

Disc Jockey News

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AUGUST 2013 • Issue #105

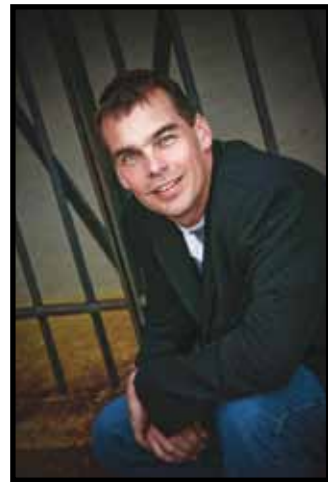
The Monthly Disc Jockey Newspaper

\$20.00 for 12 issues

Q Corner: Where Quality Meets Quantity

By Mike Walter

I've been a big fan of Randy Bartlett's "1% Solution" DVDs for a long time now. I not only watch them myself and show them to my staff, I also promote them as having great educational value for any Multi-Op. When a DJ company owner tells me they don't have enough material or things to



talk about with their staff to have regular meetings, my first response is: Get Randy's 1% Solution DVDs. Show one at your next meeting and then open up the floor for discussion. I guarantee it'll be a worthwhile get-together with your staff.

So now there's a Volume V out and Randy has smartly teamed with fellow

Sacramento DJ Mike Anderson on this one. I say "smartly" because what Randy has in performance skills he lacks in any hands-on ability to tinker with things. As Randy told me: "I've just never been a tech kind of guy and for me, not only did I lack the skills to do some of this stuff, I didn't even know where to begin. I saw that Mike Anderson was doing a lot of cool stuff, and every time he'd show me something, I'd say, 'How'd you do that?'"

And that's what Volume V is all about. With the title "How'd They Do That?" this DVD is packed with demonstrations of how to create things like a Shadow Entrance, Monograms using a projector and low lying fog for a Dancing on the Clouds type presentation. Anderson is clearly the star here. In fact as a viewer you get the impression that Randy made this DVD as much for himself than for anyone else.

What I liked about this DVD is that even though there are a myriad of practical tips, Randy and Mike also had some fun creating it and that comes through for the viewer. This could have been a very dry and boring "How To" video

Mike Walter Continued On Page 2

Talkin' Bride: Are We Disconnected?

By Tamara Sims

I might be showing my age by writing this since today's generation can't even remember a time without cell phones, computers or internet. We have come along way with technology and yes I am grateful for how much technology has helped take our industry to the next level... no more l u g g i n g hundreds of pounds of records to gigs, right? But so much technology has caused many of us to lack focus on those who are right in



front of us.

There is nothing worse than sitting in a sales meeting where the bride and groom are both looking at their phones, or even worse, answering the phone during your presentation. But clients aren't the only guilty ones. I remember not too long ago having lunch in Las Vegas with a DJ colleague and during our lunch he answered his phone and explained to the client that he couldn't talk because he was at a restaurant having lunch. Why even answer the phone when you are not in a position to talk? Are we that afraid that a potential client won't leave a message or call back? For those of you who know me, I do not claim to be shy with opinions, so I said to our DJ friend, "why answer the phone when you couldn't actually talk?" Not to mention the fact that we were taking time to spend with this person at lunch

Tamara Sims Continued On Page 4

In The Booth: DJ Expo Experience

By Brian S. Redd

If there's one way to motivate and educate a DJ, it's by attending a DJ convention. Speaking of conventions, the DJ Expo in Atlantic City NJ is just around the corner. Seeing how I'm no stranger to the boardwalk, this month, I thought I'd give you some tips on how to get the most out of your DJ Expo experience.



The Expo Floor

This has to be the biggest DJ only

expo floor in North America. You will find deals here that you just can't find anywhere else from lighting, trussing, Audio gear, DJ Only music subscription services, photo booths, accessories and everything else in between. DJ Expo is unique because it seems to attract a lot of the smaller boutique East Coast vendors that you just don't see at any other DJ trade show. Take your time, browse around, and ask questions. For some serious expert advice, talk to the manufacturer's product specialists. They are a wealth of information for anyone who wants the inside scoop on new products and features that will satisfy the inner geek in all of us.

Seminars

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Stop, Collaborate and Listen!

By Mitch Taylor

If you grew up during the late 80s early 90s you no doubt recognize the words above as the lyric from that great



philosopher Vanilla Ice from his hit "Ice Ice Baby". On the surface these lyrics seem rather unpretentious... unassuming and totally lack depth... right? While

I wouldn't always be the one to take business advice from Vanilla... let's kick it one time... BOY!

STOP

TAKE NOTE: When YOU STOP, it allows you to get out of the rat race that you are in... where you've gotta answer that next phone call, return that email, create that playlist and focus on working ON your business instead of working IN your business. I read somewhere once that if you wake up one morning and REALLY IN YOUR HEART OF HEARTS have a poor attitude that day and feel that you need a break, that you should take it...regardless of your schedule. It's your mind and body telling you you need time to recharge...do it...take the time to step away from the work and center yourself

on things and come back invigorated the next day focused on the task at hand.

When was the last time you tried to step OUTSIDE of your business and take a good objective look at it? Have you invited a complete stranger (think new business associate from that network meeting you attended) to take a look at your business (where else but online) and see if everything makes sense to them? Are there any things/pages/philosophies/packages or products that don't seem intuitive? How can you make them better? When was the last time you took a look at your business model (stopped) and asked yourself if it was truly DELIVERING what it promised for your customers?

COLLABORATE

TAKE NOTE: Simple answer here. You simply ASK YOUR CUSTOMERS. Invite them into your office space and ask them what their challenges are in planning their events. Ask them if they could wave a magic wand and have one thing taken care of off of their wedding "to-do"

list... what would it be? What's the service or product they would most like to see you offer? If they were the CEO of your company...what would they change? If you offer decor items have your clients come in and create their own tables... if you have a photo booth company or offer monograms have them design their own headers for their strips or create their own monogram. Ask these questions to a focus group of your customers (better yet as many as you can) and you may be surprised at the answers you get and it will



definitely help you establish a course to keep evolving your business and navigating successfully in the years ahead.

LISTEN

Today's society has changed. Our businesses MUST adapt if we are to be successful. As Jeff Jarvis wrote in the book "What Would Google Do?" "Owning pipelines, people, products, or even

intellectual property is no longer the key to success. Openness is." The days of CONTROLLING your content are GONE. Sure you can do EVERYTHING in your power to protect your image and ensure customer satisfaction but all it takes is a person with a keyboard and an agenda against you to bring all of that hard work, blood, sweat and tears crashing down in a negative tweet, Facebook post or review. So what to do? Handle it. Reach out to your customer, figure out a solution together to their problem. Refund money if you can't come to an agreement. The bottom line of today's business is the customer is the one who makes the rules... not the corporation. Today's NEW social media allows us access to stars and corporations and a platform in which to praise or vent in a way that was heretofore unavailable...and we are better for the process. Embrace the changes that are here and now and look to the future with how to improve. In other words...Stop, Collaborate and Listen.

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.

Mike Walter continued from page 1

but they avoided that while still getting the information across. Randy plays the "Golly-Gee" guy perfectly while Mike rolls up his sleeves and actually shows you "How to Do That." Having seen all the 1% DVDs through the years I also have to laugh at how far Randy's production value has come. In Volume V, he shows off these skills by using green screens and unique video editing to make this latest edition all the more watchable. He tells me he is going to go back and re-shoot Volume I one of these days, ("without the goofy shiny shirt and talking head lameness of the original") but in my opinion that would be like da Vinci repainting The Mona Lisa with a bigger smile (I can't believe I just compared a classic, timeless work of art that has brought joy to millions of people who have seen it to The Mona Lisa.)

One of the biggest challenges when it comes to incorporating anything new into your company is how to sell it. It becomes a "Catch 22" right? How can you sell something if you don't have pictures to show it and how can you get pictures to show something if you haven't sold it yet? Mr. Bartlett has come up with a clever work-around for this with a com-

panion disc called "Tools." On this disc Randy offers some very cool templates for monograms (including motion loops for animated monograms). But the true treasures here are the photos of these enhancements. Want to show a prospective bride what a couple looks like "Dancing on the Clouds?" There are some great

shots on the "Tools" disc for this. Want to play some voice-over recordings to a couple who are thinking about doing that for their first dance or parent's dance? There are some great examples here. And a lot more. Now the obvious temptation exists to pawn this work off as your own but I think any savvy sales

person can walk this fine line without being unethical. As for the templates, they can be a huge time saver. As Randy says, "even for guys who already do this, the time savings just from the monogram templates alone will

more than pay for the disc. You can literally design a monogram with a client sitting there in just a few minutes, getting the colors, fonts and design exactly the way they want it."

Randy is offering some great deals on these new "1% Solution" discs. He also has an incredible deal on the entire 6 disc collection for just \$299 (which includes that classic first one, goofy shiny shirt and all.) If you don't have these discs on your book shelf in your office you really should. Not only will they help educate you and make you a better MC and DJ but sharing them with your staff can be an invaluable experience. It's one of our core responsibilities, in fact. To make sure our staff is as fully prepared as possible to go out and represent our company and further our reputation. Tools like Randy Bartlett's "1% Solution" DVDs and Jim Cerone's "The Perfect Host" set and Scott Faver's "Game Master" series should all be required viewing for you and your team.

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.



www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News

Editor/Educational Production Manager:

John Young

john@discjockeynews.com

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

Rob Drachler

972-325-4470 Cell

robd@discjockeynews.com

Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed on the 1st of every month.

Letter to the Editor: Questions can be submitted to the editor or writers of the paper via mail or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas. Send letters to: editor@discjockeynews.com

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Disc Jockey News is published monthly by John Young DBA the Disc Jockey News, 29442 120th St., Grey Eagle MN 56336. Periodicals Postage Paid as Sauk Centre, MN and additional mailing offices.

POSTMASTER: send address changes to Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336.

