

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

I heard a saying recently that weeks and months go by slowly but years fly by. I thought of that as I sat down to write my last 2013 article for this great publication. Seems like just yesterday I was penning my January article and looking forward to an exciting year ahead. Now I get to put a neat little bow on it.

Personally, this was a great year. Kelly and I got married in March which was the highlight of the year for me of course. But my family had lots of other great celebrations in 2013 including my parents' 50th wedding anniversary in February and my brothers 50th birthday (almost exactly 9 months later if you're doing the math). Plus my Mom had a very special birthday

but I'll refrain from listing the number, even if I'm not her favorite Disc Jockey News writer. <http://youtu.be/ReOTKEGRDYM>

Professionally, 2013 wasn't without its challenges. We (meaning my team at Elite Entertainment but also in a broader sense every wedding professional in the tri-state area) went into the year with a few big questions hanging over our heads. Would the devastation wrought by Hurricane Sandy put a dent in our numbers? Are brides spooked by a year that ends in '13? Is the recession really over and are people loosening the purse strings when it comes to their special events (especially corporations)? And while I can't say that 2013 will go down in any record books for us (speaking specifically about Elite again) I can say that we weathered the storm (bad pun) and made it through the year. In fact, we did show some great growth in our photography division but then again that company is in its third full year and just hitting stride.

So what do I credit for our solid (if not record breaking) numbers in 2013? A few things that we refocused on this year that have really paid off:

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Talkin' Bride: Crazy S#@ We Heard in 2013!

By Tamara Sims

As we reflect on 2013, I started to think about all of the strange things that I heard during my sales meeting this past year and the crazy stories my team of DJs told me. I thought it would be fun to share the highlights with all of you... if I shared them all, John would have to dedicate the entire newspaper to me!

Many of our brides have no filter! The funniest story I can think of was during a recent planning meeting with

Jay. The bride says in front of the groom, "We had to kick the groom's sister out of the bridal party." Jay innocently asks "Why?" The bride doesn't miss a beat and replies, "Because she's a whore." Jay has no reply, and moves on with the meeting. Continuing with this theme, Jay had another wedding where the best man and brother of the groom showed up with a "scantily clad" date. Later that night the bride tells him that she was the stripper at the Bachelor Party! (I did not make either of these stories up!)

Catering Managers often say the darndest things! Overheard by our DJ from the country club manager to parents of bride right before they are about to be introduced, "You better put the card box in your car so your guests don't steal the envelopes." Really??? Same country club manager a few weeks later tells the DJ to move everything up in his

Tamara Sims Continued On Page 4

In The Booth: How It Began

By Brian S. Redd

At one point or another, I'm sure all of us have been asked the question "What made you decide to become a DJ?" For me, the short answer has always been "It was all just by chance." If I'm asked to expand on that answer, I'll usually just tell part 1 of the story

because it's the easiest.

As a kid, I was into music and roller skating. One day, at my local rink, the owner asked me into the office. The DJ

had just quit and seeing how they needed someone right now, I was offered the job. In exchange for DJing, I would never pay to skate, could help myself to concessions, and as long as the bathrooms were clean every night, I'd get paid minimum wage.

I've told that story to a lot of DJs and many of them have similar stories about beginning in rinks. However, Part 2 of my story is one I bet you haven't heard yet:

I never liked high school and during my four years there, did as little as possible. I never felt a need to participate in anything extracurricular ether, like a school dance.

One day, a mutual friend introduced Brian Redd Continued On Page 6

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Lighting Galore... What's In Store?

By Mitch Taylor

I just made the trip back from Las Vegas covering the LDI convention for Disc Jockey News and I must say I was



VERY IMPRESSED. The sheer size of the show, volume of information and quality of lighting, video walls and new technology on the show floor was mind blowing to say the least.

Many of the industry players you know and love were there including Martin, Chauvet, ADJ and the like. LDI is a different show and I would state that it is NOT for the typical mobile DJ... yet geared more for the event production company all the way up to the concert venues and lighting designers that host shows and work with touring acts. There were SEVERAL big breakthroughs in lighting coming out of the show.

One of the biggest breakthroughs that we saw at the show was from Clay Paky with their new revolutionary light the B Eye. The B Eye is a new 3 in 1 light creating a wash with beautiful colors and a 6 degree to 70 degree zoom...IMPRESSIVE! Next that beam can be dropped down to as little as 4 degrees switching it from a diffusion to a parallel beam....

thereby transforming this effect into a beam light... complete with individually controllable micro beams each with different colors. Now the biggest part of



this effect is the option to not only have a wash light, a beam light but now also an EFFECT light! The front lens of the unit can be rotated creating many little beams opening and closing like petals creating different colors and patterns. This makes this light a HOME RUN and was the definite WOW of the show floor for me! Their demo must be seen to be believed. Check out more at www.youtube.com/discjockeynews for Ken Day and my review.

Speaking of zoomable lens, Eternal Lighting released their new LED pinspot at the show. This is a battery powered, warm white and cool white LED pinspot

light with IR Remote control and a magnetic base that also includes a bracket if you don't have anywhere magnetic to mount the light. This game-changing pinspot light can illuminate your floral centerpieces at an event, food stations, cocktail tables or any item you want to showcase at your clients upcoming par-

of it projecting the gorgeous crystals and their patterns throughout the space of the event. WAY COOL! More information can be found at www.fuellighting.com

Chauvet DJ has been a big game changer in the lighting biz lately and their newly released Swarm 5FX is a great 3 in 1 LED fixture combining red and green lasers, white strobe effects and a RGBAW rotating derby effects into one lighting effect that could be the centerpiece of your system. Separate color and programming control allow you to customize your light shows to your clients colors and it weighs in at just under 10lbs...pretty neat effect. Chauvetlighting.com has the details and check out ChauvetAcademy.com for a new class of education coming soon!

