

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

My girlfriend Kelly is an avid yoga practitioner. She recently spent an entire weekend at a yoga retreat, in fact, and while there someone said to her, “you should get certified to become an instructor.” This got her wheels turning and so when she got back she discussed it with her regular instructor

Denise. Denise was very eager about it and she encouraged Kelly to pursue “Jivamukti” which is the style of yoga that Kelly enjoys most and takes most of her classes in. That’s when Denise said something so simple yet profound it stopped me in my tracks:

“Teach what you know,” she told Kelly. “Teach what you know.”

I never thought of myself as a teacher but I’ve definitely become one. I’ve become a teacher to my new DJ recruits as

well as my veteran DJs. Education never ends here at Elite. For my staff and also for myself. I’ve also, in recent years and partly due to the platform that my monthly articles here in The Disc Jockey News provides me, become a teacher to some people within this industry who have reached out to me for advice or suggestions on their business. (And now that I have a book out, I guess I am a “published professor.”) But the bottom line is, without even thinking about it, I have followed Denise’s simple advice my whole life. I teach what I know. And perhaps even just as importantly, I don’t attempt to teach what I don’t know.

I specialize in weddings, for example. I do and thus by default, my company Elite Entertainment does as well. And so that’s what I teach. I focus in training on bridal party introductions, working within the structures of a normal reception and helping the bride and groom have the party that they have always envisioned (which doesn’t always mean the best dancing party like we would hope.) So weddings are my comfort level and therefore what I teach. I am not the greatest dancer in the world and I gave up MCing Bar Mitzvahs 10 years ago (I just don’t related to that 13 year old age group). So I don’t even attempt to teach those things.

To take Denise quote even further, I’d say you could substitute a lot of verbs in the place of “teach.” “Sell what you know.” “Specialize in what you know.” “Focus on what you know.” “Be what you know.” In the world of business, I’ve always believed it’s better to specialize in a few specific areas and become known as one of the best in those genres, rather than trying to be what they used to call a “jack of all trades.” Kelly and I always laugh when we pass a local restaurant that advertizes on their awning: “Pizza, Hamburgers, Fried Chicken, Sushi, Hot Dogs, Fried Shrimp, Pasta, Ice Cream” When I see businesses that promote themselves that way, I think to myself, “so you don’t do anything well.”

And so to make the point of this article universal, I’d say to anyone in business, whether it’s mobile DJing or plumbing or dentistry, take a step back first and examine what it is you know best. Where is your specialty? Where’s your comfort zone? And then once you’ve pinpointed that, focus on it. Teach it to your new employees. Market it to your clients. Sell it. Maximize it. Exploit it. Because that’s your “Jivamukti.”

As a postscript, Kelly has indeed signed up to become a Yoga Instructor. Or at least to learn to become one.

It’s an intensive training featuring over 200 class hours. Starting in September, she’ll be going to class for 8 hours on Saturday and 7 on Sunday, every other weekend, for 6 months. To teach Yoga Think about that commitment level and compare it to whatever training program you have in place for your new DJs. I don’t intend to debate the societal importance between Yoga Instructors and DJs, nor which career should require more intensive studies, but there are no DJ companies I am aware of (certainly including my own) that require as much commitment from their trainees. So whether you have a 10 hour, or 40 hour or however many hour training program in place, don’t have any guilt about how much time that takes away from your DJs’ schedule. If they want it bad enough, like Kelly wants to teach yoga, they’ll be excited to get started and learn.

Namaste.

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.

Why Isn’t My Phone Ringing?

By Tamara Sims

A few weeks ago we met with a Catering Manager in our area who shared some not so nice stories with us regarding DJs who recently worked at her venue. It reminded me of a terrific seminar I attended several years ago at Mobile Beat given by Randy Bartlett. The seminar focused on how your performance can actually keep your phone from ringing. So I thought it would be a perfect time to share a brief list of “what not to do” at weddings. Or, how to get yourself removed from a venue’s Preferred Vendor List.

One of the first things the catering manager shared was how surprised she was by the number of DJs who basically spend the entire cocktail hour chowing down (her words weren’t as nice) and drinking. I was shocked; there are so many things to do during the cocktail hour, and this is the perfect time to set the tone for your wedding by meeting your bridal party and parents, going over your timeline with vendors, and reviewing your script in preparation for the reception. I am unaware of any professions where it is acceptable to be drinking on the job. She was also annoyed by DJs who put a cd on and disappear during dinner. There is nothing worse than being unable to find the DJ when someone wants to make an impromptu speech or announcement. It does not look good for you when the catering manager has to stop what she is doing to locate the DJ for the bride and groom. Con-

sider yourself removed from the Preferred Vendor List when this happens.

Be careful when calling people out on the mic. I recently met with a bride and groom who were very concerned about their DJs role as master of ceremonies due to a bad experience the groom had at a wedding. He was a groomsman at a friend’s wedding and the day of the wedding the best man was too nervous to give his toast so he was “appointed” by the groom to step in. After discussing the situation with the DJ, instead of simply introducing him for the toast he made a joke about the situation on the mic embarrassing both the best man and him. Behavior like this will cost you referrals. And guess what, the groomsman who was recently engaged made sure he did not take that DJ’s card.

Charging too little. There is a beautiful venue we work at often that requires 3 separate set-ups for ceremony, cocktails and dinner. The week of one of our weddings at this venue, the wedding planner called to go through all of the details and mentioned how disappointed she was with another DJ company she worked with recently at this particular venue. The DJ only brought out 2 set-ups and proceeded to tear down the ceremony system and move it to the cocktail hour...all while guests looked on. This is not a seamless transition for you or the guests. If I had to guess as to what may have happened, the DJ didn’t charge enough for 3 set ups and tried to skimp or he never bothered to do a site visit or review a floor plan prior to the wedding. He was not looking out for best interest of his client and therefore he is losing referrals without even knowing it from the wedding planner.

Your choice of music. How many times have your guests requested songs that are simply inappropriate to be played at a wedding? Playing Cee-Lo’s “F### You,” may get you a high five from a drunk guest, but it

may also cost you referrals. Always remember who hired you. It is so important that as a professional DJ entertainer you are a positive reflection of your bride and groom and their parents. Refrain from getting caught up in the aura of being the “cool DJ.”

And finally, never, ever play the bongos on your assistant’s chest while playing a Phil Collin’s song!

Have you ever done something at a wedding that you wish you could take back?

Please feel free to share your comments

with Tamara by visiting her Blog: <http://www.something2dance2.com/blog/> or by e-mail tamara@something2dance2.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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Connections

By Steve Moody

Great news! I had my first “big boy” flight. Yes sir, for the first time in 20 years, I was able to fly without taking medication for anxiety! Yee Haa! Though the flight from Maryland to Indianapolis was less than two hours, I had tons of time to ponder my life (while clenching my fingers into the armrests). I have so many things to be thankful for.

One of my greatest blessings is having a very special grandmother, who played an instrumental part in my upbringing. “Mom-Mom” is now 83 years young and still an amazing woman. Though Randy Bartlett will be quick to tell you that she may have given me a “time out” now in again, she is the kind of person that puts everyone else’s needs first. She is the one that has always planned such amazing events for our family, while staying behind the scenes, working hard and never taking any credit. Though she is very vocal in her love for our family, she is never the one to stand out in a crowd. In fact, she is hard to find in old family pictures as she is usually the one behind the camera capturing the memories. Mom-Mom is the textbook “Relator”. In this month’s column I am going to share with you how to best sell your business to this unique personality type.

Over the past few months, we have been looking at principals from the amazing book *The Platinum Rule* by Tony Alessandra and Michael O’Connor. Learning the concepts presented in this book has been such a huge help in selling my business. According to the book, there are 4 “Key Personality Types” that we come into contact with. Several months ago we began our journey with the scoop on the “Director” (the no-nonsense Donald Trump personality type). From there, we went onto the “Socializer” (the “it’s all about me” Michael Scott personality type). This month we are going to the extreme opposite as we check out the “Relator”.

Think back to the last time you spoke with a prospect that was a total open book about their family and friends. As we listen intently, they continue to share much more information with us than we will ever need. They may be quick to tell us that they are shy about being out on the dance floor alone for events like their first dance. In fact, they may ask never to be put in the spotlight. But instead, ask to have certain members of their family acknowledged in different ways throughout the night. They love to share stories about how they met, what to expect from their

family and how they see the entire event playing out. The truth is, by the time we begin our part of the conversation, we may already know where every guest is traveling from and how important it is for all of them to have the best time possible. That’s where we make the CONNECTION..