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From The Other Side: Everything Is Contagious

By Jake Palmer

As a general rule, we have all been taught that contagious things are bad things we should avoid. Cover your mouth when you cough, use a Kleenex when you sneeze, wash your hands so you don't spread germs, stay home if you're sick; that sort of thing. But we live in a contagious society; everything around us is contagious and catchy. Some things are obviously contagious and should be avoided, other things are just as contagious as a germ or a disease but less likely to get you sick. The bottom line is that everything is contagious. Yes, everything. We all understand



the spreading germs and illness part of contagiousness, but I am talking about something closer to home for most of us. I'm talking about attitude and personality. Everything is contagious, and it starts with the people you surround yourself with. Happy people spread happiness, depressed people spread depression. We all know someone who just makes us smile, for whatever reason this person is just always happy, upbeat, and fun to be with. In turn, it makes us feel happy and upbeat, their attitude is contagious. Think of it this way... body builders don't have spotters in the gym who aren't positive thinkers. Can you imagine how hard it would be to train if your trainer/spotter tried to encourage you by saying things like, "I don't think this is a good idea, there's probably no way you can do this, that looks really

heavy!" There is a reason Emo Philips is not a trainer, and Richard Simmons is. From a personal stand point, I would be sure to surround myself with people that have the attitude and personality I want to have. Let their attitude and personality be contagious, I think it's along the same lines as dressing for success. Dress and act like the person you want to be. Hang out and spend time with people that make you a better person, a better DJ or performer, a better parent, a better business-person. I recently read that your income is the average of your five closest friends, apparently even income can be contagious. From a professional DJ stand point, ask yourself what "disease" am I spreading? One of the reasons smiling is such a useful tool is because it not only de-

fusing, but a smile is contagious. Your smile is just one way of projecting a fun contagious attitude. One of my favorite compliments from a bride and groom or their parents is when they say, "You really set the tone for the whole night right away." Fantastic! That is my job and exactly what I want to do, when I project fun and excitement, it spreads. Its part of the mob-mentality, people like to do things as a group. They are naturally followers, and they will look to you to either be the leader, or appoint a leader they can follow. You get more fly's with sugar... we have all heard this quote, the question we should be asking ourselves is, are we spreading sugar or germs? Jake Palmer can be reached at jakepalmer@discjockeynews.com.

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Tamara Continued from page 1

and we weren't even important enough to turn the phone off for 30 minutes. The friend apologized, but it still made me feel bad. I understand that this time of the year is most difficult to turn off the technology for a few hours and recharge. Sales meetings during the weeknights, event preparation and site visits during the day and weddings every weekend, plus trying to spend time with family and friends can be a difficult balance. But if you give 110% to your clients, shouldn't you give at least 110% to yourself on your day off? I often wonder if my fellow wedding industry friends take a day to disconnect. Sunday seems to be the choice day to relax and recharge in our industry if you do not have an event or a bridal show. No phone calls, no e-mails, no texting and no Facebook! It sounds good in theory, but is it possible? The answer is Yes! I recently challenged myself and another wedding professional to see if we could have a no-technology day. Surprise, surprise... we decided to go to dinner and the theater. No distractions, enjoyable conversation and most important, we both felt completely relaxed. It took us back to a time in our childhood where many businesses were closed on Sunday and you would spend

the day with friends and family. Across the restaurant we saw a table of four "millennials" all staring at their phones waiting for their food to arrive... no conversation with each other, no eye contact and no smiles. They were engrossed in their technology, but completely disconnected from the company right in front of them. How sad. As I finish this article I am happy to say that I am completely disconnected from technology while enjoying a beautiful Sunday in Lake Stevens, Washington (Yes, I am writing this draft the old fashioned way with pen and paper in hand), while awaiting the return of my beloved Jay to cross the finish line at Ironman 70.3. I can guarantee that when we hug each other at the end of the race we will be fully connected to one other and enjoying 110% of our day off. 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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Talking Points

By Kirk Rothrum

Even on our best day, we've all been caught off guard with a question that we weren't prepared for. Whether it has "cost" you the gig in a sales meeting, or simply caused a stumble looking for the right words, when you're otherwise well spoken.



The goal of Talking Points, is to tap respected professionals in the Mobile DJ industry, as an ongoing resource to share

succinct, intelligent ideas on how to respond to difficult interactions with clients. A common scenario or question, posed to a panel of professionals that changes regularly.

This issue's scenario and question:

In a meeting with a potential client, they pull out a notebook with a list of other local DJs, point to one you're not very familiar with and ask...

"Why is this DJ \$500 less than you?"

Dave Ternier

*Special Request Weddings
Manitoba, Canada*

"I'd simply ask them if they see a difference between my service and the other service. Is there anything that makes them feel more (or less) confident about what I provide? Then I'd shut up and listen."

"If they honestly don't see or feel any difference, I've failed at properly communicating my value (walk away). If I've done a good job communicating to them, they may or may not see it that way (provide some perspective on "priorities" and that might change). If I've done an outstanding job of winning their confidence and hearts, then they'll immediately see the folly in their question."

Anna-Jeannine Herman

*Something New Entertainment
Akron, OH*

"Pandering to price quotes from other

companies (especially unverified price quotes) reduces your services to a commodity. I would reply with the intent to begin a critical-thinking-geared conversation about price, worth, and value. Something as simple as]

"I suppose this company feels that their services are worth \$X, which does happen to be \$500.00 less than the investment required in order to retain Something New Entertainment. But, may I ask: if they cost \$500 less, why haven't you already booked with them? What made you reach out to me?"

Larry Williams

*The Reno Tahoe DJ Company
Reno, NV*

"I can say with confidence that they are cheaper because they don't possess my skill set. Truth is, most do not. The Master of Ceremonies role is probably the most important role to be filled when searching for quality DJ entertainment. But here's the biggest "dirty little secret" in our profession. If you were to call 20 DJs and ask them if they are a Master of Ceremonies - all 20 will say "yes". This is because they own this thing called a microphone. They paid \$100 for it, talk

on it . . . so therefore they assume the title. Being a great Master of Ceremonies requires training. I have trained under some of the best and brightest vocal coaches in the nation. I possess a unique skill set because I have trained extensively. This benefits you and the event you are planning. The difference will be night and day! My prices are based upon the level of expertise I possess that is far above average. Remember, good service isn't cheap and cheap service isn't good!"

Our panel of professionals will change and rotate regularly. Do you have a scenario or question you'd like to see posed in a future issue? Just email it to kirkrothrum@discjockeynews.com.

Kirk Rothrum, owner of Select Receptions by CNY Select DJs, is a Disc Jockey, Sound Designer and Audio Engineer based in Syracuse, New York. Kirk's soundware company, BanginBeats.com, has provided custom sound libraries for some of the top recording artists and producers in modern music. Kirk can be reached at kirkrothrum@discjockeynews.com.

Moving Forward

By Glenn Mackay

As a small business owner, we are responsible for each and every part of our businesses. Most DJs are sole operators, so they need to take care of everything from performing, invoicing, researching, web site development, contracts, marketing, sales, business development, cleaning, purchasing and so on and on and on. The list never seems to end and the more



you think about it, the bigger the list gets.

The biggest downside to this is that most DJs get into business as a DJ, to be a DJ, not

all of these other things. But let's face it, if you are a great DJ, but a bad business person, the chances are you're not going to succeed at running your own DJ business.

Thankfully, there are ways we can all make up for our weaknesses in all areas of our business. One solution is to employ

is born with any type of understanding about DMX, yet most DJs have become proficient enough in DMX to help improve their light shows. Sure you might hire in a professional lighting company for a specialised or larger event, and there is no reason this same logic can't be applied to other areas of your business.

Take website development as an example. Websites are a vital part of any business in today's world. Many people know how to build a website and how to maintain it, but there are so many things to consider, such as SEO, color schemes, layout, wording, forms etc. Yet another example of where you might bring in a professional to set it all up, but the understanding you have already gathered might be what allows you to maintain it and update it yourself.

You don't need to be an expert at any one area of running your business, but you do need to be proficient enough to survive. You need to be moving forward with your knowledge of everything related to your business. Every tiny aspect of every area is a place you can improve. Just as we learn to be better performers, we need to learn to be better marketers, salespeople, accountants, web designers, cleaners, customer service representatives and so on.

We are lucky that some in our industry have developed courses and other educational material to help develop certain areas, external to performance, while still keeping the information being provided "DJ Specific". I

guess this could be one advantage of most DJs working another job to support their "DJ habit".

So what's next on your list to help you move forward in your business?

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



the services of a professional in whatever areas we are lacking. For example, hiring a bookkeeper or a web design company might be beneficial. But there will be a cost associated with this.

An alternative to hiring others to take up those roles you are not proficient in is to train yourself to do them. We've all undertaken workshops or courses to help with the more DJ related things. Nobody

MBLV18

Since 1997, the Mobile Beat conference program has united the industry's most respected experts to address the latest trends, strategies and profit opportunities emerging in the mobile entertainment industry. The 2014 Mobile Beat DJ Show and Conference, better known as MBLV18, is coming up this February 3rd thru 6th at the Riviera Hotel in Las Vegas.. Prepare yourself for four days of non-stop, continuous educational opportunities, equipment and technology on display, networking, and parties. Here's a sneak preview of some of what is planned.

The action actually starts Monday, February 3, with a half dozen seminars scheduled beginning at noon on the day before the "official" show opening. As hundreds of attendees converge into town that day, sessions are always well attended. Monday evening is the first show networking event, with an opportunity to catch up with old friends and make new ones.

Once we officially kick off, we'll be starting with something entirely different from any previous show: A "more than a keynote" four part presentation all day Tuesday February 4 by Chris Hogan. Let's face it, a 60-90 minute keynote can be an inspirational lift, but real all day sessions offer the opportunity to really wrap your brain around a concept. Chris' special area of expertise is EntreLeadership, a concept developed and promoted by the Dave Ramsey Group. No leader should lead without these principles. This is what your team members need to see in you, and it's what you want to see in them. Put 20 years

of proven business principles to work for you.

Wednesday and Thursday feature a strong lineup of presenters and special guests including Rob Schenk: The Law For DJs, The Power of Music by Montell Jordan (This Is How We Do It); Speaking

Her Language: The 4 Dialects of Speaking "Bride" with Vickie Musni; Rick Brewer's Seven Sins of Salespeople; Bryan Dodge "How To Build A Better You"; and Randy Bartlett with "7 Habits of Highly Ineffective Wedding DJs." More seminars and workshops are still in formation, in addition to the NLFX Pro Academy sessions covering the tech topics, featuring great visual examples and plenty of question and answer opportunities.

opportunities.

A larger than ever exhibit hall will debut. According to show producer Mike Buonaccorso, "The 2014 floor is expanding again, to an all time record of over 56,000 square feet of exhibits and demo rooms." And as activities enter the final day Thursday, for at least one lucky attendee that will be their best day, as we close the show in a traditional way with the giveaway of the Sensational Sound System Giveaway, with many sponsors participating in the assembly of an equipment package worth thousands of dollars, as well as many other prizes.

All in all, another great show is coming your way in 2014... MBLV18.

For the latest information on the show, visit <http://www.mobilebeat.com>



Wedding MBA: Learning What You Don't Know About Weddings

By Ron Ruth

I'd like to welcome the new readers who may have picked up a Disc Jockey News for the first time at the DJ Times Expo in Atlantic City. On behalf of myself and my colleagues, I hope you enjoy reading what we as writers have to share and that you'll invite us into your home or office every month.