As a business owner with upcoming bridal shows on their way...I also took this nugget I had to pass on. When you have someone manning your trade show booth...they at least need to be knowledgeable on your product or service... NOT just there to stuff brochures in bags or take down information. You are truly doing a disservice to your company if the people on the front lines don't know how to handle inquiries appropriately. In summation LDI is a GREAT show for the event production company and probably one you could miss if you're a wedding or party DJ.

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

Wedding Wire: I'm proud to say that with over 625 reviews (and a perfect 5.0 average) we are one of the most successful companies in the country based on number and average of reviews (not that I can get my rep at Wedding Wire to give me any help with comparing our numbers to anyone else's.) Two years ago we decided to make a big push on WW and I currently offer an incentive to any of my DJs who get over 50% of their brides each year to give them a positive review. This year that program will cost me \$350. Money well spent in my opinion.

Demo Videos: I was late to the game when it came to capturing events on video and creating what the industry has come to know as v-logs. While guys like Jason Jani and Arnold Offermann were spearheading this concept years ago I was still producing long-form, more traditional video demos for our staff. But one day about three years ago I had a meeting with my sales manager Dominic Sestito and he said, "we have to step up our game with demo videos." Thus began a new effort on our part and it has paid off. We came up with the concept of "Getting to Know" videos where we interview one of our MCs and then intersperse their answers to questions (like how they got

started DJing and what they love about the business) with event footage. We also send a video camera out on a lot of events to capture these shorter form "v-logs." These projects have made it a lot easier to sell our staff and by uploading all of these to YouTube and Vimeo it has also helped our SEO.

By the way, there's also a lesson to be learned in this story about listening to your key people. I could have blown Dominic off and chalked his statement up to a sales person just making excuses for why numbers are down. But I'm not too proud to say I don't always have the right answers and I listen when someone in my organization speaks.

Banquet Relations: We redoubled our efforts to "schmooze" with the staff members at the banquet facilities in our area and those referrals have helped keep our numbers steady. We all know how strong a lead is when it comes referred by the venue where a client is having their party. It's one thing to be on a list. It's another thing to be the company that gets the verbal recommendation. Sometimes the difference is simply a phone call or dropping off a little gift or taking a banquet manager out to lunch.

Attire in the Office: This may seem

small but I asked my office staff this year to step up their attire and I had to lead the way. There were too many times I would go to the office in my workout clothes because I was going to hit the gym at lunch. Or if I didn't have an appointment that day I'd just wear jeans and sneakers. My other office people were copying my casual attire and I just felt we'd all be more efficient if we showed up to work looking like we were ready to work. Has it made that much of a difference? Who knows. But I know when I sit at my desk looking sharp I feel like I'm ready to take action.

Word of Mouth: I'm reminded that at the end of every year, when we tally up our numbers and look at our referrals, a solid two-thirds of our events come from some form of word-of-mouth. These leads always come down to the performance and service level of our DJs. And this is a constant topic at our staff meetings. What can we do to perform better? How can we provide even better service to our clients? The focus I put on these things means my staff will never take them for granted and I strongly believe that is a reason for our success at Elite.

So there's my short list of things we did in 2013 that saved us from having a down year (like some others that I know

in the industry). What's yours? And more importantly, because the past is the past and there's little point in looking back, I wonder what your 2014 list will look like. What are the things you'll change or re-focus on or introduce into your company that will make 2014 a successful year? We all know the axiom about standing still. And if you subscribe to this publication I'm going to assume you're not a complacent person (why else would you spend the whopping \$20 a year for this subscription) So my suggestion, dear reader, is at some point in the next few weeks, spend some time thinking about the year to come and what you can do to make some real improvements for yourself, your business and those that rely on you. Go into 2014 with a plan of action and then spend the year focused rather than trying to make it up as you go along.

Have a great holiday season. All the best to you and yours. I'll see you again in the new year.

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

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From The Other Side: It's A Conversation.. Not A Confrontation

By Jake Palmer

The forth edition of the Disc Jockey News Conclave in early November was a great time. It never ceases to amaze me how, in an industry like ours, the most successful and talented people are willing to give so much to help others. You would think the opposite would be true. You would think the successful people



would want to hold on to their secrets and beat the competition. Not so! I am not going to write a re-cap of the conclave, I'm

sure there are plenty of other articles covering that, I will simply say, thank you for coming, and next year is going to be even bigger and better!

Last month as I was preparing my presentation for the conclave, I really started to see the importance of partnering or cooping with other vendors. I have always been a big believer in making connections with venue managers and other vendors who might be able to send some referrals my way, but I am talking about going farther and forming relationships with these people. This will help you get those referrals, but it also helps you become more known in the industry.

When other vendors know you, that will reflect well on brides and grooms who maybe now have a little more confidence in you; and confidence equals trust, and trust

equals more money. You can join networking groups, or civic organizations, attend work shops, seminars, and other industry events; but I am a fan of meeting other vendors face to face and forming a bond. Too many times I hear DJs complain about venue managers or caterers who get in the way or try to tell us how to do our job. Too many times I've heard DJ's say they won't play at a venue because of management, or a venue that won't allow certain DJs. When did we get so unreasonable?

