

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

I've just wrapped up the first ever PhDJ Workshop and I am writing this article, as I have written so many before it, from the plane on the way home. The PhDJ Workshop, which Joe Bunn and I put together, took place last month, in Raleigh, North Carolina on March 10th and 11th.

We had 21 attendees who sat through 17 hours of structured education throughout those two days, not to mention countless hours of networking and shop talk that took place in the evenings and over breakfasts and lunches. You would think, after all that content the attendees crammed into their heads and notebooks, they would be done talking

about DJ stuff. Yet on the final night, at our last dinner together in Raleigh, that's pretty much all we discussed.

This article is not a recap of the PhDJ Workshop (I think I'd be way too biased to offer a fair critique of something I was so intimately involved in creating). No, this article is about education. It's about the value of information, the lust and desire that some people in our industry have for it, and about the newest ways that this "advanced content" is being offered to the DJ public at large.

Not too many years ago, if you wanted to better yourself as a DJ, our industry just had a few major conferences. They were big, awe-inspiring and must-attend events for anyone who called themselves a Mobile DJ. Indeed the Grand Daddy of them all, DJ Times International DJ Expo still holds that status for most. Those dates in August are circled on most DJ's calendars the moment DJ Times announces them (**August 11th-14th this year by the way**) and the room block at the Taj Mahal fills up, as one of my DJs likes to say, "with a quickness." But what DJ Times has in size and stature, it will always lack in in-

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Talkin' Bride: I Know Why Your DJ Cancelled...

By Tamara Sims

We have all received the panicked phone call from a bride or groom whose DJ cancelled at the last minute, right?



And being in the wedding industry we have a soft spot for these situations, especially when the wedding is only a few weeks away. It is in our DNA to do everything in our power to help them have the wedding they have always dreamed of. But in this instance, after the first 5 minutes of the consul-

tation, we realized why their DJ cancelled, but Jay accepted the challenge and agreed to do the wedding despite the story I am about to tell...

"Brenda" and "Eddie" were planning their second marriage and they both loved music. It is completely normal for couples to have input in the song selections for their wedding, but our groom "Eddie" had each and every song timed out to the exact second in order from start to finish with no deviation allowed! And that's not all...he also had a corresponding video for each and every song!

So during the planning meeting, Jay innocently asked if he could play different music in the event that their selections "cleared the dance floor." They looked at Jay completely puzzled and replied, "What do you mean?" They

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In The Booth: Micro System Anyone?

By Brian S. Redd

Three years ago this April, I had a stroke that took out the entire right side of my body, made me legally blind and affected my speech. My speech and eyesight was almost perfect after about a week, but it took me over a month to move my leg enough to start walking again. To this day, have an impaired walk. My arm and hand never recovered much, but they do have some limited movement.



With all of that in mind, I'm still a full time mobile DJ that rarely uses roadies. How do I manage that, you ask? It all comes down to a very carefully thought out mobile DJ system.

The biggest challenge was to put a PA system together that would handle a 150 person wedding crowd and could also be carried, set up, and broke down one handed. Two years ago when I came up with this concept, there wasn't a whole lot of gear on the market that fit the bill.

I ended up with a pair of powered 8" RCF top cabs and a small 12" EV powered sub. Once I had everything put together, I (naturally) posted a YouTube video of the new "Micro System" being

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DEMO VIDEO

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timacy and the ability to truly network with every attendee. It's like the difference between going to see The Rolling Stones and heading down to your local bar to see a cover band. That may be Mick and Keith up there but you're not getting anywhere near them.

And that's how and why the smaller, regional shows came about. They may not have the ability to get Pioneer to set up a 40 by 40 booth to show off their latest technology or book 3 straight days of top-of-the-line speakers, but they were able to provide good content for a smaller group of attendees. And the one-on-one networking was a huge added bonus. For many years that worked fairly well as an augmentation to both DJ Times and Mobile Beat's DJ Conventions.

But while there is a shift going on in Las Vegas with the "big shows" out there (I am not qualified to write about the ADJA vs Mobile Beat arm wrestle that is happening so I'll just leave it up to you, dear reader, to try to figure it all out) I have also noticed another shift in the way education is taking place. Sure, there will always be a place for traditional seminars, classroom type educational opportunities where the attendee sits back and soaks in whatever content the speaker (or a panel of speakers) has to offer, but more and more we are realizing that what we do is performance-based - and the best way to improve your performance is to, well, perform. Especially if you are offered instant feedback from an industry veteran who is uniquely qualified to do so. And the second best way to improve your performance is to watch someone else perform and then be critiqued.

I have never attended a Mark Ferrell workshop but from speaking to people who have, this is a format Mark had struck on years ago. And it's a concept that Bill Hermann and Jason Jones are using in their Entertainment Experience workshops as well. And just last year, at the ADJA sponsored Las Vegas DJ show Randy Bartlett brought this concept to a national show for the first time. The success of that workshop has wisely made Dr. Drax offer even more workshops this year (see details at www.TheLasVegasDJShow.com). In my humble opinion I think the ADJA is on the right track to recreating what these big national shows are going to be.

At the PhDJ Workshop we too offered a hands-on performance workshop and it went over very well. Similar to what I did for Robbie Britton last year at ARM DJs, a number of PhDJ attendees got on the microphone and performed (bridal party introductions, opening announcements and even a last song of the night set up). After each performance I offered feedback, highlighting the good and offering suggestions to make them better. This was only 90 minutes of the overall education and yet as far as the ratio of "nugget content to time" I think

the performance workshop was probably the highest of the two days. Am I "uniquely qualified" to offer this feedback? Having personally trained almost a hundred MCs in my 25 years in the industry, both with Star DJs and my own Elite Entertainment, I would humbly submit to you that I am. And based on the "thank you, I never thought about doing that, I'll give it a try" type comments I've gotten from even the most experienced MCs, I think others would feel the same. But the point is, whether it's me offering feedback, or Mark Ferrell or Peter Merry or whomever, these types of "roll up your sleeves and get involved" type workshops are becoming more and more popular. And for good reason. All the common business sense in the world means nothing if you're not killing it in the field. If you want to be a leader in your market and make the phone ring with referrals, improving your skills as an MC and DJ are the best ways. Sure we can razzed dazzle with lights and pad our bottom line with photo booths, but at the end of the day success in this business will always be measured by your talent. And when you have the chance to improve your talent, some people jump at the opportunity.

Which brings me to my final point. In

the days leading up to the PhDJ Workshop I wanted to familiarize myself with the attendees. There were a few people who had signed up that I know very well but some were just people I am connected with on Facebook. They'd all spent a good amount of money to attend and I thought the least I could do was know their names and where they were coming from. And with the magic of social media I was able to do just that. What I found poking around everyone's photos and reading whatever information they've listed publicly is that many of the people who made the trip to Raleigh had also participated in some of these other workshops. This wasn't their first shot at higher education and advanced learning. I don't know why that surprised me but after meeting these attendees I now understand it. There are some professionals who appreciate the value of information. They strive to get better and better and to be more successful and they understand that the most effective way to get there is through learning. Constant learning. They show up with paper and pen (or laptop and tablet) and an open mind. They listen. They participate. And they better themselves.

You must be in that category or you wouldn't be reading a trade publication.

You get the idea that you don't know everything and that when you learn something new, you become a better person. There are some (in every industry I'm sure) that could never make that admission.

But you are not one of them. And if your desire for higher education reaches the right level, I'd invite you to check out any of these workshops in the future. Look at where Mark and Rebecca will be next at MarkFerrell.com. Follow Bill and Jason at BillCreates.com. Do a Google search for Peter Merry and Liz Daily's next "Make it Grand" workshop. And be sure to "Like" The PhDJ Workshop on Facebook (because Joe and I will be announcing new dates pretty soon). And also, make sure you check out the exciting workshop opportunities at The ADJA show in September in Las Vegas.

You'll never regret a dollar you spend on your education and these are the best opportunities available to you.

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



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Don't Shortcut Your Process!!

By Mitch Taylor

Have you heard of Wedding.com yet? Wedding.com is a relatively new service that connects couples to wedding pros.



The first pop-up of their site suggests "A New Way To Plan Your Wedding" promising free custom quotes from local vendors in

24 hours. I'm sure that there's many of you who have received the emails from "Katie, Wedding.com" that says, "Your Name, these brides need your services" in the subject line.

I have to admit that first I was skeptical. I mean...are these REALLY real brides? Or is this a way for a start-up company to drum up business for their company to get some revenue from reputable businesses like mine. Cue the story of Miranda and Andrew.

Miranda first contacted me via my Request For Information form on my website through DJ Event Planner (shameless plug). If you notice in my above request for information I ask my couples that are inquiring in advance "How important do you feel entertainment is to the success of your event?" and "What do you want your guests to say about your reception?" And "What are you struggling with most in planning your wedding?" These questions are asked because I want to know where they are at in their planning, what they deem as important or not about their event and how best I can serve them in future communication. Miranda also set up a meeting with me through my website while I was sleeping which I confirmed the next day with her on the phone and learned that one of our Master of Ceremonies Josh Barron had performed her sister's wedding November 3rd of 2012 and I had personally performed her cousin's reception a few years before that. Good solid referral, right? She contacted us within days of her engagement... had two different Taylored Weddings Master of Ceremonies perform at different family events and scheduled a meeting with me herself with no prior communication from me right via our website. HOT lead! I'm REALLY excited to meet with her!

Fast-forward to just 3 DAYS LATER and my "Katie, Wedding.com" pops into my email inbox with the fol-

Event Planner

This event has already been added: Event Information Page (144218)

Request For Information

From: Miranda Steinbrecher

Event: Wedding on Saturday, June 06, 2015

Subject: Request For Information

Date: 3/11/2014 - 11:44:20 PM (+1)

Submitted Information

Client Name: Miranda Steinbrecher

Address: [REDACTED]
[REDACTED], WI 53074

Email: [REDACTED]@cuw.edu

Telephone: [REDACTED]

Best Time To Contact: Evenings or Fridays

Event Date: Saturday, June 06, 2015

Event Type: Wedding

Additional Comments: Date is not set. Trying to see what is available in June or July, but leaning more towards June. June 6th is my ideal date depending on availability.

How important do you feel entertainment is to the success of your event? : Very important (80 to 100% responsible)

What do you want your guests to say about your reception? : It was AWESOME! Best reception ever!

What are you struggling with most in planning your wedding? : Just getting started on planning

What do you hope to achieve by working with Taylored Weddings? : An awesome reception :)

tracking info

lowing message "Miranda & Andrew are looking for Wedding DJ in Iron Mountain, MI." I did a double take and then compared the picture of the bride on the Wedding.com listing above to who had contacted me. I knew her date had changed to July 11th, 2015 because she had mentioned that in the phone call to me to confirm her meeting. Here's what her Wedding.com listing states "I want a fun wedding with yellow and silver glitter as my colors. I am in the hopes of having it at Pine Mountain Lodge in Iron Mountain Michigan. I have a low budget so want a cheap but yet good photographer and DJ. I want my guests to have fun and make my wedding memorable."

Hmm...is this the same bride? The same one who saw us perform twice and SHOULD know our pricing if she chats with her sister at all. There had been a recent debate in a group of wedding entertainers I belong to on Facebook stating, "You can't turn a \$500 bride into a \$2000 bride" I began thinking back to my Creative Consultations seminar in 2010 and the words ringing in my

head were "Don't shortcut the process" This is all shaping up to be very interesting....

Our meeting was March 26th at Taylored Weddings offices in Escanaba. I

welcomed them in, met with them and chatted about them and their wishes for their day, how we could help them in their need for wedding entertainment and then presented options with our company. They debated back and forth on what we had proposed. I could tell pricing

may be coming into an issue or at least the "affordability" of us. I offered for them to put 25% down in April, 25% down in May and have their balance due in March of next year. They agreed and went with myself as their Wedding Entertainment Director at a base price of \$3000.

