

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

I've become a bit of an advocate for health and fitness the last few years. To be honest, it's mainly because this helps ensure there's no way I can go back to being the out-of-shape guy I used to be. After all I'd be a bit of a hypocrite giving seminars on staying healthy and boasting on Facebook about how many miles I've run, yet gaining weight and not fitting into my clothes. So I figure the more I talk about it, the more of a motivation it is to actually live the right way.

But there's a fringe benefit to all this that I never knew going into it: as I've gotten into better physical condition I have also become a better business person. And not just because of the obvious reason that I have more energy throughout the day so I

can be more efficient. Getting in shape (and staying in shape) has also made me more patient. And I believe patience is an essential trait to running a successful business.

Sure there's a time and a place for patience. There are also times in business when urgency and immediacy are critical. I think that's where most of us excel because the vast majority of DJs are Type-A personalities. We don't focus on tasks until they reach the emergency level but then we crush them. We're used to making decision on the fly (like when we program events and have to pick the next song every three and a half minutes). Most of us like a deadline and we like it staring us in the face.

But patience is critical when it comes to long term planning and let's face it, that's what real successful businesses do. Anheuser Busch launched a new beer called Budweiser Black Crown this year. You think that was a spontaneous thing? Of course not. They probably took a year or more formulating the beer and the marketing campaign and everything else around this new product. Will it fail like New Coke did? It might. But then again it could do for Anheuser Busch what the iPhone did for Apple. Either way, it won't be from lack of preparation and market study.

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Talkin' Bride: You've Got Personality

By Tamara Sims

Have you ever finished a sales meeting and thought, "I really killed that one...I was amazing...how could they not book me?" never to hear from the bride again. Have you ever approached a sales meeting with so much confidence that the bride ends up booking another company? It has happened to all of us,

right? I have lost sleep trying to figure out what I did wrong. But after attending Vickie Musni's seminar "Speaking Her Language: The four dialects of speaking

bride" at Mobile Beat Las Vegas, I finally realized that I was selling the same way to every bride without taking the time to assess each bride's personality type. When the bride was an upbeat, outgoing extravert like me, my closing rate was nearly 100%, but my sales have struggled with brides who are quiet introverts. My animated, talkative personality was probably making my reserved brides feel uncomfortable. Tweaking my sales approach to mirror my client's personality could considerably improve my close rate by making my client feel more at ease. On the flip side, during early e-mail and phone conversation, I may realize that our company is not the right fit for a particular client. Remember, not every bride is YOUR bride. You will not be a match for every client, nor do you want to be.

If your company is a multi-op with numerous sales people on staff, you could easily match up potential clients with the

Tamara Sims Continued On Page 4

In The Booth: The Sort Begins!

By Brian S. Redd

Some of you may have read my recent article on DJ Hoarding. If not, it was basically a 600 word essay on how I had a lot of unused, outdated and broken DJ gear and decided to get rid of it. I'm proud to say that although my studio isn't totally clear of clutter, we continue to make

progress.

If there's one thing that I am totally guilty of, it's hoarding music. Words can't express how thankful I am for digital files.

If it wasn't for the MP3, I'd really be in trouble. I think a lot of us would be. If you have been DJing long enough to have lugged around CDs or crates of records from gig to gig, you know that up until the millennia or so, large music collections took up quite a bit of space. Can you imagine having a 12" single for each and every track you get from your monthly DJ only music service? You would for sure need a whole lot of storage space, not to mention a bigger vehicle to haul it around in.

Some of you may remember that day, within the last 10 years or so, when you or possibly your significant other ultimately made the decision to let that big physical music collection go. It's not like you needed it anymore. Everything you needed fit on a little hard drive. For some of you,

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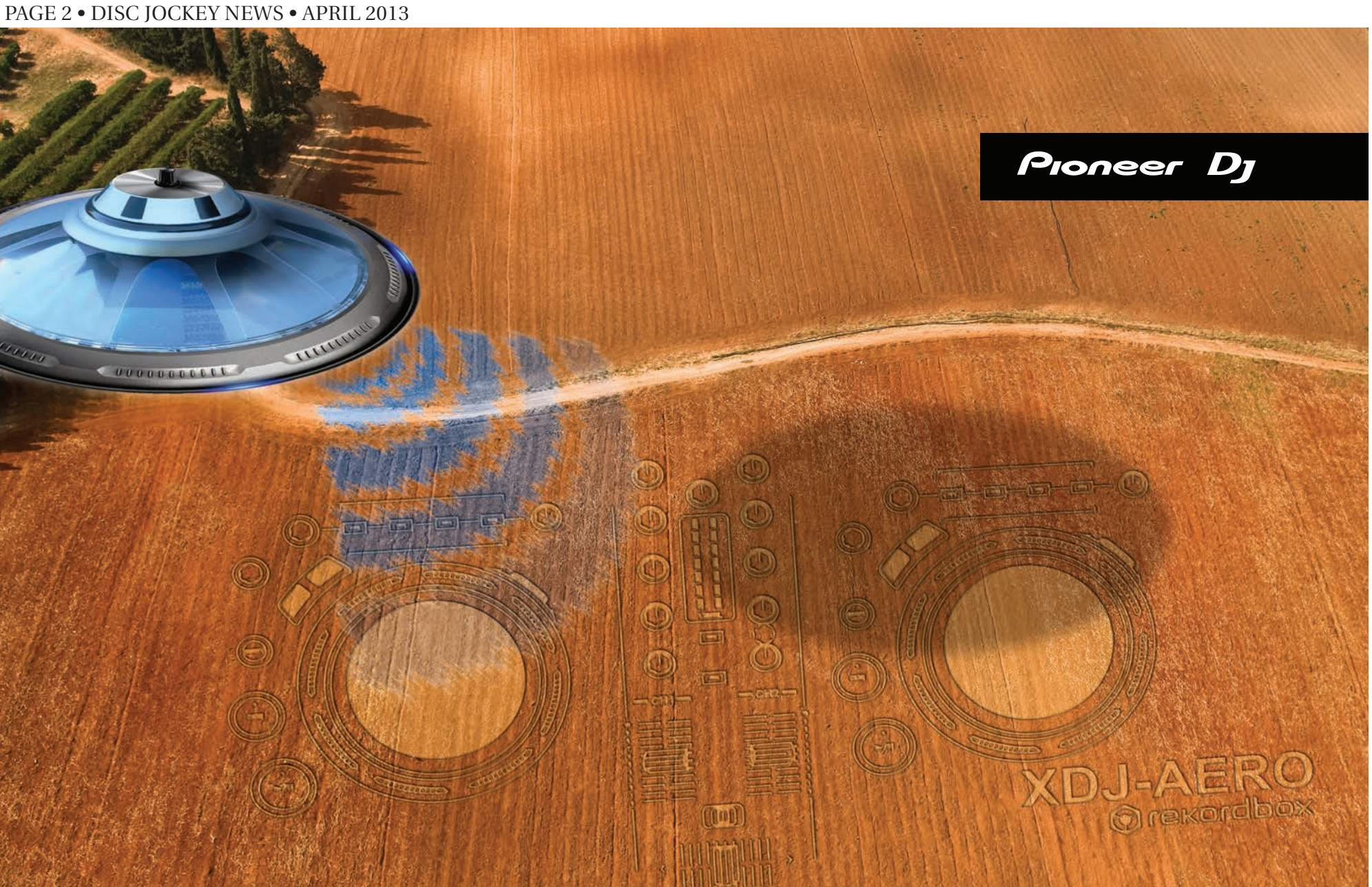


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The Way I See It: Grooms Get Schooled

By Michael J. Lenstra

We see it everywhere: bride-specific marketing. There are bridal shows, bridal shops, bridal magazines, bridal websites, and even a cable network that features bride-centric shows such as Say Yes to the Dress and Four Weddings. However, even though it takes two to make a wedding, this brand of marketing suggests that only one's opinion may count. This often times leaves



grooms to question whether they are more than just a prop at their own wedding.

Enter David Louis of Dynamic Sounds in Mililani, Hawaii, and The Grooms Workshop, an event specifically designed to help grooms understand where to be helpful in the wedding process and offer them secrets and tips to help them shine on what is their day as well.

"There are three things that really came together to create The Grooms Workshop," said David in a recent interview. The first began with a conversation with Chicago DJ Peter Merkle in Las Vegas some years ago. During one of their Think Cycle Sessions that preceded the Mobile Beat Show, Merkle had mentioned that he often would give pointers to his grooms. David had been doing the same thing in Hawaii.

"Hey Peter, we should just teach all

grooms, not just our clients," David recalls saying.

"I would often meet with grooms because here in Hawaii many times the brides are in the military and deployed," says David. And since the brides were not present, the second aspect came to be when he would share ideas with the grooms on different ways they could make a difference on their wedding day.

"In one month I met with three different grooms and booked all three of them," he said.

The final event occurred a couple of months later, while David was setting up for a wedding and waiting for his wedding party to arrive, he encountered another groom with his groomsmen and struck up a conversation with the husband-to-be. He began to let him in on some tips; "I started asking him questions, like, If she does this, are you prepared for that?" he quizzed. About three months later, David was at a N.A.C. E. [National Association of Catering Executives] meeting "when all of a sudden this guy runs up to me and hugs me, and after three months I kind of forgot who he was," David said. "And he says 'You're my angel! Everything that you said she was gonna do she did!'"

It turned out that groom and his bride were the new owners of The Wedding Café, a local wedding shop which hosted weekly workshops for engaged couples. "We need to do something," the happy newlywed stated to David. "You need to teach what you told me to other grooms."

And thus was born The Grooms Workshop. "We didn't know what to expect," said David of that first event back in 2006. "I thought it was going to be a small group of about five guys." Instead, two dozen

grooms were there and the gathering has grown ever since for the semi-annual event. "It's been happening the same way for the last seven years," he stated.

David eventually began to share information and the success of the program with fellow wedding vendors. In 2009, he recorded one of the grooms workshops and made the DVD available to other DJ Entrepreneurs throughout the country. In the past year, the workshops have taken place from Seattle to Virginia, Texas to Minnesota, and several places in-between. Many encouraged David to copyright the program, but he declined. "I like to help people," he said. "My goal is to get [the information] out to as many people as I can so that they can actually do it in their markets and start teaching grooms."

The workshop is a guys-only event. Even staff members are required to be all male. In the session David and his vendor friends covers the basics, such as making sure to schedule a time to eat on your wedding day, to how to score points with your bride and come off looking like "the man."

The brides take on all of this? "Most of the times they [the grooms] don't listen to the bride," David says, "but when you get them in front of someone who has been doing weddings for a long time they tend to listen," which is exactly what the brides are looking for. Most of the content in the workshop has come from David's and other wedding vendors' personal experiences, although some has come from brides' suggestions. "When I'm sitting down with a bride and groom and I'm talking to them about their day, I will mention the grooms workshop. I'll share a couple of things to show her how important it is to get the groom [to the workshop], and she's like

'that's some good advice that he needs to know.'"

Local wedding professionals in David's market have been able to spot a groom who has been through the workshop. The grooms are more confident because they no longer feel clueless on their day, and they understand what to expect.