I will say that if you take the time to meet the venue manager prior to the show, if you form a relationship with them, if you prove to them you are a professional and you know what you are

driven that we refuse to let down our guard, set aside our ego, and be the bigger person. Venue managers see every type of entertainment you can imagine. They see good DJs and bad ones, they see amazing DJs and horrible ones; so they have become distrustful of us as a whole industry. They are frustrated because on top of their duties as the event manager, (coordinating and serving dinner, drinks, desert, salads, water, coffee, managing their wait staff, kitchen staff, and keeping the bride, groom, parents, and the other 300 people happy), they now have to help the bad DJ make announcements and do their job. You can see why these venue and event managers get defensive or down right crabby.

On the other hand, if they like you, if they trust you, they will recommend you. No recommendation carries more weight than one from the venue Remem-

ber, they see DJs every weekend. They know the good ones and the bad ones, and their recommendation will impress the parents along with the bride and groom.

I have a great relationship with a local hotel that now recommends me to all of their wedding clients. We work really well together and we have meeting with the clients together so there are no misunderstanding or breaks in communication, I know all of the event staff and they tell people about me as well... as a result almost 80% of my wedding business in 2013 was at this hotel.

I cannot stress enough how important it is to talk to the venue managers, and remember, it's not about ego, it's not a confrontation, it's a conversations.

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



Tamara Continued from page 1

timeline so she could "leave early and go drinking." Customer service at its best people!

And we all have our "can I get a discount" stories. My favorite was from a bride who rolled up to my office in her BMW, fur coat and Michael Kors purse. At the end of our sales meeting she says, "can you lower your price... we are on a tight budget." Oh, I see, your entertainment budget was spent on your fur... sure I'll give you a discount... really!!!! For the most part when this happens I smile politely, but once this year I said exactly what I was thinking. (sometimes I don't have a filter!) After a 1.5-hour meeting, and after telling the bride and groom that we only had availability for one more wedding on their date (a Saturday night in September), the bride asks, "Do you have any coupons?" I told her with a smile, "this isn't Subway." Needless to day, they didn't book.

And I know we all love the bride who calls in a panic a few weeks before her wedding because her DJ cancelled. I had this call just the other day, and of course the bride thought our rates were too high, so I asked what she was paying the DJ who cancelled. Her reply, "well it

was a friend's co-worker's brother who does it for fun and he wasn't charging us." That explains why he cancelled.

Wedding guests can be a great source of entertainment too! I know you have all heard this one, "I'm the brides best friend and she wants you to play (insert any song that is on her Do Not Play list.) DJ: "If you are her best friend then why aren't you in the bridal party?" Or the drunken guest that asks, "Can you play Blurred Lines?" while you are playing "Blurred Lines!"

I hope you had a few laughs while reading this and I look forward to seeing you all in 2014! Feel free to share some of your crazy stories with me next year!

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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13 Favorite Words Of Advice

By Ron Ruth

As I write, it occurs to me that this article will be my last for this year. So, I'd like to close out 2013 by leaving you with 13 bits of unsolicited wisdom to make 2014 your happiest year...ever! Most of them come from my previous Disc Jockey News articles or from presentations I've delivered this past year and include some of my favorite quotes from a few of the world's most inspiring thinkers. Enjoy!

Happiness begins at home. As small business owners it's difficult to "shut down" that side of who and what you are. But family should always come first. Devote quality time every day to those who love and rely on you most. "People who have good relationships at home are more effective in the marketplace." – Zig Ziglar (Author, Salesman, Motivational Speaker)

Appreciate that today is the only day that matters. What you do with it may define your tomorrow but will never change your yesterday. "Life is a preparation for the future; and the best preparation for the future is to live as if there were none." – Albert Einstein (Theoretical Physicist)

Participate in playful activities that offer opportunities to broaden your mind, imagination and creativity. You could discover that you've been sitting on an innovative idea that can bring great enjoyment to yourself and others. "The creation of something new is not

accomplished by the intellect but by the play instinct." – Carl Jung (The Founder of Analytical Psychology)

Present yourself with the challenge of getting and staying healthy. Step away from the keyboard for a few minutes each day to take a walk or ride a bike in the park. You'll be amazed at the increased productivity that accompanies even the simplest exercise. "The higher your energy level, the more efficient your body. The more efficient your body, the better you feel and the more you will use your talent to produce outstanding results." – Anthony Robbins (Life Coach, Motivational Speaker)

Your brand and reputation are your most valuable business assets. Few others have been more responsible for the loss of those assets than those who are most responsible for protecting them. Weigh your words and actions carefully. If you don't, others will. "It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently." – Warren Buffet (Business Magnate, Investor & Philanthropist)

Never let the fear of failure keep you from being successful. "Many of life's failures are people who did not realize how close they were to success when they gave up." – Thomas Edison (Inventor)

Education is a solid investment to make in self-improvement. It's often the lack of effort required to transform what has been learned into action that keeps people from realizing any return on that investment. Have you registered for the MBLV Conference coming up in February or the Las Vegas DJ Conference in September? How about investing in one or 2 of the dozen or so workshops presented by Mark Ferrell, Peter Merly, Bill Hermann, Jason Jones, Randy