Over the past few years I have had the extraordinary pleasure of speaking at a number of local and national conferences focused on the wedding and/



or DJ industry. On a national level, I've presented at the M B L V conference for the past three years and I was also at the first

ADJA Conference in Las Vegas. As honored as I am to have been given those opportunities, I'm thrilled to have been invited to speak at the 10th annual Wedding MBA Conference at the Las Vegas Convention Center from October 1st through the 4th.

The Wedding MBA is the largest wedding business conference in the United States, specifically designed to help educate wedding professionals from around the world. In 2012, the Wedding MBA hosted over 2000 attendees representing no less than 75 segments of the wedding industry. In my three years of attending, I've met wedding professionals of all ages and levels of experience as well. In other words, it doesn't matter how long you've been in business or what you think you already know. What does matter is how much more there is to learn to continually enjoy success at

what you love doing most.

Will Hegarty and his wife, Patti, and daughter, Shannon, are the producers of the Wedding MBA. Will began in the business as a wedding photographer at the age of 15 and, with his employees, has documented more than 5,000 weddings over the last 40 years. In a short conversation I had with Will today, he told me that the idea of the Wedding MBA Conference came to him as he watched some of the most talented wedding professionals in his area of the country, Scottsdale, AZ, become very successful but suddenly drop out of sight and out of business. In some cases, he felt that those business owners would still be around today if they had only had a more astute understanding of business and the wedding industry. It became his mission to provide the educational resources that would prevent other wedding professionals from suffering the same fate.

And when it comes to providing exceptional educational resources, the Wedding MBA is second to none. Depending on the day of the week and the hour of the day, attendees can sit in on one of up to four breakout sessions that feature the wedding industries most noted authorities on various facets of your business from the latest wedding trends and technology to effective sales presentations and business law plus everything in between. As a first time presenter at the conference, it is somewhat intimidating to be speaking alongside heavy hitters like Laura Cave of The Knot, Tammy Elliott and Susan Southerland of The Perfect Wedding Guide, Charles Oster of MyWedding.com, Timothy Chi and Sonny Ganguly (these guys are rock stars!) of Wedding Wire, Amy Wilkens of Martha Stewart Weddings, Sasha Souza, Peter Merry, Andy Ebon, Alan Berg, John Goolsby and so many others.

If you are a DJ who specializes in

weddings or even someone who only provides DJ entertainment for a handful of weddings every year, the Wedding MBA Conference is a must-attend event. I know you hear that all the time. But, I've been in the DJ industry for over 20 years and have attended a good many of the DJ conferences that have come along. I've always learned from those experiences and with that knowledge I have grown my business. Everything I learned, however, made me a better DJ but did little to make me a smarter wedding professional.

What I didn't know about what I didn't know before attending my first Wedding MBA Conference was how little I really understood the intricacies of weddings; how to speak the language of a bride, knowing what is important to them while truly understanding and appreciating the role I play in not only helping them enjoy their once-in-a-lifetime celebration, but to not shy away from my responsibility as a wedding professional to provide expert guidance and advice. When clients contract my services for their wedding, they know they are getting far more than just a DJ. They're gaining the expertise of someone who can empathize with everything they're feeling throughout the planning process and confident that they need not worry about a thing. I credit the Wedding MBA for giving the first set of tools I needed to become a better and more successful full-time wedding professional and wedding DJ and I am certain that your DJ business can benefit as mine has.

Registering for the 2 ½ day con-

ference is as simple as going to weddingmba.com. But, as it is with every conference, registration fees climb with every day that passes and as the conference date nears.

OK, so it's a self serving plug but I'd love to see you at my presentation "Behind The Castle Walls: Creating Magic In Your Wedding Business" on Wednesday, October 2nd at 2:00 p.m. During our 45 minutes together, I'll show you the many lessons we as wedding professionals can learn from the guest service delivery system of "The Happiest Place On Earth." I'll demonstrate how easily and effectively many of those same vital service elements can be incorporated into your wedding business to make you the go-to wedding professional who is famous for delivering a unique brand of unexpected magic that far exceeds every client's expectations.

I know how difficult it is to budget time and resources to attend every conference of value. But, if any part of your revenue comes from performing at wedding receptions, you owe it to yourself, your business and your clients to find a way to attend the Wedding MBA in October. Like it was for me, you'll be amazed at how much you don't know about what you don't know about weddings.

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

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What You Listen To Can Determine Your Mood And Your Fate

By Jeffrey Gitomer

Everyone has their own time machine.

The only question is: how are you using it?

The time machine I'm referring to is music. The music you grew up with and the music you listen to every day. I refer to it as the "music transportation department" because the right song can transport you back to an exact place and time in an instant – and create a great feeling.

Hopefully a positive place.

Hopefully a peaceful place.

Hopefully an inspirational place.

And surprisingly a sales place.

In 1983, I went to an "oldies" concert in Philadelphia. A bunch of doo-wop groups reassembled to sing 25-year-old songs. The music I grew up with. The opening group was The Dubs who started the show singing "Could This Be Magic." Please watch it here <http://www.youtube.com/watch?v=qNFvZLnUr-M>.

As I listened and sang along, I started to cry. It was the beginning of my true understanding of music. I've been a devout listener of doo-wop since 1955 and considered myself somewhat of an expert. But the memories it brought back were amazing. Overwhelming.

The Dubs provided my first recognized musical time machine, and I have been in the time machine warp ever since.

Fast forward to 2008. I started my subscription to a club here in Charlotte, North Carolina, called Music with Friends. They put on four concerts a year in a small venue (750 people) with great acoustics (actually an old converted church). I've got perfect seats (although there is not a bad seat in the house). And every event is

TOTAL time machine music. Gladys Knight, Tony Bennett, Smokey Robinson, Hall & Oats, and Diana Ross to name a few.

Yes, I go to large arena music time machine events too. Carole King, Springsteen, and the incomparable Leonard Cohen.

And as a true music lover, I also see who and what is new. Justin Timberlake, Lady Gaga, Coldplay, Rhianna.

There's magic in live music.

IMPORTANT MUSIC LESSON: Repetition is the mother of mastery. If you hear a song once, and you like it, you tap your foot to the music. After

songwriters I listened to most was Leonard Cohen. Compelling, clear, haunting music. In 1993, I was finishing the writing and editing of my Sales Bible in Hilton Head. Along with my editor, Rod Smith, and my cat Lito, I (we) listened to Leonard Cohen every day as the book was completed. Twenty years later I had a chance to see him live in Las Vegas. Sitting in the second row, the floodgates of memories and life opened. An amazing performance.

Last month we (my partner Jessica and I) flew to New Orleans to watch Leonard Cohen for the second time in two years. I could sing every song. It

you can't sing)?

What makes you stop and contemplate life?

SALES MUSIC: Music can also affect and impact your sales. Upbeat music makes the brain think and act upbeat. I prefer to call it "sales music" because it gets you in a positive mood and can provide that extra passionate push.

Don't you wish your prospect was thinking, "Bob is going to be here soon, I better play some rock music so I'm in a great mood when he arrives." **IDEA:** Why not send a few songs to your prospect and ask him or her to listen to them just prior to your arrival. Okay, that probably won't happen, but you get the idea.

MUSIC ACTION PLAN:

1. Document your music memory makers and get that music onto your music player or phone.

2. Identify the music that makes you wanna dance and puts you in a great mood. Download it all and put it in a separate "sales music" file on your iPod.

2.5 Listen with the intent to be in a great frame of mind. A sales frame of mind.

I don't know about you, but sales has always been music to my ears.

TELL ME: Got a favorite tune to set your sales mind on fire? Post it on my facebook page at www.facebook.com/jeffreygitomer.

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.



you hear that song five times, you can sing along. After you hear that song ten times, you can sing it on your own.

And if you hear that same song 20 years later, it instantly transports you back to the exact time and place you first heard it.

If I play the right song for you, I can take you back to your first date, first kiss, summer romance, travel, school, riding in a car, first wedding dance, even your first divorce.

In the late '60s, one of the singer-

wasn't just a concert. It was an emotional remembrance. The '60s, The Sales Bible, the first concert, and this one. Very emotional. Very inspirational. Very impactful. Very life enhancing.

What's your music?

What were you dancing to?

What are you dancing to?

What's making your memories?

What's keeping your memories alive?

What makes you cry with joy?

What makes you sing along (even if

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Advice From The Guy In The Hat

By Jason Jones



I just recently responded to the question, "I'm a DJ, I love music, so how can I expand my business?" This was submitted to the EV DJ website (Electro-Voice's new online resource for DJs). It got me thinking about all the times I've been asked "This looks fun, how do I get into the DJ or wedding DJ business?"

And all the times I've stammered around the question as if it were the "What is the meaning of life?" question (which no one ever seems to ask me).

Since I'm not on the spot having to come up with a good answer like I'm on Jeopardy I wanted to share an answer to this question that has had some reflection. If you're a veteran of this business I invite you to reflect with me because the answers we give young people about our business will guide it's future. And if you're new to the business, well, here's my thoughts.

Since all of us DJs are not the same and there are skill and career tracks in our industry, I begin with a question: What do you like about DJing? What part of what you have seen gets you excited? For some it may be creating mixes and mash-ups as well as beat

mixing in schools and or night club settings. For others it may be keeping the party going by being the perfect party host that puts everyone at ease, keeps everyone involved and keeps the energy going with both music selection and MC work. Someone wise once told me to "go where my feet take me." And that speaks to letting yourself go where your passions lead you without thinking about it too much.

Once you have figured that out, subscribe to the industry periodicals like The Disc Jockey News, Mobile Beat Magazine and DJ Times, do a Google and Youtube search for training courses and products that can accelerate your development. Next start honing your marketing, sales and negotiating skills. This way you don't end being famous but not so rich. Others will take it if you don't learn how to ask for it. And take my Entertainment Experience Workshop.

I can't believe I did a shameless plug right at the end of something so important either.

Once you do know what you want to tell future DJs, go to their schools and tell them. Make it into a speech, maybe with a demonstration.

Now go and listen to my Podcast with Bill Hermann for a laugh - The Bill and Jason Show. <http://www.thebillandjasonshow.com>

Jason Jones is a producer, speaker, author and DJ who lives in Saint Paul, MN with his wife Kelly, son Max and a couple of cats and dogs. He also does a weekly podcast at: <http://billandjasonshow.com>

You can reach jason at: jasonjones@discjockeynews.com

Brian S Redd continued from page 1

If you are hungry for knowledge, DJ Expo boasts over two dozen seminars and workshops each year. These range anywhere from lighting, audio, video, performance, and the business ins and outs of the DJ industry. Now, we all know what kind of students we are/were and know how much information we can actually absorb. It's not enough to just show up, you must be focused, open and ready to learn. So, if you were not the type of person that did well with heavy class loads, choose the seminars you attend wisely, pace yourself, and take lots of notes.