The benefits for those who host the workshops, since there is no cost to attend, are the windfall of bookings. David states, "It helps you become an expert and a teacher in your market and people are looking for that. Most brides and grooms don't know what they want, don't know what they're supposed to do and that's why they have wedding planners and coordinators, but not everyone hires them."

"We get so many bookings out of The Grooms Workshop. I've actually had brides call me and say you're price is way out of our budget but my groom actually said, 'You make so many choices about our day if I get one I want Dave at our wedding.'"

The way I see it, hosting a Grooms Workshop may be yet another way that the truly professional DJ can separate himself from his competition. The DVD is available from Louis's website at <http://www.groomsworkshop.com>.

The future of the program appears to be growing. "They're all over Canada, they're in New Zealand and Australia. We actually did have someone contact us from Ireland as well," said David. "I feel really great knowing grooms are being helped everywhere."

Mike Lenstra is the owner of Alexxus Entertainment and a full time DJ/Entertainer in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

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From The Other Side: Do You Back Up?

By Jake Palmer

Do you carry back up gear? Do you have a tool box with miscellaneous tools, connectors, and cables so you can fix a problem that might arise? What about music? Is your library backed up, do you have a back up or spare computer? What do you do with these back up items? Where do you store them? Where are they during the dance? How quickly can they be implemented if need be? Do you leave them in your truck, are they are home? Do you even worry about



back ups?

These are all legitimate questions. Questions most brides should be asking

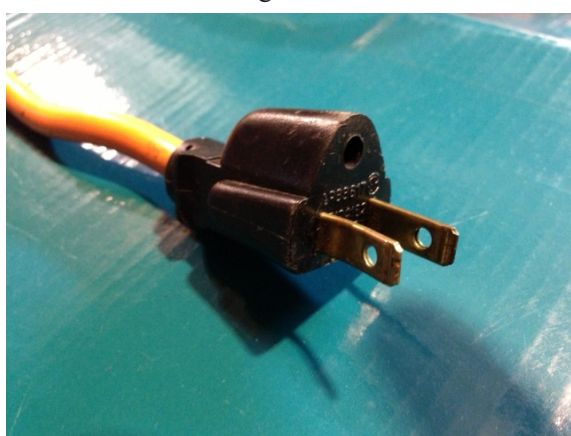
every DJ before they hire one for their wedding day. How did you answer these questions? I know how I answer them, and I can tell you first hand I almost got burned by it recently. I have been a mobile entertainer since 1986; I have learned and been

burned first hand on the importance of back up gear. I know what's right, what's

acceptable and what's expected; yet somehow that didn't stop me from leaving my back up laptop at home during my last wedding.

No biggie right? As long as nothing goes wrong... what could go wrong... its 2013 technology is amazing, there is absolutely nothing to worry about. Ha ha ha ha ha! Famous last words of an unprepared DJ.

Needless to say something did go wrong, a kind of "perfect storm" if you will. I noticed while setting up that the main power cord from my system to the wall had lost the ground prong from the plug (stuck in the outlet at the bar from night before no doubt). This means I am not properly grounded so after about the 25th static shock that transferred from me to the system, one of them fried one of my sound cards.



Suddenly I am forced to switch running everything through one card with means one channel on the board which means segueing everything manually with that little cross fader on the software, YUK! Not impossible, but yuk, and now I am really nervous...

what if other card goes, how much music is on my I-Phone, how long will it take

someone at my house to run other laptop over? Not a good place to be.

My point is simple, even after 25+ years in this business; I got careless, it can happen to you too. I can't tell you the number of times I say to people "It's not about finding a vendor who will promise nothing goes wrong, it's finding the one who knows how to efficiently and professionally handle anything that does go wrong"! Which one are you?

Sometimes we have the best of ideas and intentions, but if we don't execute them properly we're just like everyone else. Carry back up gear, and have it ready and accessible if you need it, you don't

ever want to have to tell a bride the party's over because your gear broke. I like to think of it as taking ownership and responsibility, if you feel that strongly about the wedding you are at, you will go out of your way to make sure it is as good as you can make it.

On a partially related note, I recently read the best quote I have heard in a long time... "If you want to things in your life to change, you need to change things in your life."

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sales person who most likely mirrors their personality. You can learn a lot from a simple e-mail inquiry, which as we all know is the way this millennial generation of bride likes to communicate. Is the bride's initial e-mail short and to the point, is it loaded with tedious questions, or is it filled with "fluffy" descriptions of how they envision their dream wedding. Look for cues and clues and take notes throughout all of your communication prior to your initial meeting. The more at ease your brides and grooms feel at the sales meeting, the more likely they are to book your services.

It is also a good idea to give your sales people a fun and easy personality test. Vickie gave us the test at her presentation and it was very fascinating. Jay and I are both extroverts (lively, sociable, animated, talkative, cheerful, funny), but we also had some characteristics that fell under the in-

trovert category such as detailed, loyal, analytical and of course musical. Luckily, I wasn't surprised by the results!

So do your homework before every meeting, let your personality shine and allow your clients to open up and share their personality with you. With a few simple tweaks to your sales presentation, your confidence and closing rate will soar!

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

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



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When It Rains, It Snows

By Dean C. Carlson

How much do you love DJing? To what lengths would you go in order to perform above and beyond for your clients? I mean really when you boil it down, does DJing have the power to change the lives of not only your clients and their guests, but maybe even your own? The longer I DJ and the



more I take steps to becoming the best in the business, the more I realize that DJing is vital for my life. Let me expand on that thought a bit...

I don't know what your business cycle

is like where you live, but here in the Minnesota November and March are the slowest performance months of the year. Yes sales can be good in those months, but the thing that we do – performing - is almost non-existent. This March I had one wedding scheduled. Little did I know that it would be the most trying day of my life so far.

I met Trista and Lief while at the venue they were considering last October, about 3 hours from my office. We hit it off well. When they asked if I knew an officiant from the area I flippantly said “Yes I am

one”, and that I would get the bride's side going ‘Hey’ and the groom's side going ‘Ho’! The groom loved it. The only problem...I wasn't ordained yet. My best friend Barb is always amazed when I sell something I haven't done or created yet, but for me I know where I want to grow and thus I offer many things I don't own or haven't done, always rising to the occasion after I make the sale.

The biggest difference between working for a large multi op and owning my own company has been how well I get to know my clients. We literally spend hours together before their events. That bond cannot be faked and it really allows me to become a part of their family, thus creating moments that I never could have before I started doing in-depth meetings. I had this bond with Trista and Lief, and then tragedy hit my family at 4:30 am on the day of their wedding. My mom passed away.

I knew this might be a possibility, as my mom had been very ill and in the hospital for the previous 2 weeks. In fact, 3 days before the wedding she got much worse. Trista and Lief's wedding was complex on many levels. First I was their officiant. Then there was a very complex Grand March, not to mention a Love Story and a ton of other personalized detail we had spent hours putting together. I am sure you can imagine how I felt.

I asked Barb Allee, one of the best DJs I know and a good friend, to go with me for support. She came down the night before to go over details. As fortune would have it another friend of mine was a guest at this wedding and she was an officiant. So I had

my bases covered just in case. Again put yourself in my shoes.

As I look back at my choice to do or not do the wedding that day I know I would have made the same choice - perform the wedding. Barb graciously came along with me just in case it became too much. But here's the surprising thing...doing that wedding was very therapeutic for me. It allowed me a day of freedom from thought. I never told anyone when I got there that day of the tragedy that had happened, and I am sure they never suspected. (Except my friend who was also an officiant, more on that in a bit)

Now, if the story had ended right there my day really would have been tough for anyone to handle, but as luck would have it things would change rapidly at this wedding and my personal issues quickly became the least of it. On the drive to the event it had snowed several inches, and the last 20 miles to the venue we could only drive 30 mph as the roads had not been plowed. After setting up for the show it began to snow again, harder than ever, very wet, heavy snow. This venue was deep up in northern Minnesota. The venue owner had gone on vacation and had left an inexperienced young couple in charge. Luckily most of the guests had arrived the night before and stayed at a hotel about 12 miles from the venue.

At 4:30 pm I started presiding over my first ceremony ever. Things were going great, and no I didn't have the crowd go ‘Hey, Ho’! But right in mid sentence during the vow section of the ceremony the power went out. All of that wet snow had snapped a power line down the road.

This is where years of training kicked in, and without missing a single beat I altered my voice so all the guests could hear me and I kept going just as if nothing had happened. The lesson here is that had I stopped even for a second to draw attention to the obvious, it could have changed the whole course of their most special day, in the wrong way. And if they would have been a superstitious lot maybe even altered the future as a couple.

The next hurdle came very shortly after the vows. We went into a candle lighting ceremony, for which they had picked out a special song. To my utter surprise Barb, who was running the ceremony sound for me, remembered that the speakers in this small ceremony location were battery powered, as was the laptop she was using. Right on cue their song was playing, as was the recession song later, adding an air of romantic magic to the ceremony.

After the ceremony the lack of power became more of a problem. Some problems were easily solved with candles, which in my opinion made the venue even more romantic. But the power also ran the well pumps for the water, and we couldn't use the bathrooms. Now this is where the father of the groom began to go off on the venue staff. With phone calls flying thick as the snow, he was lining up people to bring port-a-potties and generators. He soon informed us that, on arrival, he was going to have his friends to rip the power box off the wall and wire in the generators somehow. His horrible attitude was affecting not only the guests, but Trista and Lief, our bride and groom.

I took it in stride, because being a great DJ is really about problem solving and people handling. This is where you can shine above all others. After shifting hats from Officiant to Master of Ceremonies I set about taking control of the situation. The first thing you need to do is assure everyone that things are going to be alright and work out and above all that you have a plan. Unfortunately I know too many DJs who would have just stopped here and waited for the power to come back on.

The moment the ceremony was finished, Barb and I had sprung into action, taking the battery powered speakers from

the ceremony venue and placing them in the main hall to get the music rolling. Next we had to get the very detailed Grand March back in order, as my main laptop with all the music cues in it was dead right away with a bad battery. Working by flashlight, we had to reprogram all the music cues on laptop #2. The speakers were also very small, but we found they had a XLR port as well as RCA and quickly had the mic up and running.

With the flashlight in one hand and a mic in another I started the Grand March. Things were going well until laptop #2 - the one we had used during the ceremony - also had the battery die! In moments Barb had laptop #3 up and running with the music from laptop #1, amazed that our original cue points transferred with it and we were good to go. Throughout the dozen individual intros (each with its' own song), we never broke stride, and the audience's laughter and applause gave us the ability to gloss right over the glitches.

Another lucky moment was that they had an offsite catering company and all the food was ready to go. I had originally planned a creative table release for the buffet dinner. It was the only thing up until this point that I had to change a bit, and only because I couldn't weave a corded mic around this dark room packed full of people. We still went on with the trivia kissing game.

Through all of this the father of the groom never sat down for dinner and was completely hard to deal with. Even though time and time again I tried to assure him I had a plan even if the power didn't come back on. So my question to you is, would you have had a plan? How long could you entertain a room with no power? After all our job doesn't stop just because the power does. We are more than music...we have it in our power to make or break events.