According to *The Platinum Rule*, the “Relator” is always super excited to share details on their family and friends. They are also usually very helpful in planning behind the scenes as they feel that they are genuinely responsible for their guests having a wonderful time. Most importantly, because of all of the emotion that they have invested in their family and friends, they must be totally comfortable with us before they will sign on the dotted line. We’ve all had clients that needed extra “hand holding” from time to time. Well, this is the Relator.

Unlike the other personality types that I have shared with you, it has always been very difficult for me to put a face with this personality type. In my mind Donald Trump is the poster boy for Directors and Michael Scott represents the Socializers extremely well. That being said, there is no one person from our pop culture that stands out in the role of a Relator, as we never see them in front of the camera. Remember, Mom-Mom was always the one taking those old pictures.

It finally came to me. While riding around with my children Taylor (5) and Logan (3), I began listening to the DVD they were watching in the back seat. It hit me like a ton of bricks! Trying to sell to sell my business to a Relator would be like selling it to a cute pink fuzzy CareBear! They are the ones that are always out to help others, while never worrying about themselves! Okay, I know it sounds silly but this is an image that will always stand out for us. Yes, when someone like this calls, I immediately think of how I would sell to my Grandmother (who you don’t know) or sweet cuddly CareBear (which I am sure that you have seen in passing at some point in your life).

How do we make that connection? Super easy...just like Socializers, let them talk! They will always share everything that you need to know. Again, actively listen, take notes, then spice it up and repeat it all back to them as you sell your company.

As with each personality type, our sales approach should be totally different with the Relator. Make sure to find out as much as you can about the likes and dislikes of their family and friends (as these are who the Relator cares about the most). Show genuine interest. I know that this may take a bit longer than most consultations but this personality type generally requires much more coddling in order to get the sale. As these folks will have put so much time and energy into their event, be sure to promise to keep them totally informed of everything. They love to know what is going to take place before it happens and

generally don’t care for surprises. Though I pride myself on providing personal service to all of our clients, these kind of people require me to take things to a whole new level. It is not always easy to earn their trust.

In everything that I say and do, I take the time to explain how it will benefit their guests. CareBears never worry about themselves. For example, when explaining the benefit of our “on-line” music database (which many of us have now), I don’t just tell a Relator that I have one. I take the time to explain to them how beneficial it will be to their guests and to the overall success of the event. I tell them that they can make notes on specific songs explaining why they are so special to them. Maybe a specific song is a dedication to a family member, maybe it will bring up fond memories of a family friend, etc... I never assume that they know of these types of benefits ahead of time.

Remember, in most cases our prospective clients have never hired a dj before. They honestly don’t know what should be important in their decision making process. If your company is anything like mine, the first question people normally ask is “how much”, as they have no idea of what else to say. I take the time to explain every benefit of using our service but tweak my pitch to hit the hot buttons of a Relator.

In my personal sales presentation for Relators I started hitting several key phrases and ideas as well. Keeping in mind that they are probably our most emotional clients, I am sure to speak about the “amazing moments”, “incredible memories” and on and on. To other personality types these emotional details are so unimportant but to a Relator they are the easiest way to make the connection. I always remind them that we have a “personal vested interest” in the success of their event. I go on to tell them that we don’t feel as if we accomplish our goal... unless their guests feel as if they had the best experience possible. Though this is true for every event, the Relator is the one personality type that really needs to hear the words come out of our mouth.

While Relators require a bit more of our time, they can be a great ally in the future by sending referrals. Just as they spoke with us about their family early on, they are sure to tell others about the wonderful experience that they had with our company. When it comes from the mouth of a Relator, a friend or family member will be sold on our business before they even pick up the phone. A CareBear’s opinion is golden to it’s friends!

Again, after reading *The Platinum Rule* and learning about all of these key personality types, I took the time to write down some notes like this for the (CareBear like

Steve Moody continued on page 4

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www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

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Editor/Educational Production Manager:

John Young

john@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

320-285-2323 office

320-285-5264 fax

sales@discjockeynews.com

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Hints & Tips for the Wedding Guests.

Here are more great hints & tips that I have gathered over my 30 years to share with you. I had these notes on my web site as a way to get the information out to wedding guests about their importance on a wedding day and the behavior expected of them from their hosts.

1) Dress appropriately. If it is a formal affair, dress in elegant, classy formal attire and not a mini skirt, blue jeans or your favorite rock band t-shirt. If it is a casual event, be respectful of the bridal couple and dress in appropriate attire. It is almost never appropriate to dress in blue jeans, t-shirts with advertising or messages on, tennis shoes, sandals, loud obnoxious patterns or any clothing with holes in them that weren't designed to put a body part through. It is also inappropriate to wear a white or ivory dress to a wedding. This is the brides day to wear these colors and should not be upstaged by another wearing the same colors as she. If you are uncertain of what to wear please talk to the bride to get her colors and a feeling of what will and will not work. You also really don't want to blend in with the bridesmaids. Don't dress too sexy,

this is an elegant wedding and not the night club! Men should dress like you were going to an important job interview and then keep yourself tucked in and the tie tied around your neck. Wearing it like a head band is never a good idea.

2) BE ON TIME! There is nothing worse than guests showing up to the ceremony or the reception late. This is their special day and they are typically running on a very tight time schedule. You are special enough to the couple to be invited to share in their day so be respectful and be on time. Showing up late is just rude and inconsiderate to the bride and groom so plan ahead to arrive early. It is better to be one hour early than one minute late!

3) Act appropriately: The dance is just that; a dance. Don't act like you're on "Dancing with the Stars." It is alright to have fun but do not over take the dance floor to cause people to leave or just stop to watch you shake your booty. This hint also leads to the style of your dancing. Please be respectful of all the guests and refrain from sexually suggestive or inappropriate dancing that may cause guest to be embarrassed or uncomfortable. Be cautious around children. Children copy what they see and may do these inappropriate moves later such as in school. This is a memorable, beautiful once in a life time day, not "Weddings Gone Wild."

4) Don't try to run the show: This is the bride and grooms big day and they have planned out many special moments and events. They have also planned a specific play list with the DJ which may include "Not Playing" a favorite song of yours. It is alright to request a song or two to the DJ but do not get upset if they make you wait to play it or do not play it at all. The DJ is working with an agenda, playlist and an ability to read the crowd to mix the right songs at the right times to create a flow to

the dance. The song you selected may not fit in with the schedule of music at that moment or may be a song that they feel from experience, might not work to keep the dance floor full and having fun. Continuing to ask for the same song over and over will not get it played sooner; it may even cause the DJ to NOT play the song due to the aggravation of dealing with you. Be kind to the DJ and I'm sure they will play it when/if it fits into the programming.

5) Don't get drunk! Some people can't handle alcohol well and become angry, beligerent or ill. This is not a pleasant site to see and will upset the bride and groom. Know your limits and stick to them. It is alright to have a drink or two but you never want to begin slurring your speech or stumbling around. Be especially careful if you are taking any kind of medication. The mixing of drugs and alcohol can have terrible side effects. If you do decide to drink have a designated sober driver or if you have the option, stay overnight at the location of the event.

6) Do not try to get the bride and groom drunk! This can completely ruin the event for everyone and can cause problems later with your friendship. They are under a lot of stress and pressure from the day's events and you may not know what they have in their stomach or what they have previously drank. No one wants to see a drunken bridal couple on their special day. More friendships end at weddings due to alcohol consumption so don't let it ruin yours.

7) Be pleasant to all the wedding vendors. It is easier to get a vendor to work with you and do it your way if you treat them with respect and kindness. You don't want to cause any more troubles for the bride and groom. Humans have a tendency to react the opposite way then you want when confronted with anger or severe tension. Listen to their reasons for doing what they are doing. It could be that with their great experience that they have knowledge about the situation that you are unaware of. Begging the DJ to play a song, talking bad

to or threatening the DJ will not get your song played any faster.

8) Control your children. Uncontrolled children can put a real damper on a special event. Crying children cause problems during the ceremony and with speeches and other times where the room needs to be quiet. Do not allow your children to run around the room or be unsupervised at any moment of the evening. Stay with your child even on the dance floor to see to their safety from other possibly intoxicated guests, the Disc Jockey's equipment or other dangerous situations. To have a really great time, hire a baby sitter and go out and enjoy the night!