Networking

For me, this is the most rewarding and educational part of any DJ convention. Networking happens everywhere from the expo floor to seminars to the parties to the boardwalk to the restaurants to the casino bars. Most DJs are not shy and have no problems striking up conversations with complete strangers. With several thousand DJs in attendance, this is a golden opportunity to meet DJs from virtually everywhere. One thing I have found interesting is DJs in my home market may not be willing to share trade secrets as openly as a DJ from several hundred, or thousand miles away. Some of the best nuggets of knowledge I've gotten as a DJ is a direct result of networking at this show.

Parties

I don't like to use the word "epic", but these parties are just that! You have ADJ's Pizzafest that while only in it's 2nd year has become one you don't want to miss. Over 1,000 in attendance, free pizza (and it's really good pizza), salad, soft drinks (there is a cash bar as well) & DC's own DJ Kool on the 1's & 2's. There's always a party happening at Ego Lounge as well, located right

in the middle of the Trump Taj Mahal. This is where those who have come to party hang out after hours. The craziest part of DJ Expo Parties is sometimes, you either don't know about them until the last minute or you don't know who's going to be performing until they walk on stage. We're talking both big name artists and the biggest artist of tomorrow. Just to give you an idea of how big we're talking, I saw Lady Gaga at Expo a month before "Just Dance" was released. We weren't sure what we were seeing that night, but we knew it was something special.

Food

ADJ's Pizzafest is a free meal (while supplies last), but otherwise, you are on your own. There are several places to eat at the Taj Mahal ranging from sit down Italian & Chinese to cafes & food courts. Here's a tip: Forget about Philly Cheese Steaks. Out on the boardwalk right next to Steel Pier, there are a few dining trailers, one of which makes the best cheese steak sandwich I've ever had. She's open late, too!

Enjoy

Shop, learn, network, party, eat & have FUN! This is technically a work trip for us, but we have the advantage of being in this great industry of ours where even a work trip is better than most people's vacations. If you happen to spot me, please come say hi. If it's late, maybe we can hit the Boardwalk & get one of those great cheese Steaks I've told you about so you can judge for yourself. See you there!

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

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The Importance Photo and Video

By Joe Bunn

Let's face it folks, your website is the most important piece of marketing that you have to get people emailing you and calling you to book shows. If you don't believe that, I'm sorry, but you're living in the dark ages. I won't get into what does and doesn't need to be on your site (maybe that's a good idea for a future article?), but I will say that in all of your marketing you MUST have great photographs, and having fantastic videos pretty much guarantees people will reach out to you.



I'll admit it, a couple of times a year I troll my competitor's websites, and maybe even some of yours! I have literally laughed until I cried at some of the stuff I see. Some people even still have those little animated gifs of like a clown running across the screen on the home page! What the heck??? As a DJ, you don't have a product to sell, you are a service-based business, therefore you have to "sell" the experience and the best way to do that is with great photos. In fact, I don't even have music on my site because I hate when I go to sites and have to search for the miniscule pause button every time.

Do this right now. Check out my website and look at the photos (www.bunndjcompany.com). Those scrolling

images in the background are the gateway to people getting pumped about my company and our services. Now, go on to your website and go through it page by page. Are there photos on the pages? Are they up to date? Are there people partying and having the time of their lives? Do the photos convey what you are "selling" which is an amazing experience? If you didn't answer YES to all of these questions, then you have issues and it's time to resolve them.

As a DJ, you have access to your area's best photographers. I don't know about you, but almost every weekend I am working with a different photographer, and in our market, most of them are outstanding. At the end of the night, exchange cards and let them know that you'll be hitting them up for photos from that event and that you'll be using them on your site, your blog, facebook, and everywhere else you can think to post them. Make sure to tell them to "watermark" them (i.e. put their name and logo on the lower right corner) so that folks know who shot them. What photographer wouldn't want the free exposure?

The other thing that makes me laugh is outdated headshots. Look, we all can't be Channing Tatum or that Ryan Gosling kid, but putting up a photo of yourself at age 25 with a full head of hair and 25 pounds lighter is just lying to the client! Having a good head shot of yourself and all of your staff members is crucial. Here are some tips:

1. Hire a photographer that specializes in head shots. Don't just take a guy out behind your office and shoot him with an iPhone. It looks terrible.
2. Dress the part! Dress as you would

if you are doing a wedding, suit and tie (or in some cases, a tux). Would you want to hire a DJ that is wearing a tank top and shorts?

3. Make the photos consistent if you have a large staff, in other words matching background, the same lighting, etc.

4. If you want to take a group shot, that is a good time to wear more casual clothing, but still keep it classy.

Another crucial piece of marketing that many people overlook is the importance of video. I have written before about how essential having a YouTube channel is and its relevance to SEO, but we try and go one step further with video by doing at least one crazy, creative piece each year. Have you checked out my mini documentary, my music video, or maybe the parody "How to Spot

a Nightmare DJ"? If not, hit this link, <http://bunndjcompany.com/videos/> and you'll get a better idea of what I mean. These are well polished pieces vs. just our quick bi-weekly video blogs. You would be shocked at how much traffic the video page gets and how many people stop me and say how much they enjoyed hearing my story, etc. Again, partner with a local videographer in your market and make magic together! Good luck and as always, email me with any questions!

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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Creating A Wedding Theme (Part 2)

By Jeremy Brech

Last month we discussed a little bit about some of the most popular themes for weddings and how to recognize them. How the colors and décor come together and how you can capitalize on it.

The key is educate yourself. It is no different than your performance training. You train to be a better DJ, Beat matching, music, and Master of Ceremonies. Educate yourself on lighting technique,



your fixtures, design and most importantly safety.

So what are some of the lights you would need in your arsenal to create different themed events? Easy!

Ellipsoidal lights such as the source 4 jr. zooms or better yet a fixture that can pack a punch while being compact and staying cool to the touch, the new Chauvet LFS-75. The other nice thing about the LED versions of ellipsoidals is the power draw is very low compared to the normal fixtures. These fixtures will allow you create patterns, monograms, textures, etc.

Up-lights preferably LED RGBAW units that are battery powered and wireless DMX. Up-lighting is what most people think are their only options when it comes to event lighting. You have probably heard it before, "Do you do up-lighting?" So yes up-lighting is an obvi-

ous choice, but it will also allow you to spot light certain things.

Wash Lighting is a must as well. Linear color strips or rails create a nice wide angle which will allow you more options for your clients and should be used in certain locations where up-lighting doesn't work the best.

Moving heads give you so much opportunity because you can now create moving textures and movements that seem very theatrical. I recommend something with two gobo wheels like the q-spot series not because it gives you more gobos to work but it gives you diversity in overlay effects that a single gobo wheel can't do for you. We use moving heads in the production of an event along with the dance portion of the event.

Pin-spots allow you enhance centerpieces and/or floral on table. These lights are very reasonable in costs and can pay for themselves in two uses.

Accessories and safety are some of the most important factors to keep in mind regarding lighting design. If you mount a light into the ceiling and it wasn't properly installed and that light falls on someone, you are out of business on the spot! Safety cables, clamps, Trusst®, filters, gels, power cords that blend in with an environment. These tools will help you become better.

DMX software! I can't imagine creating without software like Chauvet ShowXpress. This has allowed me to create some unbelievable environments and the nice thing is I can control an entire room with the click of a mouse. Most people get completely overwhelmed on where to start with DMX software and forget about it. If you truly want to un-

derstand how to use ShowXpress, please contact me at Jeremybrech@discjockeynews.com.

We skimmed the surface of the fixtures you would need to help create some of the most popular themes. Next month we will put the lighting with the theme to you can start learning simple yet effect techniques of becoming a better lighting designer. As we dig deeper into the

subject of themes and the lighting techniques we will explain how we landed an \$11,000 Haunted House Theme party for a group of doctors in a small town in South Dakota.

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

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How Best To Organize Your Marketing Notes From The DJ Expo

By Mike Kazis



Every August brings about the largest DJ Industry Event on the east coast, the DJ Times International DJ Expo. There's lots of valuable information to be learned from the workshops and seminars. In my personal experience with the Expo, the most valuable has never been about the equipment, technological advancements, or music mixing techniques. Instead, it's always been about the valuable marketing techniques shared every year.

Whenever I attend the seminars, I always walk away with pages and pages of notes. Some pages often sit in folders for months on end until I can get a chance to review them for further research. Over the years, I've developed an efficient method to weed out the best and most effective marketing information to help me improve my company's marketing methods. The method I use is one hundred percent basic as I implement all this useful information into my company's marketing plan.

Last month, I posted illustrated the basic elements of a Business Plan. Many business owners may already have a formal business plan but not everyone does. It's of no surprise either and completely understandable. Business plans are often perceived as long, complex and time consuming and it's true. They're all of the above.

Another thing I discovered was that some professionals turned business owners lack marketing knowledge. A few years back, I interviewed a few local small businesses to see if they would share with me their marketing strategies. I walked into a popular small sized Italian restaurant and asked the owner if he had a market-

ing plan. I was to my surprise that his reply was "What's that?" There's typically no way that anyone can expect a chef turned business owner to suddenly have the knowledge in so many areas of business. He may also lack the time it takes to create a formal business plan. That goes for any small business owner in any industry, which is why I'm going to share some information that will help anyone in need of a business plan.

I've always preferred to complete tasks one piece at a time so if you've never created a business plan before, then start first with just the marketing plan. Understanding your market is one of the most important factors to having a successful business so why not start there?

In marketing, remember that your main goal is to reach and capture customers. I've spoken to lots of folks with great business ideas and some have even attempted to turning their ideas into a money making venture. Some succeeded but many did not. The common factor of those that didn't succeed was that they had a great idea or service but didn't have a sufficiently large market. They failed to reach and capture customers. That's what you need to focus on.

There are many different ways to organize the many sections of a marketing plan but the order below appears to be the one with the Minimal Requirements. Start with these for now and you can always customize it as your business grows. Here's the order:

1. Target Market

If a marketing plan does anything, it will help you put your business in perspective as to who your customers are, what you're offering them, and how you're going to convey that message to them.

Selecting a target market is very important. Different people are attracted to different styles and products. Teens for example are not always inspired by same things that appeal to adults. Selecting a target market will help you focus your efforts on the group that you will appeal to the most. Figure out who that market will be by creating a demographic profile of your poten-

tial customers and determine other significant customer characteristics that will help you market your product or service.