Just about the time the last people went through the buffet line, Barb (having some musical fun with the situation) hit play on Huey Lewis – “The Power of Love”, and seriously, the power kicked back on. All before the fore mentioned port-a-potties and generators ever showed up. The very cool thing was we never lost any guests to apparent problems of the night.

The best part of the night for me was when I was just finishing up, the father of the groom came up to me and hugged me for what felt like minutes. When he let me go he said “I want you to know you taught me something tonight. Even though everything seemed like it was falling apart, you never once looked stressed or panicked. You held it together. You made this day the most amazing night of our kids' lives. Thank You and I am sorry for the loss of your mother.” It turns out my ceremony officiant friend had read on facebook about my mom and had told the mother of the groom just before the end of the night.

Imagine if you will what affect it might have - you calling your clients the morning of their biggest day and saying you had a parent pass away. First off they might not even believe you, and second they now have to work with someone they may have never met before and for sure they don't have the same trust as with you. Now would someone else have been able to roll with all the punches of the wedding day itself as well? I know for me as a person it was the right thing to do, and I would do it again if the circumstances repeated themselves. It's what makes me unique. Too bad I don't know how to put that uniqueness into words that I could share with future clients.

Good Luck and Great Shows.

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Mike Walter Continued from page 1

So how does fitness teach us patience? Quite simply because you can't get in shape overnight (if you could everyone would do it.) Trying to lose weight or training for a race or really anything that requires physical training is going to take a lot of time. There will be progress but it will be slow and sometimes immeasurable. As an extreme example, your typical marathon training program is four months long – and that's assuming you start the training with an ability to run eight to ten miles. So if you set a goal to run a marathon, and you don't run at all, you're looking at a minimum of six months to get in shape for it.

Think about it: that is so counter-intuitive to the world we live in. We want everything (and we get most things) Now! Look how far we've come in just a decade. 10 years ago if someone told you about something great that happened on David Letterman last night, you'd have to wait till they ran that show on re-runs. 5 years ago you went home and looked for it on Youtube. Nowadays, you take out your smart phone and you can be looking at the video before the conversation is over. It's become that way with just about everything. Who needs patience today when almost everything is immediately accessible?

Business owners do. That's who. If you want to build your business the right way, there are times when patience and long-term planning, are key. I've made the point for years that when it comes to adding a DJ to your roster, the best way to do it is to find someone with talent who knows nothing about the DJ business and then rigorously train them. It's a better system for a bunch of reasons, not the least of which is that they'll be trained in your image (as opposed to someone who's been DJing for years who comes to work with you and may have a completely different style or approach). But training a DJ from scratch is a long process. The fastest I've ever done it was three months, but that was with someone who had tons of talent and we were in

dire need to get started. It usually takes me six to nine months, sometimes even a year. But when it's all said and done I've got a great new DJ on staff. It takes patience, sure, but it's the best way to go. You can make the same point about so many things in our business. Want a strong, solid marketing plan? Take your time, analyze your options, implement it and then be patient and wait for the results. You don't launch a new web site and then double your sales over night (if you do, you've got a really good designer!)

Last Spring, a year ago now, I decided I wanted to shave some time off of my 5K PR. At the time the fastest I'd ever run that distance was 21:09. I desperately wanted to get under 21 minutes. I trimmed down some, I focused most of my running on speed work and I signed up for a few races. The first few times I attempted it I failed. Once I ran a 21:11 missing my PR by 2 seconds. Then finally, late last June I ran a great race. I came in at 20:32, taking 31 seconds off my PR. I was thrilled. Then later that day I started thinking about all of that effort I put in, just to shave 31 lousy seconds off my own PR (which means nothing to anyone else but me.) And I remember thinking, the next time something at work seems “too hard” or that it would “take too long” I better check myself. And I have. There have been numerous times since then that I've had to remind myself that I spent 3 months trying to shave 30 seconds off my PR. So roll up your sleeves and go to work.

That's my reminder to myself but it's also my message to you, dear reader. Put in the work and don't expect results overnight. But when they come, you'll know you've earned them

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.

Reigniting Your After Conference Glow

By Ron Ruth

By the time you read this article, the 2013, Mobile Beat Conference will have been in the “can” for about two months. Quick question—how many of you have incorporated at least one idea into your business that you picked-up in the seminars?

As someone who has been to dozens of DJ conferences, I know how easy it is to get really excited at the moment a new, innovative concept is presented or when a valuable nugget of information is provided that you



can't believe you didn't think of yourself. Depending on the topic, either the creative or logical side of the brain becomes inspired while, at the same time, your

imagination kicks in with how best to implement what was learned. Great anticipation for follow-through is only overshadowed by the eagerness to get home and reap the rewards of taking the next step. I call it the after-conference glow.

One more question---how many of you who attended the Mobile Beat conference have actually taken that “next step?”

If you haven't, I'm not going to criticize. As I said, I get how easy it is to fall into that momentary lapse of exhilaration that accompanies forward thinking expectations. It's not uncommon, though, to allow the motivation to diminish once we've returned home and to our comfort zone of performing business as usual. For some, the rationale for change and improvement is replaced with apathy. “You know, on second thought, we've done just fine with things the way they are. Why fix it if it's

not broken?” The fire that fueled the after-conference glow fades away.

I also know that so many of the innovative ideas that capture our attention at MBLV and like conferences are usually presented in a manner that, on the surface, makes them sound easy to implement. In reality, they can sometimes be the most difficult to accomplish. Change is hard. Being different takes effort. Mastering what was learned requires time and dedication.

What never changes, but is often forgotten, are the rewards that come from following through. Experience tells me that less than 10% of those who attend conferences and seminars will actually implement anything they've learned, even if it means greater returns to their business. Although there aren't hard numbers to back up my claim, I contend that if you remain enthusiastic and aggressively practice what you've learned, you will have a very distinct leg-up on almost everyone else in your market. You will be known as an innovator, delivering a level of performance and service not found with your competitors.

If, as you're reading this article, you wish you had been more proactive at following through on your enthusiasm after returning home from Mobile Beat, it's not too late. Whatever reward you envisioned then is still attainable today.

Whatever motivating factor created your after-conference glow in the first place, is still there. Here are three simple steps to reignite it:

Step One: Review the notes you took during the seminars and make special note of those items you may have highlighted or underlined. Picture what you felt at the time you jotted those words down. What rewards did you see then? Why were you enthused?

Step Two: Seek out additional resource materials that address the topics of interest to aid you in the thought and implementation process. Keep in mind, those who are invited to speak at conferences like Mobile

Beat are asked because they have demonstrated expertise on their topic. They've already done the work and research, and have invested countless hours in trial and error to become proficient at their subject matter. It's not possible to learn every detail of what they know in a 45 minute seminar.

Step Three: Quit procrastinating! Every day you fail to take action, the harder it will be to recapture the same passion you had at the moment you were first moved to action. You risk becoming one of the 90% who do nothing. If you had no fear of the work involved to achieve a goal two months ago, it's still worth the same effort

today.

The time is now to take the next step. Reap the rewards that come from being in the prestigious 10% of DJs who are “doers” and celebrated as innovators, delivering a high level of performance and service not found anywhere else. Reignite your after-conference glow and let it light the way to achieving your goals.

Ron Ruth is the owner of Ron Ruth Wedding Entertainment in Kansas City, a WED Guild™ member and a self-proclaimed “Disney Geek.” Ron can be reached at 816-224-4487 or via email at ronruth@discjockeynews.com.

Brian S Redd Continued from page 1

there may have been records involved. They may have been sitting around collecting dust long after you even owned an operational turntable. I don't remember that day myself because for me, it never happened.

Although I don't collect CDs (for now anyway), I am still a vinyl junkie. Some of you may have read an article I wrote last year on this subject. If not, it was a 600 word essay on how I collect records.

My collection started out pretty small. There was maybe a crate or two of tracks I carried with me that either the club or multi-op I was working for at the time didn't already own. You know, just those signature tunes that worked well for me. When people started to switch to CDs, I was right there with them. The only bit I wasn't down with was actually getting rid of my records.

During the great record exodus of the 1990s, I spent a lot of time digging thru discarded collections in thrift stores like Goodwill. You could usually pick up records for 99 cents. Sometimes even 25 cents or 5 for a buck. At those prices, why be picky? If it looked remotely interesting or sometimes if I just didn't already own it, I'd buy it. Fast forward to today, and that collection has gotten pretty big.

Seeing how I've had my recent hoarding epiphany, I decided to go through the record collection as well. It had gotten to the point where I would acquire a stack of vinyl and just sort of throw them on the shelf somewhere. I didn't know what I had anymore and even if I did, I'd have no idea where to find it.

Everything came off the shelves and the sorting began. I made several different stacks. There was an LP stack, an “I know this track” 12 inch single stack, an “I don't know what this is, but it looks cool” stack and an “I don't need this” stack. OK, so I don't really need any of it, but my credit, I got rid of over 3 crates of records.

They are not alphabetized yet, but at least I generally know where to find House, Freestyle, NRG, Pop and several other categories I've designated up there. I've also discovered what I don't need. For instance, turns out I own 5 identical copies of Shannon's “Let The Music Play”. Maybe next time I run across that one while crate digging, I can just skip it. Maybe. Hey, it's a classic... and I'm a hoarder.

Brian S Redd is a Mobile/Club DJ in Milwaukee WI, DJ Youtuber & an official “American DJ” Artist/ You can reach Brian at: brianredd@discjockeynews.com/

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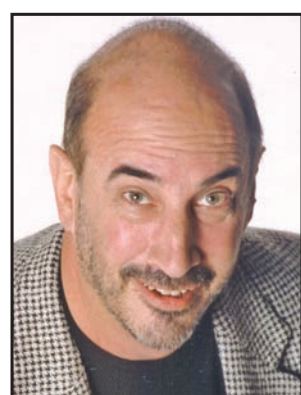


"Nothing happens until a sale is made." ~ Red Motley, 1946

Four Words: Winner, Whiner, Smart, Dumb. Pick Two!

By Jeffrey Gitomer

QUESTIONS: Who's going to win the next Super Bowl? Who's going to win the next World Series? Who's going to win the next Masters Tournament?



ANSWER: The team or the player that's best prepared. The team or the player that makes the fewest mistakes. The team or the player that stays steady and keeps its cool. The team or the player that creates breaks and takes advantage of them. The team or the player that prepares one razzle-dazzle play, takes the risk at the opportune time, and pulls it off. The team with the most dedicated players. The team or the player with the best coach.

Same in sales.

In this year's Super Bowl, both teams were capable of winning. But victory does not always go to who's the best. It more often goes to who's the SMARTEST. Smartest coach. Smartest players. And, of course, whomever got the breaks, and took advantage of them.

Same in sales. The smartest will win, especially if they get the breaks. (Or do smart people create breaks?)

BIG QUESTION: What does smart selling mean to you?

MY ANSWER: It doesn't take as much brains as it does take understanding. So, I have created the perfect acronym to help you:

S - SMILE.

M - MAKE FRIENDS.

A - Have the ATTITUDE of a WIN-

NER.

R - Take RELATIONSHIP ACTIONS.

T - TAKE RESPONSIBILITY.

Pretty simple. No memorization required. No "find the pain" manipulation. Just an easy to understand formula that will guide you to more business.