The bottom line here for me is two things. First...don't judge a book by its cover. BUDGET to many of us is a DIRTY word. The word "budget" is NOT a bad word... it's our interpretation of the word. Everyone's on a budget...you just don't know how BIG of a budget that is. They're still spending the money... the question is will they spend it on YOU and how can you show them that you are worth the fee that you charge. The second thing is... DON'T SHORTCUT YOUR PROCESS. Too often we will see those words "budget" and "cheap but good" and think "Not my client" and blow off the inquiry. Everyone deserves to be treated with respect and given your best. That person you blew off could have been the source of a referral for thousands of dollars or you may have just been able to turn that budget bride into a "insert your rate here" bride just by not judging a book by its cover and not shortcutting your process.

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.

Wedding.com

Good news! The following couple is seeking Wedding DJ:

Couple's names:
Miranda & Andrew

Estimated wedding date:
July 11, 2015

Location:
Iron Mountain, MI

Notes:
I want a fun wedding with yellow and silver glitter as my colors. I am in the hopes of having it at pine mountain lodge in Iron Mountain, MI. I have a low budget so want a cheap but yet good photographer and DJ. I want my guests to have fun and make my wedding memorable.

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From The Other Side: Filling The Void Part 2

By Jake Palmer

Last month I touched on the idea of how ego driven this business can be, and as DJs we might be simply looking to fill a void in ourselves with the approval and or applause of others... or are we? Maybe we are really compromising our ego to please other people, like the client, the patrons, the guests, and if so,



at what cost? What void could we have?

In our ego driven industry, ego is not a bad thing, rather a necessary thing. Ego is what gives you the ability or maybe the courage to stand up in front of a group of strangers and assure them that you are the person they can trust to guide them through this wedding or event in a smooth, fun, seamless, entertaining way. I am always reminding myself that there is a difference between cocky and confident, cocky can portray an image of down right obnoxious and annoying, while confident seems more assuring and controlled, both are connected directly to the ego. I think it takes a lot more than confidence to con-

vince a bride and groom that you are the best choice for their wedding, or a sweet 16, quinceañera, or bar/bat – mitzvah, these are once in a lifetime events where there are no do-overs. You're going to need plenty of ego to make this happen. If you're not careful, this ego can start to take over. And when that happens you're focus can get fuzzy. Suddenly it can start to be more about you and less about the guests or clients. This is not good!

This is where the uncomfortable transition from confident to cocky starts to take place. This is where the void starts to get created. If you spend all of your time pushing your ego back into it's cage and focusing your attention on everyone else and their wants, needs, and entertainment... what's left for you? How do you avoid empty or left out.

You have seen it hundreds of times... you rock the house, tear the place up, people are having the night of their lives, falling in love, feeling like a kid again, and when the music stops... a couple high fives, maybe a "thank you" or two, then they are gone and you realize it's you and the venue staff. Ah the romantic life of a DJ. It's easy to see where a void can begin to develop.

Many of us have lots of acquaintances but very few real friends, which is not to say that we should be creating friendships with all the guests, but it can be easy to feel like you are giving everything you have to them for their enjoyment and fun and they simply take it.

So how do we avoid this? How do we keep ourselves full? Here are a couple things I do that seem to work well. First, remember why you do this, I entertain for a living because I like to give, I also like to be the guy everyone looks to for the fun, direction, and leadership, so I know that I am in a give-take situation... I give, they take; my satisfaction comes from their enjoyment and the overall success of the event.

Second, have healthy relationships off the dance floor. Someone once said "quality not quantity", this is true in friends and all relationships. Find ways to stay connected to your friends and family. Have times that are just for these relationships that have nothing to do with DJing or entertaining.

Third, have a support system of like minded people who understand you and what you do. The DJN Conclave is great for this, as are all industry conventions and get togethers. Make friends with other DJs and wedding vendors in your

market.

Fourth, create a healthy lifestyle. Staying healthy is vital to having a happy and productive career, family, and life in general. Our lifestyle is sometimes not very conducive to this part, but even if you just try to cover the basics, eat right when you can, get enough sleep, even if that means a nap before a show or sleeping in to catch up after a late night. Remember to exercise, if going to the gym is not your thing, go out and do something. Get a hobby. Something that is yours, something you enjoy, that you can escape to when you want, and do it on a regular basis.

I am not the poster child for all of these things, but I keep trying to get better, and you can too. Sometimes just being aware and making an effort at these things can be helpful.

So give it a try, be aware of you, what you do, and why you do it, be aware of how it affects you and those closest to you, and look for ways to be happy and healthy without any voids, you just might find it rewarding... not as rewarding as a full dance floor... well you know what I mean.

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Tamara Continued from page 1

had never even considered the fact that their guests would not enjoy their music selections. So Jay tried to explain that everyone might not be into 7 Maroon Five Songs in a row, followed by the 70's song "Color My World" by Chicago, quickly fading into "Party Rock Anthem" by LMFAO!

Jay had a good rapport with "Brenda" and "Eddie" and was confident that on their wedding day they would allow guests to make requests, but when a girl walked up to Jay's booth and asked him to play a Madonna song, Eddie was there in a flash and the answer was no.

Near the end of the wedding, "Eddie" finally let Jay "do his thing" by leading a sing a long of "Sweet Caroline," which packed the dance floor. If only they would have allowed Jay to utilize his talents the entire night... it could have been



one of his best weddings ever. So our new tagline is "Trust us...we actually do know what we are doing!"

The energy "Brenda" and "Eddie" expended controlling their wedding was such a waste. All they had to do was trust in us.

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

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



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Adding Games, Adding Customer Satisfaction

By Mike Kazis



It's no secret that adding games to your program will expand your abilities as an entertainer. From when I first began entertaining parties, Coke and Pepsi was played at just about every Mitzvah or kid party. However, like just about everything else in the DJ industry, games have been evolving. They are becoming more elaborate, more fun, more exciting, and most of all, more creative. It this creativity in facilitating games that I'd like to focus on in this article to identify what makes someone a game master how we can tap into that mastery to help make our party games just that more exciting.

I was at an event several years ago – a communion party for a close friend's daughter. At times when my friends want me to attend their event as a guest they "hire out" the entertainment. Even if I gave it to one of my team members they know that I would still be in DJ mode as they call it.

Anyway, the kids were playing Mum-my Wrap and were heavily into creating their mummies, hoping that theirs would be the best (obviously unaware to the rule that the Communion boy or girl always wins). While the game was in play and the music was going, I looked around for the MC. He was completely unnoticeable. It took a few minutes to find him as we was standing alongside one of the tables with one of his arms slightly leaned against the top of one of the chair backs, just looking around the room with no facial expression whatsoever. He was a younger gentleman that probably only had a year or two's worth of experience so in his mind, what he was doing may have been acceptable. However, any seasoned veteran DJ entertainer would likely think otherwise.

In my personal opinion (and I sure many entertainers will agree), when you're performing a game at an event, enthusiasm for that game is very, very important. Standing around waiting for the time to run out might be acceptable and perhaps not even noticeable by the client, but I can tell you that I'd rather be noticed for being enthusiastic, that not noticed by doing nothing. How you play a game is only part of the key to creating a great event. Creativity with games is another factor that can really set you apart from the average entertainer.

This past month, the New Jersey Disc Jockey Network held its annual Game Night Seminar and this time, it was hosted by owner of An Affair 2 Remember, former NJDJN president, and winner of the DJ Expos's Game of the Year, Darryl "Jake" Jacobsen. I've known Jake for several years now since I've been a fellow NJDJN member and here's a guy that loves to incorporate games into his performances. Anything from big games, simple games, quick trivia games, he'll figure out a way to fit a game in to keep folks entertained.

Jake is also not alone in this arena as there are other well known game players in our industry such as Randi Rae from Major Productions in Edison, NJ.

Randi is the creator of the Games DJs Play seminar that's presented at the DJ Times Expo every year. Another well know game entertainer is and Jon Roz from Sound Spectrum Entertainment, in Connecticut. Jon is also well known for his DJ game guide book, ICEBREAKERS for the Mobile DJ Market.

I didn't have the pleasure of meeting John Roz until 2009 when he presented game seminar at one of the NJDJN meetings. He did the best "Simon Says" moderating I've ever seen outside of network television. Roz brought all sorts of game props for all types of games. He even brought copies of his book, which I did not hesitate to purchase, and still refer to when I'm looking for a new game

after a while, I realized how fun it was to be doing my games at my parties. They were fresh because no one had ever seen them and it was a thrill for me to have people excitedly playing games that had come out of my head."

Yes, Jake also points out that it takes some thinking through some of the details to make the game fun and easy to learn but the creativity can be found in anyone. To prove his point at the meeting, Jake made a game out of coming up with a game. Prior to the meeting, Jake brought with him some random household items from local dollar stores and grouped the items together in five different piles of stuff. When it came time to present the game during the meeting he

on as everyone on each team collaborated to think up a new game.

When asked what gives him inspiration for creating a new game, he states that his inspiration can come for almost anything he sees these days. For instance, he adds, "social media is always showing some weird thing that gets my creative juices flowing. A store like 5 Below gets my brain moving. My son Derek inspired my Game of the Year Game, The 7 Second Artists with a drawing he made of his teacher at school."

Jakes love of facilitating games doesn't necessarily stop at Mitvahs or other kids' parties. Games can be added to any event and can really help you



stand out from your competitors. Jake explains, that he has been trying to challenge himself by coming up with games that fit the themes of the events. For instance Jake ran me through a game and later demonstrated it at the NJDJN seminar that involved weird law trivia, which he very suitably named, Weird Law Trivia. For this game Jake spent countless hours researching weird and unusual laws throughout the nation. He then asked the guests – all lawyers of course – to state whether the law originated in the state of NJ, somewhere else in the United States, or if it was made up. "By the way, the lawyers loved my 'Weird Laws' game," he stated a few weeks after the event. "You create clients for life after you create a game for them," he added.

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idea. Randi Rae has been a DJ for nearly thirty years and is by my standards the Mitzvah Master, teaching DJs her art of games for as long as I can remember. Randi was the moderator of the Games DJs Play seminar at the DJ Expo in Atlantic City for many, many years. She only recently passed the baton over to Jake several years ago in 2008.

In Jake's seminar last month at the NJDJN meeting, he stated that thinking of a new game idea may not be as difficult as many people think. "It's funny," states Jake, "I was never one to create games. I never thought I was imaginative enough."

Jake discovered how imaginative he really was when he went to his first DJ Times Expo in 2003. He saw Randi Rae and a few other entertainers playing games at her Games DJs Play seminar. "At the time I thought it was a great way to add some new games to my repertoire" states Jake.

Over the years Randi and Jake became better friends and Randi asked him to show a game at her seminar. That is where Jake challenged himself to invent his first game. Jake explains, "It wasn't even completely new. It was a remix of 'Musical Chairs' I call '2nd Chance Musical Chairs'. It wasn't anything fancy, but I sure loved the thrill of everyone telling me they enjoyed it."

When Jake recalled his first time hosting the game seminar in 2008, he state, "I started to really let the creative juices flow and suddenly games were starting to come to me in all kinds of ways. I started to notice that when I was in the toy or sports aisles of stores that ideas for games were popping into my head. At first it was because I needed to show new games for my seminars, but

had volunteers come up and form 5 different teams, randomly distributed the piles of items to the teams and gave them 15 minutes to make up a game. For those 15 minutes there were five different very interesting brainstorming sessions going

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You Are Not A Wedding “Vendor!”

By Ron Ruth

Andrea Gardner is an author, on-line copy specialist and self-development speaker who may be best known for her YouTube video “The Power Of Words.” In that video you see a blind man sitting on the sidewalk of a busy business district with a tin can and cardboard sign by his side that reads “I’m blind. Please help.” Most of the people in the area are oblivious to his presence but a few who walk by him drop a coin or two in his direction.



A long comes a woman dressed in what appears to be executive attire who walks right past the man before she suddenly stops, backtracks

and picks up his sign and with a marker, writes something on the back. While she’s writing, the man reaches out and touches her shoes. When she finishes, she returns the sign next to him and walks away. Whatever she’s written on that piece of cardboard is now facing passer bys.