Bartlett or Alan Dodd just to name a few? These are all exciting learning opportunities that can help you grow your business...if you make the effort to practice what you've learned. "The way to get started is to stop talking and start doing." – Walt Disney (Film Maker, Innovator)

While passion for what you do may not be measurable in dollars and cents, know that those who fail to demonstrate any passion will be relegated to providing services to those whose only interest is in saving dollars and cents. "One person with passion is better than forty people merely interested." – E. M. Forster (Novelist)

You are not a wedding "vendor!" Since "vendor" is defined as "seller," the two words together make absolutely no sense ("wedding seller") and do not even come close to truly defining who and what you are. "You are wish granters, problem solvers, counselors, advisors, mediators, artists, creative partners, service providers, you are wedding professionals and it is your knowledge, care and passion that gives couples the confidence to entrust you with their dream. Resolve today to never let anyone ever refer to you, again, as a wedding vendor!" – Ron Ruth (Wedding Entertainment Director®)

Eliminate all negativity from your life. It and the people who spread it around are your worst enemies and their negative attitude will suck away your happiness, motivation, creativity and your ability to find joy or success in anything you do. "You can't litter negativity everywhere and then wonder why you have such a trashy life." – Unknown

Always remember that the most effective way to lead is through example. Represent our industry with pride and treat each other with respect and humil-

ity. Conduct yourself in a manner that future generations of DJs will want to emulate. "If your actions inspire others to dream more, learn more, do more and become more, you are a leader." – John Quincy Adams (6th President of the United States)

Readers of this fine publication have my utmost respect. By subscribing you're indicating that you want information that will help you and your business grow. As a writer, however, that makes you a challenging audience to gauge. Unlike performing or speaking in front of a live audience, there is no immediate feedback to let me know if I'm satisfying your need or addressing a topic that is important to you. With the New Year coming and another 12, yet unwritten, articles in front of me, you're invited to email me your thoughts and let me know what information I can provide or what topics I can address that might be of benefit to you. "You've got to be very careful if you don't know where you're going, because you might not get there." – Yogi Berra (Baseball Great)

Thank you so much for being a loyal reader of Disc Jockey News! I wish you and your family the happiest of holidays and a joyous and prosperous New Year! I'll see you again in 2014!

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

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me Rung, our foreign exchange student from Thailand. We had the same lunch period so we sat together. It's not like we had a lot in common. She really liked school, which gave us very little to talk about. Our conversations usually consisted of her just telling me about school projects or her life in Thailand or people she had met in school. Once in a while, I'd pick on her a bit by doing things boys do like asking inappropriate questions, which clearly annoyed her.

One day, one of our mutual friends mentioned that Rung really wanted to go to Prom. The whole thing kind of went over my head. I couldn't imagine she would want to go with me anyway.

A few days later, she pulled me aside and asked me to take her to Prom. All at once, I thought "Wow, I'm her best option?" and, "This could be a lot of work". Putting myself in her place, I thought who am I to deny her the entire American high school experience? So, I agreed to take her.

Mind you, I had no idea how this was going to go. I couldn't imagine what she was going to wear. Her school outfits were what I can only describe as very conservative Thai, which looked nothing like what the rest of the girls were wearing stateside. I guess I really didn't want to stand out so that bit was making me nervous.

When I picked her up on Prom night, I was pleasantly surprised. She looked so pretty and was wearing this beautiful little black dress. It seemed all this time I was worried about nothing.

So, everything is going just fine. Food, a few dances, etc. Then she disappears for a while and reappears in a golden traditional Thai dancer dress.

She tells me she needs to talk to me and pulls me outside. For some reason, and to this day not sure what this reason



was, she was "supposed to" perform a traditional Thai dance at Prom, but had forgotten her music. I'm thinking to myself "Good, change back into that pretty little black dress you had on before and let's enjoy the rest of Prom."

"Help me. I need a song. Something that goes..." and she starts singing and making hand gestures.

As I had originally imagined, taking Rung to prom was indeed going to be a lot of work. Hey, I knew it when I agreed to take her. I just didn't know what curve ball she was going to throw at me and well, here it was.

About the best I could do is try to think of a song around the same tempo

she was singing that the DJ may have as well. I knew I had better think of it fast because she was going to continue to sing until I gave her a song choice she liked. The Dirty Dancing soundtrack was huge at the time and Patrick Swayze's track "She's like the Wind" was pretty

hot, so I suggested that one. Rung though for a moment and said "Perfect! Now tell the DJ when I throw the rose petals I'm done so he can stop the music".

Great, now I'm officially involved. So, I approach the DJs and start explaining this. It was clear I had really confused these poor DJs by the way they were looking at me. So, I looked at what they were running for gear and said, "Look, I'm familiar with that mixer and DJing in general. If you would like, I can just handle this." They both stepped out of the way and said, "Be my guest."

They handed me the record and I cued it up. I honestly can't remember if I introduced her or if they did, but as soon as I let the record go, she went out there and did her thing. It was a bit dark on the dance floor, but the old school Par 64's

they had shining on the DJ booth were burning a hole in my tux.

Rung finally threw the rose petals and I faded out the track. She took her applause while I thanked the DJs. As started to walk away from the DJ booth, one of them stopped me and said "Hey wait a minute. You handled that really well. Plus I know you are a super cool guy because you brought a belly dancer to prom. You wanna job?"

Turns out that DJ was actually the owner of the biggest multi opp in Milwaukee. That following weekend, at 17 years old, I did my very first wedding reception as an assistant.