Let me deepen the SMART SELLING definitions:

S - SMILE. This defines your warmth, approachability, and overall feeling. It's a greeting beyond a handshake that sends a welcome, open message. It's both peaceful and reassuring.

M - MAKE FRIENDS. This is not as easy as it seems. Some prospects want to keep it "all business." Your responsibility is to create friendly dialog that might result in finding some common ground. Look for their smile. That's a sign you're breaking the ice. And note my

customer the feeling you represent their best interest, not just your own. You speak the truth, have high ethical standards, and are known for service. You're taking service actions, and value actions beyond the sale. Not sell and run (the 1970's definition of "hunter"), rather stay and help. Earn the relationship to a point where it becomes referral based, and testimonial possible.

T - TAKE RESPONSIBILITY. Taking responsibility starts with who you are as a person, and transcends to who you are as a salesperson. As a smart salesperson, you have to know the responsibility is yours if you lose a sale – the same as if you win a sale. The good news is when you become responsible for both success and failure, you also become a student of sales and life. Blaming others (the opposite of responsibility) allows you a hall pass form self-education. It's

• Smart salespeople don't sell on price.

• Smart salespeople don't reduce price.

• Smart salespeople don't match price.

BIGGEST QUESTION: Now that you have read this, are you still as smart as you thought you were a few minutes ago? Probably not, but that's a good thing. Now that you're aware of what "smart-selling" consists of, you can begin to take advantage of it.

There's one more element of smart selling – it's the two word essence of a successful salesperson. To find out what it is, go to www.gitomer.com, register if you're a first-time visitor and enter the words SMART SELLING in the GitBit box.

Jeffrey Gitomer is the author of *The*

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mantra: All things being equal, people want to do business with their friends. All things being NOT QUITE so equal, people STILL want to do business with their friends.

A - Have the ATTITUDE of a WINNER. This is not just a positive or a YES! Attitude. This is a winning attitude that combines your will to win, your preparation, and your self-belief. It's a positive, internal confidence based on previous wins. Not cocky, more like self-assured in a way that passes your confidence on to the customer.

R - Take RELATIONSHIP ACTIONS. This means you take long-term oriented actions. Actions that will stand the test of time. Actions that give your

forgotten or passed-on rather than studied.

MAJOR AHA! I just tweeted: "When it's raining outside, and you blame the rain, keep in mind it's raining on everybody. Take responsibility. #gitomer" – RESULT: 42 re-tweets and 14 favorites within 1 hour – on a Sunday morning!

Here are a few more critical elements of Smart Selling: Product smart. Customer smart. Value smart. Preparation smart. Follow-up smart. Service smart.

BIGGER QUESTION: How smart of a salesperson are you? Now that you have my definition, the reality is you may think you're smarter than you actually are.

SMART SELLING REALITY:

Sales Bible, Customer Satisfaction is Worthless Customer Loyalty is Priceless, The Little Red Book of Selling, The Little Red Book of Sales Answers, The Little Black Book of Connections, The Little Gold Book of YES! Attitude, The Little Green Book of Getting Your Way, The Little Platinum Book of Cha-Ching, The Little Teal Book of Trust, The Little Book of Leadership, and Social BOOM! His website, www.gitomer.com, will lead you to more information about training and seminars, or email him personally: salesman@gitomer.com <salesman@gitomer.com>.

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LJ Productions To Present, "The Art Of Latin Events" At the NJDJN Expo

By Mike Kazis



Every year, disc jockeys throughout the entire tri-state area and beyond, gather at the Crown Plaza in Edison, NJ, for the New Jersey Disc Jockey Network's (NJDJN) annual DJ Expo. As long time members of the association, LJ Productions has the honor of presenting a seminar tailored toward the art of hosting Latin events. The seminar will be lead by 2 time winner of DJ Times Magazine's DJ of the Year, Jack Bermeo and his business partner, Jorge Vincentty, on Tuesday April 9, 2013.

Since his first win in 2011, Bermeo has tirelessly continued to promote the award as well as his passion for the mobile DJ industry. Bermeo says, "Although winning the award itself was an unimaginable honor, the last thing I wanted to do was rest on my laurels, and let the award try to do the work for my reputation. I wanted to take the opportunity to spread my vision of the mobile DJ industry and help others (DJs and brides alike) to understand and appreciate the craft of entertaining people, no matter what their background." Bermeo's commitment to excellence and promotion lead to his developing of his 2nd

award winning routine at last year's DJ Expo in Atlantic City. This year, in addition to continuing to promote himself and his company in unique ways (check out LJ Productions work with their High5andHugs campaign), Bermeo's focus also included his Latino roots. He has been a guest panelist and speaker at seminars hosted at In The Mix DJ School, located in Belleville, NJ. In the Mix is the first Bi-lingual (English & Spanish) DJ school located in NJ and is working with LJ Productions to create a curriculum based on MCing and the Mobile DJ Industry. Bermeo's Latino expertise and background has also earned him a nomination for the Latin MiXX awards held in NYC in July. "As a Latino (Colombian/Ecuadorean), I know the elements it takes to make a latin party successful. It's actually how I broke into the business."

And what are those elements? Obviously, knowing the right music for the right crowd is a key component to his success; and will be a major focus during the Latin Seminar on April 9. But it is also about being daring at events and understanding that the mobile DJ industry is much more than providing music, it's about providing ENTERTAINMENT.

Many Latin parties have a major focus on the music, but little in the way of interaction. This seminar is geared to help DJ companies outside and within their own markets, by opening them up to more MCing during Latino events and also feel more comfortable hosting Hispanic events by walking them through the Latino Party culture.

So the question begs to be asked. With all this attention and notoriety, will Jack Bermeo be going for a historic 3-peat and try to capture the title of DJ of the Year for a third year in a row? "I'm still playing with the idea. I really want to jump in at least one more time, and have a great show in

mind, but my focus is probably going to be elsewhere. Guess we'll just have to wait and see." Bermeo will be expecting his first child in July. "That to me will be my legacy."

Mike can be reached at mikekazis@discjockeynews.com.

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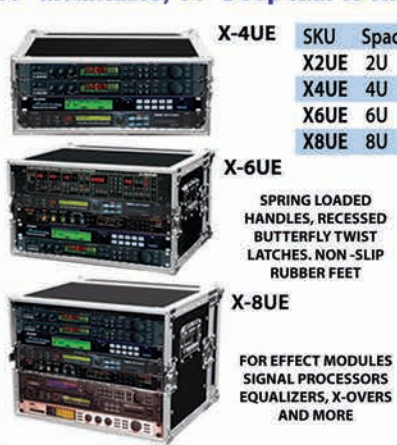


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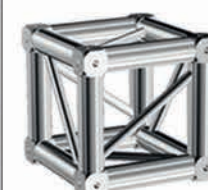


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Does Your Business Card Suck?

By Joe Bunn

Recently, I spoke at the DJ Times Convention in Atlantic City, and the Mobile Beat Las Vegas. I asked for attendees to give me their card (I bribed them with prizes I gave away). I literally gathered up hundreds of cards. On the flight home from the MBLV Convention in Las Vegas, I started going through my recent batch, and I have to say, I was disappointed. There were more bad cards than good, and we have got to change that!

Great websites are thousands of dollars, print ads are thousands of dollars. However, a business card (after the initial design) are only a few pennies each. The business card is the ultimate marketing tool! Shouldn't it be amazing?!

Let me give you some tips after literally having dozens of versions over the past 25 years in the DJ biz.

Let's start with the design. The design is the key piece. Whatever you do, DON'T try this at home (unless of course, you are a graphic designer). I like to find local designers, normally freelance ones that work for themselves. They are cheaper than a large design firm and their turnaround time is usually very fast. Check their portfolio BEFORE spending any money, and then show them some examples of cards that you like.

Size matters. Business cards don't

have to be the standard size anymore. My card (shown here) is a small square with rounded corners. You can also get cards cut to any size or shape you want (called die cutting) to really attract attention. It



will cost you more, but you get the "wow factor" every time you hand it to someone. One thing to NOT do is to make it large... that just annoys people when they can't fit it into their pocket or wallet.

Make it match. Another key piece of the card is to make sure that it matches your current branding. In other words, your card needs to match your website which needs to match your brochure and so on.

Inform them. You would be shocked at how many of the cards that I collected at those two DJ conferences had NO Email address or website on them! The audience you are targeting (young brides) barely even know how to use the phone anymore! They are constantly on the net looking for the best vendors. You need to have both email and web address on your card.

Speaking of email addresses... let me tell you what is never acceptable: DJBob-

CoolRock@aol.com. Number 1: who still uses AOL? Number 2: why would you not have an email address that matches your website? In other words, it should be bob@djbobcoolrock.com. There are no exceptions to this rule! Anything less than a custom email address is simply unprofessional.

And finally, what to put on the card. Normally, on one side of the card, I think that your logo is enough. However, another idea may be a professional photo of yourself which we often see realtors do. On the other side is where the majority of your information should be.

The things you MUST have are your name, title, phone number, email address and web URL. Anything else is a bonus. I'm a big fan of social media and believe that it has directly led to business for my company. Therefore, I put both the Facebook and Twitter logos on the bottom of my card. If you have room, go ahead and put your Twitter handle (@bunndjco) and the direct link to your company Facebook

page (www.facebook.com/joebunndjcompany.com).

Very few people seem to use "snail mail" and fax machines anymore, so I would suggest leaving those off. The only other thing that you may want to consider are QR codes. QR codes are those funny looking little squares you see on posters, business cards, and menus that when you scan them with a smartphone they take you to more media-a website, video, or discount. If you implement a QR code (which is easy to do), just make sure that you can track it to make sure that you are getting the results that you want from it.

These are just a few simple tips that you can do to improve your most important piece of marketing, the business card!

Do you have questions or need advice about your growing DJ business? Contact Joe Bunn, The DJ Whisperer, at the email below!

Joe Bunn can be reached at joebunn@discjockeynews.com.

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Artistry

By Mitch Taylor

My dear friend and mentor Bill Hermann during his workshop "The Entertainment Experience" recently reminded me (and all attendees) of the Shakespearean quote from "As You Like It" written nearly 400 years ago

"All the world's a stage
And all the men and women merely players
They have their exits and entrances
And one man in his time plays many parts"

An artist needs 4 things in order to create. Script, Props, Stage and Inspiration. Ever written a love note and passed it in school or wrote a poem or nice card to a loved one? In that moment, you were an artist and proved that you ARE one as well. Here...I'll prove it to you.

Let's go reverse order. Your inspiration is the feelings that you have or had for that person. Whatever emotion is

evoked in your thoughts of that person is what drives you to take action and express yourself to them through any medium available to you in that brief moment in time that you take action. Your stage quite simply is that piece of paper or card that was the final product of your creative expression. Your props were the writing utensil, brain and heart that you used to transfer those non verbal feelings into meaningful words. Your script is simply time. YOU, dear reader, are an artist. Did you know this? Better yet...do you believe it? Let's look at this in the DJ world and I'll share myself for an example with you about my artistry when it comes to performing at wedding receptions.