As more pedestrians walk up and down the sidewalk where the blind man sits, he begins to realize a measurable increase in generosity as more and more people stop to drop coins in his tin can. In the last few seconds of the less than 2 minute video, the woman who had rewritten his sign returns to see how he’s doing. He reaches out again to touch her shoes and remembers that she had been there before. In the only spoken words of the video he asks, “What did you do to my sign?” To which the young lady responds, “I wrote the same but with different words.” And, as she walks away again, the camera pans to the sign that reads, “It’s a beautiful day and I can’t see it.” The end credit follows with the wording “Change Your

Words. Change Your World.”

The video is not only emotionally powerful, the title and the theme is a reminder that the words we use in our businesses really do have power. We use words to transform wedding receptions into emotionally engaging stories. Our words often paint a beautiful picture that influences brides and grooms to make use of our services. Properly chosen words can create a sense of security, trust and comfort. There is power behind the words we use. And, words have meaning. But, above all, the words we choose define the public’s perception of who we are as individuals and as a profession.

If you agree that words have meaning, why do we as wedding DJs, allow ourselves and others to refer to us as “vendors?” And it’s not just DJs. For some reason everyone in the entire wedding profession has acquiesced to being called “vendor.” In my opinion the term is insulting and doesn’t even come close to describing what we do. Plus, the word “vendor” implies that our primary function is “to sell” our services. Is that really all you do or all you want to be known for doing? Words are powerful. Words have meaning. Perception is reality!

According to the Merriam-Webster Dictionary, the definition of a “vendor” is “a person who sells things especially on the street / a business that sells a particular type of product.” Vocabulary.com defines “vendor” to mean “you’re a person selling something, whether its hot dogs from a food cart or computer software for a tech company. The word vendor comes from the Latin word vendere, meaning ‘to sell.’ Vendor is a name for people who sell things on the street, such as a hot dog vendor, but it can describe those who sell any kind of goods or services, especially a specialized product. A store at the mall isn’t usually called a vendor, but you could use the word to describe the person or group that supplies the store with special products or services.”

There are those in our profession

who will argue that we are “vendors” based on a literal definition of being someone who sells any kind of goods or services. But, again, I ask does that definition describe who you are as a wedding professional or what you actually do for the clients you serve? Besides, if you want to be literal, pairing the two words “wedding” and “vendor” together makes absolutely no sense. The literal translation becomes “wedding seller.” Does that wording describe who you are or what you do? If so, then it’s no wonder that we’re such easy targets for shows like last year’s 20/20 expose of the wedding industry and their portrayal of us as crooked, uncaring, money grubbing buffoons.

Each time we refer to ourselves as “vendors” we condone the perception that we are on the same level as those who sell merchandise from a street cart or out of the trunk of their cars. Neither method requiring an exceptional skill set. Why do we not go to bridal shows with a tray hanging at waist level like a beer vendor at a baseball park and yell “get your wedding DJ here?” Why? Because we’re NOT “vendors!”

You, me and the majority of everyone else who is in the wedding industry is a professional---a “wedding professional.” That role and title comes with tremendous responsibility. We are provided the good fortune of transforming a little girl’s dream of becoming a princess someday into a reality. You not only understand, appreciate and respect the value of those dreams; you have chosen to make fulfilling the dreams of others your life’s work. Does the word “vendor” take any of that commitment into account? Words are powerful. Words have meaning. Perception is reality!

You wake up every day looking for ways to be better than the day before, you accept challenges as opportunities to learn and grow and you invest, not just your energy and expertise into assuring that the people you serve benefit from your knowledge and creativity, you leave a little bit of your soul as a signature on every event. How’s does

that one word description of “vendor” sound now? Words are powerful. Words have meaning. Perception is reality!

It is your knowledge, care and passion that gives couples the confidence to entrust you with their dream --- and the ability to make a dream come true is not only a tremendous responsibility, it is how those of us in the dream business are able to realize our own dreams. Are you STILL thinking of yourself as a “vendor?” Words are powerful. Words have meaning. Perception is reality!

You are wish granters, problem solvers, counselors, advisors, mediators, confidants, experts, artists, creative partners, technicians, motivators, dream makers, service providers and the list goes on and on. But, the one thing you are not is a “vendor.” You are a wedding professional; a title you may have dreamed of achieving and worked hard to earn. Don’t let anyone refer to you as a “vendor” again! Words are powerful. Words have meaning. Perception is reality!

I invite you to join me in my quest to remove the word “vendor” from the wedding industry vernacular. Stop the madness and the next person who uses that term when referring to you and politely point out that you prefer “professional.” Many of my friends, just like you, in the wedding industry are catching on and also refute the word. We’ve allowed the self-inflicted misperception to continue far too long. The time for change is now! Change your words. Change your world!

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

Brian S Redd continued from page 1

tested out in my home.

There were a lot of doubters at first who felt there was no way a little PA like this was going to be enough power for a 150 person wedding reception. You can imagine how pleased I was when it rocked a 225 person wedding no problem. The tops were more than sufficient and crystal clear to boot, but what I discovered about the 12” sub was really cool. The bass waves were hitting hardest on the dance floor, unlike my big 15” and 18” subs that seemed to only hit hard in the back of the room where Grandma usually sits. I (naturally) posted a video of this on YouTube.

After that video went up, a lot of DJs decided they wanted a micro system too. Some wanted to build one for health reasons while others just wanted to fit a mobile DJ system in their compact car.

The good news is that today, some of the new compact PA system offerings make what I built look big and clunky.

Earlier this month at Prolight+Sound in Frankfurt Germany, I saw the “Evox 5” and “Evox 8”, a couple of new compact 2 way array systems from RCF. You get a small powered sub, available in 10” & 12” versions, weighing rough-

ly about 40 lbs. There is also a small passive top cab, powered by the sub that

sometime this summer.

While in Germany, I also visited the



weighs maybe 5 lbs. The cool part is this top speaker actually fits inside of the sub housing for carrying and storage. RCF says the Evox systems will be available

home of PL-Audio. They make everything from big beautiful touring grade line arrays to compact mobile DJ speakers. Everything from the speaker boxes

to the amps are hand crafted in this little German mountain village, except for the speakers themselves which are all RCF. I test drove the new 12” version of the “Micro Gorilla”, which is a 40 lb powered sub with 16 lb dual 5” top cabs. The tops are passive and weigh about 16 lbs each, fit in a carrying bag, and are powered by the sub. You can run 1, 2 or 4 tops PER powered sub!

So, I’m not saying my YouTube videos have inspired a Micro System revolution. What I am suggesting is that there seems to be a demand for compact PA systems and manufacturers are starting to listen. Let the revolution begin!

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

Anatomy Of Interaction Part 2

By Dean C. Carlson

At the beginning of February I gave my presentation on the Anatomy of Interaction at the Mobile Beat Las Vegas DJ Show. Back in January I said that I really wanted to dig deeper into this topic, more than I could in just a 45 minute seminar.



So over the next several months I will do just that, showing how understanding the anatomy helps to develop interactions that will really pop and

feel natural for your events.

The 8 parts of the Anatomy of Interaction are; The Brain - know your audience, attention to detail and putting it all together. The Eyes - see it and use it. The Lips - what and how you say it. The Lungs - breathes life into it, drives it. The Hands - what we practice is what we perform. The Legs - putting it into motion. The Heart - love it or leave it. The Soul - Purpose.

In my January DJ News article I delved deeper into The Soul of interaction, which is purpose. To be quite honest I could have done a complete seminar just on purpose, but to break it down into one paragraph, interaction without purpose is just a game. Purpose is a desired result of the interaction, the 'why' of what you are doing. If you haven't considered the purpose each time you perform an interaction, and really broken it down to why you are doing it, do yourself a favor and do that now. The 'why' will also drive the 'when and how', which becomes exponential in the success of the interaction.

So let's move on this month to The Brain. The Brain in our body controls

everything. Without even thinking about it most of the time it just drives how our body works, but it doesn't do a lot of this stuff without first learning and then assessing everything around us. Let's take swimming, for example. The first time you hit the water you start flailing around. When that doesn't work you start sinking and you begin to inhale the water because you need to breathe. Then panic really sets in. You flail faster and pretty soon you're above water again because you notice that if you move your hands just so, it helps you stay where the air is. If you don't want to drown and kill your interaction, you need to learn how your brain works with interaction in mind.

The Brain is constantly taking in information and then deciphering it to usable information and then it does something about it. One of the biggest things you can do to spice up your interactions is to get to know your clients on a whole new level. You have heard the NBC commercials regarding "the more you know"? If your client conversations are just about the event itself then you are missing out on a whole realm of information your brain can use to create or twist an old interaction into something unique for your clients.

My favorite area for using this is during the dinner kisses. I had a client that was in air traffic control, so for them we had the guests make and fly paper airplanes through a hoop in order to earn a bridal couple kiss. Another client's phone rang during the initial sales meeting, and the phone ring tone was the cantina music from Star Wars. For them we created the most elaborate Star Wars themed Grand March ever, requiring two assistants to pull it off. This also works well for corporate clients - really well.

Second, know your venue and their staff. The Star Wars grand entrance I just mentioned would not have worked in just any space. It required video and fog, not to mention room for a large scale light saber battle. The venue also had four usable doors from different sides of the room, one of which had a

staff hallway we needed to get the wedding party down. How many times have you arrived at a venue only to find there was no room for the wedding party to make it to the head table? This could be avoided if you knew the venue manager well enough. That respect happens both ways and they share your clients' grand vision of the day.

Third, know what you need and how to get to it. Sometimes interaction requires props and not having them at hand can mess with the flow of an interaction. Nothing is worse than an awkward pause while you "attend" to those details that should have been in place already.

Fourth, you absolutely must understand what could go wrong. The dif-



ference between a train wreck and an event changing awe-inspiring interaction is how you handle an outcome that wasn't originally intended. Play the game of 'what if'. 'What if' they say or do this? 'What if' this or that happens? The most important - 'what if' they say this? I spend an hour every week playing this game just to stay on my toes. In 25 years of DJing I have twice lost power at an event, both times for at least an hour. 'What if'? I now have glow sticks always at hand and 4 or 5 interactions I can run at a moment's notice without power. The show isn't over when something goes differently than planned. In fact this is an opportunity to shine, as average DJs won't bother with this part of The Brain.

My fifth point may seem obvious, but when was the last time you actually thought about when you do an interac-

tion? To be honest here I used to use the plaster hit method. Do as many interactions in a night as possible, because I wanted to be more than just music. I have since found out that it isn't quantity that makes you more than music, it's the quality. And quality relies heavily on The Brain. An example of 'when' for me was a game called "Rapid Fire" where two teams battle back and forth over a topic. I used to do this during the dance, but when I looked at possible problems I found that getting contestants was hard, and then drinking happened. So I moved this to just prior to the toasts and used the wedding party as my teams. The results? I had a solid, dependable interaction and the desired outcome was complete attention for the toasts that followed.

Finally, and most importantly, is knowing the history of an interaction. I once heard that if it has a name then it must have happened before I did it. But "why" is the question you should ask. When did this happen first? Especially for traditional wedding interactions, knowing the 'why' can transform how you do them. Take the wedding cake cutting for instance. I knew it wasn't just to cut the cake for the guests. So why do we just call people for pictures to watch the cake being cut? Could there be more? YES! Knowing the history will transform are often ordinary interactions into extraordinary ones.

Knowing changes reaction into real action, and that you can take to the bank. Back in elementary school I remember taking addition and multiplication speed tests - 100 questions in five minutes. At first I had to think about some of those and that slowed me down to the point that I wouldn't finish the test. But after time I began to just know the answers and I would finish the test before the time was up. Are you going to pass the interaction test? Use The Brain of interaction to create real action instead of reaction. Good Luck and Great Shows.

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

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I Know You Love Your Business. Do Your Customers?

By Jeffrey Gitomer

What's the "RAP" on you and your business?

What do you mean you don't know? YOU CREATED IT!

Just ask Mother Google. She is standing by with millions of info-bits and info-bites about you and your business that you (or anyone) can have in a nanosecond. For free.

What is posted about you (not what you have posted about yourself) on Google, or on any social media, is a reflection of how others perceive you. It's also what others, who are looking for you or what you sell, may think of you once they find you. In short, it's your "RAP."