So, that's how I became a mobile DJ. The reason I am bringing this up now is because I just saw Rung again for the first time in many years. Unlike our high school days, we now have a lot to talk about. She's now a very popular TV news anchor in Bangkok. We actually did a video together for my YouTube channel on the story you just read about. Feel free to check it out sometime.

Some things never change though. She still doesn't always tell me everything until the last minute and sometimes I still get to go into problem solving mode at a moment's notice. Hey, I knew that was part of the deal when I decided to call her my friend and to be honest, I wouldn't have it any other way.

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

Amplifiers

By Dean C. Carlson

Bono the lead singer of U2 once said "that after a meeting with the great British Prime Minister William Ewart Gladstone, you left feeling he was the smartest person in the world, but after meeting with his rival Benjamin Dis-



raeli, you left thinking you were the smartest person".

Whether we like it or not we have influence over many people in our lives, which brings up the question,

how do we make them greater? A good leader is someone who can take a group of people and help make the collective a strong, better, and more intelligent group. This is what I like to call amplification management. Where a leader uses the collective make-up of employees to make the company greater.

I remember when I started working at the multi op, I had been hired to be the sales manager and a DJ. Pretty soon that lead to me becoming the staff manager as well. As a manager I had staff meetings every week with the owner and the office manager, and to be honest I hated them. It wasn't that the owner wasn't a great guy, because he is. It was he didn't quite connect on the work level with me, and it felt like meeting death every Monday. It was always the company needs to do better. What he didn't realize right away, I assume, is that by making everyone else stronger the company would do better.

The first thing that needs to change was People First, and the business will follow. This was the toughest thing I needed to convince the owner of, because the bottom line was what he cared for. But if you make this change the

business doesn't take too long to follow, I believe it took about 8-10 months. We all know that in order for a DJ business to succeed it needs referrals. There were two problems with the company that I saw as the chief problems for getting more referrals. First off DJ turnover was like 12-18 months and second the company didn't expect high quality show from its DJs.

Oddly enough correcting the second of those problems lead to fixing the first problem. So along with People First we had to add Up The Challenge. Obviously People First means you focus on making your employees, or those you influence

comfortable. If they were not good on country gigs, I would put them out to do a country show. The fun thing is they almost always rose to the challenge. If people aren't challenged in the work they do, they will either become zombie bots, or they will leave, this was a primary reason why our retention went from 12-18 months to 4-5 years or longer.

The other part of that equation was Employee Ownership. Although some companies actually give employees real ownership of the company, we wanted our DJs to feel as if they owned the company. This means that they need to have

previous year.

After I started my own company I soon found out that I did this with my clients also. I placed them first making them feel special authentically. As my company thrives on trying to do things different, I challenge my clients with outside the box thinking, and finally After all the ideas have flown I let them make the choices so they feel like they helped create the night of their dream. The shows that this works on all cylinders are the ones that shine the brightest in my opinion. This can skyrocket referrals.

I have also know people that do this

naturally to everybody around them. They just make you feel important, and that at that moment you are the only person that they are interested in. The paradox is that you will want to do the same for them too. I have always felt this from Mark and Rebecca Ferrell and Jim Cerone.

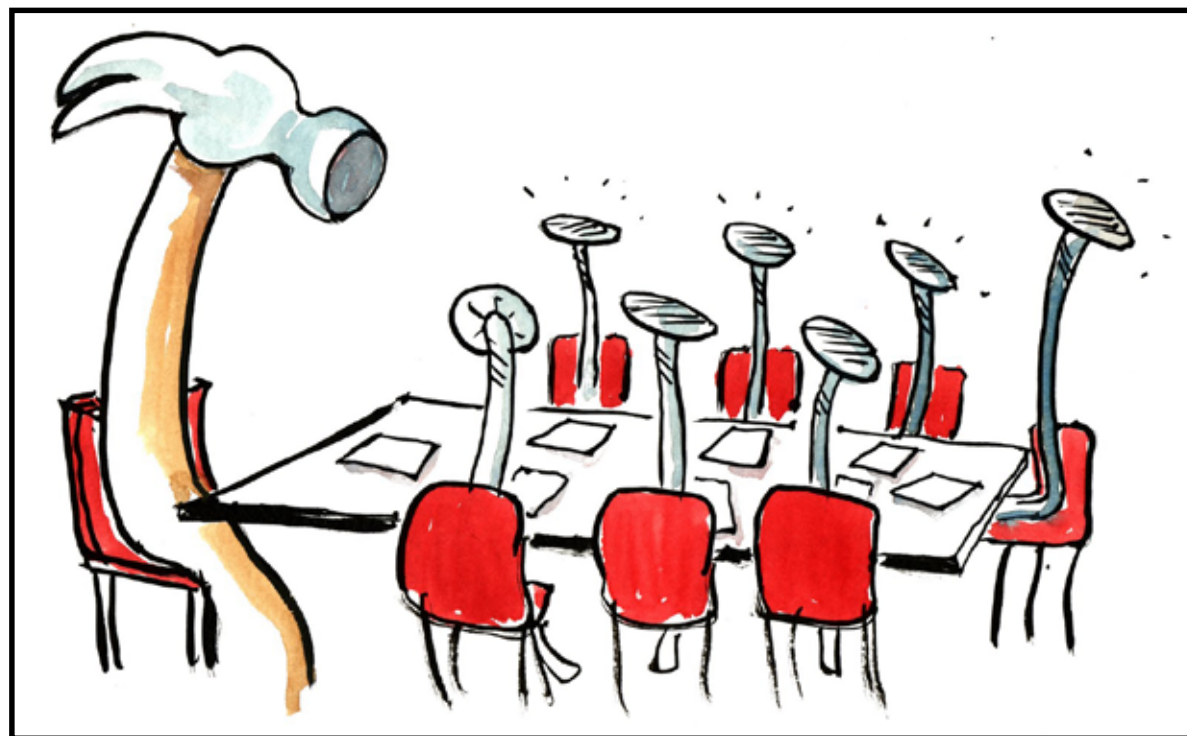
My old owner didn't do meetings well but what he soon found out is that I did amplification management very well. This became our common ground which far outweighed any meeting we had, and I became a better person for knowing and working for him, and his company was better for letting me tackle things this way.