My inspiration is LOVE. The love my couples have for each other... their families, friends and loved ones that are there to celebrate. The love a Father and Mother have for their Daughter and Son... how to condense 20 some years of life into 4 minutes challenges me creatively. How to truly express the brides and grooms personality to their guests in a way that everyone feels more included? Inspiration also comes from other DJs who imitate offerings I've created and that pushes me to continually innovate and embrace technology which allows me to stay on the cutting edge.

My stage could quite literally be the

stage that I'm on that night yet I (nor you) don't have to limit yourself. Use the entire space you are occupying that night to create and relate to your audience. Use a secondary entrance to bring the bride and groom into the room is one thing I LOVE to do and adds the element of surprise to your events, keeping people on the edge of their seats wondering "What's next?" Your props are your microphone, sound equipment, lighting, photo booth...whatever you can use to your advantage to help create whatever it is you want to create. Your script once again is time. The finite time that a couple has that evening in which to tell their story and the days that you and they have leading up from after they hire me until the day they say I do.

Your inspiration should be your why. Why do you do what you do? Love of people, music, money (evil necessity and certainly IMO should NOT be your primary motivator)...If you don't know your WHY it's impossible to be the best artist you can possibly be. Your stage is simply wherever you are when you are trying or wanting to create. No red velvet curtain required. Anything is possible and you aren't limited by society's walls when you think like an artist. There really is NO box...stop trying to think outside of it. Your props are whatever you have handy at the time that allows you to express yourself more freely creatively and get your point across more effectively. They can literally be ANYTHING. Once again....your script

is time. The one thing we have in this world that is finite is time.

Time waits for no man...especially artists. Thoughts, phenomenal ideas are fleeting, floating around in your brain until inspiration strikes and this is why it's so important as expressive artists that when the moment hits us we have the props necessary to help us channel that creative energy so we can affect positive change in the world around us. Technology today makes that more readily accessible but in the past journals or scraps of paper took the place of the Notes feature in my iPhone or iPad.

I urge you...get out and create. Follow your passions. A public THANK YOU is in order here to Bill Hermann and Jason Jones, Mark and Rebecca Ferrell, Kyle Cease and everyone who has ever inspired me to directly create for my couples while indirectly creating this life that I'm so blessed to live. Here's to you always being able to capture that inspiration and release that creative energy in a positive direction to affect change in the world.

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.

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Core Values Help Your Company Grow And Gives Direction

By Jason Spencer

Culture is made up of foundational elements, as well as certain traits and behaviors, to create a unique working environment. That foundation consists of your company's heritage, traditions,



quality standards, and core values critical to the success of your business. In essence, culture is your company. It doesn't matter if

you are in business for yourself or if you have a team underneath you, culture is what defines the decisions made by you and everyone that works for you each and every day. Culture allows you, the leader of your company, to be confident that every one of those decisions is the right one.

It's those decisions that add up to "the way." There's the Disney way. There's the Zappos way. There's the Google way. I've got what I call the Spencer Way. There should also be the [insert your company name here] way.

That culture – that way – is built upon a core set of values that help your employees work through tough problems on their own. Core values should encompass everything that you do as a business. They should describe your service, your customers, your employees, what you do, how you do it, how you interact with each other internally,

and how you interact with your customers externally.

The important thing is to make sure that your core values are not a thing on the wall. This isn't the motivational poster with a pretty picture that says "Integrity" on it. They have to be real. They need to be natural. If you can use it in a sentence, then you are on the right path. The easiest way is to throw a verb in front of whatever you are thinking.

A good example comes from San Francisco based Twilio, an Internet communication company. They know you can't sit around and say "Is this integrity?" or "This doesn't feel like integrity to me." People just don't do it. It's not natural.

Instead, they have a value called "No shenanigans." Now it's easy to be making a decision and say, "You know, this feels like shenanigans to me." It feels like a conversation when you say, "That doesn't feel like shenanigans to me because of x, y, and z." Natural. Get it?



Keep in mind these are not rules. These are a way to converse about topics and make decisions. If you have employees, it should be part of your hir-

ing process. Roll them into your performance reviews. Ask employees which ones they've done a good job with during the year, and which ones they might need to work on for the coming year. I use the term employees loosely here, because you need to remember that in the eyes of your client, anyone operating under your company name should still share these core values. They are working for you, regardless of capacity.

Core values are different from your mission statement or a vision statement, and there is a balance that needs to happen between them. But the end goal should be to live and breathe these things on a daily basis. Again, don't make them words on a wall (or website) that nobody looks at. There's nothing special about that, and that's not culture.

Equally important is that your core values are made public. Don't worry about another DJ company stealing them. Only if they are true to the heart of your company will it be evident that

should describe what it means to your company. Zappos actually dedicates a full webpage to each of their ten Family Core Values, complete with lots of descriptive text and photos.

Let's get back to Twilio. While theirs are just as important as Zappos, they keep their descriptions short and sweet; all nine are on the same page. "No shenanigans" is #5, and is described simply as, "Be thoughtful. Always deal in an honest, direct and transparent way."

Looking for a way to make yours stand out? Shoot a video and post it as you describe each core value. Heck, why not take it a step further and have a different member of your team read one individually. Show that you all are in it together, and these are your guiding principles – your core values – for doing business the [insert your company name here] way.

Once you get started, I'm curious to see what you've come up with. Shoot me an email your core values to me, and let's talk further on this topic.

Jason Spencer has spent 18 years as a wedding master of ceremonies and DJ that helps brides and grooms plan their entertainment around have the most fun and best wedding reception ever. He serves as Marketing and Media/PR Chair for the NorCal Chapter of Wish Upon A Wedding, and is a board member of the Bay Area Chapter of the American Disc Jockey Association. Jason is the owner of Spencer Wedding Entertainment in the Silicon Valley region of Northern California. He can be reached at 408-426-8117 or via email at jasonspencer@discjockeynews.com.

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Creating Wonderland: Part 2

By Jeremy Brech

As you read in the last issue there are many elements that go into creating a theme wedding or event. There are many things to keep in mind when visiting with your clients about how they picture their event. Even though they might not be creating an Alice in Wonderland event doesn't mean they don't have a theme. Understanding their theme is a very important process in making their event about them and their dream wedding.



To help understand the process of creating our Alice in Wonderland wedding I want to

give a little refresher on the elements that we worked on. There were five different scenes which we had to create to make guests feel a part of this story tale. The five main areas were the queens quarters, the rabbit hole, the desolate forest, wonderland and more. After watching the movie over and over and over and... well you get the point. After walking through the building multiple times during the creation process we had to figure out how to create the elements around the structures that the building had. We had to look at walls, textures, support columns, windows, stairs etc.

To walk you through the experience as if you were a guest we will start outside of the building. We didn't want to put so much effort inside of the building and not care enough about the outside of the building. They wanted their guests to know that they were coming into something magical and unexpected to create a sense of anticipation. We had a custom gobo cut and projected with a source four 750 on the side of the 30 foot exterior wall that said, "Jared and Jaqui's Wonderland" done in an Alice in Wonderland

text. We then surrounded the building with Chauvet Colorado 6p wash lights and created a color fade sequence that danced and waved the outside of the building. The last touch was a large searchlight shooting into the air to invite guests with a grand effect.

As guests walked up the stony path they entered through the main doors and walked into the queen's quarters. The queen's area was on the upper level of the



building where they walked through the clean cut grass of the gardens. A sidewalk path was accented with projected hearts and the lawn had strategically placed flamingos and well groomed bushes. We used red accent colors and gobo patterns of playing cards of the queen of hearts on the wall. We mounted 3 gold chandeliers over the top of the path which was strung with very strong and thin airline cable which in the lighting was almost impossible to see. The reason that was important was because if you watch the movie, in the queen's palace she has small little bird aggressively flapping their wings trying to keep the chandeliers in the air. So that is what we did as well with small little craft

birds at the top of the fixture. Again it is all about the details that aren't noticed that go to show you put the extra efforts into the event.

As they made their way past the queen's area they approached the gift table



going into their cocktail area. On the floor was a giant slow rotating clock face. This effect was created by a steel gobo inside of a source four with an Apollo gobo rotator. It could have been a static effect but the rotation created a visual enhancement which guests enjoyed.

Cocktail hour was enjoyed by guests from the large balcony where the walls were washed with random colors and large flower patterns from Rosco and Apollo. If you notice in the movie as she enters into wonderland there are large flowers all around her. Instead of doing the same wash lighting and up-lighting on the wall we used this blank canvas as an opportunity to enhance the room and feel. By using source four jr. 50 degree ellipsoidals we created flower heads that were 15 feet big.

From cocktail hour guests were invited to the lower level for dinner. As they walked over to the stairwell they were

Jeremy Brech Continued on page 13

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We Help DJs Build & Grow Their Business!

The Referral Coach

By Matt Anderson

Most people are not very comfortable asking for referrals. Your reluctance to ask for what you want greatly limits the amount of business you can generate.



While better wording, having a referral system and more strategy about who to ask, centers of influence, and where to network can make a positive difference because it boosts competence, often this is not enough. Why?

Because people think about themselves most of the time. They are not waking up and wracking their brains all day long wondering how they can help you.

So you need to ask the 98% of them that have not yet referred you!

If you really want to bring in more business this year, you must work on the inside job – of believing more and more that it is silly not to ask for what you want.

Why shouldn't you be the one to ask for the business? Are you a good person full of integrity? Do you put your clients' interests first?

Step 1: answer this question:

What concerns do I have about asking for referrals?

Write down your response. You must be clear on how you're getting in your own way. The most common concerns are fears that you will be seen as pushy, look needy, say something tacky or spoil the relationship. Some professionals consider it almost vulgar or unprofessional to have to

ask for something. Others worry that they might not be able to reciprocate.

Your end goal is to focus on an empowering reason to ask rather than an unhelpful one that stops you from generating new business.

The concerns you have become beliefs. Unhelpful beliefs must be chipped away at until an empowering one replaces it. For many people this is not an easy transition – this is why new year's resolutions are abandoned by January 4th most of the time! The wishful thinking for the new year is quickly defeated by old hardwired beliefs.

For most people a new belief must be reinforced in our thinking on a regular basis – the post it note by the computer can help!

Step 2: Come up with 20 reasons why someone should do business with you.

This requires introspection (something high achievers do that most other people think they're too busy for). How can you expect others to congruently communicate your value in an enthusiastic way if you do not feel that way about yourself?

Step 3: What did you get out of that exercise? Which reason means the most to you?

Starting today, focus your thinking on the main reason you should ask – not your fear that you will be seen as a sleazy salesperson (because you aren't one! If you were, you wouldn't be interested in this topic!)

Corey was a client of mine a couple of years ago and after he compiled his list of 20 he told me this: "as I looked it over, I said to myself: 'if not me, then who?' Why shouldn't I be the one asking for people's business?"

He did not change his belief and lose his discomfort right away. Week by week he asked increasingly more. Week by week he got more referrals because he asked more. Week by week his thinking shifted towards the 'if not me, then who?' it became an inspiration to see him become much more assertive.

Because he practiced and persisted at this, he got more comfortable.

Is this the whole story? No! He learned and used the simple 4 step referral system I train on. Having a system that works and having better wording that isn't cheesy built his competence and that built his confidence too.