9) Gifts: Some bridal couples register at stores or on internet sites to help you select a gift for them. The trend now is to mail or have the gift delivered to the bride and groom prior to the wedding day. Due to lost items, theft of gifts or scheduling & handling it is easier not to bring a gift to the ceremony & reception. If possible place the card inside the gift box and not taped to the outside. Cards have a tendency to get separated from the gift or lost all together. Allow several months to pass before expecting a thank you card from the guests of honor. Some Brides & Grooms are quick to send out a thank you but some have very busy lives and may take some time.

10) Have Fun and participate. During the course of the reception the DJ may call out for participation in dances like the "Hokey Pokey" or special events like the garter and bouquet toss. You may think that these are silly or cheesy but the DJ is only doing this because the bride and groom thought it would be a fun thing to do. It makes them look bad and feel awful if the DJ has to beg the group to come out and join in. It also puts a slowdown in a precise time line the DJ is attempting to follow. Don't be afraid to look silly and join in the fun right away. You may walk away with some lovely flowers or a ladies garter.

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



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The Dysfunctional DJ

By Dean C. Carlson

I don't know how many avid readers we have out there but I am a book whore. Recently I finished re-reading the Stephen Covey book "*The 7 Habits Of Highly Effective People*". I thought it might be fun to cover the opposite of Mr Covey's book;



"The 7 Habits Of The Dysfunctional DJ"

You might be laughing right now, but just see how many of these habits you can recognize. Knowing a lot of DJs, I would expect more than a few to say "I don't do that, but he or she does!" Just remember every time you point your finger at someone else you have 3 pointing right back at you.

Habit 1 "If It Ain't Broke..." This habit is the mother of all other dysfunctional habits. Sadly DJs that exhibit this habit are either afraid of the truth or they just don't care, which is really devastating. They probably live on the applause that they receive at the end of their shows by the few drunken guests that remain at their events. For them where they are at is good enough.

I have said this time and time again; the only way to make real change is to understand where you are at presently. A fully comprehensive inventory of all the things that make you tick as both a performer and a business person. A great inventory not only includes the not so good or bad, but also includes the good. It is only then that you can make a comprehensive plan for change.

Habit 2 "Be Reactive" The dysfunctional DJ that exhibits this habit thinks he or she can handle any situation that arise usually because they have seen it all already. Murphy's Law doesn't apply to them. If it happens and it probably won't they will handle it then. The reactive DJ never talks to other vendors or visits venues before an event and are usually surprised when others won't work with them on their terms.

There are literally tons of things a good DJ can do to be proactive and head off surprises that can through a monkey wrench into normally good game plan. One idea is to create a show checklist that takes you a to z on any given event. Mine starts 60 days out.

Habit 3 "I am number 1" A DJ with this habit really thinks they are the best at what they do. Not only that they view their job as the most important at any given function or event, because without them the event wouldn't even be an event. Their set up pre-empts any and all others, because their star needs to shine brightest. After all everyone always tells them they are the best DJ they have ever seen, it must be true.

When we think we have already arrived we haven't. I used to think this rather myopic view of the DJ world, but once I shed that view I really saw major improvements in what I do. Humility is the greats of all virtues.

Habit 4 "Shhhhhh, It's a Secret" This habit manifest itself in DJ who think that their "certain" performance or business piece is why everyone hires them and if they share that with other DJs they will steal it. These DJs don't join nation or local DJ originations and if they do they

never share. A lot of times they take ideas from other DJs and somehow think they created it themselves.

We need to stop living in the scarcity mind set, which means that we think there isn't enough quality jobs or clients to go around. Sharing ideas doesn't make you lose your edge, it strengthens it. It makes you reach beyond what you normally do, it forces you to be creative and expands your thinking. The truth is that most DJs may take a concept of what you give them, but they almost without fail make it their own in some way, thus its almost never an exact copy, and they can't copy your personality which is the difference maker anyways.

Habit 5 "I'm Naturally Talented" This is what I call the delusional habit. DJs suffering with this habit truly think they have arrived. This is not exactly the same as "I'm #1" habit which is more about putting yourself above others. This one deals with performances, and thinking that no one can help you get better, because you are naturally good already. A lot of times people with this habit actually think they can teach others without actually knowing what it takes to teach.

Natural talent is a great asset, and it can also hold you back. I have learned that there are a lot of people in our industry a heck of a lot better at what we do than I am. Admitting that and believing that may be the greatest tool that helps you unlock your greatest potential. It allows you to become open to instruction, and more importantly practice. With those you can reach even greater heights.

Habit 6 "Near Sighted" The habit of near sightedness is shown by DJs who don't look ahead. They typically think this is a fun part time job and there is no way I will be doing this into my 50s or 60s. Their probably don't have a business plan, but if they did it wouldn't include things like replacement schedules. For them it is all about today.

I suffered from this habit for almost 14 years. I didn't know there was a DJ com-

munity out there; I didn't know there was training. At 37 when I had to quit playing at clubs because it was going to end up killing me, I honestly thought my DJing had come to an end. The I attended my first DJ convention and met a DJ who was 70+ years old and a couple others who were in their 60s and realized I can do this for a living, because there is no expiration date on DJing.

Habit 7 "Less Means More" The final habit is all about the money. These DJs build a business model around undercutting everyone else's prices. They think they can fill all those empty dates on their calendar for sure if only their prices are lower than everyone else's. These DJs are the uneducated and they have probably never taken a business management class or sales and marketing class. In fact their chief marketing might be the big gaudy sign on their DJ booth at shows.

Sadly there are FAR too many DJs who suffer all or part of the last habit. Typically, these DJs will become another statistic when their business fails. Just because the first question we always hear when the phone does ring is "how much do you charge?" does it mean that price is why they are shopping. Some people do shop price, but the truth is most are shopping value, which is way different than price.

There is so much more I could say about each of these habits. You may suffer from one or many of them, but you don't have to keep any of the habits. Once you recognize it as a negative you can choose to make a shift in how you think or do things with your business or performances. Knowing is the key, then action. The reason I recognize any of these habits is because I suffered most if not all of them at one point. But that is not who I am today. Shedding any or all of these habits is vital for your business, and they will make you a better person. Good Luck and Great Shows.

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

Product Review:

RocknRoller® Multi-Cart R10RT

There are few items in the DJ industry that would be considered a revolution in the DJ gear world. One item at the top of that list would be the RocknRoller® Multi-Carts.

We have had RocknRoller® Multi-Carts for a number of years. Back about 10 years ago, we made the switch from the hardware store two wheel carts to the RocknRoller® Multi-Cart 8 - i - n - 1 equipment cart. What an AMAZING tool this new equipment cart was! We were able to save a ton of time just in the load in and load out each week.

So, being a fan of the RocknRoller® Multi-Carts for a number of years, I was excited to hear that they have recently made a few changes and asked me to check out their latest cart!

I like to haul a lot of gear, and I like to haul it into the venue in as few trips as possible. My preferred RocknRoller® Multi-Cart has been an older R10 model which has held up well over the years. My older cart has pneumatic tires on the rear making for a smooth ride, but I have had them go flat once. The older carts also had compression ring caps on the rear axel which held the tires on, but could pop off if bumped. I remedied these problems

while using the cart, but it was a hassle at the time when the wheel popped off or the tire went flat. Overall, I loved the cart and how much time/effort it saved every week!

So, with those thoughts in mind, I assembled the new R10RT.

The RT stands for the R-Trac wheels. These are a solid wheel that offer a pneu-

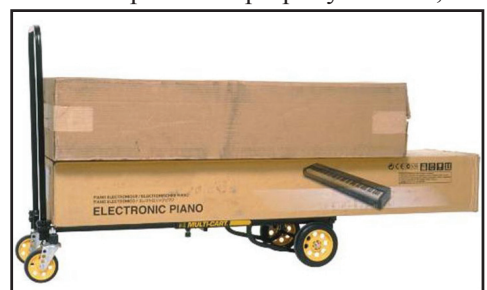
matic tire smooth ride, at a lighter weight, and won't go flat! I was VERY impressed with these new tires! They are about the same width at the pneu-

matic tires which makes them better for 'floating' over a yard when setting up in the back yard, with much less weight!