The old word is "rap sheet." It was a police term for a summary of what was factual about your past – your record of events – mostly bad. It was a forerunner to Google.

I am creating and redefining a new "rap sheet" that encompasses both good and bad. It's not just about "what was" – your 21st century RAP sheet is about both "what was" and "what is." And just like the old rap sheet – you create it.

Unlike the old rap sheet, the new RAP sheet can help you attract and grow IF you're aware of your online presence and how that affects and impacts your sales and your business.

The new RAP sheet – or should I say the "RAP of sales" – is broken down into segments that define the process by letter (R.A.P.) and once you read them, you will at once have an understanding and a game plan to improve in each area.

You'll also have insight as to why the new RAP on you can make or break your business.

Here are the RAP elements:

• **Reputation.** Built slowly over time, your reputation defines your present situation and your next sale. It documents how you react, respond, and recover from service calls and issues, and it cements your image both online and in the customer's thoughts. Your reputation is a reflection of your status in the business world, and a reality check from your customer's perspective.

DO THIS: Take responsibility for your reputation, and take all necessary actions to build and preserve it.

• **Attraction.** Not the "law of attraction" – rather VALUE attraction. What value-based messages are you sending? What messages are your customers responding to? How are these messages creating a bigger, more responsive, more positive, more loyal customer base? Everything from daily tweets and blog posts to one-on-one customer interac-

tions create your word-of-mouth and word-of-mouse attraction.

ASK YOURSELF: What's attractive about me and my business? Why would a customer follow me? What do I have to do to create more positive followers?

• **Profit.** Not your profit, THEIR profit. Make certain that every customer knows and understands how they win AFTER purchase, how they use and produce, and how they benefit and enjoy. Concentrating on customer value

also has a positive internal effect. When customers are happy and feel valued, it creates a loyalty-base of customers AND employees. Profit is way more than money.

Here are a few companies you can look at as examples of good, mixed, and bad:

BAD RAP: Borders, Blackberry, Yellow Pages, AOL

MIXED RAP: American Airlines, Goldman Sachs, JC Penney, DISH Network

GOOD RAP: Amazon, Zappos, Southwest, Bloomberg

It's easy to see the RAP of others. It's often way more difficult (and painful) to see your own.

Here's a bit more on how you create

your own rap:

• Your corporate and personal philosophy guides your words, actions, and deeds. Your philosophy is comprised of the principles you live by. Beyond your mission, it's how you help others and how you live your core values.

• Create a culture of comradery and support, communication and truthful information, service and response, and availability and helpfulness. Culture is your long-term essence. Your spirit. Look at all the companies I listed under "good rap." They all have amazing internal cultures. Not a coincidence.

• Treat your people right and they will treat your customers beyond your expectations.

Reputation, Attraction and Profit are THE three words that define your business in the minds, responses, posts, and actions (including purchases) of your customers and prospects. Now that you know the words, their definitions, and their impact, it may be time to do a review – both internal and on Google. Identify your RAP, define it, and make whatever positive changes are necessary to build it.

Your RAP is out there – the question is: what are you doing about it.

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

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Email Etiquette

By Joe Bunn

If you're like me, you spent a lot of your day on email. Let's face it, this is the way that our clients communicate. We rarely get phone calls anymore! Everything seems to be done using email, even down to allowing clients to e-sign contracts and pay their deposit and balance by just making a few clicks. In fact, I rarely even get checks in the mail anymore. Knowing that, you have to have your email game on point, and hopefully this article will help.



Be modern. If you are still using @gmail, @hotmail, @aol (talk about retro) etc. to respond to business emails, shame on you! That's just not professional.

Your email address needs to be info@ or office@ and then whatever your company URL is. We are info@bunndjcompany.com, but I did find that I go to spam sometimes, so I started using bunndj@bunndjcompany.com for most of my outgoing emails.

Be social. Have you ever counted how many emails you fire off in a week? I bet it's in the thousands. Shouldn't every single one of those emails have an email signature on it? And in that signature, put links to all of your social media and your website! That's free advertising in my opinion!

Be fast. The first rule of email is to respond promptly! We steal business from competitors every single day (who are cheaper than we are) simply because we are very good at our response time. You have to imagine that if you are getting an inquiry from a client, they are probably ping-ponging 3 or 4 other companies. Guess who is probably going to get that gig? The first responder.

Be smart. There is nothing worse to me than getting an email with a bunch of misspelled words and bad grammar. The other thing that drives me nuts is people that don't know how to use the shift key, or the ones that make stuff in all caps. STOP YELLING AT ME! Take the time to read your email a couple of times before hitting send, or just have some email "templates" that you create and have had someone proofread. Then it's as simple as copy and pasting them.

Be courteous. Remember, email is tricky because you can't see the person you're talking to. Sarcasm, for example, just does not translate via email. When you send an email, it's ok to try and give it some personality, but most importantly, be respectful and professional. Don't send emails when you are steaming mad! Trust me, I've learned that the hard way. Once you hit send, you can't take it back!

Give info. When you respond to an initial inquiry, be thorough, but don't feel like you have to write a novel. In our first response, we have a few hyperlinks to things that I think inquiring couples would want to know about. 1-a page on our site that has tons of helpful information (<http://bunndjcompany.com/tools/helpful-information/>). 2-a link to our blog page (<http://bunndjcom->

pany.com/category/blog/) or if you are really wanting to impress them, find one that you wrote about a recent wedding at the place they are getting married and send that link. 3-a link to our almost 400 reviews on Wedding Wire, surely that will impress them!

Attach it. If you do a lot of weddings, surely you have noticed that huge binder of info that couples bring to your consultations right? Well, instead of including all of your pricing and such in the body of the email, have a professional graphic designer create a branded PDF for you that lists out all of your pricing. That way, your client can print that out and add it to their binder. Plus, it just looks more professional than a printed email. If you don't want to include your pricing in the first email and like to save that

for your consultation, I understand, but I still feel like giving them something that they can print out, even if it's just information about your company, is essential.

It's time for me to go catch up on emails now that I've finished writing this! Good luck to you!

Joe Bunn & Mike Walter present The PhDJ Workshop in Raleigh, NC on November 4th & 5th, 2014. Visit www.phdjworkshop.com for more information.

Joe Bunn is the owner of Joe Bunn DJ Company in Raleigh, NC. He is also a DJ business consultant. Learn more at <http://bunndjcompany.com/services/nextlevel/>

Joe Bunn can be reached at joe-bunn@discjockeynews.com.

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Climbing Everest

By Jeremy Brech

As I write this article I am doing AV and lighting at a leadership conference listen to a gentleman named John Beede. John is a motivational speaker who talks about his climbing journeys to inspire others. His message was very insightful and I understood it because I was a hobbyist rock climber in college. I remember hanging on to the side of cliffs with nothing but my fingertips and tip toes and the only thing to catch me was my harness and an anchor in the side of the cliff.



His journey starts as a boy scout learning to repel down a cliff side and all he can remember is the fear he had hanging off the side of this cliff. His instructor told him, "whatever you do, don't look down." Well he made that exact mistake and by taking his eye off the goal and caused distraction and creates failure. As I listen to this it reminds me that we all need to keep our eye on our goals and forget the distractions and negativities. He explains how this little part of his journey was just the beginning and he needed to look past his fear to move forward.

The next part of his journey created hurdles as well but he knew that moving forward was possible and the only option. Obviously when you are hanging on to the side of a cliff there is no room for failure. He started with baby steps as a boy scout, then moved into mountains with a little more difficulty. One of his goals was to climb the tallest peaks of every continent. Wow, talk about a goal! His first big task was Mount Kilimanjaro. Watching a very inspirational slide presentation that highlighted his journey with his father was amazing. He talked about his father's journey up

the mountain with him and John never gave him them the option to fail. So many times his father told himself he couldn't do it. John kept pushing him and told that all it takes is one foot in

to write down 100 goals that wanted to achieve in their life. At first his answers were more of a joke until he realized he really did have goals. John is currently in his mid 30s and has

their worst weather and lowered himself into glaciers. This allowed him to get himself out of situations incase he would run into them while making his climb. After years of prep he was ready. He knew he had to take on one challenge at a time to reach his ultimate goal.

He was now on his two month journey up Mount Everest. No matter how much prep you do you will always run into challenges but it is how you react to those challenges that create success. No matter how exhausted he felt he knew that he had to keep one foot in front of the other. As he stood at the tallest peak in the world he looked around and emotion took over. He reached a huge goal, but even though it might have been a very difficult goal it wasn't his biggest goal. His biggest goal is to achieve all 100 goals.

If you remember a couple articles back I wrote about Mike Walter and his vision board. Is your vision board created? Do you have your list of goals created? What do you want for your personal life, business, and your clients? How are you going to achieve them? We are fortunate to have great leaders in our industry who provide workshops to help us achieve our goals. Las Vegas DJ Show in September provides great content and now premium content through workshops. The only thing holding you back is you. Put one foot in front of the other and make the steps forward to reach your 100 goals.

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front of the other. When they could see the sign at the top they knew they were almost at the end of their journey. When they saw the peak they seemed to have gained more energy and inspiration and now the steps seemed to be easier. As soon as they could see their goal it seemed to be easier. They reached the top and embraced each other because they achieved something so grand. John, knew that was an amazing accomplishment, but but we wasn't done.

When John was in college one of his professors gave him an assignment. If they didn't do the assignment they would fail the class. They were

achieved 58 of 100 goals. He said he couldn't have achieved one goal without achieving another goal. Your journey of goals leads you on to the next goal and we as DJs need to set goals to create our journey.

After Kilimanjaro John was ready to tackle his next goal. Everest! He knew that this would be one of his hardest journeys yet. He knew he couldn't just jump into it, but again take one step at a time to achieve his ultimate goal. To prepare he tackled other climbing journeys which put him in tough situations. He climbed mountains during

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"The experience was eye-opening because it was not only instruction given by Mike and Joe, but a lot of the information came from DJ company owners....A lot of information was exchanged."

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The Way I See It: The Good Evil

By Michael J. Lenstra

Technology: cure-all or curse? In many cases, it's different sides of the same coin. As members of the mobile DJ community, we have benefited from several industry-related inventions over the past 20 years, such as digital music, LED lighting, and the super information highway known as the Internet. But what have other technological advances cost us?

In a recent article titled *Death of the High School Dance*, New York Post contributor Caroline Moss observed that her high school, which held several dances a year attracting up to 800 students while she was there in 2001, now only holds one, the Prom, because of a lack of interest and attendance (the Homecoming dance in 2010 only drew 26 students).

What could cause such a drastic change in only nine years?

"Kids don't need to go to a dance to interact with each other when they can sit in their bed with their laptop and phone and text them," explained Moss's younger sister, a current student at the same school. "You don't have to show up to a dance hoping to see someone anymore. You can literally Snapchat them and see them on Snapchat. It's basically like being with that person."

Ah yes, social media, the everything answer for personal interaction in the 21st century.

Blame It on Edison

Technology has taken the blame for a lot in the past 60 years. The invention of the television was accused of taking up a lot of America's family time. Vid-

eo games were vilified for robbing kids' outside playtime, transferring them instead to the front of a TV screen. Today smart phones and computers are listed as the culprit for many of us being socially inactive and/or physically unfit—or for the disappearance of the school dance.

What's on the Horizon?

A new form of technology is creeping into the Mobile DJ World. Services or apps like FireText or DJ Song Request are giving guests the ability to text the DJ their request rather than walking up to the person and verbally communicating that. One of those services, RequestNow, puts it this way: "Eliminate the need for slips of paper, unintelligible handwriting, and conversations over blasting speakers that distract you from your set," they say on their website. Alleviating the need to deal with less than sober guests is another benefit noted. At the risk of painting myself as an old person unable to accept change, I see several problems with these services:

-The socially inactive guest who has

-Youths who decide to flood the system with their favorite songs. In the early days of my DJ career, the company I worked for had thousands of Request Tents printed up and we were required to place them on every table at our events. The problem it caused was that many of the 'tweeners in attendance would kidnap them all and fill them out nearly exclusively with songs from their favorite boy bands of the day, in essence 'stuffing the ballot box' and not giving a true representation of what everyone there really wanted to hear.