But the most important change that must happen first it to get your head in the right place. You have to believe that you should ask – that is a no-brainer not to ask. And it's important to know that for most people this belief-changing is a pro-

cess that takes time rather than an instant change. You can change beliefs quickly but it's not typical and it's rarely easy. If it was, you'd already be doing it.

Lastly, know that your concerns are not even 25% true. Don't fight to be right on this one because it will get you what you currently have. You have empowering beliefs in other parts of your life (health, certain relationships, financial, spiritual) – you need one now around asking others to introduce you more. The fact you've accomplished this in one area means you can do it in this area. The fact that vast numbers of others in your field have accomplished this means you can too – if you're willing to grow and get out of your comfort zone for a little while.

Matt Anderson is the author of 'Fearless Referrals' at www.fearlessreferrals.com. Matt can be reached at: <http://www.thereferralauthority.com>

Jeremy Brech Continued from page 12

greeted by a 3 foot white rabbit in a little blue suit. The small detail of how the rabbit was sculpted in his stance came from the detail in the movie. Obviously the rabbit is in a hurry and always seems to be moving so we had to create that in how we formed him. From there we create the rabbit hole. In the movie Alice falls into the hole and many different things pass her by on the way down. Some of the elements that were added into this tunneled stairwell were a full upright piano, old books, a bed, tree roots, rocks and lighting visuals for safety. Ambiance isn't just created with visual aspects but also the sounds they hear. As the guests make their way down the rabbit hold they hear the sounds of "Alice's Theme." As they get to the bottom of the rabbit hold guests are welcomed by many different elements from the cake, and an

amazing display of desserts. From there the guests have a couple different options. Above the cake sits Absolum smoking his hookah.

Our next issues we will get to find out what Absolum was made out of, you just might be surprised? What was so special about the cake table? What was at the bottom of the rabbit hole? In the next issue we will take you through the final elements that really made this event a visual masterpiece.

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



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Connections: At Bridal Shows: Part Deux

By Steve Moody

Well... I told you that I had a mouthful to say last month about smaller private bridal shows and tastings. I guess it could be considered an extreme understatement. LOL I promise to get it all wrapped up for you this month.

This time around I'd like to share some info with you about the larger expos we are involved with. So let's begin by forgetting everything that I talked about last month, as this is a whole different ball game. Let's jump right into our set up for these larger shows, our approach and of course our follow up.

Unlike our conservative approach for the smaller private shows, we head in with both guns blazing in this larger type of environment. There may be upwards of 200 other vendors and so we've just got to stand out from the crowd. This is the time we use all of the larger vertical banners and add extra layers to our display table. As it's so easy to blend into the crowd at these events... I would encourage you to really think about what makes you different than the other vendors. Once you've got your unique brand... go overboard in showing it to all of the couples as they are herded through like cattle in an old John Wayne movie. At this type of larger show, they have to be able to know who you are and what you are about before walking up to your booth.

Though Lori and I usually attend the smaller shows alone, we really make an effort to bring out the big cannons for the larger events. All team members are encouraged to attend, especially for the bridal events that al-

low us to perform a live show on stage. Many times we are asked to provide sound and lighting for the shows, so there is always work to be done by an extra set of hands. With so many folks on hand, we just can't help but get noticed. As a side note, I think that it is worth mentioning that we have seen great success when having our female MC Becca along with Lori. Every prospective client is totally different and some may naturally walk up toward a woman rather than a man. Remember, we are all wired differently inside. I think that it's awesome to be able to give them the option of speaking with either a man or a woman.

Our display booth isn't the only difference at larger shows... even our conversations take a different route. Though we'll certainly take the time to answer any and all questions at these type of expos, we generally keep our conversations shorter than we do at the smaller shows. As many of these brides are not "pre-qualified" for our type of service, the idea is to talk to give out our information and speak to as many people as possible. Everyone interested in our service is first handed our bridal show marketing piece, which is the size of an oversized postcard. This handout has our contact information, shows our wedding packages and features some great testimonials from recent brides as well as all of our wedding industry awards. As you might imagine, this marketing piece is totally geared toward bridal shows and lists special deals for couples that choose to book within 1 week from the show.

Though we'd like to speak with every bride at the show, there always folks passing by that already have a dj service booked for their reception. Knowing this in advance, we've got something extra special for them. I have put together an audio cd entitled "Wedding Secrets Revealed" that we hand to them as they walk by. Passers-by are always very eager to take a free cd.

Okay, so you may be wondering why

we give folks a free cd if they aren't interested in talking now? Well... we get several calls after each show from folks that have taken that free cd. They may have been in a hurry or uninterested in speaking at the show... but after listening to the cd we peaked their interest. I've even had other couples say that they jumped ship and contracted our service after hearing our cd.

What's on the CD? The secrets every bride needs to know, of course. Tips on choosing their wedding vendors, tips on getting their vision together as a couple before they get too far into the planning stages etc... It is pretty much a commercial about how "great" our service is, which is totally hidden within all of the useful information.

And for couples that choose to take a few minutes to speak with us at the show... our approach is totally a soft sell in style. We usually begin by asking if they are having a good time at the show, or when their reception is etc.. We never jump right into the business of selling our company to them. After making the initial connection, we just tell them what we offer and that all of our wedding packages can be seen on our website. Couples usually love hearing that if they enter their event information on our site they can actually get an instant price quote. It seems that we are in a day and age where most couples are looking for total transparency and dislike talking price face to face. In most instances they would like to privately look over their options and make an informed decision.

I'd also like to mention that we do our best to gather as much information

on the couples as possible. Yes we're provided a list of names and addresses of the future brides in attendance... but I want to know who we personally spoke with as they have become more of a hot lead. We always offer a "sign up to win" at our booth. The information we gather is priceless as we know for a fact that we have already personally spoken to and made connection with these couples. Though I am still working on it, Lori has developed a great ability for taking notes on the sign up to win slips after she talks to a couple. She writes notes on where their reception is going to be, or how they met or anything else that stands out from our conversations. We want to be really personable with them the next time we speak and folks love to know that you remember them.

The follow up process is huge for us. In fact, we use our lists in several different ways. Monday morning we immediately call the winners from our "sign up to win"... but then also call those who did NOT win. We tell them that even though they did not win, we'd like to offer some sort of special pricing if they choose to book our service. Over the years we have given away everything from free Monogram Projections to discounts on up lighting and additional hours. Most couples appreciate the fact that we called and are interested in looking further into our company knowing that they have been made a special offer. We also send them all of this information in writing along with a larger brochure (snail mail). Most vendors to not send this

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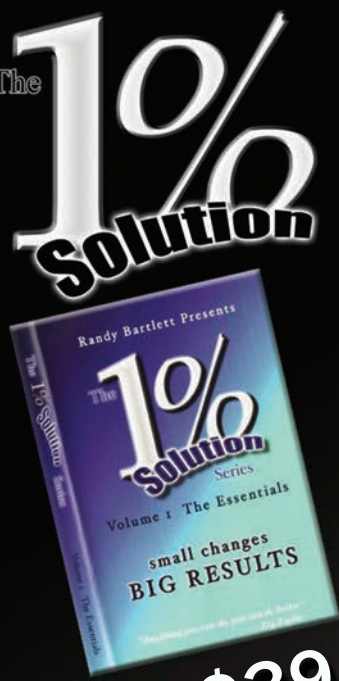
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Creating A Life-List

By Dr. John C. Maxwell

In the film, *The Bucket List*, Jack Nicholson and Morgan Freeman star as terminally ill acquaintances on a quest to complete a wish list of activities before they “kick the bucket.” As a result of the movie, the phrase “bucket list” entered into American vocabulary to describe the things a person dreams of doing sometime during his life. In this article, I’d like to discuss instead a life-list: a personalized list of things you want to do every day in your life. This list is motivated by dreaming about the sort of person you aspire to be rather than the kinds of things you want to do.

Since a life-list is intended to include only what you see yourself doing daily, it should meet the following criteria:

- 1) Your life-list should consist of just a few things.
- 2) Your life-list should consist of only the most important things.
- 3) Your life-list should reflect your values.
- 4) Your life-list should be your life-list. In other words, it should not be based on considerations of the kind of person others expect you to be, but instead on the person you dream of becoming.

One of the tendencies in creating a life-list is to pile onto it every conceivable idea you have of good things you could do each day. But let’s face it: a long list of anything is discouraging. If you end up with 40 things, it will be intimidating just to read through them each day—and virtually impossible to do them. Instead of lifting you, an overly long life-list becomes a burden and is quickly discarded. To keep the life-list from being overwhelming, pare it down until you have only a handful of items of extreme importance to you. It’s better to make a life-list of only two things you actually review and do each day, than to create a life-list of 40 things that ends up in the trashcan.

Why do I feel so strongly about developing a life-list? If you write down and live out a life-list, it will become your legacy. We are known by what we repeatedly do. How we spend each day, taken in total, determines the mark we make on this world.

When you are eighty years old, sitting on the porch in a rocking chair and looking back on your life, how will you feel? You won’t have to answer to anybody but yourself...not your parents or your spouse or your business associates. What did you do with this gift of living? It will be an important question to you then. Why not make it an important question now?

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

Steve Moody Continued From Page 14

type of follow up anymore so again we’ll seem to stand out.

We also work the other list...remember...the Full list of names that was given to us by the show producer. This list requires a little advanced prep as we take the time to look over this main list before reaching out to couples. We certainly don’t want to double up on contacting people that we have already spoken to. Taking it a step further, we go through and cherry pick the names by REMOVING certain brides if our schedule is already filled on their wedding day.

Brides from the main list get their own unique mailing from us. The cover letter states that we hope that they had a great time at the bridal show and that we totally realize that our booth was “insanely busy”. It then goes on to say that we’re sorry that we may not have had time to speak to them personally at the show. Therefore, we would like to extend a special invitation to them. These folks are also offered a special discount or some sort of free upgrade. How’s that sound? “Our booth was so crowded we didn’t have time to fit you in but still want to take care of you”. LOL. Again, the follow up is a huge part of our success at bridal shows.

In short, getting into the bridal show scene has made a huge impact on our company. This being said, your display area, conversations, marketing materials etc.. need to come across at the same level as your performances at live events. We nev-

er want to look like we are not used to doing bridal shows or that we only do them a few times a year. We want to carry ourselves like old pros. The bride’s PERCEPTION is their reality. Therefore, if we don’t look confident at a bridal show couples may think that it will carry over to our live events.

One final reminder...as I said last month...if you have not done well at bridal shows in the past, go back and revisit the how and why of what you did. Oh yeah...One more personal plug...if you are at your desk between noon and 1pm (eastern) weekdays be sure to visit www.WCEIradio.com and click the listen live button in the top right hand corner of their website. After a 7 year hiatus, I have made a small return to radio as host of “The Classic Lunch” If you like the classics from the 70’s and 80s, I would love to spend the lunch hour with you.

