business exclusively by referrals, relationship building, and networking. He specializes in coaching sales professionals how to network effectively and build a referral-based business.

Recent clients include Prudential Financial, US Bank, Virginia Asset Management, State Farm Insurance, and MetLife. He is the author of the upcoming book Fearless Referrals and is regular contributing author to one of the best known resource for financial advisors: Horsemouth.com and has recorded several corporate training videos for New York Life on referrals and networking. He lives in Madison, WI but hails from Coventry, England, consistently voted home of Western Europe's Most Unfriendly and Least Intelligent People as well as the Best Place to Get Beaten Up in Broad Daylight.

Lessons From Disney: The Science Of 'Clientology' Continued...

By Ron Ruth

Last month's article regarding Disney's science of "guestology" and how they continually survey park guests to gather demographic and psychographic data for the betterment of their service theme prompted a number of responses from DJN subscribers.

At the conclusion of the article, and as something of an aside, readers were invited to email me for a complimentary copy of the post-event survey that I use. I am surprised at the number of requests received.

Quite a few requests, however, came with a question similar to this one: "I already survey but have difficulty getting my clients to return them. What can I do to improve my return ratio?"

"Clientology," last month's reference to Disney's "guestology," is an ever evolving practice. If clients are not returning your surveys, there may be a need to re-evaluate your questions. But it may also speak volumes to the relationship you had with the client in the first place.

I believe a strong relationship with a client is as important as the quality of a performance. A true relationship or friendship, however, takes time and effort. It goes far beyond contractual obligations and a single planning meet-

ing. But, the process of establishing a relationship also allows you to continually build trust and gather psychographic data about a client's mental state and their varying wants, needs, preconceived notions and emotions.

Simply stated, you're able to track how a client feels about the process during the process and, equally important, how they feel about you and the service you deliver. Those observations and information will let you know if you are on the right path to assuring that client's happiness. If not, you can make course corrections that will put the client at ease and reinvigorate the relationship.

When a client likes you for who you are and for more than just the job you performed, they will be eager to help you after the event.

Peter Merkle, a Chicago DJ and friend, told me that the greatest compliment he receives comes from his client's guests at the conclusion of a wedding reception. And, it comes in the form of a question; "How long have you been friends with the bride and groom?" I couldn't agree more. That is a tremendous compliment. The question alone speaks to the relationship he has with his couples. And, it's a safe bet that the question is prompted by the manner in which he addresses the newlyweds throughout the reception. There is a sincere tone to the care he has for their happiness. By the time Peter performs at a bride and groom's reception, he is their friend.

When my wife and I return from a vacation to Walt Disney World, we are sometimes asked to complete an online survey. Because we are treated so well during our visit and because every Cast Member goes out of their way to make

certain that we are having the most fabulous time of our lives, I'm disappointed when I'm not asked to be a part of the sample group.. We love the sincere effort made to know who we are and what we want. We value that relationship and are more than anxious to sing the praises of those that made us happy.

Conversely, I recently had my windshield replaced by a nationally known company. The repairman came to my home, replaced the glass, said "thank you" and moved on to his next job. He was a nice guy. He did what he came to do and I didn't really expect him to spend a lot of time getting to know me. A day or so later, I received an on-line satisfaction survey. Admittedly, I ignored it. Why? I had no motivation to complete it as I wouldn't be violating a trusted relationship.

A week or so later, I noticed a rattle coming from my windshield that could only be heard while traveling at highway speed. I called the glass company and they sent a "technician" to my home to check it out. The tech immediately discovered that the installer failed to get the trim replaced correctly. After a couple of minutes of assuring that the pieces had been properly snapped back into place, he offered to go on a test drive with me to make certain the problem was solved. The nearest highway to my home is 10 minutes away, but it didn't matter. Thirty minutes later, we returned to my house where I thanked him for his trouble and his time.

Within 4 hours I received another satisfaction survey from the glass company. This one did not go ignored. I was actually a little giddy filling it out because my problem had been addressed

with such care and with little more than an investment of time to make certain I was happy. This is just the beginning of a beautiful relationship. Want to guess what glass company I will refer?

We've all heard the expression: "Treat your customers as you would want to be treated." At Disney, a similar statement reads: "Treat the guest as they expect to be treated." Learn as much as you can about your client. Knowing what you'll need to do to exceed their expectations will be as easy as making it happen. Plus, you'll have a loyal friend for life.

Right now we're all looking for ways to add value to our services that will make us stand apart from our competition and we want to do that without adding expense. Relationship building is simply an investment of time. Instead of meeting with a wedding client only once before their big day, consider a planning schedule that will allow you to get together on 2 or 3 occasions. Talk about them. Ask questions, lots of questions... but about them! Engage in conversation as though you were talking to a friend. Don't be afraid to share a little something about yourself or to share in their excitement. Build trust.

The rewards are far greater than getting a client to return a survey. Combined with exceptional customer service and a stellar performance, it will become the catalyst for many more referrals.

After all, who isn't excited about referring someone to a trusted friend?

Note (Extended through April): You can receive a complimentary copy of Ron's basic, client survey by emailing ronruth@discjockeynews.com.