-The inability to interact with guests. Relationship building is still a major part of our business.

-Reasoning with clients. How many times have you had a guest approach you and ask for a song that you just knew was not going to be a floor packer (Creepin' by Eric Church is one that comes to my mind)? However, in talking to the guest, maybe you could persuade him/her that a song like Drink in My Hand by that same artist may be a better choice.

had the chance to explain to them that this particular client gave you an extensive list of songs that they wanted to hear and so those were a priority—or maybe their request was on the client's DO NOT PLAY list.

Some of my colleagues have had some experience with these types of services. Says DJ John Young of One of my associates, Brian Beez, looks at it this way. "My first reaction is that [texting requests] sounds very impersonal. Plus you don't know who the request came from, so if you don't play it or don't have it you can't talk with them—explain—and ask them if they have another request. While the incidences of dealing with some difficult people do occur, they pale in comparison to the total number of people that you interact with positively at an event. In the grand scheme of things, I'll take the few difficult ones for the dozens and dozens of folks that simply want to interact with you and see if you'll play their song. Plus, I just think the texting thing adds an added task to attend to."

He continues, "Just because technology allows for us to do something doesn't mean it's the right thing to do. Others may disagree but I pride myself on being as friendly and personable as possible while I perform, and I believe that goes a lot farther in making for happy customers than the convenience of texting."

Well-known mobile DJ Randy Bartlett explained in one of his seminars why he never carries signage or broadcasts his company name at a wedding. "I'm perfectly confident in their (the guests) ability to get up, walk over, and ask for a card," he says.

The way I see it, I feel the same exact way in their ability to request a song.

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



no intention of being on the dance floor, but passes his or her time requesting several songs to the DJ.

-Guests expecting to hear their request right away. Had they walked up to you and requested it, you might have

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The Referral Coach

By Matt Anderson

HOW TO ASK FOR A REFERRAL

When I first started networking for business in 2002, I had no idea what I was doing. Matt with mug My only goal



was to pounce on the first person I talked to and explain why they had a problem and needed to sit down with me for a complimentary coaching session! I wish I was exaggerating about my behaviour. It

makes me squirm just to think about it. I was so disingenuous and desperate.

When I was at weekly leads group meetings, I would pretend to ask for introductions to people outside the group. But I was so shortsighted about business relationships that I would simply target every person in the room. I could not see past them. I didn't understand that this made people defensive. I didn't understand that people who like you will open doors for you and they don't all have to be clients of yours. I didn't understand how to ask for a referral. Since those painful days, I've learned that there is one way to think and two ways to ask:

1. The one way to think about asking for referrals: Believe that your ask benefits and serves others

When I asked for referrals in the early days, my ask was all about ME and my needs. My ask was a cry for help based on a growing credit card

debt. It never occurred to me that most people referred business not because they wanted ME to do well (although I'm not saying such people don't exist) but because they thought it would benefit someone they cared about. It took

me years to realise that most people refer because like to help people who are important in their world. And it makes them feel good to help others.

Let me speed up your learning curve. Forget about yourself. The world does not care whether your business succeeds or fails. So use your goals as a driver to take action. Remember this first: you ask because your work serves other people.

This is my first point because congruent communication is far more than just words (even though that's what you're reading this for!) You cannot fake genuinely caring about others – not for very long anyway.

Remind yourself until it's hard-wired in your brain:

"I am going to ask because what I do truly serves other people. I believe I can help them too."

2. The two ways to ask for a referral. The Direct Ask and the Advice Seeking Ask.

The Direct Ask

Get straight to the point. You do this with people where you feel comfortable being so, well, direct: good friends, favourite clients, top centres of influence, and people who communicate in a very direct way (straight-shooters). Also use



this with people who are indecisive.

Example 1: "Last time we met you mentioned that you had four pharmacists who are clients of yours. Can you introduce me to them?"

Example 2: "How about you invite your friend Sophie to (name of her favourite restaurant) for lunch so we can meet each other?"

Example 3: "I'd love to talk to Nigel. If you could shoot him an email and see if he'd be open to hearing from me, that would be great."

The Advice Seeking Ask.

You ask this way when you don't know the other person quite so well or if you are less sure what the best way to be introduced will be. This approach can also be more respectful so is good for people higher up in companies or organisations. It works better for people with big egos too (even though everyone loves to give advice)! Listen to your gut on this. If the direct approach feels too blunt, use this approach.

Example 1: "Last time we met you mentioned that you had four pharmacists who are clients of yours. What would be the best way to find out if they would be open to hearing from me?"

Example 2: "In terms of perhaps helping your friend Sophie, how would you be most comfortable introducing me?"

Example 3: "Nigel sounds like a great guy. How would you suggest I reach out to him?"

Customise the wording above so that it sounds like something you would say. Practice the wording. After that you will learn quickly which approach is better in different situations.

Your goal is to help as many people as you can so the more effectively you ask – and the more you ask – the better your results. Please – go out and make a difference. If not you, then who? If not now, when?

Thanks for reading this. If you found ANY value from this, please share this with the top people in your network.

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

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Connections: Within YOUR Community

By Steve Moody

WOW! I am in a state of shock! By the time you read this our DJs B.E.A.T. Cancer Conference will have already taken place. The great news is that



DJs from across the country will have helped a super cause by raising money for the Leukemia and Lymphoma Society. (For those that

could not attend...hit me up on Facebook if you would like to purchase a DVD of the seminars from the day...all the proceeds will continue to go to the LLS.)

The Bad News.....well the bad news is actually pretty sad. In fact, I guess it says a lot about the state of our industry as a whole. This month's column is not meant to sound like a rant...and I am certainly not picking on anyone....but I really wanted to share my thoughts with you. I promise that by the end I will turn a negative into a positive. Stick with me.

Here's the bad news..... We've all been there. We know certain DJs in our home markets that always complain about not being able to make it to "the next level." They complain that they don't make enough money. They complain that they aren't getting as many bookings as they like. They complain,

complain, complain...and when offered an opportunity to make a change for the better....they do nothing. We all know folks like this, right?

Well Maryland is no different than anywhere else. We have people with the same mindset here. The only difference is that we had an incredible opportunity for local DJs to attend an event that would help them explode their business...right here in their own backyard. When producing the DJs B.E.A.T. Cancer Conference it was my hope that they would be able to learn huge new concepts involving social media, new party games and dances, new ways to expand their business behind the scenes and so much more.

They never say they never come to the other conferences because they are "so far away." Well now there's no extended travel involved.... No Airfare.... no hotel room needed....and so many still dropped the ball. I personally sent invitations to over 100 local DJ companies here in Marylandand you will never believe how many local companies took me up on my offer.....5. Yep that's it. Other DJs came from all up and down the coast...and we had 5 of our own. WOW! This is not being said to offend anyone.... I am just really shocked.

This being said, I know that there were legitimate reasons that certain owners could not make it. However, the majority of the responses I got sound like this..... "It's not really for me." Holy COW! Weren't these the exact same guys who were just griping that they weren't making enough money and getting enough jobs. CRAZY! Who

is it for then?????

This whole experience really opened my eyes. Most importantly, the fact that so many folks go out...get business cards printed up with the words "Professional Disc Jockey" on the front... and they don't know anything at all about the industry that they are "trying" to be a part of. Just because they have a sound system and can "play" musicthis does not a "professional" DJ make. Worse yet...they don't even seem to care. Many have never even heard of our industry's various magazines or conventions, much less...the books, DVDS, CDs and other helpful tools available to them to help them better their performance and their business skills. Very sad. They are happy to just sit and complain.

Now....let's try to take something negative and make it positive for our business. Knowing this information.... how easy should it be for the rest of us to make a sale? Just yesterday I sat down with a client and gave this example. True story. A couple asked what makes my service different than the other local DJs in my market. I said, "Laura, you've been to a wedding before right? And....you've seen a few of the activities that take place during a wedding reception right? Well, all you need to do is go out and spend a few hundred dollars on a small sound system and you would have the same exact level of training and experience that most other local DJs have." There it is. Plain and simple. She told me that she actually attended a wedding last summer and knew exactly what I was talking about. Sold! Booked on the spot.

Now, it might sound a bit harsh but it is the truth. For all of us that are reading this publication...think of how many thousands of others around the country that don't even know that it Disc Jockey News exists.

After talking with Drax at the American Disc Jockey Association last week, we both agreed that it would be safe to say that well over 95 percent of the DJs in our country are "unaccounted" for. Less than 5 percent of the DJs in our country are "up to speed" and take their business seriously.

Seriously, the next time you are online check out WeddingWire and the Knot. Look at how many DJ services that you have never heard of come up in the listings...and how many hundreds more that aren't even listed because they don't even know what WeddingWire or the Knot are.

Here are a few key things that we should all keep in mind (that the other "unaccounted" for DJs have no clue of). It's just the principals of basic business...we should all be aware of our 5 biggest competitors. We should know them intimately....read their reviews...know their packages, pricing etc.. If you are lucky you may even become friends with them, as I have. Honestly, do you think Macy's has no idea of what's going on over at JC Penny?! Come on. A great example is that of Mike Walter and Jason Jani in New Jersey. They are fantastic friends though they sometimes compete for business. It helps us to grow. If we were all to stop looking at other DJs as our

Steve Moody Continued On Page 15

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Radio Play Recurrents By Genre