2. Customer's Motivation to Buy

Now that you have a product, why do customers have to have your product or service?

You'll need to determine whether or not people are interested in your product or service. Conduct some simple market research. Start by simply determining whether the market demand is great enough to support your company and the products you wish to offer. Start by conducting a local survey consisting of friends, family, neighbors, or whoever else and find out what you can about their buying behaviors and whether those behaviors would be right for your company.

3. Market Size and Trends

Now that you have a target market from the first section, demonstrate how large that market is, how it's growing or shrinking and at what rate. Look for industry-based statistical information. You may even want to consider buying reports or surveys.

4. Personal Selling Efforts

In this section, illustrate sales related information such as the size of your sales force, compensation plan, and sales performance rates. Your sales strategies, tactics, methods of operation, commission rates, etc. are all documented here.

5. Advertising and Promotion

Next you want to determine what your message will be to potential customers to draw them to your product. Your methods involved with promoting your product need to be well thought out. You're not going to just build a web site as I hear so many startups say. After all, how will people find your web site amongst a sea of competitors? You'll need to select a mix of media types, estimate the total cost of the media used and how frequently it will be used. You'll also want to determine ways of obtaining free publicity by building a public relations strategy.

6. Pricing

This section has several important sections:

Cost Structure – Fixed and Variable

Costs

You'll want to illustrate a breakdown of what the costs will be per item or unit of service. There are two types of costs to consider – fixed costs and variable costs. Here are two simple examples. A fixed cost is one that doesn't change based on the number of units you sell. Rent is a fixed cost. It doesn't matter if the rent goes up. It didn't change based on the number of units you sell like a variable cost does. Paying your staff is a good example when it comes to DJing an event because you pay your staff per party.

•Desired image in the market

Do you want to be known as a cost efficient DJ, a value based DJ, or a top quality high end DJ?

Whatever you choose, you'll want to document it here. From experience, this section is very helpful when learning how to verbally promote your business to perfect strangers that know nothing about you.

•Comparison against competitor's prices

This information can sometimes be difficult to get. I know some DJs still call and pretend to be customers. An easier way might be to call one of the local chapters a nearby DJ association.

•Gross Profit Margin

After you figure out your total costs, you'll need to do figure out what you want to earn as a profit. The result will give you a rough idea of the price you'll need to charge. However, this alone will not give you your gross profit margin. It's very important to know how many parties you need to book per month to earn a monthly profit. You need to do some math to get your breakeven point - the minimum number of parties you need to book to cover all of the fixed and variable costs. There are plenty of online resources but I can cover it in a later article.

•Distribution Strategy

This section illustrates all the channels of distribution used to selling your product or service. It's much easier to understand

Mike Kazis Continued On Page 17



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The Way I See It: The Answer May Be In Our Toes

By Michael J. Lenstra

Let your fingers do the walking was an ad slogan used for years in the heyday of the Yellow Pages. Instead of going store-to-store to find what you needed, the ad encouraged you to simply pick up a phone book and call the shops



instead. And even though the Yellow Pages have ceased being the major player in the advertising world, the slogan could be

recycled for many of the social media sites that are prevalent today.

"Get 10,000 Fans" one social media ad campaign currently shouts (although 'fans' is a term that has long ago been retired in favor of 'likes'). Another ad campaign touts itself as a way "to create customized Facebook pages which attract more fans, drive more engagement and generate more sales than ever before." Another tells us how to utilize social media to build an e-mail database using special offers and incentives, which may work for you if your target market is the price shopper customer.

How effective are these social media building programs?

"I looked into this myself a couple years ago," says Jeff Padovani of Bookmorebrides.com. "A marketing guy connected to the wedding industry offered a complete social media management package. Sounds great! So I visited his own social media accounts.

"Uh oh, Houston, we have a problem!"

"What I found was pretty much zero to crap. Almost non-existent interaction and zombie followers.

"I moved on to some other companies offering social media management. More than half of them either had next to nothing happening on Facebook or Twitter or had accounts built on purchased (bogus) friends and followers."

All of these campaigns seem to be urging us to use that age-old Yellow Pages slogan, but rather than thumbing through the phone book for products and services, the keyboard connected to our computer is the place where these social media building experts suggest our fingers should be walking. It's a sure way to find customers in the twenty-first century, they promise. I do not doubt that these movements are somewhat successful, but are fans, followers, and likes really the way to build your business? What do statistics say?

In a report issued by theweddingreport.com in 2012, the majority of the 1.63 million respondents stated they used the Internet (mainly search engines) as their primary source to find products

wedding vendors were also cited by a significant block of respondents.

Our own internal data for Alexxus Entertainment reflects that. A survey of our events last year found that 44% of our business came from referrals and 33% from past events (in both surveys the numbers equal greater than 100% because couples were allowed to check more than one option). All other options were less than half of those totals.

"For me the goal is rather simple," says Randy Bartlett (The 1% Solution DVD series) in his recent promotional video for his upcoming presentation in Las Vegas. "I'm looking for raving fans instead of satisfied customers. Or referrals, instead of compliments."

Can you get those from building your social media site?

My personal experience with social media says no. Last year, for example, we posted a picture on our Facebook page depicting a set-up entitled Message in a Bottle. It was the most viewed post we ever had with nearly 5,000 views, five dozen 'likes', and double-digit shares.

"Wow, we are on to something here," my graphic designer and I assumed, so we created our own display and proudly exhibited them at a spring bridal show. The results were less than expected. Even though we offered the bottles to the first ten couples that booked us, those that did choose us to be a part of their wedding day did not

cite the bottles as a significant reason.

Is there a more effective way to get the word out?

"Word of Mouth marketing works. Social capital is vital," says Ivan R. Mosner, founder of the Business Networking International. "And networking

is the mechanism to develop both."

So instead of relying on the technology of today to do our work for us, we may serve ourselves better by getting our feet on the ground and our fannies out of the office chair. When was the last time you took a client to lunch, or popped in unexpectedly and delivered a box of chocolates to a banquet hall or a wedding planner, pushed yourself away from your desk and joined a local business organization event, got involved with a church or nonprofit group?

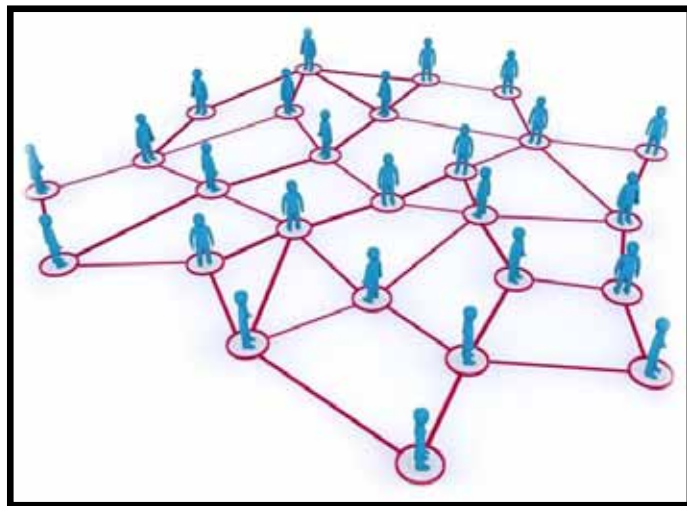
"You've heard it before. To grow your business, it isn't necessarily what you know, but who you know that can make all the difference," read the opening lines on the Referral Institutes home page. "You can have the best product or service out there, but if no one knows about it, you can't expect your business to grow on its own.

"That's why it is so important for any business to develop and maintain a strong network of professionals who can help spread the word about its products or services, and refer new customers to the business."

Still, Padovani reminds us "Social media should be an integral part of your overall marketing plan. If you don't get going on this, your competition will leave you in the dust." I agree, but the way I see it, if you're going to rely predominantly on this as your major marketing source or to build your own raving fans and referral network, then you may be spending a few Saturday nights at home counting likes and adding up post totals while your competition is across town rocking the house. The answer may be in our toes, more so than our fingers.

Or better put—to refer to another classic ad slogan—"Make money the old fashioned way—Earn it."

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



and services, but only 25% specifically cited social networking sites (Twitter, Facebook, Blogs) as a chief source of information, compared to 61%—more than double—who said recommendations from family and friends is what determined their choices. Recommendations from business venues or other

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**We Help DJs Build & Grow
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The Referral Coach

By Matt Anderson

12 Steps to Developing Great Referral Sources

If there is one subject that people in business are assumed to know how to do, it is how to develop relationships with other professionals such that they become great referral sources. These assumptions are made by the few people who have figured it out and who have not had to show many others how to succeed at it long term!

Clearly if this really were so straightforward, far more people would get more business from other professionals. Sure, most people are okay setting up and having an initial meeting with a potential centre of influence but don't know where to take it from there.

I don't think I've ever seen a simple step-by-step guide on how to do it so here it is:

1. Make Small Talk

While small talk is not for everyone, it IS for YOU if you want to put the other person at his ease! A couple of minutes enquiring about his weekend, hometown, the weather, sports, the traffic or how you were referred to one another is the safest place to kick off.

Failure to build some rapport can sometimes assure that no business will be done because the other person will feel like he can't refer someone he hasn't had a chance to get to know (or like).

2. Make a personal connection: Find common ground

It sounds like a bit of a sales technique to suggest you find common ground but research done by Robert Cialdini since the 1980's shows that it makes quite a big difference to your chances of doing business together.

Start with who or what connected you in the first place (membership in the same organisation?), then see if you have lived in the same area, like the same sport, have similar hobbies, have children who are a similar age, or read the same books. It's worth a try even if it sounds a bit shallow or seemingly irrelevant to your core products or service. It can create bonds.

3. Be interested

Even if you're meeting with an 'A' type personality, try to steer the conversation to her business and her interests. You'll find that meetings almost always have a more favourable outcome. Ask open-ended questions. Ask her opinions.

Being an interested person is one of the few character traits that top sales professionals have in common.

Weave between business and personal topics. For every two mini-topics about business, mix it up with a question about her family, interests or favourite (fill in the blank: holiday destination, health spa, dog walking spot etc).

Also, listen more than you talk. Listening builds trust and shows you care enough to learn. You're not there to pitch anything. Not yet anyway!

4. Find out: Do they know the right people?

Everyone talks a good game over business coffees, lunches and drinks after hours. Unfortunately, most people are ei-

ther too busy to be really interested, do not walk their talk afterwards, or don't know how to build business relationships!