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



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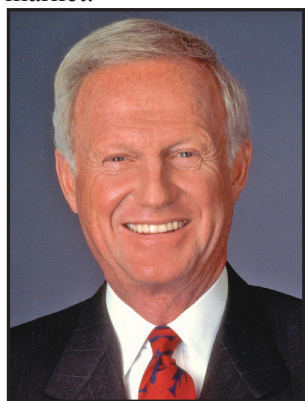
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It's Not Always About the Money

By Harvey Mackay

I'm having a fabulous time on my tour promoting my new book, *Use Your Head To Get Your Foot in the Door: Job Search Secrets No One Else Will Tell You*. I've been meeting folks with so many stories that I could write another book on the challenges of today's job market.



Those who have lost their jobs are eager to get back to work. They are motivated and educated, frustrated and aggravated. They are ready to bring their skill sets and experience to

an organization and prove their worth. They just want to get back to work.

Those whose jobs are secure for the moment, but are looking to move on, have a different set of concerns. They are grateful to be employed, but are ready to find new challenges or use their abilities somewhere else. They'll keep plugging away until something comes along, but they have their antennae up all the time.

But the one common theme that took me somewhat by surprise is this: It's not all about the money.

Naturally, job hunters expect to be able to pay their bills and maybe have a little left over. But this recession and accompanying ripple effect has made many re-evaluate their requirements in taking a new job, and very high on the list is job satisfaction. At a time when people can't be as picky as they might be in a better economy, doing what you love and what you are good at seems to trump a bigger paycheck.

What breeds loyalty to a company? Why do employees keep working for an organization even when there are other

opportunities? Several themes emerged quickly.

- Professional development. Employees who have the opportunity to learn new skills are far more likely to stick around. It's the top reason that people give for staying with an organization. And it doesn't always require that the new skills come in the form of formal education. In this climate of tight budgets, companies are offering fewer education benefits. But smart companies are promoting mentoring within their walls, pairing experience with ambition, and developing employees at all stages of their careers.

- Coaching and feedback. Even top performers need to know how they are doing, what's really working and what improvements are necessary. Smart managers understand that every employee wants to feel like their contributions are being noticed. It's a mistake to assume that workers know how things are going just because managers are satisfied with results. When employees begin to wonder whether the company cares about their careers, they think about moving on. Regular reporting or feedback sessions can be brief but are critical to employee job satisfaction -- even when the feedback is less than glowing.

- Positive work environment. Many people spend almost as much time at work as they spend away from it, so the work environment matters. Whether it's a factory floor or a corner office, the surroundings and the co-workers influence a big chunk of job satisfaction. Managers need to keep the work flowing; a constructive approach keeps morale up. So does a little fun every now and then. Birthday celebrations and employee recognition needn't be elaborate, but a little stroke goes a long way.

- Good bosses. The fact is, people don't really leave jobs, they leave bosses. A great boss provides all of the above, plus takes an appropriate interest in the employee as a person. Con-

sider what happens when a favorite boss leaves the company: an exodus. People who seemed to be happy with their jobs resigned to follow the leader. And that's usually not about the money either, but the person in charge.

When you interview, often one of the last subjects that comes up is salary. It's possible to determine a salary range before you start the whole process, using the going rates in the industry. I always counsel job hunters not to base their decisions solely on the paycheck.

If you take a permanent job merely for the compensation, I'm willing to bet

that your job satisfaction will be on the low end of the scale and your frustration will be off the charts. But if it's a job you love, and prove your value to the company, chances are the money will follow.

Mackay's Moral: Money talks, but it shouldn't have the final say.

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

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Experience vs. Expertise

By Dean Carlson

A few months ago I wrote an article that contained a story from a wedding planner I work with often. She told me she was tired of vendors trying to describe how good they are by saying they have



XX years of experience. To be quite honest I would have to admit that I have probably said something along those lines a time or two myself.

This has gotten me thinking really hard about how I convey the quality of my work to someone. After all, I have met DJs who have had a lot less "experience" who are more talented than I am. I am not sure if anyone has read his book or seen his youtube video called "The Last Lecture", but Randy Pausch say "Experience is what you get when you didn't get what you wanted" or as Dan Stanford says http://thinkexist.com/quotation/experience_is_what_you_got_by_not_having_it_when/7189.html "Experience is what you got by not having it when you needed it."

Neither of these examples are positive. So are we saying "I have XX years of dealing with things that have gone wrong, so when they go wrong at your event I will be able to handle it!"?? Is this the hidden message the client might be hearing when we say that? If it is we should stop using it right now.

I am not saying that gaining experience is a bad thing. In fact, for the great DJs and MCs it's a must. The issue lies in it's reference to others about the quality of work we do. See, the word 'experience' is far too broad for anyone to know if we have had good or bad experience. It leaves far too much open for interpretation.

I would say the average person who is looking to find a quality MC or DJ for his or her event either doesn't understand

the experience statement, or breezes right over it not even considering it as a sales point. So how do we convey how good we are without using that word?

As luck would have it I am reading a book right now called "Book Yourself Solid" by Michael Port. He spoke a few years ago at the Northern Disc Jockey Convention. When I went to the Mobile Beat Convention this year I also attended a side function called "The Think Tank" which is a mastermind group of DJs who, by sharing, stretch our thinking and come up with great solutions to issues that face us all. After Las Vegas we continued this group and have been meeting weekly, going through Mr. Port's book.