Steve has been the owner of the Maryland based Steve Moody’s Entertainment Connection since 1989. After his 2009 DJ Of The Year win in Atlantic City, Steve began travelling the East Coast sharing marketing and sales techniques with Disc Jockey and other Wedding Professional Organizations. He can be reached by calling 800-410-3013 or at SteveMoody@discjockeynews.com

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5	Swedish House Mafia	Don't You Worry Child	5	Tim McGraw	One Of Those Nights	5	Lumineers	Ho Hey
6	Calvin Harris	Sweet Nothing	6	Lady Antebellum	Downtown	6	Fun.	Some Nights
7	will.i.am F/ Britney	Scream And Shout	7	Little Big Town	Tornado	7	Maroon 5	One More Night
8	Justin Timberlake	Suit & Tie	8	Chris Young	I Can Take It From There	8	Bruno Mars	Locked Out Of Heaven
9	Rihanna	Stay	9	Thompson Square	If I Didn't Have You	9	Taylor Swift	I Knew You Were Trouble
10	Imagine Dragons	It's Time	10	Kenny Chesney	Pirate Flag	10	Ed Sheeran	The A Team
11	Pitbull	Feel This Moment	11	Miranda Lambert	Mama's Broken Heart	11	Bon Jovi	Because We Can
12	Kelly Clarkson	Catch My Breath	12	Florida Georgia Line	Get Your Shine On	12	Josh Groban	Brave
13	Olly Murs	Troublemaker	13	Kacey Musgraves	Merry Go O'round	13	Maroon 5	Daylight
14	Mumford & Sons	I Will Wait	14	George Strait	Give It All We Got Tonight	14	Alicia Keys	Girl On Fire
15	Demi Lovato	Heart Attack	15	Eric Church	Like Jesus Does	15	Hunter Hayes	Wanted
16	Justin Bieber	Beauty And A Beat	16	Brantley Gilbert	More Than Miles	16	Mumford & Sons	I Will Wait
17	Krewella	Alive	17	Darius Rucker	Wagon Wheel	17	Of Monsters And Men	Little Talks
18	Of Monsters And Men	Little Talks	18	Dustin Lynch	She Cranks My Tractor	18	Imagine Dragons	It's Time
19	Pink	Just Give Me A Reason	19	Toby Keith	Hope On The Rocks	19	Emeli Sande	Next To Me
20	One Direction	Kiss You	20	Rascal Flatts	Changed	20	Bruno Mars	When I Was Your Man
21	Ke\$ha	C'Mon	21	Henningsens	American Beautiful	21	Michael Buble	It's A Beautiful Day
22	Fall Out Boy	My Songs Know What YouË	22	Gloriana	Can't Shake You	22	Jewel	Two Hearts Breaking
23	Fun.	Carry On	23	Jason Aldean	1994	23	Christina Aguilera	Just A Fool
24	Pink	Try	24	Jake Owen	Anywhere With You	24	Train	Mermaid
25	Icona Pop	I Love It	25	Brad Paisley	Beat This Summer	25	Franklin McKay	More Than A Memory
26	Taylor Swift	22	26	Kip Moore	Hey Pretty Girl	26	Whitney Wolanin	Wrong Guy
27	Muse	Madness	27	Tim McGraw F/ Taylor Swift	Highway Don't Care	27	OneRepublic	Feel Again
28	Justin Bieber	All Around The World	28	Kelly Clarkson	Don't Rush	28	Fun.	Carry On
29	Cher Lloyd	With Ur Love	29	Jana Kramer	Whiskey	29	Jon Secada	I'm Never Too Far Away
30	Emeli Sande	Next To Me	30	Band Perry	Done	30	Mariah Carey	Almost Home
Urban			Rock			Alternative		
1	Kendrick Lamar	Poetic Justice	1	Young Guns	Bones	1	Imagine Dragons	Radioactive
2	Rihanna	Pour It Up	2	Alice In Chains	Hollow	2	Of Monsters And Men	Mountain Sound
3	Lil Wayne	Love Me	3	Halestorm	Freak Like Me	3	Lumineers	Stubborn Love
4	Drake	Started From The Bottom	4	Papa Roach	Where Did The Angels Go	4	Silversun Pickups	The Pit
5	A\$AP Rocky	F**kin Problems	5	Three Days Grace	The High Road	5	Muse	Madness
6	Rihanna	Loveeeeeee Song	6	Adelitas Way	Alive	6	Black Keys	Little Black Submarines
7	Justin Timberlake	Suit & Tie	7	Deftones	Tempest	7	Atlas Genius	Trojans
8	Future	Neva End	8	Volbeat	Heaven Nor Hell	8	Mumford & Sons	I Will Wait
9	Wale	Bad	9	Soundgarden	By Crooked Steps	9	Mumford & Sons	Lover Of The Light
10	B.o.B	We Still In This B*tch	10	All That Remains	Stand Up	10	Capital Cities	Safe And Sound
11	Tamar Braxton	Love And War	11	Corey Taylor & Dave Grohl	From Can To Can't	11	Muse	Panic Station
12	Young Jeezy	R.I.P.	12	P.O.D.	Higher	12	Neighbourhood	Sweater Weather
13	Kelly Rowland	Kisses Down Low	13	Stone Sour	Do Me A Favor	13	Phoenix	Entertainment
14	Trinidad Jame\$	All Gold Everything	14	Otherwise	I Don't Apologize	14	Fall Out Boy	My Songs Know What YouË
15	Ace Hood	Bugatti	15	Sevendust	Decay	15	Paramore	Now
16	Future	Karate Chop	16	Device	Vilify	16	Airborne Toxic Event	Timeless
17	2 Chainz	I'm Different	17	Shinedown	I'll Follow You	17	Passion Pit	Carried Away
18	Trey Songz	Fumble	18	Aranda	One More Lie	18	twenty one pilots	Holding On To You
19	Omarion	M.I.A.	19	Slash	Anastasia	19	Foals	Inhaler
20	Sevyn Streeter	I Like It	20	Black Veil Brides	In The End	20	Macklemore & Ryan Leslie	Thrift Shop
21	Mindless Behavior	Keep Her On The Low	21	Bullet For My Valentine	Riot	21	Mowgli's	San Francisco
22	Juicy J	Show Out	22	Green Day	X-Kid	22	Family Of The Year	Hero
23	Fabulous	Ready	23	In This Moment	Adrenalize	23	Alt-J	Breezblocks
24	RaVaughn	Better Be Good	24	Imagine Dragons	Radioactive	24	Fitz & The Tantrums	Out Of My League
25	B. Smyth	Leggo	25	Pop Evil	Trenches	25	New Politics	Harlem
26	J. Cole	Power Trip	26	Buckcherry	Gluttony	26	Alice In Chains	Hollow
27	Jarvis	Make A Little Room	27	Hollywood Undead	We Are	27	C2C	Down The Road
28	Game	All That (Lady)	28	Rob Zombie	Dead City Radio	28	Three Days Grace	The High Road
29	Meek Mill	Believe It	29	Red	Perfect Life	29	Deftones	Tempest
30	Yo Gotti	Check	30	10 Years	Dancing With The Dead	30	Biffy Clyro	Black Chandelier

A Different Spin by Jason Nocera



Behind The Mic: Are You A Prospect?

By Dave Winsor

There is a critic for everyone and while most people will not like that idea, I think it's a good thing. After all, without critical evaluation how will we grow? We will grow in a bubble. We will take what is someone else's great idea and apply our own "twist" to it and make it GREAT.



Right? Most times, no. We are only equipped to love and protect ourselves, that's how we are wired. But, with the right combination of

support, direction and prodding, we can all be spectacular and I mean that.

Every baseball player involved with a major league team has one of these: A scouting report. Look at this one:

Little lower body in swing mechanics. Pulls ball hard, but struggles driving the ball the other way. Minimal power projection. Can evolve into a solid-average hitter for batting average and show doubles power as he matures. Small frame with not much more room to pack on muscle. Extremely impatient

approach. Making strides and improving with understanding of his strike zone, but inexperienced professionally and very age advanced. Neglects to cover outer third of plate with eyes. Struggles staying back against breaking balls. Must improve with handling of off-speed stuff to hit consistently at big league level.

What would YOUR scouting report look like? How would you rate your performances? How would someone else? I don't know that you could answer the second question because it would only be a guess based on your first answer. It's really difficult to open yourself up to criticism, constructive or otherwise. We aren't really wired for that, but we should be. Don't insulate yourself, open up and welcome a third party review.

Elite defensive skills highlighted by extremely fluid hands and soft glove. Excellent instincts and anticipation produces his well above-average range. Will get to balls that most, if not all, will not. Plus, accurate arm. Adept at throwing on the move and has outstanding body control. Future perennial Gold Glove shortstop. Grades as an "80" defensively. Can also play second and third base more than adequately. Major League ready in the field.

EVERY man playing organized ball has one of these that follows him around during his career. It's an honest evaluation of his strengths and weaknesses.

Each spring he will be watched, evaluated and worked with, get this, ON A DAILY BASIS to minimize the weaknesses while making sure the skills remain sharp. What is your routine as a single op? If you are a multi-op, what do you shoot for? Are you creating a series of "aggressive, younger, spirited" copies of you?

Due to advanced defensive skills will most likely learn to hit at the major league level and slowly ramp into becoming more proficient at the plate over the course of big league career.

How do you project? How do you know where you are going? In my radio career I've worked with some amazing talent coaches and have coached amazing talent. The best are always thirsting for feedback. They WANT to know what they can do to get better. They want fresh ideas and they are by far the most creative people I've ever known. They understand feelings and work them into breaks whenever possible. One of the finest consultants told it to me this way: "Dave, if you can schedule just ONE of these things into every break, you'll be amazing and the ratings will follow. Head, heart, funnybone or wallet!" Sure, that works in radio but it won't work in a live environment! First of all, they work everywhere, from the Bible to the club. They are stories. They are emotions and they belong in your whole body of work, all the time. When speaking of wedding

receptions, there is ONE overriding theme. I'll let you guess which one. But, they all can be worked into a comprehensive approach to all events you do. How?

So, where do you find coaching? My feeling is that most do not seek it out, and that's too bad. Here is your "scouting" report:

Physical presence at times is both forward and regressive. Overall appearance is judged as not the best dressed. Microphone skills are rudimentary to competent. Not challenging mentally to crowd and that may come into play later in events. Vocal presentation needs to be smoothed out and thought out. Initial impression is this person is not "command worthy" in front of a group. No direct leadership qualities, but are underlying and waiting to be developed. Crutch phrases are evident and used too frequently. Music mixing skills are solid and can be developed further. Other "talent" needs to catch up. Other vendors consider this person to be solid, but could be less "ego" driven as it clouds simple judgement. Overall grading to a B-.

Can I help?

Dave

Ps. The Baseball scouting report is for Red Sox SS Jose Iglesias. He's amazing to watch.

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The Salesman Myth

By Rick Brewer, GetMoreBrides.com

You would be shocked to hear how many times a random wedding professional will tell me that they hate to sell. While I can assure you that most people hate to deal with a pushy salesman, (by the way, I use salesman as that is what is used with me; as opposed to salesperson or saleswoman, even when the person telling me this is a woman) there is more than one level of acting as a salesman other than pushy. So today I wish to share with you some thoughts on selling and its crucial role in your business.