It is crucial that you know as early as possible whether the person you're meeting with can open bigger and better doors for you. While this may sound cold and calculating, I am not talking about amassing a long list of nice people to have chats with. Most of the people you meet with will be nice but I'm guessing your time is very limited.

Ask them where they get their clients and get a sense of where they meet people. One banker I know asks people about their favourite TV shows. If the list is long, he can tell this person is very busy on the couch not with business development!

5. How driven are they?

The hungriest professionals are the best ones for referral sources. Try to find out how responsible he is for bringing in business. Ask about his goals. If rainmaking is a peripheral role for him, it is not a good sign - unless all he needs is someone in your profession to refer clients to.

6. Be a resource: GIVE: Seek ways to add value to them.

You have to earn the right to ask for what you want. The question to ask yourself is: how can I most add value to this person? What value can I bring to the table to put more water in the well in this relationship?

Certainly, being referred in by an enthusiastic fan will give you a great head start. Either way, focus on giving first. Even though 25% of the people you meet will be seeking extrinsic rewards from your relationship, and most will want some kind of tangible value, I would not recommend being overt about wanting a quid quo pro (tit for tat) relationship. It is a limiting mindset (see point 7!).

7. Know their reciprocity style: Are

they a Giver, Matcher or Taker?

After reading Adam Grant's groundbreaking work in his 2013 book, Give and Take, it's advisable to know what type of person you're dealing with. Takers are ego-centric (if affable) people who want to get what they want from you and leave you behind. Most people are matchers who seek tit-for-tat relationships where you mutually help each other. They will only meet you if they think you can help them and vice versa.

The most successful and effective people in all fields are givers who genuinely like to help people. They are not calculated in whom they help nor do they expect a return. But interestingly they end up receiving far more than matchers.

It may not be easy to learn this quickly about everyone (except those already referring you the most because they are likely to be givers). Use strategy 10 (below), draw sensible boundaries with your giving so you take care of your own needs, and focus on helping others as much as you can. Also make sure you project outwardly that you expect to succeed.

8. Identify reasons to meet again (right from the start of the first meeting)

If you know why you're meeting someone, and spend the meeting seeking ways to help this person in the near future, you will find it much easier to have valid reasons to meet up again. At a minimum, you are hoping that you can be a good resource to this person in the future.

Presumably you are both seeking more business and seeking others to build relationships with people that you like.

"What can I do for you? How can I help you? What type of business are you looking for?" are all questions that are going to help you move the conversation forward.

9. Follow up promptly (ideally with

Matt Anderson Continued On Page 17



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Connections: While On Vacation

By Steve Moody



The Moody summer vacation has come and gone, with a great time being had by all. Here's the kicker... due to a bit of advanced preparation, I spent almost absolutely NO time working on my business while we were away. Yeeeeee Haaaaaaa! It may not sound like a grand feat to you ... but as the owner of a smaller multi-op company with no other full time employees except my wife....this was a grand slam home run for us. Therefore, this month I would like to share a few of the things that I put into place in order to make everything run so smoothly.

In all honesty, stepping away from the business for a few days is extremely challenging to me on many levels. Believe it or not...my greatest hurdle seems to be the psychological impact of the whole thing ... as I am an admitted control freak! Lol Sadly, until very recently, I have felt the need to handle every aspect of my business (to a fault).

After repeated recommendations from respected colleagues in our industry and attending quite a few seminars on business management, I finally decided to make a few changes within my company. I am very excited that we passed the first test and shocked at

how well everything played out. Both current clients and prospective clients alike have been totally understanding about our vacation and have not "held it against me" (the way that I had always feared).

Rather than check emails and calls periodically throughout the day, the new system allowed me to wait until later in the evening when the kids have gone to bed. That way our family vacation kept the focus on the family.

Every company is run differently... and in our case the vast majority of communication is done via email. Therefore I put a ton of thought into how to approach this whole "vacation thing" by the same method that our clients usually communicate with us. Changing the 800 number to forward to my cell phone and altering it's message only took a minuscule amount of time....it's the system of emails that we put into action that I am most happy with.

When I started to get into the vacation mindset a few weeks ago, I created a few email templates (that I intend to use again the next time we take our family vacation, in addition to our dj conventions). It only took a few minutes to write them and they can be easily adjusted for future use. Templates are great! No one likes to retype the same thing over and over... so my thought was to write a well thought out email... one time... and then never have to do it again.

The first email template that I created was intended for our current "immediate" clients. These are the folks that have events coming up within the

next month. This email was created with the intent to touch base with them a few days before we left for vacation. It basically tells them that we will be away the following week and that we just wanted to let them know in case they had any questions before we left. The email also tells them that if they have an absolute emergency that can not wait until our return to please contact my personal email address (which I will check every evening before going to bed). Without going overboard, I tried to stress that we are excited about the trip with our small children as my business does not allow us much free family time.

In being as honest as possible, I would say that almost each and every client sent an extremely positive reply mail. They said wonderful things like they "hope that you enjoy our trip" and that if they have any questions they will be in touch after our return. Most clients even mentioned the kids in their responses... as they have seen our family picture in the wedding kit that they received when they initially contacted us. They truly seemed to be very thankful for us keeping them in the loop. This type of connection without clients goes along long way. When clients are made aware of something out of the ordinary ahead of time there is a huge difference in their attitude.

The second email template is geared toward our current clients that have events a little further out on the calendar. It's basically the same layout except for not going into detail about "how close their event is". As these events are a bit further away there I

didn't feel that we needed to go into so much detail. This email was also sent out the week before we left.

Unlike those templates that went out in advance of our vacation, I created a third template which was intended for any prospective clients that might have contacted us during our vacation. These folks have always been my biggest fear....you know....first impressions being so important. Therefore, we have tried to make this first impression still as impressive as if we were handling it all from home.

Dealing with the prospective clients was a bit more involved but still nothing "overwhelming" to prepare. The first part involved just adding a few extra details to our standard "introductory" email. The email begins by letting them know that I am sorry about our delayed response to their email from earlier in the day... and though we are on vacation we still wanted to reach out to them. No joke ...people are blown away that the "owner" of the company still took the time to get back to them while on vacation. People's perception is their reality.

This email also lets them know the date and time that we will be returning and states that I would love to personally speak with them about their celebration as we were not available when they initially contacted us.

The other part of our "one - two" punch involves the wedding kit that we send out to all of the folks that contact us. Again, a little advance planning goes a long way. Before leaving for our vacation I pre-packed 20

Steve Moody Continued On Page 15

Extreme Productions Talks TRUSST® And Why Making Clients Happy Is The Best Part Of Being A DJ

Adam Penias, aka DJ Adam, owns and operates Extreme Productions in South Florida. To meet the needs of his clients and set himself apart from the competition, uses a collection of 85 TRUSST(r) truss totems and CHAUVET(r) DJ lighting fixtures.

A DJ for six years, Penias specializes in Bar/Bat Mitzvahs, Sweet 16s, Quinces, proms and homecomings. He also does weddings, corporate events, birthday parties and any other type of

event in need of his services.

"My truss totems take my setup to the next level. They give me the ability to hang TVs and provide my overall setup with a professional look. Without trussing, half the lights I own would be pointless because the height is needed. This setup also allows me to put a stretch screen in between two totems to create a screen for music videos, a photo montage at a wedding reception or a live feed at a corporate event. I am able to

give my setup a variety of looks just by arranging the truss totems differently.



My favorite part about being a DJ is making my clients happy - nothing beats seeing the smile on their face at the end of the event. To me, DJing is more of a hobby than a business - I believe that outlook has a lot to do with the success I have been given over the past few years. Not only do I enjoy the music portion of it, but I also love the production side as well. I love what I do!"

What do you love about DJing? Share it with Disc Jockey News on Facebook <http://www.facebook.com/discjockeynews>

The Daily Journey To Suck Less!

By Ed Spencer

Recently in a group on Facebook, Jim Cerone, someone I'm honored to call a friend and mentor recommended a book - 'Life is a Gift: The Zen of Bennett' by Tony Bennett. Knowing Jim's taste, his being the consummate gentleman and a



man of discerning tastes, I knew the book would prove to be an incredible read. So based on his recommendation alone, I went online, ordered a copy and unfortunately,

there it sat on my shelf for a few weeks because of my hectic schedule.

However, just this past weekend, I found I had more down time than expected as I took to the stage as 'The Constable' in our local community theatre's production of 'Fiddler on the Roof.' So I grabbed the book to start working my way through to pass the time pre-show. Well, just two days after starting I'm wrapping it up and about to pass it off to my wife. This delightful read is part autobiography, part inspiration, part insight, and 100% incredible.

What I'm finding in the book though is not only something I see missing from many in our industry, but a also a reminder of some key concepts that I've had drilled into my head time and time again by my instructors, coaches, mentors and friends. People like Mark and Rebecca Ferrell, Bill Hermann and Jason Jones, Jeanmarie Collins, Ann Marie Crouch, Darla Biganti Kain, Jerry Ahillen, Michael Dennis, and

many, many others who have helped to shape me into the performer I am today - and the even better performer I will be tomorrow.

From this book, I'd like to share a tidbit or two, along with my personal recommendation that you go out and not only read it but take careful notes as well. This book is incredibly insightful with a strong basis in what it takes to not only succeed, but to have a lifetime career as an entertainer.

I'd like to start with a quote from the introduction, and a large basis of the mindset for this column even existing:

"Do something to improve yourself, every single day." - Tony Bennett

Tony's vocal coach, Pietro D'Andrea (for home Tony's eldest son is named) told him, "The first day you don't do your scales, you know. The second day, the musicians know. The third day, the audience knows."

It's actually quite similar to a similar quote attributed to the virtuoso violinist Jascha Heifetz: "If I don't practice one day, I know it. Two days, the critics know it. Three days, the public knows it."

Yet despite these incredibly talented people and coaches citing this, far too often in our industry I hear the words, 'I got all the training I needed years ago', or 'My clients love me, why would I want to seek out training' or any number of other reasons for NOT training and improving oneself. Yet here is a man who has had a career of more than 50 years, is in the top of his game, and he STILL runs scales and does something to improve himself EVERY SINGLE DAY because his coach told him he needs to. Why? Why would you do something like this? Simple - to become better. To remain sharp. To advance yourself towards mastery in your

profession.

I, myself have been told by Mark Ferrell that great performers only have two states - working and training. If you're not doing one, you should be doing the other - and time and time again, from some of the top talents I've had the privilege to meet, this has proven to be true.

So if Tony runs scales every day, perhaps you should ask yourself a few questions - What have I done to improve myself today? What did I do yesterday to improve myself? What will I do tomorrow to better myself?

The next quote is...

"Even the greatest artists of all time learned their craft and mastered the basic techniques until they became experts."