So the last chapter we covered was called "Who Knows What You Know And Do They Like You." The main concept of this chapter is about becoming a Category Authority. So what are you a Category Authority on? For me, I concentrate on weddings as my primary source of business, and I have become a Category Authority on weddings. What really shocks me is how many DJs and MCs who claim to specialize in weddings actually have no idea about the "why" of what we do. Why do the groomsmen stand on the right of the groom? What does the Bouquet mean? Where did the money dance originate and why do we do it? Why is it called a toast? What is the meaning of the cake at a wedding?

DJs and MCs who have just experience probably don't have the answers to any of those questions. They might not even care. For me, my pocket book cares. Because for every DJ and MC who doesn't care, I will find their potential client and show them that I care and I will be making that sale. Just my knowledge and sharing of the knowledge of the cake cutting ceremony, for example, changes my client's perception of me; I no longer have experience, I have expertise...or as Mr. Port says, I have become a Category Authority to those who need our services.

Most brides and grooms are first-time/only-time buyers, and they just don't know the "whys" of a wedding. In today's society they are bombarded with knowledge from magazines to TV to the

internet. When you can take the load of wading through all of that information by themselves off their list and make their job lighter, they are willing to pay a premium for that expertise.

So right now let's do a test. Go to your book shelf and DVD rack and count the number of books and DVDs you have that are helping make you an expert. Maybe your expertise is going to be different than mine, maybe its games and interaction and ice breakers. But if you have less than 15 on your shelf right now, you have work to do. When is the last time you read or watched those products? Have you done it more than once? Has it been over 2 years since you did? I have close to 75 myself and I always have one open. In fact, I just ordered 5 more books yesterday.

So I asked earlier how can we show clients the difference between experience and expertise. I think this begins with every 'touch' we have with a potential client or referral source. What do your

cards say about you and your company? How about your website? Answering machine? Facebook page? Do you blog, and what are you blogging about? If you use snail mail, what is the content of that package, words and materials? Then the real rubber hits the road when you meet face to face, and start building that relationship.

I'll finish by saying, stop bragging about experience and start showing your potential client what you are an expert at. Your bottom line will thank you as much as all the happy clients you will be performing for. Abraham Lincoln once said, "I don't think much of a man who isn't wiser today than he was yesterday." Which is also in line with something J M Clark wrote, "knowledge is the only instrument of production that is not subject to diminishing returns."

Good Luck and Great Shows.

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

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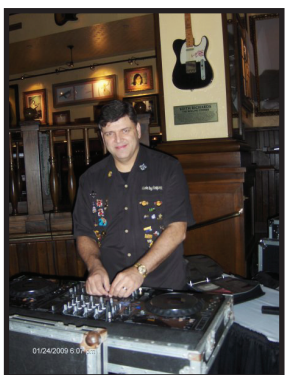
Don't Be Fooled By Other Associations Slick Presentations



Shine And Rise!

By Rocky Bourq

As we bounce into Spring, pun intended, it is customary that we feign, at the very least, desire or simulate effort, for fear of self loathing, at answering the annual call to renew, refresh, and refine.



That is why it is called S P R I N G CLEANING!

The immediate, but short term, benefits of the seasonal exercise are obvious. When the closet is tidy, I can find my shoes quicker and with more efficient pairing (I've left the house with very similar but non-matching shoes on my hooves). Our cars seem to run better after a through cleaning. The house looks substantially more worthy of the monthly expenditure when the lawn is mowed, the garden is freshly manicured, and the windows sparkle from the sun's approving beams.

Regretfully, those benefits are temporary and, unfortunately, fade rather quickly. If we focus on that contingency, we can logically resolve to do nothing, which can lead to complacency, neglect, and, eventually, total devaluation. I am as guilty as any, except for the complete-

ly committed from the television show "Hoarding: Buried Alive."

So really, what is the upside? It will just result in less to "renew" next Spring, right?

"Wrong, sir! Wrong!" - Willy Wonka. (Did I just scream at myself? I probably deserved it.)

The build up from repeated "putoff-skies" always leads to unnecessarily difficult rehabilitation and I oughta know. I was once President of Putoffskia. I still visit as a dignitary but have no claim to any authority. During my reign I often delayed the simplest tasks in the, never realized, hope that it would either become irrelevant or magically disappear. I was eventually elected out of office because I was buried under so many things left undone, that my subjects thought I was missing and no one vote for me, and I was running unopposed.

That aside, I did learn that periodic routines, like spring cleaning, have true value and purpose. And so it is with our gear. Every year, for several years, I take every piece of equipment, and there are many, every cable, table, and case and, using the most effectively mild cleaner (typically a soft damp towel, you can use your Sham-Wows), proceed to give each weapon in the arsenal a through wipe down and if necessary, a run through.

On more than one occasion, I have not only found my self in possession of

a much prettier rig but have uncovered and averted potential problems with a simple fix, so simple even I successfully completed the repair.