People First whom you need to Up their Challenge, into let them feel Ownership, with this not only will they be better people, so will you.

Good Luck and Great Shows!

Please see my new seminar the Anatomy of Interaction at the Mobile Beat 2014 Conference in Las Vegas this next February.

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



the most, the best they can be, but you do this by Up The Challenge(ing) them. Most DJs are outgoing creative thinking people, or on one test I saw, we are promoters. As promoters we would never do well working on an assembly line. We thrive by solving creative challenges. Don't baby them so much but engage them to come up with great ideas, to solve the plethora of challenges we face each and every show.

I did this by not putting them, on the shows that would not seem most

a say in things to some degree, and that sometimes those things actually had to make their way into the business.

We did this mostly by having them help us design show interactions, pick out lighting when it came time to upgrade, help us design the wedding show booths, and so on. This was a place that they could say they did that, and then we did that. As a leader there is nothing like having your people elevate to new heights. By the third year we had our best sales month ever, over doubling the

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NJDJN Puts Spin On Fighting Cancer

By Mike Kazis



This October marks the second anniversary where members of the New Jersey Disc Jockey Network (NJDJN) joined together from different companies to assist with the fight against colon cancer. On October 4th and 5th, several NJDJN members from various different DJ companies, volunteered their DJ services to provide musical entertainment for the second annual AliveAndKickn', a 24 hour soccer event hosted by the non-profit group Alive And Kickn'. Proceeds from the event go in part to the Hackensack University Medical Center and to the John Theurer Cancer Center.

The Alive And Kickn' Organization founded in early 2012 by three-time genetic colon cancer survivor, David Dubin raises money and awareness to help fight colon cancer. Dubin, who is only forty-something today, was first diagnosed with colon cancer in 1997 and has had to live a maintenance lifestyle to keep his cancer in remission. Dubin came up with the idea of a 24 hour soccer event simply because of his love for the sport. He has been a soccer player and fan since childhood and the sport has been quite popular in the state of New Jersey for quite a long time. The game

has also seen a rapid increase in popularity as various leagues have been popping up all over the state, from various children's leagues to a Major League Soccer team which included the opening of a new arena in Harrisburg, New Jersey for the New York Red Bulls in 2010.

The NJDJN teamed up with Dubin and his Alive And Kickn' organization when he made a call to last year's president Steve Cie. With an email blast to its members, Cie made a request for volunteers for the event. That was the email that started it all for me. Knowing how large an undertaking it could be for one person to manage entertainment for an entire 24 hour event, I informed Cie and Dubin that I would volunteer myself as the Entertainment Coordinator. This role would alleviate any burden on the Alive And Kickn' staff and on the NJDJN executives. Besides, I knew it was time for the NJDJN organization to begin taking steps to helping others in our community as a group.

At last year's event, we had eight total volunteers from five separate DJ companies help with the event. These numbers included myself plus two members from my staff to help with setting up a dj system, canopy, and soundboard to patch

multiple systems seamlessly with stopping the music ever. They also included some volunteers worth mentioning such as DJ Dave "The Rave" Rampersad from DTR Entertainment, DJ Scott Reddin, NJDJN Treasurer and DJ Randi Rae from Major Productions, and Lilya and Alex Kierez from Paradise DJ's.

We were equally as lucky to have some great DJs for this year's event. Along with myself were volunteers DJ Mike Wieder of Ultimate Entertainment, second time volunteers DJ's Lilya and Alex Kierez of Paradise DJ's (big soccer fans), and newly joined NJDJN members Rich Ward, and

DJ Martin "Marti Gras" Valcin. As the NJDJN's current vice president, I could not thank these members enough for their time and support.

What made this year's event even more meaningful was that we had asked Alive And Kickn's president Dave Dubin to come to September's monthly NJDJN meeting to speak about his organization, the event, and about colon cancer. It also happened to be the same night that Sean "Big Daddy" McKee, a recent cancer survivor, to give a presentation at the meeting. Incidentally, the DJ industry lost one of its own to cancer

not so long ago to cancer. Richie Vulpis, also a member of the NJDJN lost his battle to cancer in the winter of 2013 which comes up in conversation whenever cancer is mentioned. So the meeting unintentionally took a side topic of cancer awareness and what we could do as an organization to do our part in helping. The Alive And Kickn' event is one such event to show our support to saving lives from this deadly disease. Others of course, are often better known in the month of October such as breast cancer awareness where we constantly see the color pink for the entire month. In addition to my own involvement with several events, there are several other DJs that I know of that volunteer their services pro bono for fundraising events that strive to prevent life threatening illnesses.