Recurrents are still getting airplay on these format radio stations

Pop		Rock		Country	
ELLIE GOULDING	Burn	DRAKE	All Me f/2 Chainz & Big Sean	PAPA ROACH	Leader Of The Broken Hearts
IMAGINE DRAGONS	Radioactive	RICO LOVE	They Don't Know	SOUNDGARDEN	Been Away Too Long
CAPITAL CITIES	Safe And Sound	AUGUST ALSINA	I Luv This Sh*t	MUSE	Madness
LANA DEL REY	Summertime Sadness	JANELLE MONAE	Primetime f/Miguel	HALESTORM	Freak Like Me
ZEDD	Clarity f/Foxes	LORDE	Royals	PEARL JAM	Mind Your Manners
MILEY CYRUS	Wrecking Ball	DRAKE F/MAJID JORDAN	Hold On We're Going Home	PAPA ROACH	Where Did The Angels Go
BRUNO MARS	Locked Out Of Heaven	J. COLE	Crooked Smile f/TLC	LINKIN PARK	Burn It Down
CALVIN HARRIS F/ELLIE GOULDING	I Need Your Love	JAY Z	Tom Ford	YOUNG GUNS	Bones
JAY Z	Holy Grail f/Justin Timberlake	LIL WAYNE	Rich As F**k f/2 Chainz	POP EVIL	Trenches
ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	QUE	O.G. Bobby Johnson	VOLBEAT	Still Counting
MACKLEMORE & RYAN LEWIS	Thrift Shop f/Wanz	FRENCH MONTANA	Pop That f/Rick Ross	VOLBEAT	Heaven Nor Hell
LADY GAGA	Applause	2 CHAINZ	I'm Different	PEARL JAM	Sirens
JUSTIN TIMBERLAKE	Mirrors	AUGUST ALSINA	Ghetto f/Rich Homie Quan	CHEVELLE	Hats Off To The Bull
KATY PERRY	Roar	YOUNG MONEY	We Alright f/Euro, Birdman	BLACK KEYS	Gold On The Ceiling
EMINEM	The Monster f/Rihanna	FANTASIA	Without Me f/Kelly Rowland	SICK PUPPIES	There's No Going Back
PITBULL	Timber f/Ke\$ha	RICK ROSS	The Devil Is A Lie f/Jay Z	ALICE IN CHAINS	Stone
ONE DIRECTION	Story Of My Life	ALOE BLACC	The Man	BLACKLITE DISTRICT	With Me Now
AVICII	Wake Me Up	FUTURE	Turn On The Lights		
IMAGINE DRAGONS	Demons	ROBIN THICKE	For The Rest Of My Life		
MACKLEMORE	Can't Hold Us f/Ray Dalton	TAMAR BRAXTON	All The Way Home	JASON ALDEAN	When She Says Baby
PASSENGER	Let Her Go	2 CHAINZ	Feds Watching f/Pharrell	DARIUS RUCKER	Wagon Wheel
ZEDD	Stay The Night f/H. Williams	RIHANNA	Loveeeeeee Song f/Future	JOE NICHOLS	Sunny And 75
LORDE	Royals	KENDRICK LAMAR	Poetic Justice f/Drake	TIM MCGRAW	Southern Girl
DRAKE F/MAJID JORDAN	Hold On We're Going Home	HUSTLE GANG F.	Memories Back Then f/K. Lamar	KEITH URBAN & MIRANDA LAMBERT	We Were Us
MAROON 5	Love Somebody	FUTURE	Honest	ZAC BROWN BAND	Sweet Annie
DAFT PUNK	Get Lucky	EMINEM	The Monster f/Rihanna	LUKE BRYAN	That's My Kind Of Night
PINK	Just Give Me A Reason	RICH GANG	Tapout f/Birdman, Lil Wayne	RANDY HOUSER	Runnin' Outta Moonlight
MILEY CYRUS	We Can't Stop	DRAKE	Started From The Bottom	FLORIDA-GEORGIA LINE	Cruise
MACKLEMORE	Same Love f/Mary Lambert	A\$AP ROCKY	F**kin Problems f/Drake	CHRIS YOUNG	Aw Naw
LUMINEERS	Ho Hey	B.O.B	We Still In This B**ch f/T.I.	BILLY CURRINGTON	Hey Girl
FLO RIDA	Wild Ones f/Sia	K. MICHELLE	V.S.O.P.	BRETT ELDREDGE	Don't Ya
JASON DERULO	The Other Side	KENDRICK LAMAR	Swimming Pools (Drank)	FLORIDA-GEORGIA LINE	Round Here
DEMI LOVATO	Heart Attack	LIL WAYNE	Love Me f/Drake & Future	JASON ALDEAN	Night Train
JOHN NEWMAN	Love Me Again	SEBASTIAN MIKAEL	Last Night f/Wale	LADY ANTEBELLUM	Compass
FUN.	Some Nights			DAVID NAIL	Whatever She's Got
MAROON 5	Daylight	SKILLET	Not Gonna Die	LUKE BRYAN	Drink A Beer
RIHANNA	Stay f/Mikky Ekko	AWOLNATION	Sail	ERIC PASLAY	Friday Night
TAYLOR SWIFT	I Knew You Were Trouble	ALICE IN CHAINS	Voices	SCOTTY MCCREERY	See You Tonight
FALL OUT BOY	My Songs Know What You Did...	POP EVIL	Deal With The Devil	COLE SWINDELL	Chillin' It
SWEDISH HOUSE MAFIA	Don't You Worry Child	HALESTORM	I Miss The Misery	FLORIDA-GEORGIA LINE	Stay
NEIGHBOURHOOD	Sweater Weather	FIVE FINGER DEATH PUNCH	Lift Me Up f/Rob Halford	ELI YOUNG BAND	Drunk Last Night
SELENA GOMEZ	Come & Get It	STONE SOUR	Absolute Zero	PARMALEE	Carolina
ICONA POP	I Love It f/Charli XCX	KORN	Never Never	THOMAS RHETT	It Goes Like This
DAVID GUETTA	Titanium f/Sia	IMAGINE DRAGONS	Demons	BLAKE SHELTON	Mine Would Be You
BRUNO MARS	Treasure	SHINEDOWN	Adrenaline	LADY ANTEBELLUM	Downtown
CALVIN HARRIS	Sweet Nothing f/Florence Welch	IN THIS MOMENT	Whore	ERIC CHURCH	Springsteen
MAROON 5	One More Night	FIVE FINGER DEATH PUNCH	Battle Born	CARRIE UNDERWOOD	Blown Away
PARAMORE	Still Into You	KILLSWITCH ENGAGE	Always	CARRIE UNDERWOOD	See You Again
SELENA GOMEZ	Slow Down	THREE DAYS GRACE	Chalk Outline	KIP MOORE	Hey Pretty Girl
SARA BAREILLES	Brave	STONE SOUR	Tired	CARRIE UNDERWOOD	Two Black Cadillacs
		EVE TO ADAM	Immortal	JASON ALDEAN	Take A Little Ride
		GEMINI SYNDROME	Stardust	TIM MCGRAW	One Of Those Nights
SEVYN STREETER	It Won't Stop	AVENGED SEVENFOLD	Hail To The King	THE BAND PERRY	Better Dig Two
J. COLE	Power Trip f/Miguel	THREE DAYS GRACE	Misery Loves My Company	BLAKE SHELTON	Sure Be Cool If You Did
K CAMP	Money Baby f/Kwony Cash	VOLBEAT	Lola Montez	RANDY HOUSER	How Country Feels
MIGUEL	How Many Drinks? f/K. Lamar	ALTER BRIDGE	Addicted To Pain	JUSTIN MOORE	Point At You
JAY Z	F*ckwithmeyouknowgotit	VOLBEAT	Hangman's Bodycount	TYLER FARR	Redneck Crazy
MIGUEL	Adorn	IMAGINE DRAGONS	Radioactive	BLAKE SHELTON	Boys 'Round Here
CIARA	Body Party	CAGE THE ELEPHANT	Come A Little Closer	THE BAND PERRY	Don't Let Me Be Lonely
WALE	Bad f/Tiara Thomas	SHINEDOWN	Enemies	THE BAND PERRY	Done
ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	DEVOUR THE DAY	Good Man	DARIUS RUCKER	Radio
JAY Z	Holy Grail f/Justin Timberlake	BEWARE OF DARKNESS	Howl	JAKE OWEN	Anywhere With You
KENDRICK LAMAR	B**ch, Don't Kill My Vibe	FIVE FINGER DEATH PUNCH	Coming Down	MIRANDA LAMBERT	Mama's Broken Heart
CHRIS BROWN	Love More f/Nicki Minaj	SHINEDOWN	I'll Follow You	KEITH URBAN	Little Bit Of Everything
RIHANNA	Pour It Up	COREY TAYLOR/DAVE GROHL	From Can To Can't	TIM MCGRAW WITH TAYLOR SWIFT	Highway Don't Care
RICH HOMIE QUAN	Type Of Way	HALESTORM	Mz. Hyde	HUNTER HAYES	I Want Crazy
T-PAIN	Up Down (Do This All Day)	DEFTONES	Romantic Dreams	FLORIDA-GEORGIA LINE	Get Your Shine On
DRAKE	The Language	A PERFECT CIRCLE	By And Down	LUKE BRYAN	Crash My Party
				JAKE OWEN	The One That Got Away

Steve Moody Continued From Page 14

competition and more as colleagues the possibilities would be endless.

We should all be aware of the “who’s who” within the industry that we’re a part of. Who is the head of our national organizations and what can they do for our company? Who are the editors and publishers of our national publications and how can we use these items to grow our businesses? Reach out to these folks...they are there for us! Who owns the most successful multi-op service in the country and why? What single op charges the highest fees in the country and how do they do it? Who has won international DJ of the Year more times than anyone

else and why are they so good? We’ve all got to be better connected within the industry, so that we can separate ourselves from the “unaccounted for.”

Sadly, I wasted a good half hour of my life on a chatboard this past month trying to make a point to someone who was so closed minded he couldn’t see his own hand in front of his face. He was one of the same guys that is always griping. I offered this to him: “The one and only difference between the DJs that are standing tall and making it in this business and the ones who sit around complaining about not making it....is that they chose to stand up.” That’s it....it’s a super simple concept

when it comes down to it. There is no other difference. Change will never come if you keep doing the same thing. Start making changes. I am certain that it’s a scientific fact....if you are doing nothing....and you keep on doing nothing....guess what’s going to happen.....?

For any newbies to the biz that have already taken a step forward by subscribing to this publication...I encourage you to keep trucking along! Get your nose into more DJ related books, DVDS, CDs etc... Read as much as you can on business management....and for the love of Pete....get to a DJ conference this year. You will learn more in

one day than you can ever imagine.

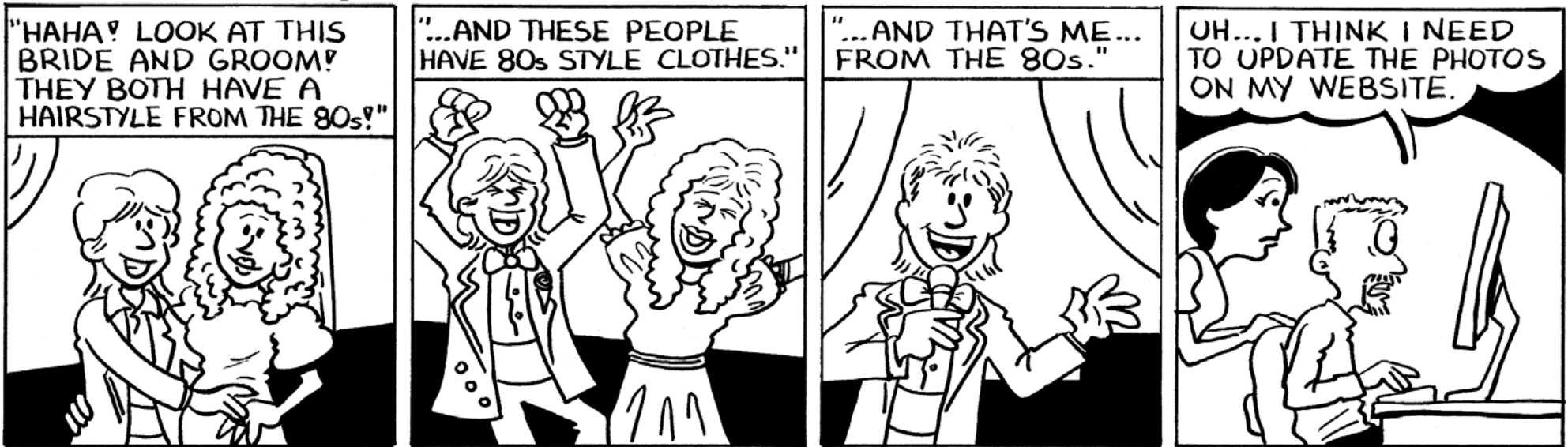
Steve has been the owner of the Maryland based Steve Moody's Entertainment Connection since 1989. After his 2009 DJ Of The Year win in Atlantic City, Steve began travelling the East Coast sharing marketing and sales techniques with Disc Jockey and other Wedding Professional Organizations. He can be reached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