Therefore, I vow, and invite the thousands that have joined me in this crusade, to embrace this season of renewal and cleansing to take inventory of, not only our intangible assets, but of our gear, our tools, our weaponry!

Next Sunday or the one after that, but no later, when you are basking in Saturday night's standard but phenomenal performance and replaying, in your head, the "Attaboys" your received from the drained but cheering fans, join me some spring cleaning.

Please do not ignore, disregard, or breach the following warnings:

Always turn off, preferably unplug all components before cleaning them.

When ever possible, use a damp (distilled water works well), soft cloth to remove dirt..

Never spray cleaners directly on your components, apply them to a cloth instead.

Don't use furniture polish or wax on your gear. Ever.

Check your owner's manuals for cleaning instructions — the manufacturer's suggestions are often very helpful (and if they run counter to suggestions, by all means follow the manual).

Return your gear to as close to new as possible present-ability by carefully and gently cleaning from the surfaces all the glitter, dust, bubble juice, and other unidentifiable stains. Remove the fossil-

ized fingerprints from screens and buttons. A small paintbrush can be used to brush dust off of jacks and cables.

Wipe every speaker and power cable from end to end. Use goof off to remove any duct tape residue. Shrink wrap or remove all cable gashes.

Tighten any fasteners, replace worn bumpers and/or protective components. And do the same to your back up gear.

Refinish, repaint and renew the grilles on speakers, the visible parts of trussing and stands, and, if necessary, give your carpeted components a shave with a lin remover.

Your gear will work better, it will present a much more professional appearance, and you'll look better standing by it. Clients and potential clients might not have any care about the brand, type, or coolness of our gear but they do care when it look dirty or unkempt.

Customers appreciate but rarely comment or commend on a clean presentation. Why should they, it is to be expected. Conversely (the adverb not the shoes) an unclean presentation, no matter how minor or seemingly insignificant, is fair game for an unflattering review.

Make your tools look as good as you do and in the process make us all Shine and Rise in the eyes of our clients. In Dude Walker's case I suggest aiming for better looking than you are.

Rocky can be reached at rocky-bourq@discjockeynews.com

Gear Review: VeriFone PAYware

By Kirk Holslin

This month I received a new piece of equipment that really can put the term "mobile" into your business.

VeriFone PAYware Mobile sent the Disc Jockey News a new accessory for use with the iPhone 3G or 3GS. It is a credit card encryption sleeve.

The credit card encryption sleeve works in conjunction with the VeriFone PAYware Mobile application. The mile high overview of this application is that it allows you to process secure credit card transactions via your iPhone. Please note that according to paywaremobile.com, there are other applications being developed for other brands of smartphones.

As our society becomes more mobile and bound to their debit/credit cards and cell phones, we must adapt to understand how our clients "function" within their daily lives. Most of our bridal clients don't carry much if any cash. They prefer texts and tweets to lengthy phone conversations.

Since I have yet to join the iPhone

craze, the information I'm providing you has been gleaned from the included DVD and paywaremobile.com.

After setting up the application on



your iPhone you will need to register your phone with the encryption sleeve. In case of theft or phone loss you are able to remotely disable the application online from the payment gateway.

The process of swiping and processing the credit card transaction is encrypted end-to-end. The card data is encrypted the moment you swipe your customer's card. The card data is also encrypted in transit to your credit card processing company. This prevents sensitive card data from entering your iPhone or being intercepted during transmission.

Just as with a traditional credit card processing "application", you are able to include sales tax and gratuity if needed.

The application does not allow you to print a receipt for your client at the point of sale. However, you have the option of emailing a receipt to them at the point of sale. The receipt contains all neces-

sary information required by payment processing regulations. You can also customize the header and footer of the receipt via the merchant portal on the PAYware connect gateway.

A record of the transaction is accessible in the application and the PAYware connect online portal. You can reprint receipts and view transaction history from the portal.

Costs and Fees: As with all credit card processing applications, there will be fees involved. The payment gateway service provided by VeriFone will be in addition to your normal card processing rates. Fees and fee structures will vary, but you can expect that with every merchant processing account will include:

- Discount Rate: This is the percentage of the transaction amount you will be billed for the transactions you process. Rates vary based on certain risk criteria usually categorized into "Qualified", "Mid-Qualified" and "Non-Qualified"

tiers. In addition, rates vary depending on your type of business, whether or not you swiped the customer's card through the reader and other factors that can be explained in further detail by your merchant account provider. To ensure that you get the lowest fees possible, always swipe the customer's card through the PAYware Mobile reader, and be sure to include all the required information whenever processing a transaction.

Obviously this brief article has only scratched the surface of the application software and hardware functionality. Please be sure to go to paywaremobile.com for further information.

Here's a short list of possible uses: 1) Process retainers at the point of sale 2) Your client wants you to play overtime and doesn't have enough cash 3) Selling a piece of gear at local DJ association meeting 4) Process any last minute show add-ons (i.e. photo booth, extra lighting, ceremony system)

Do I think the software application and hardware are cool? – Yes. Is there a growing demand of me to accept credit cards as a form of payment? Somewhat. I tell those that ask about taking credit cards that I do not take them at this time. (It's a business choice)

Is this application for all mobile DJs? – No. If you currently have a merchant account and process enough volume of credit card transactions, then you may want to look more closely at this application. It could really have a positive impact to your financial bottom line.