Why is sales viewed as such a messed up profession? Thomas Watson of IBM said, "Nothing happens until something is sold." With a statement like that, one would think that there is great purpose in sales. Yet the overwhelming opinion of salesmen is that of a boorish, rip-off artist. If you have these thoughts when thinking about a salesman, you're not alone. I regularly will ask my audience what words they would use to describe a salesman. The replies are: "Rip-off," "cheesy," "used-car," "obnoxious," and "pushy" to name a few. We need to shift our actions to be contrary to those thoughts.

When you think of the word consultant, what words come to mind? Most people respond with words such as "expert," "coach," and "adviser." Those words are so much more pleasant than the words which describe a "salesman." The key for you in your business is that

shift I mentioned above. Let me explain.

When we are looking to pay the bills, it comes through loud and clear in our presentation. Our tonality, our posture and most importantly our execution comes through with this underlying "necessity" to get the deal solidified. I fully understand that we need to pay the bills, but let me show you the shift: when you have purpose in making the sale, you have a higher likelihood of getting the sale assuming you are the match. Your purpose becomes the key to closing the deal.

Purpose is so much deeper than simply money or making the sale. Purpose gets to providing the absolute best of what you provide to brides to this bride. It becomes protecting the bride from the knuckleheads out there who are only interested in a paycheck. It becomes the pride you have in what you provide to

these brides that they may not even know they need or would be missing out of.

When your sales approach is a consultative,

purpose driven approach as opposed to what has been trained for years as Go Get The Sale or Always Be Closing (the ABC's of sales), you will show yourself and your business to be more trustwor-

thy and through that trust get more of the brides you meet with to take the steps of the buying process with confidence and less worry. Perhaps you are not a match with every bride. Heck, you are probably not a match for most of the brides, but you are certainly a match for more than enough brides to keep your business running and running well.

Homework assignment: for the next

4 weeks, take a more consultative approach to your sales meeting by finding out what the brides needs are as opposed to simply presenting your stuff.

Rick Brewer is the Nation's Foremost expert at Marketing and Selling to Brides. You can sign up for Rick's Free Weekly "Marketing To Brides Tip of the Week" on his website, www.getmorebrides.com



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Mitch Taylor - Taylored Weddings

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM				
16	1	Macklemore-Ryan Lewis	Thrift Shop		201246	95	Pitbull	Back In Time	201214	127
10	2	Justin Timberlake	Suit annd Tie		201303	103	Gym Class Heroes	Self Back Home	201203	130
6	3	Swedish House Mafia	Don't You Worry Child		201234	129	Nicki Minaj	Starships	201209	125
8	4	Calvin Harris	Sweet Nothing	Florence Welch	201238	128	Chris Brown	Turn Up The Music	201206	130
20	5	Maroon 5	Daylight		201247	126	Goyte	Somebody that I used to Know	201205	129
1	6	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127	Rihanna	We Found Love	201140	128
2	7	Taylor Swift	I Knew you Were Trouble		201248	77	The Wanted	Glad You Came	201134	128
3	8	Will.I.AM-Britney Spears	Scream and Shout		201248	129	One Direction	What Makes You Beautiful	201213	129
5	9	Rihanna	Diamonds		201241	92	Drake /Rihanna	Take Care	201150	122
4	10	Kelly Clarkson	Catch My Breath		201243	124	Calvin Harris	Feel So Close	201131	64
22	11	Pitbull-C Aguilera	Feel This Moment		201302	136	Rihanna	You Da One	201147	127
7	12	Flo Rida	I Cry		201238	126	Young Jeezy	Leave you alone	201208	95
*	13	Baauer	Harlem Shake		201309	70	B.O.B	So Good	201209	86
11	14	Ed Sheeran	The A Team		201205	86	J. Jessie	Domino	201135	127
15	15	Ke\$ha	C'mon		201252	126	Karmin	Broken Hearted	201207	120
24	16	Imagine Dragons	It's Time		201208	105	Pitbull/w Chris Brown	International Love	201140	120
9	17	Pitbull	Don't Stop The Party		201238	127	Jennifer Lopez	Dance Again	201215	128
12	18	Maroon 5	One More Night		201229	93	Chris Rene	Young Homie	201209	80
13	19	Ne-Yo	Let me Love You		201229	124	LMFAO	Sorry for Party Rockin	201201	134
*	20	Trey Songz	Simply Amazing		201250	100	Hot Chelle Rae	I Like it Like That	201139	101
14	21	Ke\$ha	Die Young		201240	129	Bruno Mars	It Will Rain	201140	75
17	22	Pink	Try		201243	105	David Guetta	Without You	201136	128
26	23	Afrojack-Chris Brown	As Your Friend		201308	128	J Cole	Workout	201126	93
21	24	Alicia Keys	Girl On Fire		201237	93	Selena Gomez	Love you Like a Love Song	201131	119
*	25	Justin Bieber	All Around the World		201307	128	Dev & Enrique Iglesias	Naked	201201	125
18	26	Justin Bieber	As Long As You Love Me		201227	71	Outasight	Tonight is the Night	201142	120
23	27	Alex Clare	Too Close		201115	63	Foster the People	Don't Stop	201146	133
19	28	Taylor Swift	We are never getting back together		201234	86	Gym Class Heros	Stereo Hearts	201125	91
29	29	Future- Kelly Rowland	Neva End		201246	68	Drake	Headlines	201132	76
25	30	Psy	Gangnam Style		201237	132	Jason Derulo	It Girl	201133	92
Recurrents- (Still popular)							LMFAO	Sexy and I know it	201133	130
27		Chris Brown	Don't Wake Me Up		201221	128	Lady Gaga	Marry the Night	201145	131
28		Pink	Blow Me One Last Kiss		201228	114	Nicki Minaj-Rihanna	Fly	201132	120
		Owl City-Carly Rae Jepsen	Good Time		201227	126	Maroon 5/Aguilera	Moves Like Jagger	201132	128
		Maroon 5	Payphone		201217	111	Britney Spears	I Wanna Go	201124	131
		Carly Jepsen	Call Me Maybe		201210	120	Enrique Iglesias	I Like How it Feels	201139	128
		David Guetta/ Chris Brown	I Can Only Imagine		201230	127	LMFAO	Party Rock Anthem	201102	131
		Rihanna	Where have you been		201216	128	Cobra Starship	You Make Me Feel	201120	132
		Trey Songz	Heart Attack		201214	75	Alexandra Stan	Mr. Saxobeat	201119	127
		Usher	Numb		201233	125	New Boyz	Better with the Lights on	201120	112
		Future	Turn on the Lights		201226	66	Bad Meets Evil	Lighters (squeaky clean)	201125	90
		Ellie Goulding	Lights		201109	120	Kanye West	All of the lights	201050	71
		Nicki Minaj	Pound the Alarm		201227	126	Nicki Minaj	Super Bass	201115	127
		One Direction	Live While we're young		201240	126	Karmin	Crash Your Party	201144	96
		David Guetta	Titanium		201230	125	Sean Paul	Got 2 Luv	201129	92
		Calvin Harris	Lets Go		201212	128	David Guetta	Where them Girls at	201119	130
		Katy Perry	Wide Awake		201223	80	T-Pain	Best Love Song	201108	81
		Kelly Clarkson	Stronger		201201	116	Lady Gaga	The Edge of Glory	201120	128
		David Guetta/Nicki Minaj	Turn Me on		201231	128	Chris Brown	She Ain't You	201114	91
		Justin Bieber	Boyfriend		201214	97	Bruno Mars	Lazy Song	201108	87
		Taylor Swift-B.O.B	Both Of Us		201220	63	Beyonce	Best Thing I Never Had	201124	100
		50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98	Lupe Fiasco	The Show Goes on	201045	72
		Katy Perry	Part of Me		201210	130	Black Eyed Peas	Just Can't Get Enough	201106	94
		Flo Rida	Good Feelin		201137	128	Jennifer Lopez	I'm Into You	201115	84
							Wiz Khalifa	Roll Up	201106	94
							Adele	Rolling in the Deep	201048	105

What Is Your Next Marathon?

By Harvey Mackay

One of the best decisions I’ve ever made in both my business and personal life was to start running. I remember this like it was yesterday.

I was attending a Graduate School of Business Executive Program at Stanford University back in the 1960s. Several foreign businesspeople who were also attending went out for a run every day. They asked me if I would like to join them, and I thought it sounded like fun. And from that simple invitation grew a habit that has lasted a lifetime.

Running not only has kept me in good shape, but it has sharpened my focus. The benefits of physical activity on both the body and mind are well documented. My personal experience tells me that when I don’t run - or walk briskly, as I have been more likely to do in recent years - I lose some momentum. Running clears the cobwebs and renews energy. So I continue, even when I think it might be okay to skip a few days.

Two hip replacement surgeries sidelined me for the past few years. But I just can’t give it up. With my doctor’s blessing, I entered and completed the Rock ‘n Roll Half Marathon in Phoenix on Jan. 20. I didn’t set any records, but that’s not what matters. I finished, just like I did in 10 previous full marathons, including the 100th running of the Boston Marathon.

I saw a remarkable range of participants in the half marathon. There was one guy who carried the American flag for all 13 miles. I saw a blind woman tethered to a guide runner, who served as her eyes and described the scenery and painted the picture. There were people who pushed baby strollers for the distance. Runners dedicated their races to the memory of loved ones and causes. The motivations are endless.

Anyone who finishes a marathon - or a half marathon - has won. The proof is that in earlier days, people would ask you what your time was. Now, the question is, Did you finish?

For most runners, the key to running a marathon is to understand that it is not so much a physical as a mental challenge. Your body does not want you to run a marathon. Your mind must make you do it. Therefore, you have to develop a rationale so powerful, a determination so strong that it will enable your

mind to overcome the vigorous protests of your body.

Marathon legend Grete Waitz, winner of nine New York Marathons and two London Marathons, plus five world cross-country championships, lived by the motto, “If you give up you lose.”

The race that Waitz is best remembered for was the New York Marathon in 1992. Her time: 5:32:34. That’s right, over five hours. She ran hand-in-hand with the event founder, Fred Lebow, who was fighting brain cancer. Grete’s quote after the race went something like: “The true heroes are not us up in the front, but those that are there at the back of the pack because they are there for 4-5 hours.

In 1987, I ran my first of five New York marathons. Approximately 23,000 runners started the race, but only 20,000 finished. The last place finisher was Bob Wieland, a Viet Nam veteran, who ran it in four days and two hours. He had no legs and ran on his hands. When I saw him early in the race, I knew there was no way I could not finish. True hero? You bet.

“You should run your first marathon for the right reasons, because you’ll never be the same person again,” said Bill Wenmark, my friend and marathon coach. “You must want to do it, not do it because your boss did it or your spouse

did it.”

Bill has trained 3,800 first time students and only three have not finished the marathon. Bill, a diehard Marine, has run 103 marathons and is a world-class mountain biker at age 65.

The vast majority of people who sign up to run a marathon are not competing for prize money. They are in it to prove to themselves that they can do it. That thinking carries over into so many other parts of our lives.

To me, marathons are a metaphor for life. There are challenges, obstacles, rallies, accomplishments, and celebrations. The finish line is a sweet sight for any competitor.

As Booker T. Washington said, “Success is measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed.”

Mackay’s Moral: If you don’t climb the mountain, you can’t see the view.

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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