Remember that 'doing something to improve yourself each day' - well here it's shown in practice and hinted at what that creates - mastery. It's only through taking the time to truly learn your craft that you

can master it. If you want to seek out mastery you have GOT to put in the time and effort to learn your craft. It's one of the reasons I train as hard as I do. It's why I push myself the way I do. And it's why my clients feel the way they do about us.

So, returning to the original quote while in pursuit of mastery.... ask yourself, 'What have I done to improve myself today?' And if the answer is 'nothing' - then there isn't any reason to hang your head in shame or to feel less of a performer - opt to make a change, start down the path to becoming a better version of yourself today and do something to move yourself forward in pursuit of mastery.

We can all learn a few things from such an incredible man as Tony Bennett, and I can only hope you find as much incredible insight in this book as I have.

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

Steve Moody Continued From Page 14

wedding kits and dropped them off to one of our staff members. Though the cover letters that I had to pre print are slightly generic without their name and address, there is a handwritten sticky note inside from me saying that I can't wait to speak with them when we return. Everyone loves a personal touch to a professional looking wedding kit.

There you have it. Every prospective client is still able to get their wedding kit in the mail, as each night after checking our leads I sent our staff member their contact info so that they can hand write the address on the package. We asked our staff member to keep their postage receipts for reimbursement and we also gave them a nice little bonus for their trips to the post office.

We were gone for 6 days. I only spent about 15 minutes each night

checking messages and for the very first time I did not come home to a huge mess! In all honesty, this was the most relaxing vacation yet. It's my hope that by this point next year we will have a paid administrative position within our company that will be on hand to totally take care of things while we are away. Trying my best to lighten up on my control freakishness. Lol

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

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- Follow Up
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- Event at 8:00pm
- Call Plumber

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Robin Thicke	Blurred Lines	1	Band Perry	Done.	1	Pink	Just Give Me A Reason
2	Daft Punk	Get Lucky	2	Zac Brown Band	Jump Right In	2	Bruno Mars	When I Was Your Man
3	Imagine Dragons	Radioactive	3	Luke Bryan	Crash My Party	3	Rihanna	Stay
4	Zedd	Clarity	4	Kip Moore	Hey Pretty Girl	4	Lumineers	Ho Hey
5	Jason Derulo	The Other Side	5	Randy Houser	Runnin' Outta Moonlight	5	Kelly Clarkson	Catch My Breath
6	Selena Gomez	Come & Get It	6	Hunter Hayes	I Want Crazy	6	Maroon 5	Daylight
7	Bruno Mars	Treasure	7	Brett Eldridge	Don't Ya	7	Phillip Phillips	Gone, Gone, Gone
8	Macklemore & Ryan Lewis	Can't Hold Us	8	Carrie Underwood	See You Again	8	Pink	Try
9	Maroon 5	Love Somebody	9	Easton Corbin	All Over The Road	9	Michael Buble	It's A Beautiful Day
10	Calvin Harris	I Need Your Love	10	Keith Urban	Little Bit Of Everything	10	Justin Timberlake	Mirrors
11	Justin Timberlake	Mirrors	11	Justin Moore	Point At You	11	Mumford & Sons	I Will Wait
12	Florida-Georgia Line	Cruise (Remix)	12	Florida-Georgia Line	Round Here	12	Maroon 5	Love Somebody
13	Macklemore & Ryan Lewis	Same Love	13	Lady Antebellum	Goodbye Town	13	Fun.	Carry On
14	Anna Kendrick	Cups	14	Tyler Farr	Redneck Crazy	14	Anna Kendrick	Cups
15	Capital Cities	Safe And Sound	15	Billy Currington	Hey Girl	15	Bruno Mars	Treasure
16	Miley Cyrus	We Can't Stop	16	Lee Brice	Parking Lot Party	16	Whitney Wolanin	Wrong Guy
17	Rihanna	Right Now	17	Kenny Chesney	When I See This Bar	17	Florida-Georgia Line	Cruise [Remix]
18	Ke\$ha	Crazy Kids	18	Gary Allan	Pieces	18	Kelly Clarkson	People Like Us
19	Austin Mahone	What About Love	19	Sheryl Crow	Easy	19	Elton John	Home Again
20	Britney Spears	Ooh La La	20	Jason Aldean	Night Train	20	Of Monsters And Men	Little Talks
21	Justin Timberlake	Take Back The Night	21	Thomas Rhett	It Goes Like This	21	Imagine Dragons	Radioactive
22	Nikki Williams	Glowing	22	Charlie Worsham	Could It Be	22	Sara Bareilles	Brave
23	Ariana Grande	The Way	23	Chris Young	Aw Naw	23	Imagine Dragons	It's Time
24	Phillip Phillips	Gone, Gone, Gone	24	Brantley Gilbert	More Than Miles	24	Robin Thicke	Blurred Lines
25	Emblem3	Chloe	25	Craig Campbell	Outta My Head	25	Rod Stewart	She Makes Me Happy
26	Jay-Z	Holy Grail	26	Kacey Musgraves	Blowin' Smoke	26	Ed Sheeran	Lego House
27	Paramore	Still Into You	27	Toby Keith	Drinks After Work	27	Selena Gomez	Come & Get It
28	Labrinth	Beneath Your Beautiful	28	Taylor Swift	Red	28	Train	Bruises
29	Lana Del Rey	Summertime Sadness	29	Little Big Town	Your Side Of The Bed	29	Daft Punk	Get Lucky
30	David Guetta	Play Hard	30	Joe Nichols	Sunny And	30	Villains	(My) Rainy Day Girl
Urban			Rock			Alternative		
1	J. Cole	Power Trip	1	Five Finger Death Punch	Lift Me Up	1	Imagine Dragons	Demons
2	Lil Wayne	Rich As F**k	2	Pop Evil	Trenches	2	Neighbourhood	Sweater Weather
3	Ciara	Body Party	3	Stone Temple Pilots	Out Of Time	3	Capital Cities	Safe And Sound
4	Rich Gang	Tapout	4	Volbeat	Hangman's Bodycount	4	New Politics	Harlem
5	DJ Khaled	No New Friends	5	Deftones	Swerve City	5	Imagine Dragons	Radioactive
6	Robin Thicke	Blurred Lines	6	Alice In Chains	Stone	6	Daft Punk	Get Lucky
7	Wale	Bad	7	Beware Of Darkness	Howl	7	Lorde	Royals
8	Kendrick Lamar	B**ch, Don't Kill My Vibe	8	Nine Inch Nails	Came Back Haunted	8	Nine Inch Nails	Came Back Haunted
9	Miguel	How Many Drinks	9	Sick Puppies	There's No Going Back	9	Fitz & The Tantrums	Out Of My League
10	Rocko	U.O.E.N.O.	10	Skillet	Sick Of It	10	Atlas Genius	If So
11	Fantasia	Without Me	11	P.O.D.	Beautiful	11	Grouplove	Ways To Go
12	Wale	LoveHate Thing	12	Avenged Sevenfold	Hail To The King	12	Thirty Seconds To Mars	Up In The Air
13	French Montana	Ain't Worried About Nothin'	13	Pearl Jam	Mind Your Manners	13	Pearl Jam	Mind Your Manners
14	Tamar Braxton	The One	14	All That Remains	Asking Too Much	14	Tame Impala	Elephant
15	2 Chainz	Feds Watching	15	Filter	What Do You Say	15	Vampire Weekend	Diane Young
16	Mario	Somebody Else	16	Three Days Grace	Misery Loves My Company	16	Linkin Park	Castle Of Glass
17	Kelly Rowland	Dirty Laundry	17	Soundgarden	Halfway There	17	Phoenix	Trying To Be Cool
18	J. Cole	Crooked Smile	18	Halestorm	Here's To Us	18	Bastille	Popeii
19	August Alsina	I Luv This Sh*t	19	Heaven's Basement	Fire, Fire	19	Of Monsters And Men	King And Lionheart
20	Justin Timberlake	Mirrors	20	Papa Roach	Leader Of The Broken Hearts	20	Mumford & Sons	Babel
21	Jay-Z	Holy Grail	21	Devour The Day	Good Man	21	Portugal. The Man	Purple Yellow Red And Blue
22	Rich Homie Quan	Type Of Way	22	Rob Zombie	We're An American Band	22	Macklemore & Ryan Lewis	Same Love
23	K. Michelle	V.S.O.P.	23	Nonpoint	That Day	23	Pepper	FKARND
24	B.o.B	Headband	24	Device	You Think You Know	24	Cold War Kids	Miracle Mile
25	Young Dro	FDB	25	Escape The Fate	You're Insane	25	MS MR	Hurricane
26	Yo Gotti	Act Right	26	Redlight King	Born To Rise	26	Sick Puppies	There's No Going Back
27	Hustle Gang	Memories Back Then	27	Asking Alexandria	The Death Of Me	27	Smallpools	Dreaming
28	Chris Brown	Fine China	28	Young Guns	Towers (On My Way)	28	Dirty Heads	Cabin By The Sea
29	Ace Hood	We Outchea	29	Trapt	Love Hate Relationship	29	Franz Ferdinand	Right Action
30	Ciara	I'm Out	30	Mindset Revolution	Burn It Down	30	Silversun Pickups	Dots And Dashes

A Different Spin by Jason Nocera

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Behind The Mic: Country Style

By Dave Winsor

For the past 14 years, I've been the morning drive co-host on a country station in Portland, Maine. For anyone in a regular business, it's an impressive feat. For someone in media, it's a millennium of service. It's almost unheard of. I'm proud of my tenure and I'm happy to share my love



of everything country with you each month, including music choices for your digital library.

It's rare you'll find a wedding, or some event, that won't accept country music. Sure, it happens and I'm cool with it, but the couple is missing out on some great music and more importantly, fun. This past weekend's wedding featured a champagne toast to a departed friend. The drinks were served in Red Solo Cups and Toby's song was the soundtrack.

Once I was asked to play "Prop Me Up Beside The Jukebox" for a deceased family member. It worked because although the moment was somber, it became a sing-along with raised glasses. So, how does country work for you? Do you know the format well?

I understand that the Country music chart can point you in the right direction, but not all songs work in every environment and they are not supposed to. "Eastbound and Down" by Jerry Reed works very well in a country/rock reception. So does "Whatcha gonna do with a cowboy" by Garth Brooks and Chris LeDoux. "Drive" by Florida/Georgia Line is pretty safe too. Should you be playing Taylor

Swift?

I'd say yes. She is documented to be known by 95% of the earth's population and out of that percentage, 91% have a favorable impression of her. She's a safe bet. By the way, don't let your personal impression of her color your music choices. What about a standard drinking song?