If there is a piece gear you would like me to review feel free to send me a note at kirkholslin@discjockeynews.com. I'll see what I can do for you.

Poise And Calm

By Ken Day

I was recently asked by Mr. Matt Martindale from Colorado, a great DJ and businessman in his own right, for a meeting to discuss “the DJ Business” and maybe share a few creative ideas. (By the way, it’s a great idea as you travel to seek out local DJs for a personal chat



and idea sharing to expand your scope of influence, mutually learn, and grow.)

Anyway, we ended up sitting in a Denny’s near his hotel for almost 3

hours chatting about many aspects of the DJ business along with shared philosophies, practices, and opinions on many subjects. One of Matt’s questions really stood out and the subsequent conversation became something of merit, which I feel is worth sharing.

The question was “What is the single thing that you have done that has made the biggest impact regarding your DJing / MC skills?”

A dead silence often fills the air when I ask someone a similar question.

We are typically so focused on the action of the moment as a DJ / Master of Ceremony, that our desire to have others see things our way or to agree with our stated proposals for action, that we often forget our role – the element of who we need to be in the matter and the how and why of our presence. When we, as the master of ceremony, talk on the microphone; we should first address our poise and calm before, during, and after speaking on the microphone to lead and direct attention, maintain focus or seamlessly sequence events. The premise is to first understand what the very purpose of each and every interaction will be with the intended outcome, then lead guests to that outcome.)

I recently watched a DVD series by Phil Mickelson entitled “The Art of the Short Game.” It was a great instructional video for the mid to short game aspects of golf, but it especially

reminded me of several key aspects to being a great DJ / Master of Ceremony: focus, and purpose. Matt mentioned in our appointment, the difference between an amateur and a professional. An amateur practices until they get it right. A professional practices until he can’t get it wrong. It’s about having distinct purpose and focus.

Avoid thinking of other distracting keys. Only think of the goal of where you are going, hitting the mark and not the elements in between. However, practice each and every element until you can’t get it wrong, under any and every circumstance. That’s what a professional does.

So, what does the golf analogy have to do with the original question or Poise and Calm? I had to pause and really think about my answer for just a moment before answering Matt’s question. Without question, it was improvisation and acting training. Surprisingly, the EXACT same answer Matt had – and he’s been DJing since 1989 with 1,073 weddings personally performed under his belt and over 505 corporate events and I’ve been DJing since 1978 and who knows what the count is for anything, I think it’s a lot.

Yes, improv & acting classes are the ideal training avenue for what we do as master of ceremony, DJs, and public speakers far more than any other avenue of training. I know, I know, many of you are saying ‘what about Toastmasters’ or other training that is similar to Toastmasters. Matt and I actually discussed this briefly and in our own independent conclusion, and it’s been my opinion for years and years, and as I have been stating in my book “The Master Wedding MC” and in my presentations of “Mastering the Master of Ceremonies Role,” Toastmasters and that level of public speaking training is specifically oriented to the person that is afraid of public speaking and standing in front of a group or crowd making a presentation. It’s not for professionals at our level who are routinely operating on a microphone in front of various sized crowds. We aren’t making the occasional business presentation or sales pitch to an occasional group. We are the presence and personality in a room, that is leading and

directing guests for a specific purpose, to accomplish a specific action on their behalf and for the benefit of our clients.

That brings me to the generalizations regarding the art of improvisation / acting. Why improv class for example?

The basic skills of listening, clarity, confidence, and performing instinctively and spontaneously are considered critical skills for the professional DJ and master of ceremony to develop. The ability to work together, in a process of co-creation to further enhance, and add to, a sequence of events. In our conversation, Matt mentioned 4 rules of improv, but there was one that stood out: to make the next person’s job easier.

Improv is a SKILL that can be learned. But, as Matt said, “bad delivery kills good content. In absence of content, it’s critical for the audience to have a good character, but a good character doesn’t last nearly as long. The goal is to have great content with a great character.”

Matt mentioned that he was asked to fill in to teach the class on three separate occasions. He asked the class, “can improv be scripted?” A passionate debate ensued as he observed significant arguments against scripting improv. Matt calmly replied, “yes, it can be, and often is, because the performer not only knows his audience, but has learned HOW to observe, HOW to construct outcomes, and HOW to deliver them, all before reacting in any way. He has rehearsed multiple times, and has the skill, experience and poise to deliver it to the audience leading them to believe it is fully improvised in the direction both he, and the client wants the audience to go.”

Bottom line, improvisation and acting are anything but winging it or making it up as you go along. These types of classes and training teach you the skills and methods it take to methodically prepare. They are truly the method of skillfully preparing for and leading your audience in the direction you want them to go with a few potential variables in order to appear as though you are ready to go in any direction with the presence of poise and calm of a professional. Do you really think that stand-up comedians make it up as they go along. They don’t and you shouldn’t!

Similar to the golf game, you want to simplify the approach, prepare for the variables, and focus on the outcome. It’s the same when you’re on the microphone.