The frame of the cart is basically the same as it has been over the years. You get a very durable cart that is very flexible in it's uses. I have used mine in all 8 of the pictured positions over the years. My favorite capability of the RocknRoller® Multi-Cart is the ability to use it as a Hi-Stacker, at about 2/3 of the total extended length. I can't tell you the number of times we have run into an elevator which wouldn't allow the cart to be fully extended, yet I could adjust the RocknRoller® Multi-Cart to a bit shorter cart and still cart my gear instead of carrying pieces one

at a time.

Another change I was very excited to see on the new cart was the elimination of the compression ring caps that were used to hold on the rear tire and the current use of a cotter pin. Once properly inserted, the



cotter pin holds the rear tires on VERY well, even if bumped many times!

The next test for any cart is capacity. What can it haul? Can it handle a large load?

Knowing what my older version could do, I loaded up the R10RT with the same amount of gear. By my estimation, I would say I commonly put about 400 pounds on the cart for my first trip in when loading in. I know I have exceeded the recommended weight limit of 500 pounds on many occasions, but most of the time, the 400 pounds is a medium sized sound system with amps, speakers, and the DJ coffin.

The new wheels were incredibly smooth with my full load of gear. On a previous hard tire RocknRoller® Multi-Cart I also use, you would have an annoying noise from the wheels as you went over cracks or grooves in the floor. One venue has a cobblestone hallway which makes for a very noisy trip

back and forth with the older hard tire cart. I took the new R10RT to this venue and was AMAZED! The R-Trac wheel floated over the grooves in the floor just as the pneumatic tire would. With the new R-Trac wheels, gone would be the days of the catering manager giving me guff during load in for being so noisy in the hall!

Overall, I think the new RocknRoller® Multi-Cart R10RT is a BIG winner! If you have never owned or used a RocknRoller® Multi-Cart, you need to step up! These carts are well built, strong, light weight, flexible, and fold down to store in the corner of your truck, trailer, or van without taking up a ton of space. Instead of being the guy taking 10 trips with an old two wheel cart, do yourself a favor and look at the RocknRoller® Multi-Cart.

For more info, visit: <http://www.rocknrollercart.com>

Steve Moody continued from page 2

) Relator and have kept them right next to my office phone. It has helped more than you can ever imagine. The Relator can be another of the easiest personalities to sell to if you can make that initial connection! I will be back next month with the scoop on how to alter your presentation to better match the fourth and final personality type, the "Thinker".

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.

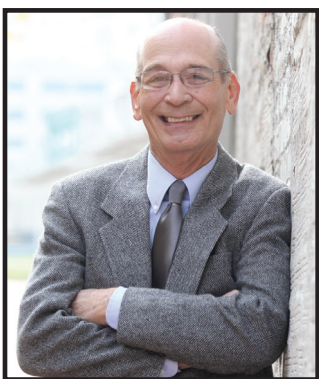
Vegas In September!

By Ron Ruth

Vegas In September: It Just Doesn't Get Any Better Than This!

I'm excited. At the time you read this article, September is less than a month away. More importantly, we're all just a few weeks from two, incredible conferences; one that focuses on the DJ industry and on the other on the wedding industry as a whole.

Of course, I'm talking about the 2nd national, ADJA Conference & DJ show in Las Vegas, September 12th through



the 14th and the annual, Wedding MBA Conference, also in Vegas, from September 13th through the 15th.

It just doesn't get any better than this!

And, if you've not made plans to attend either, what the heck are you waiting for? One trip to Vegas provides two extraordinary, back to back, learning opportunities.

The Las Vegas Hilton Hotel will be the home of the ADJA Conference which will host a stellar line-up of some of the DJ industry's most notable speakers, business owners, performers and technology wizards. And, according to ADJA Executive Director and President, Dr. Drax, "The conference not only begins on a high note, but get's stronger with each and every premium presentation."

On Monday, September 12th, attendees can take in "Performance" or "Business" sessions and hear from the likes of Andy Ebon, Peter Merry, Alan Berg, Larry Williams, Jorge Lopez, Adrian Cavlan and Randy Bartlett.

And, in a bit of self promotion, I'll also be presenting "Disney's 3 Keys To Success & Your Wedding DJ Business" on Monday afternoon at 2:30 p.m. Even if you saw "Disney's 3 Keys..." in January, you won't want to miss this fun and updated look at the often ignored "Practical Magic" every DJ can incorporate in their business to become the standard bearer of customer service excellence in their market. There's also the promise of a little unexpected magic for those who attend the seminar as we explore innovative and imaginative ways to exceed client expectations.

On Tuesday, September 13th, the educational sessions continue with Sean "Big Daddy" McKee, Bobby Morganstein, Rob Johnson, Ed Spencer, Brandon Lindsey, Scott Faver, Ben Stowe, Jim Cerone, Rob Nuccio, Austin Beaver, Mitch Taylor and, once again, the renowned Randy Bartlett.

Wednesday, September 14th, provides a unique, day long opportunity to network one on one with your peers in a special area of the exhibit hall. And speaking of exhibits, the ADJA conference will have over 50 exhibitors to whet your appetite with the latest DJ gear and essentials.

There's so much more I'd love to share about the ADJA Conference and the 3 days packed with valuable content, free flow of ideas, fun and friendships that lead to life-long relationships. Unfortunately, I'm just not permitted the space to get it all into this article. Instead, I invite you to visit <http://www.adjaconference.net> to get the full conference schedule.

Look...I know you've heard it before. If you've never been to a DJ conference, you're missing out on an opportunity to take your business to the next level. But, it's the truth. I owe over half of the above presenters a big "Thanks!" for helping me get to where I am today. I assure you that they can and are more than willing to help you, too!

The registration fee is only \$49 for ADJA members. Plus, each member can purchase up to 10 passes for their spouse, partner or team. The non-ADJA member fee is \$149. Money saving combo packages that include registration and ADJA membership are also available. Check out <http://www.adjaconference.net> for details or contact Dr. Drax at 888-723-5776 or office@adja.org.

But, wait! There's more!

Since you'll be at the Las Vegas Hilton, anyway, take a walk next door to the Las Vegas Convention Center to attend the preeminent wedding industry conference in the country...the Wedding MBA.

As mentioned the Wedding MBA takes place from September 13th-15th. This year will mark my third year of attending and I'm almost hesitant to go. I've still got so much information from last year to get through, the pile of notes on my desk will only grow larger after this year's conference.

In the past, over 1500 wedding professionals from around the world, representing every facet of the industry have made the trek to the Wedding MBA. And, why not? It's two and a half, jam packed days of viable information, covering a multitude of relevant topics. From website design, SEO, marketing materials, the latest in wedding trends, styles and fashion to sales presentations and business strategy, there's something to learn for everyone who is passionate about weddings, their profession and success.

And, each presentation is delivered by only the most irrefutable expert in their field; including Peter Merry, Alan Berg, Susan Southerland, Sasha Souza, Sonny Ganguly, Andy Ebon and a dozen or so more highly respected wedding magazine publishers and wedding authorities.

There are many who believe that the Wedding MBA is the "must not miss" conference of the year. Without question it will fill your mind with unlimited possibilities for the future, teach you things you never knew were possible and provide the inspiration we all need some-

times to continually improve and thrive as business owners. If you've ever wondered what real success looks like...attend the Wedding MBA and get an up close and personal view. Believe me. You'll better understand my level of excitement if you do.

Plus, the Wedding MBA is an excellent bookend to the ADJA National Conference that precedes it. Rarely will any DJ or wedding professional find so much fantastic information all in one place and at the same time. It just doesn't get any better than this!

Registration for the Wedding MBA at the time of this writing is still only \$269. I've seen a number of deals, however, being offered through Wedding Wire and other sponsors. It might be worth the time to contact them directly and ask about special pricing.

To learn more about the Wedding MBA, the scheduled speakers and registration fee, please visit <http://www.weddingmba.com>.

If you plan to attend one or both conferences, shoot me an email and let me know. I'd enjoy the opportunity to meet you over a cup of coffee and to learn more about you and your business.

See you in Vegas!

Ron Ruth is the owner of Ron Ruth Wedding Entertainment in Kansas City, a WED Guild™ member and a self-professed "Disney Geek." As a frequent visitor of Walt Disney World and as a student of Disney's best practices for business excellence, Ron speaks to wedding and service industry professionals on "Disney's 3 Keys To Success," a presentation that demonstrates the steps for becoming a business leader in innovation and customer service. Ron can be reached at 816-224-4487 or via email at ronruth@discjockeynews.com.