Another such event where a group of DJs are joining forces for a common cause is coming up this April 7th, 2014 in Grasonville, Maryland. The event, coordinated by Maryland DJ and DJN columnist, Steve Moody is entitled DJs BEAT Cancer Conference and will consist of presentations by Moody himself, Sean "Big Daddy" McKee, Mike Walter, Jake Jacobsen, Mike Wieder, and Jason Klock. Proceeds for this event will go to the Leukemia Lymphoma Society. To learn more about this upcoming event, go to Steve Moody's article in this issue to get his email address and send him a message. For more information about the Alive And Kickn' organization and their fight to end colon cancer, visit them on the web at www.aliveandkickn.org.

Mike can be reached at mikekazis@discjockeynews.com.



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Show 'Em Some Love

By Joe Bunn

I am hoping that if you have business for some time, the majority of your business is referral based-either from past clients, people that have seen you perform, or (most importantly) other wedding vendors. I would say that 80% of our business comes from one of those sources. We have stopped doing print and bridal shows altogether.

Even if you are not at that point yet, you can be, and here is a great tip on getting more vendor referrals-send them some love. What do I mean by that? I mean take care of the folks that take care of you. I'm sure that you have places and people that recommend you, very possibly ONLY you, to their clients. Those people should be rewarded and thanked wouldn't you agree?

Now down South where I live, we don't have a lot of the "kickbacks" and such going on (thankfully), but people certainly love it when you recognize that they are a big part of your growing DJ company. You don't have to go bananas to show that you genuinely appreciate them, but it's nice to do something at least a couple of times a year. Here are some ideas that we have incorporated over the past few years that have worked for us.



January
• Don't bother, let everyone recover from the holidays and catch up.

February 7th - a week before Valentine's Day

• You could do something as simple as an old school Valentine's Day card, but inside thank them for their business. Toss in a business card!

March-early

• Pick up on the St. Patrick's day vibe by sending out scratch off lottery tickets (if your state does that) and put one in with a letter mentioning "The luck of the Irish".

April-around Easter

• For your best vendors, make up some Easter baskets. Hit up the dollar store or the section in Target up by the registers. You don't have to hire someone to make these, get your spouse or someone to help! Stay away from anything religious obviously. I should mention that we usually hand deliver these things to avoid shipping costs and to get some quick "face to face" time.

May

• Don't bother, just let people make it through the summer wedding madness.

June-end of month

• Send out another gift to your best vendors-summer themed like beer koozies (with your logo on them), pack of sparklers for the 4th of July, maybe some local craft beers, etc. You could do the whole thing up in a sand bucket.

July-end of month

• For those that didn't get the bucket/basket, just send a letter and stick one of those koozies I mentioned in there. Simple and cheap!

August
• Don't bother, it's just too damn hot.
September-early
• This is a good time to do something football related. Maybe you have a couple of extra game tickets for your favorite venue person? Maybe just a swag bag full of stuff like a #1 foam finger (with your logo on it), mini football, popcorn, peanuts, etc.

October

• Skip. Too busy!

November or December-end of Nov. or early Dec.

• This is where we spend some coin. We do a Christmas card to all 500 vendors on our list, usually with a picture of the full staff. Last year, I had our graphics person put each person's head from their head shot on a cartoon

elf body. People loved it! We also do some amazing gift baskets, usually purchased from a company like Southern Seasons, for the businesses that have sent us tons of love throughout the year. This is the time to splurge and show these vendors how much you appreciate their referrals!

Do you have ideas to share? If so, hit me up! I'd love to hear about them. Best of luck DJs!

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/>

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Giving Back To Your Community

By Jeremy Brech

As entertainers and lighting designers we need to thank the people who affect our lives. For us it is the community around us as well as the businesses that support the work we do day in and day out. So how do you say thanks while working with your marketing campaign? Give Back. Look at ways you can use your talents and equipment. With the holiday seasons upon us think of ways you can reach out to your community. There are charity drives, serving at shelters, or maybe make a difference in your local hospital.



One of our DJ's Dantastic reaches

ample of paying it forward. So how do you use your skills and services to assist others while making a impactful presence in the community? Don't be afraid to donate your time and services. I agree with everyone else that you should be paid for your hard work, but there comes a time when you need to look around you and be thankful for the business! Don't be afraid to say "Thank You." Some of the things we do every year as a way to give back is donate money back into the hospitals, community services and projects that have supported us by investing in our company. Working with some great organizations in our community has opened many doors for other clients. Every year we get involved in our community Parade of Lights event. Being a lighting designer our creativity allows us to show off our talents as well as promote. It helps our business get our name out as well as make people happy and enjoy the parade. We also designed

but helped raise \$1200 for their cause. Every year the organization invests in our creativity and talent and by giving

giving comes from the heart so don't be afraid to give, because someday you may need it in return.



out to the community every chance he gets. He is an inspiration to our company and the community. Volunteering at hospitals, churches, community events, shelters, or even helping individuals rake leaves, he is always looking at ways to assist others. Dan takes a lot of pride in assisting others and is a true ex-

and donated two Christmas trees for an event called The Festival of Trees. Every year this Gala is held to raise money for a local behavior health clinic. We provide the production for the event and this year we were asked if we would like to design a tree for the event. We designed two trees which costs us a total of \$300

back not only does it promote our business, and give back to the organization, but the gratification of helping others is truly worth it. Find ways to get involved in your community. Go ring some bells for the Salvation Army, or go wrap Christmas gifts for the Children's Home Society.