Each and every time you are on the microphone you need to have prepared for that one moment, practiced, delivered, and considered a few variables with regard to the desired outcome. As Matt said, be a professional, until you can’t get it wrong. You also have to consider and prepare for some of the absolute things you wanted to say, the situational items, be responsive to retorts or positions made by others. You can prepare for potential variables, and if something comes up that you hadn’t prepared for, you’ll be ready for that if it ever happens again. The biggest thing you can do is to try to set the tone of your demeanor with a single word: CALM.

No matter what, stay composed, calm, and, like the golf tip, remain focused on one goal.

Many years ago, I was attending an improv class. There was a very experienced stage performer in the class who seemed to have it down and was unshakable when thrown a quick topic to perform. This performer played each scenario with obvious confidence and seemed fluid and capable. Others in the class praised him, relating how composed he was, and how he made few mistakes. He merely raised his arm and showed us on his left wrist was a single word written down in bold letters: POISE.

I highly recommend that you step out of your comfort zone, find, and attend one or several improvisation or acting classes if you have any desire to improve your performance. Especially, if you want to be so well prepared that you always appear with a consistent, refined delivery of POISE AND CALM.

Thanks to Mr. Matt Martindale for reviving some old memories and a desire to attend a few more improv classes very soon to sharpen the focus and elevate my calm and poise.

Let me know how it goes for you.

Think – Creatively

Act – Responsibly

Feel - Passionately

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

Behind The Mic: Why We Do This

By Dave Winsor

“It’s a great day to be alive”. It sure is. Can you read that with the passion it deserves? Really, try it. You can place the emphasis on any number of the words and it will change the sound ever so slightly. Read the sentence and each time you do



emphasis a different word. This is a real challenge for those who never learned proper use of inflection. Are you one of those people?

Why is this important? If you lack passion in your ability to speak, you’ll sound flat. That is not a

good thing if you make your living hosting events. As a matter of fact, I’d go so far as to say it will affect your sales too. How? If you’re not able to create passion in what you do, you’ll have a hard time convincing someone to do business with you. Oh, if you create too MUCH passion, the same thing happens. Weird!

So, how do we create passion? First find out which speaking style is yours:

Reserved - Quiet speakers who communicate in as few words as possible. Speakers with this style are often considered to be nervous by onlookers.

Direct - Confident speakers who drive straight to the heart of an issue with active and vivid wordplay.

Long Winded - Speakers who can fill a stadium with the sheer volume of their words. Oftentimes, their long winded nature is a turn off to listeners.

Poetic - Extremely confident speakers who deploy dramatic stories, engaging vocabulary, and vivid imagery to channel

emotions and move people. Poetic speakers are received very well due to their ability to turn the mundane into the exhilarating.

Why is this important? It will really help if you know which group you may fall into. You may also fall into this category:

Ringmaster – You bark instructions to the group with a loud delivery and a smile.

Which style is yours? Once you know, it may help you understand why you are either making a connection or not. Please remember that your voice, the intonation and your ability to have an impact on people who may not care to pay attention. How do you handle this? What type of speaker are you? Me, I’m a combination.

I’m a direct, poetic ringmaster. Huh? How’s that work? Well, I command the room through presentation (ringmaster), Direct because that is what I need to keep their attention once I capture it. Poetic when I engage the audience with personal stories and anecdotes. Is that clear to you? So that’s my style. Within that framework, there is a whole range of EMOTION that I

use also. Happy, sad, frantic when needed and I can actually cry in the moment. Not that I want to cry as a prop, but because I have empathy.

Pay attention the ads you see on TV. Listen to the Voiceover artist. What do you notice about them? They will all have something memorable about them. How would you do as a Voiceover artist? Imagine what you could command if you could master any one of the things I’m writing about? It would have an immediate impact on how you do business and your performances would improve. There is NO WAY your performance can stay static! Oh wait there is, if you don’t do anything.

Remember, a hot microphone will only amplify what is going into it. Garbage in, garbage out. WYSIWYGB! (What you say is what you get back) If there is anything I can do to help, please contact me.

Reach out. Ask. Be ready to create magic.

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

Monthly Music Charts

By TMStudios.com

Pop

- 1 Lady Gaga
- 2 Black Eyed Peas
- 3 Lady Antebellum
- 4 Jason Derulo
- 5 Ke\$ha
- 6 Young Money
- 7 Rihanna
- 8 Timbaland F/Timberlake
- 9 Orianthi
- 10 Train
- 11 Lady Gaga
- 12 Script
- 13 B.o.B.
- 14 Adam Lambert
- 15 Taio Cruz
- 16 Kris Allen
- 17 OneRepublic
- 18 David Guetta F/ Akon
- 19 Justin Bieber
- 20 Trey Songz

Urban

- 1 Usher
- 2 Trey Songz
- 3 Timbaland
- 4 Monica
- 5 Robin Thicke
- 6 Rihanna
- 7 Waka Flocka Flames
- 8 Ludacris
- 9 Gucci Mane
- 10 Ludacris
- 11 Trey Songz
- 12 B.o.B.
- 13 Jay-Z
- 14 Usher F/ N.Minaj
- 15 Yo Gotti
- 16 Young Money
- 17 Mary J. Blige
- 18 Omarion
- 19 Young Money
- 20 Drake