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Pharrell Williams	Happy	1	Dierks Bentley	I Hold On	1	OneRepublic	Counting Stars
2	Katy Perry	Dark Horse	2	Blake Shelton	Doin' What She Likes	2	Passenger	Let Her Go
3	Lorde	Team	3	Randy Houser	Goodnight Kiss	3	Katy Perry	Roar
4	Bastille	Pompeii	4	Thompson Square	Everything I Shouldn't Be...	4	Lorde	Royals
5	Jason Derulo	Talk Dirty	5	Jerrod Niemann	Drink To That All Night	5	A Great Big World	Say Something
6	John Legend	All Of Me	6	Frankie Ballard	Helluva Life	6	Avicii	Wake Me Up
7	OneRepublic	Counting Stars	7	Eric Church	Give Me Back My Hometown	7	Sara Bareilles	Brave
8	Aloe Blacc	The Man	8	Brantley Gilbert	Bottoms Up	8	One Direction	Story Of My Life
9	Demi Lovato	Neon Lights	9	Rascal Flatts	Rewind	9	Pharrell Williams	Happy
10	American Authors	Best Day Of My Life	10	Brett Eldredge	Beat Of The Music	10	Imagine Dragons	Demons
11	Avicii	Hey Brother	11	Thomas Rhett	Get Me Some Of That	11	American Authors	Best Day Of My Life
12	Beyonce F. Jay-Z	Drunk In Love	12	Dan + Shay	19 You + Me	12	John Legend	All Of Me
13	Cash Cash	Take Me Home	13	Florida-Georgia Line	This Is How We Roll	13	Idina Menzel	Let It Go
14	One Direction	Story Of My Life	14	Miranda Lambert	Automatic	14	Bastille	Pompeii
15	Martin Garrix	Animals	15	Lady Antebellum	Compass	15	Lorde	Team
16	Justin Timberlake	Not A Bad Thing	16	Keith Urban	Cop Car	16	Daughtry	Waiting For Superman
17	Eminem	The Monster	17	Scotty McCreery	See You Tonight	17	Katy Perry	Dark Horse
18	Bruno Mars	Young Girls	18	Justin Moore	Lettin' The Night Roll	18	Cher	I Hope You Find It
19	Chainsmokers	#Selfie	19	Craig Morgan	Wake Up Lovin' You	19	Ellie Goulding	Burn
20	Naughty Boy	La La La	20	Tim McGraw	Lookin' For That Girl	20	Katy Perry	Unconditionally
21	A Great Big World	Say Something	21	Craig Campbell	Keep Them Kisses Coming	21	Miley Cyrus	Wrecking Ball
22	Paramore	Ain't It Fun	22	Sara Evans	Slow Me Down	22	Pitbull	Timber
23	Kid Ink	Show Me	23	Tyler Farr	Whiskey In My Water	23	Bruno Mars	Young Girls
24	Shakira F/ Rihanna	Can't Remember To Forget You	24	Luke Bryan	Play It Again	24	Colbie Caillat	Hold On
25	MKTO	Classic	25	Hunter Hayes	Invisible	25	Neon Trees	Sleeping With A Friend
26	Austin Mahone	Mmm Yeaf	26	Brad Paisley	The Mona Lisa	26	Christina Perri	Human
27	Rixton	Me And My Broken Heart	27	Billy Currington	We Are Tonight	27	Mariah Carey	You're Mine (Eternal)
28	Tiesto	Red Lights	28	Jake Owen	Beachin'	28	Fitz & The Tantrums	The Walker
29	DJ Snake	Turn Down For What	29	Chris Young	Who I Am With You	29	Celine Dion	Incredible
30	B.o.B	John Doe	30	Band Perry	Chainsaw	30	Pitbull	Feel This Moment
Urban			Rock			Alternative		
1	Kid Ink	Show Me	1	Pretty Reckless	Heaven Knows	1	Arctic Monkeys	Do I Wanna Know?
2	Beyonce F/ Jay-Z	Drunk In Love	2	Chevelle	Take Out The Gunman	2	Kongos	Come With Me Now
3	Pharrell Williams	Happy	3	All That Remains	What If I Was Nothing	3	Young The Giant	It's About Time
4	Ty Dolla Sign	Paranoid	4	Avenged Sevenfold	Shepherd Of Fire	4	Phantogram	Fall In Love
5	Beyonce	Partition	5	Seether	Weak	5	Foster The People	Coming Of Age
6	Jhene Aiko	The Worst	6	Korn	Spike In My Veins	6	Fitz & The Tantrums	The Walker
7	YG	My Hitta	7	Volbeat	Dead But Rising	7	Bastille	Bad Blood
8	Jay-Z F/ Beyonce	Part II (On The Run)	8	Linkin Park	Guilty All The Same	8	Cage The Elephant	Come A Little Closer
9	Chris Brown	Loyal	9	Skillet	Not Gonna Die	9	Lorde	Team
10	Trey Songz	Na Na	10	Pop Evil	Torn To Pieces	10	Neighbourhood	Afraid
11	John Legend	All Of Me	11	Young The Giant	It's About Time	11	Neon Trees	Sleeping With A Friend
12	Young Thug	Stoner	12	Pearl Jam	Lightning Bolt	12	Bear Hands	Giants
13	K. Michelle	Can't Raise A Man	13	Escape The Fate	One For The Money	13	Coldplay	Magic
14	Schoolboy Q	Man Of The Year	14	Arctic Monkeys	Do I Wanna Know?	14	Silversun Pickups	Cannibal
15	Bando Jones	Sex You	15	Five Finger Death Punch	House Of The Rising Sun	15	New Politics	Tonight You're Perfect
16	Future	Move That Doh	16	Eve To Adam	Immortal	16	Kings Of Leon	Wait For Me
17	Young Money	Trophies	17	Bring Me The Horizon	Sleepwalking	17	Bleachers	I Wanna Get Better
18	Drake	The Language	18	Beware Of Darkness	All Who Remain	18	American Authors	Best Day Of My Life
19	DJ Infamous	Double Cup	19	Heaven's Basement	Nothing Left To Lose	19	Linkin Park	Guilty All The Same
20	Boosie & Webbie	Show Da World	20	Redlight King	Times Are Hard	20	Grouplove	Shark Attack
21	Lorde	Royals	21	Black Label Society	My Dying Time	21	Wild Cub	Thunder Clatter
22	YG F/ Drake	Who Do You Love?	22	Devour The Day	Move On	22	Bad Suns	Cardiac Arrest
23	Snootie Wild	Ayo	23	Asking Alexandria	Break Down These Walls	23	Imagine Dragons	On Top Of The World
24	Katy Perry	Dark Horse	24	Royal Blood	Out Of The Black	24	Chevelle	Take Out The Gunman
25	K Camp	Cut Her Off	25	Starset	My Demons	25	Arctic Monkeys	Why'd You Only Call Me When...
26	Young Money	Lookin' Ass	26	Of Mice And Men	Would You Still Be There?	26	Sleeper Agent	Waves
27	Sevyn Streeter	Next	27	Trivium	Strife	27	Cherub	Doses & Mimosas
28	Ludacris	Party Girls	28	Black Stone Cherry	Me And Mary Jane	28	Of Monsters And Men	Dirty Paws
29	Trevor Jackson	Drop It	29	Nothing More	This Is The Time (Ballast)	29	Lorde	Glory And Gore
30	Kesington Kross	Gimme Your Love	30	Kings Of Leon	Wait For Me	30	Birds Of Tokyo	Lanterns

A Different Spin by Jason Nocera

www.nichecartoons.com



Customer Service Part 1

By Glenn Mackay

Recently, our family went on a vacation to Southern California. Although this was a family vacation, as a small business owner, you'll know you never fully switch off. I found it quite interesting the different levels of customer service we received at various places. Our first experience was with the airline. Seeing that my wife and I



were travelling with 2 young children (7 and 5), they did all they could to make our experience better throughout the flight. My son L O V E S planes so when we

landed in LA, we waited for most of other passengers to leave the plane and then asked if he could have a look at where the pilot sits. We were then taken to the pilot who was saying goodbye to the passengers as they exited the plane to ask him if it was possible. He couldn't have been more excited at the opportunity to show my son and I the cockpit. My son got to try on the Captains hat and was offered the chance to sit in the captain's chair. We got a great photo of him in the cockpit and this simple experience is one of his fondest memories

of our trip. The few minutes it took for the pilot and his assistant to do this has not only reaffirmed my loyalty to that airline, but now my son will never fly with any other airline.

Then, as we were the last off the plane, there was a LONG line of people waiting to go through immigration. After flying for 13 hours with children who did not sleep on the plane, an official looking lady spotted our family, looking like 4 zombies dreading what was ahead, and sent us to a fast track immigration line. If you've ever travelled with kids, you'll appreciate how amazing this kind gesture was.

Our next experience was not as great. Having pre-arranged and pre-paid our car hire months ago, we expected the collection of the hire car to be a fairly simple task. Instead, we had to wait while they went through every minor detail and tried to sell me every conceivable add-on or upgrade. I don't think it takes a great deal of common sense to comprehend that someone who has been on a very long flight does not feel like wasting time going over 73 options while picking up a hire car. They then charged an amount to our credit card (which was eventually corrected weeks after our trip). I'm not saying this was "bad" customer service, but it certainly showed a great deal of room for improvement.

So, from a business perspective, what can we learn from these 3 examples of customer service which all happened within 2 hrs of each other:

1. The QANTAS pilot and flight crew

could have easily told us that they could not show us the cockpit. They could have said it was due to security reasons or any number of other excuses. After all, they had been working a long haul flight and no doubt dealing with a great many challenges that come with keeping hundreds of people happy in a confined space. Instead, they went the extra mile and created something very special that a child and his dad will never forget. We were made to feel like VIPs even though we only had an economy ticket. The best part was that they seemed to get as much out of the experience as we did. When a client asks you for a "little bit extra" it's easy to just say no. But the act of not only saying "Yes", but also being excited to help them a little more, will no doubt come back to you multiple times. Plus, you'll feel fantastic about helping someone out.

2. The immigration official who fast tracked our family to the area reserved for those needing to rush through for connecting flights didn't need prompting to give someone a good experience. She saw a chance to make the situation better for someone and did it. But her act of kindness was not just limited to my family. Based on the length of that line, by the time we would have got to the front, with 2 very tired kids, they would have no doubt been annoying the other people around them by doing those pesky things that kids do when they are bored. So by helping us, she also helped make that line up a little better for other people too, even if they didn't real-

ize it. She wasn't selling anything per se, and I doubt her actions will result in any monetary gain for her, but she sure helped promote the USA to me. How could you make your clients or their guests experience better, without being prompted? If you're not sure, your first Google search should be for where you can purchase Jim Cerone's "The Perfect Host" DVD.

3. Our rental car company employee was no doubt just following the company training manual on how to complete the hire car transaction and in that sense he did his job just fine. As entertainers you can no doubt go about your role doing things "by the book" and it be "just fine" and you'll get by. You can go through your sales meeting just going through the motions and using your refined way that you know increases the likelihood of your client purchasing add-ons or upgrades. But will it make their experience from a customer service point of view more memorable? Will it make them rave about you and your company? Can you simplify your processes to minimize the amount of time your clients need to spend dealing with minor details? Can you customize their experience based on their needs?

I have more customer service experiences from my trip to share with you over coming months.

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

What I Believe About Success

By Dr. John C. Maxwell

When will you be successful? If you're like most people, what comes to mind is someday—somewhere off in the



future, when you'll suddenly wake up and think, "I made it! I'm a success!" That's how most unsuccessful people see success: as something to strive for and hope to reach "some-

day."

Each of us has a picture in mind of what we want our career to look like, our family to look like, and yes, from an early age we often conjure up images of the houses, cars, and things we would like to obtain. In many persons' minds, success is something way off in the distance that they will run themselves ragged to get to – if they ever get to it at all.

At one time, I viewed success as a place where I would arrive. I defined it as the progressive realization of a pre-determined, worthwhile goal. But over time, I realized that the definition falls short of the mark. It leads to "destination disease" – the belief that if we just arrive somewhere (e.g. attain a position, accomplish a goal, have a relationship with the right person), we will be successful.

But many years ago, I came to a different conclusion about success. All the traditional definitions either made success a destination to reach, or required some magic formula to obtain. I began to see success as a journey, an ongoing process of growth. And after over nearly

fifty years of knowing successful people and studying the subject, this is the definition of success that I now embrace:

Success is...

Knowing your purpose in life,

Growing to reach your maximum potential, and

Sowing seeds that benefit others.

You can see by this definition why success is a journey rather than a destination. No matter how long you live or what you decide to do in life, you will never exhaust your capacity to grow toward your potential, nor will you run out of opportunities to help others. When you see success as a journey, then you never have the problem of trying to "arrive" at an elusive final destination. And you'll never find yourself in a position where you've accomplished some final goal – only to discover that you're still unfulfilled and searching for something else to do.

Another benefit of focusing on the journey of success instead of on arriving at a destination or achieving a goal is that you have the potential to become a success today. The very moment that you make the shift to finding your purpose, growing to your potential, and helping others, successful is something you are right now, not something you vaguely hope one day to be.

Let's talk more about how to pursue each of the three aspects noted above.

Knowing Your Purpose

I believe that God created every person for a purpose. As psychologist Viktor Frankl said, "Everyone has his own specific vocation or mission in life. Everyone must carry out a concrete assignment that demands fulfillment. Therein he cannot be replaced, nor can his life be repeated. Thus everyone's task is as unique as his specific opportunity to im-

plement it." Each of us has a purpose for which we were created. Our responsibility – and our greatest joy – is to identify it.

Finding our purpose requires us to seek to discover two things: our passion, and our giftedness. What is the deep desire set in your heart, the thing that sets your soul on fire? What makes you cry? What do you get most excited about? And what are you good at? No one else in the world has exactly the same gifts, talents, background, or future that you do.