"Family Tradition" by Hank Williams Jr is a GREAT song. So is the live version of Garth Brooks "Friends In Low Places" with the secret 4th verse. Both work amazingly well with a country leaning audience. Aaron Tippen's "Big Boy Toys" is an anthem to dirt and fun. Eric Church "Drink In My Hand" is another great, newer anthem.

The country music chart is changing and so is the star power. Most times the chart reacts quickly to a new song by Tim McGraw, etc. They established stars will eat up chart positions because of who they are. Then you'll have a bunch of new talent trying to climb to number one against the established acts and it can become a pretty intense fight. If you get a chance, listen to Maggie Rose "I Ain't Your Momma" or Kacey Musgraves "Blowin' Smoke". They deserve an ear. Don't neglect to play this band either.....

The Zac Brown Band! "Jump Right In" is a great dinner song. Huge following and an amazing group of musicians. See them in concert if you have the time. Right in the middle of a set of original music they'll break into Nirvana or Metallica! "Chicken Fried" works nicely followed by "Sweet Home Alabama" into "All Summer Long" by Kid Rock. There really are a lot of GREAT country songs out right now that you should be playing. Oh yeah, "Whatever It Is" by ZBB is a great slow song.

How can I help you navigate the charts or playlists for your events? Get in touch with ya?

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

Mike Kazis Continued From Page 11

when dealing with physical products if for instance, you're selling your products wholesale to a retailer. For a mobile DJ business a channel of distribution may be a wedding planner or caterer that recommends your services.

• Sales techniques and incentives for intermediaries

Any type of external sales agent such as a wedding planner that actually sells your services directly is an intermediary. Keeping it organized in one designated section will mean an easier way of managing sales made by outside sources.

7. Test Market Results

In this section gather the data and outcomes of your marketing efforts. It will help you determine whether or not your

marketing efforts are paying off. Gather surveys, customer feedback, and focus group data. Analyze the data and generate results that will help you make the necessary changes to your marketing strategy.

In the sections above I did omit a lot of information because I wanted to keep this as painless as possible for busy business owners. Keep in mind that the DJ Expo will be bringing some great topics in Atlantic City this month, so my advice to you would be to take your notes, organize them into the above categories, and revise your marketing plan accordingly. Happy marketing!

Mike can be reached at mikekazis@discjockeynews.com.

Matt Anderson Continued From Page 13

added value), keep in touch, meet consistently

Depending on your livelihood, I'd suggest getting together at least four times/year. Much of this is going to depend on how much value each of you gets from meeting up. Much less than four times though and you will likely be forgotten unless you're communicating in other ways. Staying top of mind is enormously important in order to expect consistent referrals.

10. Test the waters

This step is crucial. Even during a first meeting, find a reason for each of you to follow up. This can be something non-threatening such as requesting she email you the book title, event or website she mentioned that sounded interesting to you. It could even be something relating to a hobby.

80% of the time, the other person will show her true colours after the meeting is over based on how quickly (or slowly) she responds. Often she will either communicate unwittingly "I'm interested in building

a business relationship with you" or "Treat this slow response time as a red flag!"

Ignore this step at your peril! Talk is cheap.

11. Aim to become quite good friends

The vast majority of people I've met over the years who tell me about their best referral sources almost always tell me: "You know what's funny, Matt, is that we've become quite good friends."

If your vibes about someone do not suggest this possibility, it's likely you're wasting your time.

12. Ask for what you want: WHO and HOW

NOW it's your turn to communicate to your potential referral source who you want to work with for ideal clients and how they can best refer you.

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

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The Kids Are All Right: A New Hat For The Children's Entertainer

By Rob Peters

Something happened to me at a recent kid's show that really made me think about my role as a kid's entertainer. It's worth sharing for this article because it shows that entertaining kids can also help them when they may need it most!



I recently did a show for a local radio station as part of their summer movie series in Boston. We have done these events every Saturday night during July and

August for over 3 years. Our services consisted of playing music and provide some family friendly entertainment until the sun went down and they could show "Wreck it Ralph" on a big, inflatable movie screen. I love doing these types of shows as it gives me a break from DJing weddings, PLUS, I have a big following of families who come to these events, and it's always nice to see old friends.

The venue for this event is the South Garden of the Prudential Center in Boston (not too far from where the tragic events of the Boston Marathon took place a few months ago), which is surrounded by a shopping center inside the Prudential Center. The garden is in

the middle, and families usually arrive to grab a spot on the lawn to watch the movie and enjoy our pre-movie entertainment.

On one recent Saturday night, I finished my show and introduced the movie. The company who provides the movie screen started the movie and I began to break down my system, while having a conversation with some of the radio station staff. As we were talking, I felt a tug at my arm, turned around and saw a little boy crying standing behind me. As I looked down, I asked him what was wrong, and he proceeded to inform me that he could not find his mother.

Now lost kids are generally something that are easy to resolve as a DJ.... you pick up a microphone and make an announcement. But in this case, it was a little more difficult because the movie had already started and my system was in pieces on my cart. In addition, the PA system for the movie company was on the other side of the garden, and there was no easy way to get there through the people who were sitting and enjoying the movie. This was a child who was scared and upset, and it was dark. I needed to do something.

My first thoughts were that I needed some help, and needed to calm down this child. I sent one of the radio station interns to get a security officer to help. I knelt down to his level and introduced myself to him with my first name, and asked for his first name. I began talking to him very calmly and

tried to get some more information, such as his mother's first name and his whole name, and get him to calm down a little. I began to speak to him calmly and as we were talking, I looked up and saw some of the security staff coming over. I told him that the guys in uniforms were going to help us find his mother, and that I was also going to stay until that happened. I grabbed a couple of balloons and we walked toward the security officers. It was apparent that he was a little more comfortable now and I helped security by staying and asking questions they needed answered, while attempting to make him laugh a little.

I created a couple of balloon animals and gave them to him to play with while the security officers and I talked about what to do next. They had already radioed this boy's info to their office, and we were deciding on whether to interrupt the movie, when they received a message on their radios that the mom had been located and she was on her way to get him. After making sure he was safe, I resumed loading my gear out and left, knowing that this was indeed a "first" for me.

So what is the message of this story? Well, a couple of things...

For starters, I never really looked at my persona as a kid's entertainer as something that could be beneficial in a situation like this. It got me to thinking that on some level, this child had such as good time during my performance that he felt comfortable to come to me for help. He and I experienced the ce-

lebrity factor of being a kids entertainer: From his point of view, he saw me as an authority who could help.

Secondly, the events of this story show that as a kid's entertainer, you can do more than just entertain. You can make a difference to a scared child who needs help. As much as the security staff at the venue probably has training with lost kids, using the kid friendly persona I use during a performance to get vital information to help them really made their job a little easier. And by keeping the child calm and talking to him (not at him), he was able to cooperate with what we needed to get him the assistance he needed.

Another thought I took away from this event was that in this case, I thought about what the child was going through at that moment: feelings of being scared, alone and in the dark. By understanding how he was feeling at that moment, and talking him through what we were going to do to help him, I would like to think I made a difference. The point is that your "kid friendly" persona is more than just something you use during a performance...you can REALLY make a difference to a child.

Stores like Wal-Mart have a "Code Adam" program for lost children... what is your "Code Adam" for when a child comes to you for help during a performance?

Rob can be reached at: robpeters@discjockeynews.com.

The New Face Of Buying And Selling

By Harvey Mackay

The only constant in life is change. And the sales game is certainly doing its share of changing.

One of the biggest shifts seems to be in the buyer/seller relationship. Research shows that buyers are not reaching out to contact salespeople and sales organizations until they're 60-70 per-



cent along in the decision process, according to Jill Konrath, an internationally recognized sales strategist.

"Instead of contacting a salesperson, customers today are going online first," Jill said. "I know that the minute I come up with a question or a problem, I go to Google, and I type in what I'm looking for. This puts salespeople in a real one-down position because suddenly they're no longer needed for their product or service knowledge. Instead, they find themselves constantly getting involved in price battles."

Jill Konrath is everywhere these days, and for good reason. She's on the front edge of what it takes to be successful today in the sales game. She's been featured on ABC News, Forbes, New York Times, Wall Street Journal, Selling Power magazine and many more. More than 100,000 salespeople globally read her weekly newsletter.

I asked Jill what sales managers can

do to help their team be successful in this ever-changing environment.

She said: "We need to rethink how we do things. Sales managers need to be the change agents out there. The reality is that in many cases our products or services are no longer the differentiator. The sales person is now the differentiator. The customer must like the interaction with the salesperson. They always asking: Is this individual adding value? Are they constantly bringing me ideas, insights and information that can help me run my business better?"

This change in strategy means sales people need to know a whole lot more about their customers and the people making buying decisions. What are the buyer's business objectives? What are their roles and responsibilities? What's their status quo? What might be preventing them from making a change?

"We need a more in-depth view of buyers," Jill said. "Salespeople need to be business analysts and idea providers, as opposed to product pitchers or just trying to make a sale. This is a real switch from the past and the genesis of a sales manager's job today."

Jill believes one of the most important jobs of today's sales managers is to coach their salespeople. It's not enough to pep them up and motivate them. She suggests that they go out with them on sales calls and see what kind of research they've done to prepare for each call. They may need to be doing a lot more preparation. I always say there's no such thing as a cold call at MackayMitchell Envelope Company.

"You have to be constantly working with them to improve and become

better," Jill said. "There are not enough A players to go around. You have a whole slew of B and C performers, and a sales manager's job is to get them to improve. Coach, coach and coach your sales people. It makes the biggest difference in the world."

The other thing that sales managers must do to be successful, according to Jill, is to get more and better prospects. Sales managers have to work much more closely with marketing staff than ever before, and they have to educate them.

"The last thing salespeople need are a bunch of crummy old leads from people who aren't really interested," Jill said. "Sales managers need to work with marketing to clearly define who makes a good prospect - what kinds of companies, what positions and what issues, needs and concerns they might be facing. Equally important is the need to turn the company's website into a hub of great information that will attract these people."

Jill's latest book, "SNAP Selling," focuses on prospecting and teaches salespeople how to reach out to cus-

tomers in a very different way. SNAP stands for Simple, iNvaluable, Align and Priority.

Jill explains: "In just five seconds, prospects decide if you're worth meeting. Do research first. Then, think about these things before you contact them: Is your message simple or complex? Do you sound like a salesperson or an invaluable resource? Do you align with their business objectives? And finally, are you focused on one of their priority initiatives? If you deliver a relevant message, aligned with their priorities, you have a much higher chance of connecting."

Mackay's Moral: You can't expect to meet the challenges of today with yesterday's tools and expect to be in business tomorrow.

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

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