Country

- 1 Carrie Underwood
- 2 Zac Brown Band
- 3 Easton Corbin
- 4 Lady Antebellum
- 5 Keith Urban
- 6 Blake Shelton
- 7 Kenny Chesney
- 8 Joe Nichols
- 9 Taylor Swift
- 10 Chris Young
- 11 Steel Magnolia
- 12 Rascal Flatts
- 13 Justin Moore
- 14 George Strait
- 15 Eric Church
- 16 Alan Jackson
- 17 Martina McBride
- 18 Tim McGraw
- 19 Clay Walker
- 20 Reba McEntire

- Telephone
- Imma Be
- Need You Now
- In My Head
- Tik Tok
- Bedrock
- Rude Boy
- Carry Out
- According To You
- Hey, Soul Sister
- Bad Romance
- Breakeven
- Nothin' On You
- Whataya Want From Me
- Break Your Heart
- Live Like We're Dying
- All The Right Moves
- Sexy Chick
- Baby
- Say Aah

Rock

- 1 Alice In Chains
- 2 Shinedown
- 3 Three Days Grace
- 4 Godsmack
- 5 Breaking Benjamin
- 6 Stone Temple Pilots
- 7 Slipknot
- 8 Alice In Chains
- 9 Cavo
- 10 Nickelback
- 11 Breaking Benjamin
- 12 Puddle Of Mudd
- 13 Nickelback
- 14 Three Days Grace
- 15 Halestorm
- 16 Chevelle
- 17 Jimi Hendrix
- 18 Mudvayne
- 19 Shaman's Harvest
- 20 Drowning Pool

Adult Contemporary

- 1 Lady Antebellum
- 2 Colbie Caillat
- 3 Kelly Clarkson
- 4 Michael Buble
- 5 Taylor Swift
- 6 Train
- 7 Rob Thomas
- 8 Uncle Kracker
- 9 Five For Fighting
- 10 Owl City
- 11 John Mayer
- 12 Taylor Swift
- 13 Norah Jones
- 14 Black Eyed Peas
- 15 Lady Gaga
- 16 Kris Allen
- 17 Adam Lambert
- 18 Miley Cyrus
- 19 Alicia Keys
- 20 Script

Alternative

- 1 Crash Kings
- 2 Muse
- 3 Rise Against
- 4 Muse
- 5 Alice In Chains
- 6 Phoenix
- 7 Flyleaf
- 8 Chevelle
- 9 Paramore
- 10 Stone Temple Pilots
- 11 Dirty Heads
- 12 Weezer
- 13 Breaking Benjamin
- 14 Cage The Elephant
- 15 Sick Puppies
- 16 Thirty Seconds To Mars
- 17 Temper Trap
- 18 Three Days Grace
- 19 Silversun Pickups
- 20 Metric

- Your Decision
- If You Only Knew
- Break
- Cryin' Like A Bitch
- I Will Not Bow
- Between The Lines
- Snuff
- Check My Brain
- Crash
- Shakin' Hands
- Give Me A Sign
- Spaceship
- Burn It To The Ground
- The Good Life
- It's Not You
- Letter From A Thief
- Valleys Of Neptune
- Scream With Me
- Dragonfly
- Feel Like I Do

- Need You Now
- Fallin' For You
- Already Gone
- Haven't Met You Yet
- You Belong With Me
- Hey, Soul Sister
- Someday
- Smile
- Chances
- Fireflies
- Heartbreak Warfare
- Fifteen
- Chasing Pirates
- I Gotta Feeling
- Paparazzi
- Live Like We're Dying
- Whataya Want From Me
- When I Look At You
- Empire State Of Mind (Part II)
- Breakeven

- Mountain Men
- Resistance
- Savior
- Uprising
- Your Decision
- 1901
- Again
- Letter From A Thief
- Brick By Boring Brick
- Between The Lines
- Lay Me Down
- I Want You To
- Give Me A Sign
- Back Against The Wall
- Odd One
- Kings & Queens
- Sweet Disposition
- Break
- Panic Switch
- Gold Guns Girls