Blog vs Log...

By Jake Palmer

This time of year I always find that I am in a groove, I am doing a wedding pretty much every weekend, and I find most of my Fridays are booked with "other" events. This means that with my weekly karaoke shows every Tuesday and Thursday, I am averaging 4 shows a week, and 22.5 holes of golf... hey, livin' the dream ain't easy, but it sure is fun.

When you are this busy, I find you need to develop habits and patterns to help you operate and function if you want to continue to maintain that pace. Without some sort of system to fall back on, I could easily drop the ball and miss something important, like a client meeting... or tee-time. So what happens is, I tend to do the same things every week. This consistency helps me stay focused and on task, and I feel like I can accomplish everything I need to, without missing anything, without rushing, and still be able to maintain the level of professionalism I need to. So I am not sure if it is crazy or brilliant that I am already starting to look towards the winter and spring seasons, even though I am in the middle of summer busy season. Winter and spring is where a lot of my wedding marketing is done, and I have decided that I am going

to add some new elements to my business and set-up to make me more versatile, and more marketable. These are the kind of thing that will hopefully help me stay busier year-round. Along with these additions I have decided to update... I mean overhaul my web site. When I say, "decide", what I mean is, I am "deciding" to re-do my web site the same way you "decide" to replace a flat tire.

My site is bad right now, really bad... I know it and I want to get it fixed. I will be starting some new marketing campaigns this winter and I don't want to be directing people to a bad site. So with all of my free time these last couple months I have been researching web sites and ideas. The biggest trend I have noticed, and the most consistent piece of advice I get, is to build a blog site.

I like this idea, some of the sites I have seen are very good, they are fresh, personal, interactive, and make me feel like the people running them really care about what they are doing. On the other hand, I have seen some that just seem flat, stale, and out of touch... or worse yet, haven't been updated in months. This got me thinking, blog or log? Some blogs I have read seem to feel more like a log of things that happened at the event they were at, they read like a police blotter in a small town paper. I felt, in some cases, like the blogger was really just patting themselves on the back, talking about how great they are, and not getting me involved with what the event was like. Now I wouldn't

expect that someone would blog about how bad an event was or talk about how they played the wrong music, but I think it's important to ask yourself before you post a blog, "does this feel like a blog or a log?" Remember a blog site is lot like facebook or any other social media outlet. It's got your face, your name, AND your

thoughts... do you want these thoughts to be the worlds perception of you? What will a bride and potential client think after they read your blog posts? Is it a blog or log?

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



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Hey, Maybe They ARE Correct!

By Steve Beck

Have you ever noticed how seemingly random, unrelated events tend to coalesce in a way that brings you benefits you'd never planned to receive? Have you noticed how often you learn a lesson in one setting, then keep getting reminded of it in other settings?

Have you noticed that I'm starting to write like Andy Rooney? If curmudgeons



have mentors, he's mine!

Earlier this year I had the good fortune to participate in Mark and Rebecca Ferrell's Love Story workshop, followed closely by

Bill Hermann's Entertainment Experience. Lest I forget, Bill's workshop also features Jason Jones. In the Love Story workshop, Mark touched upon the value of ANY kind of performance experience as a means toward growth in our profession. He posited that any experience which gets you out in front of an audience is good, and specifically mentioned voice acting and theater.

A month later, I heard Bill and Jason talk about the value of theater experience. Of course, they both have theatrical backgrounds (just as Mark has extensive training as a voice actor) so you would almost expect them to make those points. Having had some theater experience... nothing overly impressive: a couple of acting classes and appearances in two plays while in community college... I could see the correlation these gentlemen were making between theater and DJing/MCing.

My first thought was, OK – there's one more line item I can add to the old résumé. Theatrical experience! That'll look good. Never mind that it was almost thirty years ago. That first thought was followed by a second thought. (I must have been having a good day!) If I could see the connections between my long-ago acting experience

and my DJ career, maybe I could benefit by getting MORE acting experience? A good idea, but like so many, it was consigned to the back burner while more pressing matters grabbed my attention.

Fast forward a couple of months. On a Saturday night I wasn't working, my wife and I met some friends at a karaoke bar. (Yeah, I know, busman's holiday.) One couple we're friends with is a "theater couple"; they're both members of the Joliet (Illinois) Drama Guild and have often acted in their community theater's productions. Anthony was getting his first shot at directing, while his wife Annie would be his assistant. These are their real names. No need to protect them!

Anthony was about to hold auditions for "Jekyll & Hyde: The Musical" and invited me to audition. I laughed at him and told him he was crazy. His response to me was, "I know you can sing from all the karaoke shows we've gone to. I remember you telling me you've acted before. You can do this!" I still thought he was nuts, but I agree to audition... more to shut him up than anything else.

I went to the audition expecting to get politely turned away, or at most to be offered a spot in the chorus. Instead I was cast as one of the principle characters in the show: Sir Danvers Carew, father of Dr. Jekyll's fiancée Emma. This was MUCH more than I expected to take on. I had dialogue, a featured duet with Emma and another number featuring Henry Jekyll, his best friend John Utterson, Emma and myself. Add in two other songs featuring the entire cast and my plate was pretty darn full.

As soon as rehearsals began, I starting hearing instructions and advice from the director, musical director and choreographer (oh, did I mention I have to dance too?) that sounded very familiar. Before long, I realized these were concepts I'd been hearing from my mentors in the DJ industry. Coming from theatrical people, they hit home once again. Remember what I said at the beginning of this column about lessons learned in one area being reinforced in another? It's been happening for me over and over again as we're rehearsing this musical.

Steve Beck continued on page 7

Fear Of Rejection Is Bogus!

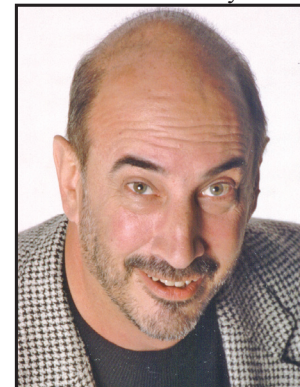
By Jeffrey Gitomer

And so are the people who warn you it's the reason for failure.

I am finally calling BS on the biggest myth in selling. Salespeople quit or fail because they "fear rejection."

Give me a break. "Fear of rejection" is totally bogus.

Managers and sales trainers alike try to smooth it over by telling you crap like,



"They're not rejecting you. They're just rejecting the offer you made them." Horse manure! People reject both people AND offers.

THE MYTH IS: Salespeople don't like to cold call be-

cause they fear rejection. Hey Sparky, salespeople don't like to cold call because it sucks and it's a waste of time!

THE TRUTH IS: Salespeople aren't in fear. (Except maybe of their abusive bosses or proposed "changes" in their comp plan.) They're vibrant people who make the economy run. "Nothing happens until somebody sells something," said Red Motley in 1946.

Fear of rejection is an easy way for sales managers and leaders to explain why their turnover is high. "Bob quit because he feared rejection." Really? I doubt it. Bob quit because your leadership is weak and your soft skills training are weaker.

Fear of rejection and its evil twin fear of failure are best described as excuses. What you're looking for, as a would-be successful salesperson, are reasons and answers why a sale does not take place.

So, what (other than fear) are the 10.5 reasons rejection takes place? And how can you decrease your rejection rate? Wouldn't you rather have those answers? Read on...

1. Lack of attitude. Not just lack of a positive or a YES! Attitude, but also the lack of a winning attitude. You need to carry a copy of The Little Engine That Could on your iPad or Kindle and read it every morning.

2. Lack of preparation in terms of the customer. You may know what you offer,

but you may NOT know what the customer wants, or (more importantly) why he wants it.

3. Lack of belief. Belief is the most important and most complex, yet least understood emotion in the science of selling. Belief is broken down into five parts.

Part 1: You have to believe you work for the greatest company in the world.

Part 2: You have to believe that your products and service offerings are the greatest in the world.

Part 3: You have to believe you can differentiate yourself from the customer in a manner that the customer perceives as valuable.

Part 4: You have to believe you're a great salesperson capable of transferring a message and understanding customer needs.

Part 5: You have to believe that the customer is better off having purchased from you. Not believing it in your head. Rather, believing it in your heart. Belief is both painfully obvious and completely ignored when teaching salespeople how to be successful.