Think about the unique mix of abilities you have, the resources available to you, your own personal history, and the opportunities around you. If you objectively identify these factors and discover the desire of your heart, you will have done a lot toward discovering your purpose in life.

Growing to Your Potential

Novelist H.G. Wells said that wealth, notoriety, place, and power are no measures of success whatsoever. The only true measure of success is the ratio between what we might have been and what we have become. In other words, success comes as the result of growing to our potential. It's been said that our potential is God's gift to us, and what we do with it is our gift to him.

We have nearly limitless potential, yet few ever try to reach it. Why? The answer lies in this: We can do anything, but we can't do everything. Many people let everyone around them decide what their agenda is in life. As a result, they never really dedicate themselves to their purpose in life. They become a jack of all trades, master of none—rather than a jack of few trades, focused on one.

Reaching your potential requires focus. That's why it's so important for you to discover your purpose. Commitment to continual improvement is also key. Each day you can become a little bit better than you were yesterday.

Forget the past and focus on the future. That's where your potential lies, ahead of you – no matter whether you're eight, eighteen, forty-eight, or eighty. You still have room to improve yourself. You can become better tomorrow than you are today. As the Spanish proverb says, "He who does not look ahead remains behind."

Sowing Seeds That Benefit Others

When you know your purpose in life and are growing to reach your maximum potential, you're well on your way to being a success. But there's one more important part to the success journey: helping others. Without that aspect, the journey can be a lonely and shallow experience.

Helping others is something you can do right here, right now, whether it's spending more time with your family, developing an employee who shows potential, helping people in the community, or simply putting your own desires on hold for the sake of your team at work. The key is to link your purpose with your desire to help others.

Entertainer Danny Thomas said, "All of us are born for a reason, but all of us don't discover why. Success in life has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others."

The success journey will not look the same for everyone, because the picture of success is different for every person. What doesn't change are the principles used to take the journey. They can be applied at home, in school, at the office, on the ball field, and in church. It doesn't matter where you are now. You can learn and apply these ideas. You can be successful today.

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."

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM				
2	1	Katy Perry/ Juicy J	Dark Horse		201339	67	Bruno Mars	Treasure	201320	116
4	2	William Pharrell	Happy		N/A	N/A	Zedd / Ft Foxes	Clarity	201305	128
1	3	Lorde	Team		201340	100	Robin Thicke	Blurred Lines	201322	120
3	4	Bastille	Pompeii		201328	127	Justin Timberlake	Take Back the Night	201329	109
6	5	Cash Cash	Take Me Home		201347	130	Maroon 5	Love Somebody	201314	120
5	6	Demi Lovato	Neon Light		201346	126	Imagine Dragons	Radioactive	201245	69
9	7	AVICCI	Hey Brother		201346	124	Calvin Harris-Ellie Goulding	I Need Your Love	201312	125
7	8	One Direction	Story of my Liffe		201344	121	Ariana Grande / Mac Miller	The Way	201314	83
8	9	Bruno Mars	Young Girls		201349	126	Daft Punk	Get Lucky	201317	116
13	10	Aloe Blanc	The Man		201404	86	Krewella	Live for the Night	201327	128
10	11	John Newman	Love Me Again		201339	127	One Direction	Best Song Ever	201330	118
11	12	Ellie Goulding	Burn		201334	129	Anna Kendrick	Cups	201319	65
17	13	American Authors	Best Day Of My Life		201332	101	Rihanna/David Guetta	Right Now	201329	130
12	14	Eminem/Rihanna	The Monster		201344	111	Macklemore/Ryan Lewis	Can't Hold Us	201310	73
19	15	Martin Garrix	Animals		201337	130	Selena Gomez	Come & Get it	201315	80
15	16	Sara Barelles	Brave		201317	95	Justin Timberlake	Mirrors	201314	78
16	17	Zendaya	Replay		201338	70	Macklemore-Ryan Lewis	Thrift Shop	201246	95
14	18	Calvin Harris	Thinking About You		201340	127	Pitbull-C Aguilera	Feel This Moment	201302	136
23	19	Tiesto	Red Lights		201406	125	Demi Lovato	Heart Attack	201309	88
22	20	Naughty Boy	La La La		201405	128	Krewella	Alive	201305	128
30	21	The Chainsmokers	#Selfie		201408	128	Mariah Carey/ Miguel	#Beautiful	201319	107
21	22	Imagine Dragons	Demons		201303	90	Chris Brown	Fine China	201314	104
24	23	MKTO	Classic		201346	104	Justin Timberlake	Suit annd Tie	201303	103
25	24	NoNoNo	Pumpin Blood		201332	118	Justin Bieber /Wil I am	#that Power	201312	128
28	25	SDJ Snake/Lil Jon	Turn Down for What		201402	101	Maroon 5	Daylight	201247	126
27	26	Paramore	Ain't it Fun		201352	104	Calvin Harris/Florence Welch	Sweet Nothing	201238	128
29	27	Trey Songz	NaNa		201404	97	Emeli Sande	Next to Me	201230	95
20	28	Zedd/Hayley Williams	Stay the night		201339	127	Sean Kingston/Chris Brown/Wiz	Beat it	201316	98
18	29	Shakira/Rihanna	Can't Remember to Forget You		201403	69	Swedish House Mafia	Don't You Worry Child	201234	129
New30		Justin Timberlake	Not A Bad Thing		201408	86	Avril Lavigne	Here's to never growing up	201315	83
Recurrents- (Still popular)							Olly Murs/ w Flo Rida	Troublemaker	201250	106
26		Beyonce	XO	201352	85		Imagine Dragons	It's Time	201208	105
		Macklemore/Ryan Lewis	White Walls	201331	117		Will.I.AM-Britney Spears	Scream and Shout	201248	129
		Miley Cyrus	Wrecking Ball	201337	60		Justin Bieber w /Nicki Minaj	Beauty and a Beat	201244	127
		Neighborhood	Sweater Weather	201250	124		Flo Rida	I Cry	201238	126
		Lorde	Royals	201325	85		Justin Bieber	All Around the World	201307	128
		AVICCI	Wake Me Up	201326	122		Taylor Swift	We are never getting back together	201234	86
		Katy Perry	Roar	201333	90		Psy	Gangnam Style	201237	132
		Justin Timberlake	TKO	201339	69		Chris Brown	Don't Wake Me Up	201221	128
		FloRida	How I feel	201344	131		Pink	Blow Me One Last Kiss	201228	114
		Paramore	Still Into You	201315	136		Owl City-Carly Rae Jepsen	Good Time	201227	126
		Jay Z-Timberlake	Holy Grail	201329	72		Maroon 5	Payphone	201217	111
		Ariana Grande / Big Sean	Right There	201340	78		Carly Jepsen	Call Me Maybe	201210	120
		Selena Gomez	Slow Down	201333	128		David Guetta/ Chris Brown	I Can Only Imagine	201230	127
		Katy Perry	Unconditionally	201343	130		Rihanna	Where have you been	201216	128
		Drake	Hold on We're going home	201332	100		Trey Songz	Heart Attack	201214	75
		J. Cole	Crooked Smile	201323	82		Usher	Numb	201233	125
		Lupe Fiasco/Ed Sheeran	Old School Love	201342	86		Future	Turn on the Lights	201226	66
		Rihanna	What Now	201336	128		Ellie Goulding	Lights	201109	120
		Taylor Swift/Ed Sheeran	Everything has Changes	201327	79		Nicki Minaj	Pound the Alarm	201227	126
		Lady Gaga	Applause	201333	70		One Direction	Live While we're young	201240	126
		Capital Cities	Safe and Sound	201249	118		David Guetta	Titanium	201230	125
		Pink	True Love	201327	97		Calvin Harris	Lets Go	201212	128
		Eminem	Berzerk	201335	96		Katy Perry	Wide Awake	201223	80
							Kelly Clarkson	Stronger	201201	116
							David Guetta/Nicki Minaj	Turn Me on	201231	128

Position Yourself For A Promising Future

By Harvey Mackay

The future ain't what it used to be. Perhaps one of the most difficult challenges of any life – or any business – is adequately preparing for the future. Knowing what lies ahead, even with the most thorough research and best available information, is hardly a science. Tomorrow remains a mystery. We can make plans, make predictions, hope for the best and prepare for the worst. Sometimes we get lucky. How do we ensure that those “lucky” days happen more often than not?

At the age of 81, historian Arnold Toynbee reflected upon life as he had known it. He said: “As one grows older, the temptation to dwell on the past and to avert one’s eyes from the future grows. If one were to fall into this backward-looking stance, one would be as good as dead before physical death had overtaken us. “Our minds, so long as they keep their cutting edge, are not bound by our physical limits; they can range over time and space into infinity. To be human is to be capable of transcending oneself.”

Humans have demonstrated hope for the future since Adam. Planting a tree, building sturdy shelters, populating the planet – all showed optimism for the future. European explorers braved uncharted seas and flat earth skeptics to reach the New World. American pioneers pushed westward in search of a better future for themselves. Did they have a business plan? Were their actions based on the latest research? Were they brave risk-takers? No, no, and yes. Because the future involves taking risks. But there are some steps you can take to minimize risks before you jump in with both feet. Whether you hope to start your own business, plan to rise to the top of the organization you currently work for, or just want to support your employer’s success the best you can, understanding how a business grows and survives is central to a successful career. These factors will influence your fortunes and your organization’s growth over the long haul:

- Trust. At every level of your organizations, insist that workers understand the importance of keeping their word and living up to your values. Customers and co-workers want to know they can depend on you.
- Decisiveness. Learn to make decisions promptly instead of waiting for every last piece of data. An imperfect decision

that you can correct later is almost always better than a right answer that comes too late.

- Competition. Study your market and get to know everything you can about other players in your industry. You don’t want to be caught off guard by a rival’s new idea, and you don’t want to always be on the defensive against what the competition is up to.
- Records. Document your activities thoroughly. Good records help you preserve ideas, establish your credibility, and prove your point when the facts aren’t clear. This applies to finances, employees, ideas, and everything else you and your organization are responsible for.
- Network. Build relationships and connections with a wide variety of people in and out of your industry. Your network can be a source of ideas, employees, and advice, so take the time to build it up. Don’t miss any opportunity to meet new people who can help you, and make sure you are available to return the favor
- Patience. Concentrate on incremental progress. Overnight sensations and blockbuster victories are usually optical illusions facilitated by months or years of quiet effort. Establishing a habit of slow but steady success will build everyone’s confidence and minimize risk.
- Risk. Sometimes you simply must take a risk to move forward. With all the other

factors solidly established, you should be in position to predict potential success

- Optimism. Maintain a positive attitude rather than an outlook of impending doom. The future looks brightest for those who look for the bright side.

A long time ago, I discovered the following mantra which helps me focus on my future. It is a simple formula that links the present to the unknown. The words vary, but the sentiments have been attributed to a number of great planners such as Mahatma Gandhi and Margaret Thatcher, among others.

Watch your thoughts for they become your actions.

Watch your actions for they become your habits.

Watch your habits for they become your character.

Watch your character for it becomes your destiny.

Mackay’s Moral: We may not be able to predict the future, but we can prepare for it.

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

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Adjustable 12 - 17 Degrees
3-Facet Prism

COLORS:
8 Colours + Spot

GOBOS:
6 Rotating, Replaceable
GOBOS + Spot (2 Glass, 4 Metal)

INNO SPOT ELITE

\$1499.99*

LIGHT SOURCE:
180W LED (8,000K)

SPECIAL FEATURES:
Motorized Focus
Motorized Iris
6-Facet Prism
6 Glass Gobos

COLORS:
8 Colours + Spot

GOBOS:
7 Rotating, Replaceable GOBOS
+ Spot (6 Glass, 1 Metal)

INNO SPOT LED

\$599.99*

LIGHT SOURCE:
50W LED

SPECIAL FEATURES:
3-Facet Prism
Shutter: Pulse & Random Strobe
UC3 Compatible

COLORS:
8 Colours + Spot

GOBOS:
7 Rotating, Replaceable GOBOS
+ Spot (All Metal GOBOS)



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