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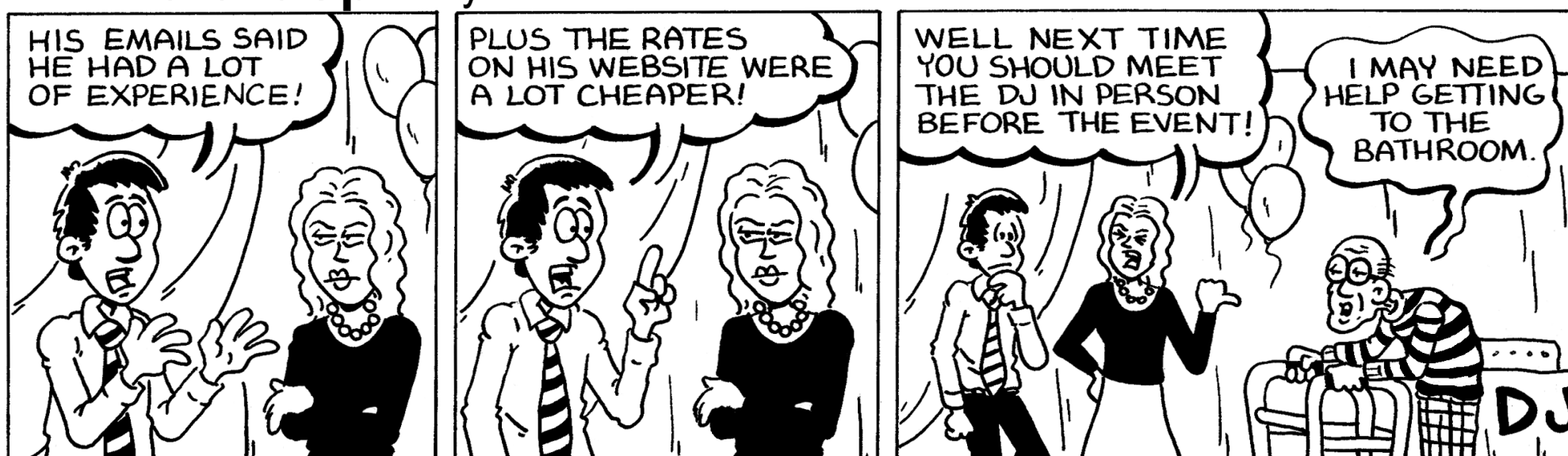
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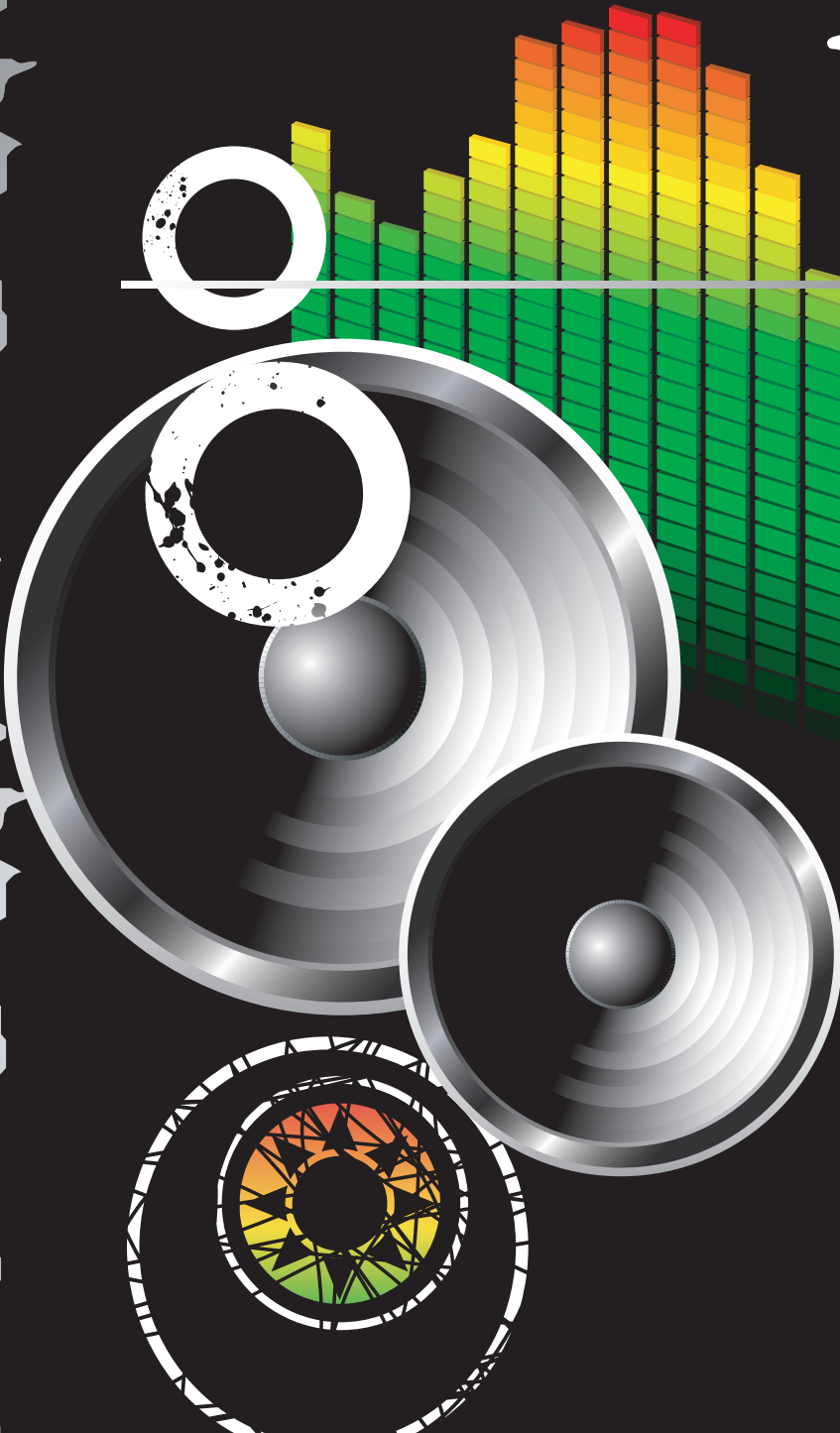


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