4. Lack of sales skills. Since most companies provide poor sales training, it's the responsibility of the salesperson to gain their own knowledge by investing in books, seminars, online courses, and all other means to gain sales wisdom, not just sales knowledge. CAUTION: Do not learn a "system" of selling. Sell in a way that makes you feel comfortable.

5. Lack of personal self-confidence. Self-confidence and preparation go hand-in-hand. It's amazing to me that salespeople think they're nervous when actually they're just unprepared.

6. Lack of resilience. This is a key element in the rejection-failure syndrome. Resilience is your inner strength to react to what happens to you, your outer strength and mental strength to respond to what happens to you, and all your strength to recover from what happens to you. Building resilience wipes away fear.

7. Lack of personal pride in your work. Lack of attention to detail. Consistent lateness. Missed appointments. Cynical comments. Need I say more?

8. Lack of personal pride in yourself.

Jeffrey Gitomer continued on page 7

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Are Your Clients SCREAMING?

By Dave Winsor

About your work?

Are your clients proclaiming your work? Are they telling others? You bet they are and it doesn't matter if you were great or horrible. They ARE talking about you. So, are they your best advertising or are they more like the BBB telling others to be wary about working with you?

Here's the latest review I got:

D A V E WAS AWESOME!!! Don't hesitate, HIRE HIM! I could not

have asked for a better DJ. He was fun, charismatic, and on the mic just enough. Dave has a lot of experience as a DJ and it showed! From the special introductions, the mix of great music, the knowledge of my husband and I, to the dinner music, and dancing into the night, he is a PRO! I had been concerned that I planned not to decorate the ceiling at my venue, but after talking to Dave, I felt much better. We picked out a custom light scheme including pink up-lights, dance floor lights, and sparkly lights for the ceiling! It was absolutely beautiful, I couldn't have decorated it better. I think part of being a great DJ, is knowing what to expect, and how to interpret different situations. Dave has so much experience that he left no stone unturned. We were able to plan almost every aspect of the event and I can attribute his attention to detail, and prompt arrival to making the day such a success. If I could give my review it would seriously read 10 out of 5... he was that good. Thanks again Dave for making our night so special, I will always be thankful for your fun and approachable

attitude. We couldn't have dreamt it better!

*With Gratitude,
Julie & Derek*

I met with Julie after a DJ company tried to switch people on her. She chose one person, but the owner of the company didn't bother to tell her that he wasn't available for her date, but still wanted to sign her up. She called me, we met and it was meant to be that I would be her planner/entertainer. We had an amazing time planning for the big day and what she wanted it to be like. Her lifelong vision was about the come true.

Last month I wrote an article about being a gardener is a lot like being a DJ. Plant the right seeds and reap what you sow. Plant the wrong seeds and expect the right crop to grow is crazy. So, how do you treat your clients? Will they sing your praises and spread the word or will they bury you?

Before I became aware, it was "wing and a prayer" when it came to pleasing clients. I had all the best intentions and more, but my talent level wasn't high enough. The biggest difference between then and now is that I am continually "honing" my craft and challenging myself to get out of a comfort zone. If you think about it you can become complacent very easily. Attain a level of client satisfaction and stay there. What will happen to you? Talent and technology will pass you by and you won't even know it. So, how can you become better at what you do? Practice! Read! Speak out loud! Read and question ideas and the people who float them. Get better. NOW! Your clients will thank you, or bury you if you don't.

Dave

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

Steve Beck continued from page 6

Early on, the director told me "It's not just what you say, it's how you say it." Hmm, where have I heard THAT before? (If you know the answer, you've probably taken at least one MarBecca workshop.)

While rehearsing one of the songs, the musical director told the four of us singing, "It sounds good. Your voices blend really nicely on this, BUT the emotion isn't there yet." He assured us this was normal; we were still learning the song, concentrating on getting the words right while also hitting our marks on the stage. The emotion would come, he said, when the words and motions were automatic. How does this happen? Practice, practice, practice... until you KNOW what you're going to say (or sing) and then you can bring the emotions out. Another concept I've heard expressed by many of my DJ/MC mentors so many times that I can't single out one for credit.

As the choreographer has worked with us and emphasized the importance of hitting our marks, I keep hearing Bill Hermann's voice in my head: "Where you are when you say something matters as much as what you say matters." How true! For an example, when you're doing wedding party introductions, do you stand in the middle of the dance floor or near the entrance, or do you find an unob-

trusive spot from which you'll be heard but you won't be a distraction from the members of the wedding party as they enter? All can be valid choices, but they each have a different impact. I understand that better now, and it's this theater experience that's driving these lessons home.

One more lesson: since everyone in the cast has more experience than I, and most were either voice majors or theater majors in college, I feel like I started behind everyone else. And here's where another lesson from the DJ world has been reinforced. I just have to work a little harder than everyone else. I'll give Mitch Taylor credit for this one... he talks about the importance of continued hard work more than anyone I know. Mitch knows, and has taught me, that you can never rest on your laurels.

There's so much more, but perhaps I'll make that another column. The show is the last two weekends in August and if you can be in the Chicago area, I'd love to see some of my DJ friends in the audience. Friend me on Facebook (<http://facebook.com/steve.beck1>) and you'll get the show dates and ticket information as soon as I have it.

Steve Beck can be reached at: stevebeck@discjockeynews.com.

Jeffrey Gitomer continued from page 6

Most people take more pride in their favorite sports team than they do in their career. This will be a direct reflection of the pride that you have in yourself and your performance. Think back to the time you made your biggest sale, and recall that memory and that feeling each time you're in a sales presentation.

9. Limiting self-thought. (I'm not good enough.) Most self-thought comes from the negative side, worried about what might happen versus dedicating yourself to changing the outcome. If you walk into the sale believing it probably won't happen, or you probably won't get it, than you're probably correct. If you want to change your outcomes, you have to change your thinking.

10. Low self-esteem. Someone told you that you're not that good, or not that smart, and you (like a fool) believed them.

10.5 Limited self-image. You don't

consider yourself equal to the buyer, or good enough to sell the buyer. EXAMPLE: Stockbrokers talking to people of enormous wealth. Car salespeople trying to sell a car they can't afford to buy themselves.

Fear of rejection? Totally false.

Fear of failure? Equally false.

People that espouse these false fears – avoid them.

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

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What Is Your Legacy?

By Kelly Suit

Forgive me for going off in tangents. As I get older I find myself being much more philosophical about life and my place in the world. I frustrate my editor



by being the last one to get my articles in on time (sorry John), but it's not because of lack of desire to complete my task, it's because the entire time before my deadline I struggle with what I want to share. What can I write that will be of value to those of you that read my articles? So I wait until the last possible moment. What sometimes happen are articles like last month where I feel convicted about something that I believe is truly important.

With that said, I want to continue the natural progression from my last article. If you didn't read it (and you really should if you haven't), I wrote about prioritizing your life and remembering who is most important and deserving of your time. In essence, fast-forwarding to the end of your life and looking back. This month's article is going from where we ended and looking beyond the grave, understanding that everyday that you are alive you are creating your legacy.

Legacy is a funny thing; it's being created every day of your life whether you want it to or not. It's created by your every action and interaction. Each one of us affects those around us regardless of our intent. As DJs we have the unique opportunity to touch the lives of many people each and every week. The problem is that most DJs don't realize or care that they are given such a wonderful gift.

Your legacy is what's left when you are gone. It's how you are remembered and how long you are remembered. It's the impact that you, either positive or

negative, leave with those that are left behind. Remember that while DJing is what you do and not who you are, you still have the ability to help create lasting memories in the life of your clients and their guests. It can either be by something you say at their event or just by the emotions that you help shape.

In our industry, there have been those that have come along and created legacies by their leadership and example. Are you making an impact in your market? Is there something you can do beyond your own events that could make a positive impact? I'm sure if you thought about it there are lots of ways you can help make your industry, your market, and your communities better by something you can create or offer.

Mentoring others is a great way to build your legacy. If you're a multi-op that's easy since every one of your employees is a life you can impact by teaching a craft that can offer an income for years to come. If you are a single-op, don't be afraid to take someone under your wings to help them along their journey. One of the things that disturb me most about our industry is the mistrust that is running rampant. I'm not for giving the keys to the kingdom mind you. I believe in teaching a man to fish rather than just giving him fish, but don't be afraid to teach.

Another one of my pet peeves as a DJ is hearing other DJs referring to events as gigs. It demeans the significance of the events and celebrations that we are entrusted. A wedding reception, Prom, sweet 16, and others are once in a life time milestones in people's lives. Do you want to be remembered as a DJ that did gigs or as someone that helped create meaningful celebrations for their clients? It might be a rosy way of describing things, but to me it's a mindset. Be purposeful in your thinking; don't ever lose focus of the significance of what you do, what you offer, and your God given worth.

What about outside of DJing? Are you being a positive influence on your family, friends, and community? These

are the most important people in your lives and demand the most of your time, energy, and resources. Be generous with all that you have, you don't get to take it with you (this is preaching directly at myself, but it's good sound logic). The secret to happiness is not having more than others; it's appreciating what you already have. You have heard the principle that it's better to give than receive? The reason for this is that giving makes you feel good about you for doing something unselfish for someone else. Never give with strings attached, it only causes everything to get tangled together.

Keep in mind that your greatest resource in life is your time. You can make more money, get more stuff, but you can't create more time. When you give your time to someone else, it's the greatest gift you have to offer. If you

want a legacy that will have some longevity, look for ways to give of your time to help others. I believe that your family and friends deserve the lion's share of your time, but there is a world out there that can utilize your time, skills, and resources as well. Volunteer to causes that you support, get involved at your church or places of worship, join and get involved with local charities and organizations. You have nothing to lose and everything to gain.

Like I said, a legacy is something that happens regardless of whether you are interested in it happening or not. It's being created without your consent, but you can direct what it becomes. Make a difference in the world and in the lives of those around you. Everyone will be the better for it!

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

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Don't Be Fooled By Other Associations Slick Presentations



What's Your Experience?

By Mitch Taylor

Recently I was dining at a hotel restaurant for breakfast and was shocked to see that a 3 egg omelet was \$20. While at first I was thinking of turning around and going across the street to get McDonald's I decided to continue.

Why?

Everything about this restaurant spoke F I R S T C L A S S . The surroundings were impeccable.

The waiter was extremely polite and cordial, asking us how quick we had to make it to our next event in the morning. The menu had soufflés and other higher end options with top ingredients listed in their offerings. I thought

to myself "Let's see what a \$20 omelet tastes like"

Our food came and it was absolutely phenomenal. The eggs were fluffy, the vegetables were not too over or under cooked. The meat was seasoned perfectly and tender. The cheese was melted just enough to pull in all of the flavors of the omelet together.

What does this experience have to do with you? Everything. What's your presentation? Look at all of your service offerings and see if they are congruent. Does your website match the level of service you offer? Think like a bride or better yet, create a focus group from your past brides. How? Ask them. Most brides would LOVE to put themselves back into wedding planning mode even if it's just for a few hours.

Once you have your focus group, ask them to rate upcoming marketing materials you plan to put out to put all of your services in line with each other in regards to quality and appearance.

See what resonates with them and what doesn't. Take care of the brides you surveyed afterwards by giving them each a gift card to their favorite restaurant. Trust me, it may seem a bit much to spend that kind of money but in the long run it will be worth it because you have had your target clients (past brides who believed in your service) review your materials and give you valuable input and insight as to what they liked and what they didn't.

Now do your marketing materials (business card, website, brochure, bridal show display) equal where you are at in your marketplace? If not you may be sending the wrong message. For example if you are the highest priced entertainer in your market but your bridal show booth involves you standing behind it or worse yet just having brides fill out a slip without any engagement then you are probably not sending the right message and brides will get confused as to why you are priced at the top

of the market but not representing yourself in the same fashion. As a recent bride told me at a bridal show when a DJ had back up to back up equipment there to perform at the fashion show "I don't know why they bring 3rd rate equipment to sell to first rate brides"

Everything you do and offer makes an impression. Someone is always watching you when you are serving the public. Always make sure to put your best foot forward and ensure your marketing stays congruent with the level of service you are giving.

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.

Leaders Develop Daily, Not In A Day

By Dr. John C. Maxwell

A group of American tourists walked through a quaint English village in wonderment.

They were enamored by the town's winding cobblestone streets, the beauty of its courtyards and plazas, and the sense of history emanating from its ancient churches.

While strolling through the local park, the tourists struck up conversation with an elderly gentleman and found out that he had lived in the town for his entire life. One of the Americas, eager to hear more about the town's history, asked, "Sir, have any great men been born in this village?" "Nope," said the old man, "only babies."

Personal Growth Is a Process

In our twenties, we think ahead to when we'll be ideally situated in our career, positioned to do exactly what we enjoy, and enjoying immense influence in our occupation. Like children on the way to Disneyland, we impatiently await arrival at our destination instead of appreciating the journey there. However, as we age we encounter an uncomfortable truth: growth doesn't happen automatically. We cannot coast through life hoping one day to stumble across our dreams. Unless we set aside time to grow into the person we desire to be, we'll not reach our potential.

Leaders develop daily, not in a day. They commit themselves to the process of growth, and over time they reap the rewards of daily investments in their development. In this lesson, I'd like to share five principles to encourage you to adopt a lifestyle of personal growth.

#1 Growth is the great separator of those who succeed and those who do not.

When I went to college, there was no gap between my peers and me—none

at all. We started on the same level. However, at the age of 17, I made a commitment to spend an hour a day on my personal growth. I studied and read, filing the lessons I learned along the way. Now, in most cases, the gap between my former classmates and me is pretty wide. Am I smarter than they are? Absolutely not. Many of them got better grades than I did in college. It's the growth factor—my commitment to the process of personal growth—that has made the difference.

#2 Growth takes time, and only time can teach us some things.

When it comes to personal growth, you cannot substitute for time. Yet, the mere passage of time doesn't make you wise. Experience is not the best teacher; evaluated experience is the best teacher. To gain insights from your experience, you have to engage in reflective thinking. I have a habit of taking ten minutes every evening to look back on the day. As I reflect on what happened, lessons emerge, and I capture them in my notebook so that I can learn from them.

#3 Growth inside fuels growth outside.

The highest reward of our toil is not what we get for it, but who we become by it. At the age of 17, I decided that I would read, file, and begin to prepare lessons. From that simple discipline I accumulated a wealth of content that fueled my speaking and writing. I never set out to be a leadership specialist; I was simply diligent about reading, filing, and studying. With respect to personal growth, take the long view on results. The most important question to ask is not "What am I getting?" from the discipline of personal growth, the most important question is, "Who am I becoming?"

#4 Take responsibility for your own growth.

For 15 to 20 years, the school system holds us responsible for growth. Educational curriculum clearly spells out, "here's what you do next," and "here's the next step." Then we graduate with diplomas and certificates, and we no one longer have anyone to map out the next step for us. If we want to

continuing growing, we have to do it ourselves. We have to put together a game plan so that we become students of life who are always expanding our minds and drawing upon our experiences.

#5 Determine the areas of your life in which you need to grow.

You've probably heard someone say, "You can do anything as long as you put your mind to it." Sadly, as nice as that sounds, it simply isn't true. In watching people grow, I have discovered that, on a scale of 1-10, people can only improve about two notches. For instance, I love to sing; that's the good news. The bad news is that I can't carry a tune. Now, let's be generous and say that, as a singer, I'm a "two." If I put lots of money, effort, and energy into developing my voice, perhaps I can grow into a "four." News flash:

on a ten-point scale, four is still below average. With regards to my career, it would be foolish for me to focus my personal growth on my voice. At best, I'd only become an average singer, and no one pays for average.

Don't work on your weaknesses. Devote yourself to fine-tuning your strengths. I work exceptionally hard on personal growth in four areas of my life. Why only four? Because I'm only good at four things. I lead, communicate, create, and network. That's it. Outside of those areas, I'm not very valuable. However, within those areas of strength I have incredible potential to make a difference.

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

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Monthly Music Charts

By TMStudios.com

Pop

1	Katy Perry	Last Friday Night
2	LMFAO	Party Rock Anthem
3	Pitbull	Give Me Everything
4	Lady Gaga	The Edge Of Glory
5	Adele	Rolling In The Deep
6	Nicki Minaj	Super Bass
7	OneRepublic	Good Life
8	Hot Chelle Rae	Tonight Tonight
9	Britney Spears	I Wanna Go
10	Jason Derulo	Don't Wanna Go Home
11	Lupe Fiasco	The Show Goes On
12	Black Eyed Peas	Just Can't Get Enough
13	Katy Perry	E.T.
14	Lil Wayne	How To Love
15	Bruno Mars	Lazy Song
16	The Band Perry	If I Die Young
17	David Guetta	Where Them Girls At
18	Britney Spears	Till The World Ends
19	Nicole Scherzinger	Right There
20	Beyonce	Best Thing I Never Had

Urban

1	DJ Khaled	I'm On One
2	Lil Wayne	How To Love
3	Kelly Rowland	Motivation
4	Chris Brown	She Ain't You
5	Big Sean	My Last
6	Trey Songz	Unusual
7	Miguel	Sure Thing
8	Nicki Minaj	Super Bass
9	Rihanna	Man Down
10	Young Jeezy	Ballin'
11	Beyonce	Best Thing I Never Had
12	Miguel	Quickie
13	Lupe Fiasco	Out Of My Head
14	Frank Ocean	Novacane
15	Wiz Khalifa	On My Level
16	Lloyd	Cupid
17	DJ Drama	Oh My 2011
18	Big Sean	Marvin & Chardonnay
19	Yo Gotti	We Can Get It On
20	Wale	That Way

Country

1	Jason Aldean	Dirt Road Anthem
2	Chris Young	Tomorrow
3	Zac Brown Band	Knee Deep
4	Lady Antebellum	Just A Kiss
5	Dierks Bentley	Am I The Only One
6	Luke Bryan	Country Girl (Shake It For Me)
7	Justin Moore	If Heaven Wasn't So Far Away
8	Brad Paisley/C. Underwood	Remind Me
9	Kenny Chesney	You And Tequila
10	Jake Owen	Barefoot Blue Jean Night
11	Trace Adkins	Just Fishin'
12	Toby Keith	Made In America
13	Eric Church	Homeboy
14	Rodney Atkins	Take A Back Road
15	Billy Currington	Love Done Gone
16	George Strait	Here For A Good Time
17	Keith Urban	Long Hot Summer
18	Eli Young Band	Crazy Girl
19	Scotty McCreery	I Love You This Big
20	Thompson Square	I Got You

Rock

1	Seether	Country Song
2	Sixx A.M.	Lies Of The Beautiful People
3	Foo Fighters	Rope
4	Alter Bridge	Ghost Of Days Gone By
5	Sick Puppies	Riptide
6	Theory Of A Deadman	Lowlife
7	Shinedown	Diamond Eyes
8	Red Hot Chili Peppers	Adventures Of Rain DanceÉ
9	Stone Sour	Say You'll Haunt Me
10	Kenny Wayne Shepherd	Never Lookin' Back
11	Avenged Sevenfold	So Far Away
12	Foo Fighters	Walk
13	Saving Abel	Miss America
14	Three Days Grace	Lost In You
15	Black Stone Cherry	White Trash Millionaire
16	Volbeat	Fallen
17	Staind	Not Again
18	Art Of Dying	Die Trying
19	Adelitas Way	Sick
20	Crossfade	Killing Me Inside

Adult Contemporary

1	Adele	Rolling In The Deep
2	Bruno Mars	Just The Way You Are
3	Katy Perry	Firework
4	Pink	F**kin' Perfect (Perfect)
5	Plain White T's	Rhythm Of Love
6	Onerepublic	Secrets
7	Script	For The First Time
8	Train	Marry Me
9	Jason Aldean	Don't You Wanna Stay
10	Bruno Mars	Grenade
11	Michael Buble	Hold On
12	Lady Gaga	The Edge Of Glory
13	Cee Lo Green	Forget You
14	Christina Perri	Jar Of Hearts
15	Kenny Chesney	Somewhere With You
16	Band Perry	If I Die Young
17	Andy Grammer	Keep Your Head Up
18	Richard Marx	When You Loved Me
19	Bruno Mars	Lazy Song
20	Onerepublic	Good Life

Alternative

1	Foo Fighters	Walk
2	Foster The People	Pumped Up Kicks
3	Red Hot Chili Peppers	Adventures Of Rain DanceÉ
4	Coldplay	Every Teardrop Is A Waterfall
5	Sublime With Rome	Panic
6	Death Cab For Cutie	You Are A Tourist
7	Airborne Toxic Event	Changing
8	Awolnation	Sail
9	Naked And Famous	Young Blood
10	Blink-182	Up All Night
11	Mumford & Sons	The Cave
12	Incubus	Adolescents
13	Foo Fighters	Rope
14	311	Sunset In July
15	Black Keys	Howlin' For You
16	Rise Against	Make It Stop
17	Joy Formidable	Whirring
18	Cage The Elephant	Around My Head
19	Seether	Country Song
20	Avenged Sevenfold	So Far Away

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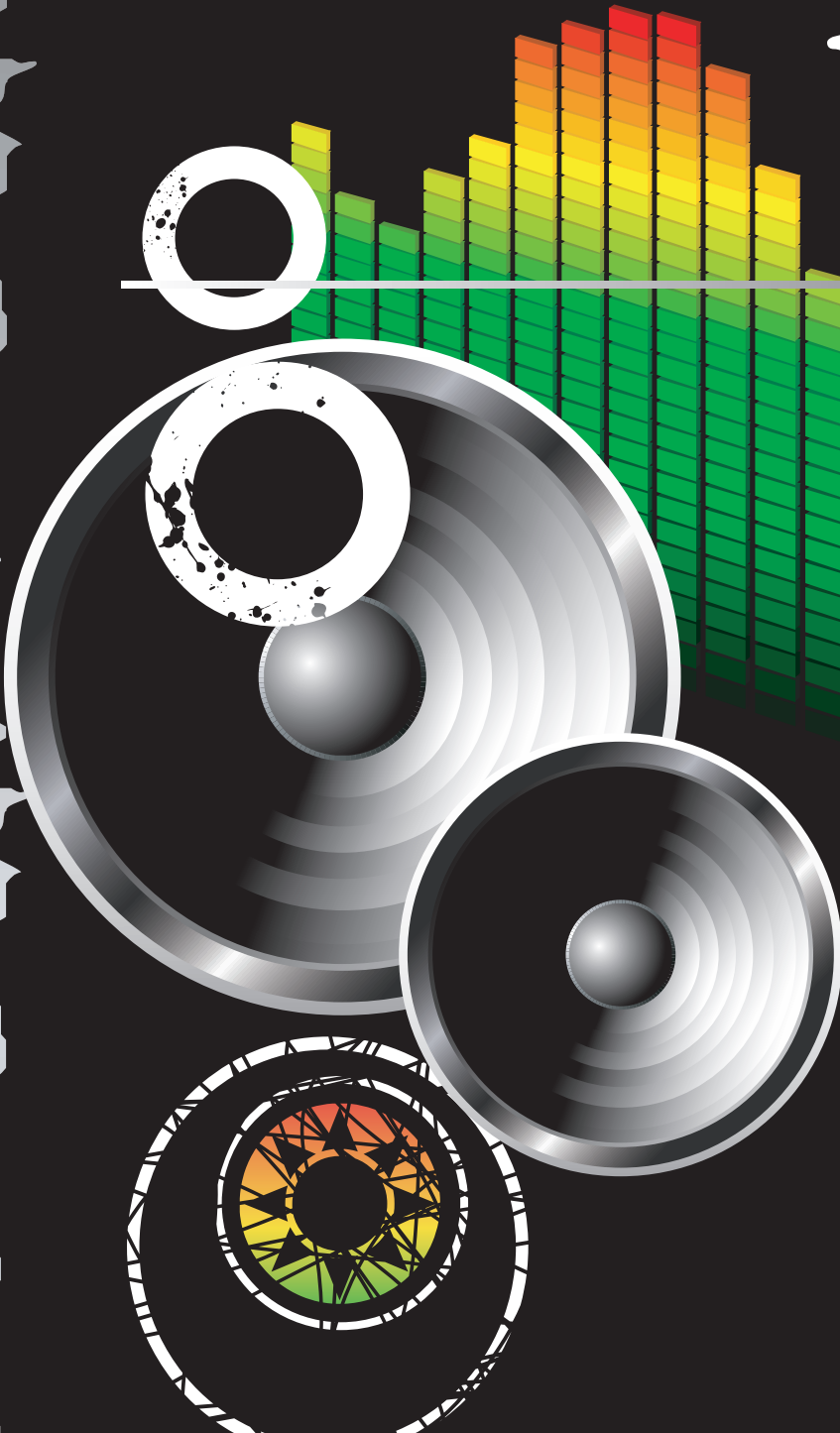


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