Even though it is great publicity to do great deeds, think about the people you are affecting. Don't be afraid to pay it forward by helping others. If you are truly doing good deeds for the right reason then you will receive all the gratification you need. When you do great things for others they will be acknowledged without self tweets or Facebook posts. True

I read a great quote from a good friend and fellow Wedding Entertainment Director® of mine, Glenn MacKay. His Facebook post about a month ago sums it all up.

"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not" - Oprah Winfrey

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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The Way I See It: Part One Of Part Two

By Michael J. Lenstra

We see it constantly, advertisements promising us sure ways to bring more customers to our doorstep, whether it's through driving more people to our website, suggesting more effective ways to network, providing



a d v i c e on how to "get the client m e e t - i n g" or suggesting ways to close a sale.

These tips are all great to help y o u b o o k

more events, but then what? What about the next step, or what I like to call Part 2 of the experience, that period between closing the sale and the actual event? From my perspective it seems like the DJ industry standard is to reel the customer in with persuasive advertising and marketing, meet with them, close the sale . . . and then say "Thank you very much. I'll be in touch with you three or four weeks before your event," even though that event may be nearly a year or more away.

"They [other DJs] spend so much time chasing the customer, and when they get them, they go and chase more," says Scott Faver, owner of The Party Favers in Phoenix, AZ emphasizing the fact that the newly signed client is, for the most part, forgotten about from the moment they sign on the dotted line until just weeks before their celebration.

Scott takes a different approach, he keeps in contact with his upcoming clients through a series of email tips and meets with them up to four times before the actual performance date ar-

rives.

"My customers are so excited about my follow up and my follow through - that I continue to show that I care about them and their event even before I've done the performance - that they're already starting to refer me to family and friends, their bridesmaids, their parents that are having an anniversary . . ." even before their event has taken place, says Scott.

Ron Ruth of Ron Ruth Wedding Entertainment in Kansas City, MO (and fellow DJ News columnist) echoes those same sentiments. "I try to schedule an evening with the client just to talk with them about them" Ron explains. "We usually do it over the dinner hour and I buy the pizza," he states. "You wouldn't believe how much you can learn about a couple while having pizza with them."

This initial meeting takes place months before the client's event. In fact, Ron meets with his clients several times before their actual wedding day. And even though that first meeting may not be until three months before their 'big day,' by then he has already touched base with them a time or two via e-mail just to inquire how plans are going and offer any help. His first meeting, the "Pizza meeting," is where he gets to know the couple on a more personal level, followed a month later with the actual planning meeting and concluding with a final meeting about 30 days before the event at their venue to get a visual of where and how everything will be laid out - and work out. He even attends the wedding rehearsal, whether he is involved in providing services for that part of their day or not, just for the opportunity to meet the wedding party and walk through the following days itinerary.

"It's all about relationship building" says Ron.

Keeping in touch is a great way to fortify those ties. Stephanie Padovani of Book More Brides adds, "This re-

ally strengthens your relationship, creates trust and lets them know you care. It's also a good way to address any issues early on, such as picking out special songs or dealing with difficult parent requests. Then both of you can avoid dealing with the stress later on."

"I've had brides who would literally e-mail me at least once a week with questions before the wedding!" Stephanie continues. "That was overkill, but by the time the wedding arrived we really knew each other, and they knew without a doubt they could rely on me."

Scott couldn't agree more; in fact he believes to do otherwise is detrimental to your business in the long run.

"If you are slow in answering their e-mails, if you don't return their phone calls, if you show no interest [in keeping in touch], because you're too busy chasing the next deposit, they're not going to come back to you because their experience with you up to the point of the performance - no matter how great that is - did not go over well."

Scott recommends building an electronic database by using a Customer Resource Management software program such as DJ Manager, DJ Event Planner or Gigbuilder to keep in touch with your clients before, during and after their momentous moment.

"Your database is like your garden, and you have to tend to your garden," advises Scott. You're weeding out those who bounce on you, you are adding new names to your list and you are taking care of those that are on your list," he says.

Wedding marketing expert Rick Brewer of Get More Brides advises that the time from taking the deposit check to the bank until the time before that first meeting can be spent a couple of different ways to enhance your customer service. "If she [the bride] gets something she's not expecting, you've earned her trust," he says. That some-

thing unexpected could be a helpful wedding tip or something as simple as an e-mail inquiring how things are going and offering any assistance. Another customer service tip Rick suggests is asking your clients who their other vendors are and contacting them to go over details, thus "creating peace of mind, better execution and knowing that we are all hitting on all cylinders."

But Rick confesses, "We're not trying to facilitate meetings here, we're trying to create more business," which will be the result of more referrals from happy customers who have been impressed with your willingness to unexpectedly go the extra mile. And the way I see it, that is what customer service is all about anyway.

The added bonus of this extra attention is an event that will run smoother. "If you prepare you shall not fear," says Rick. "When we show up prepared it makes our events so much easier—and fun!"

"The fortune is in the follow-up," Scott likes to say. "Those with a process profit. Constant contact is being bugged, quality content of value is being loved!"

Next month: Customer service tips that'll make clients go "Wow."

Footnote: If you would like to receive some of Scott Faver's FREE DJ Games and Marketing Tips you can subscribe to his e-mail list at <http://tinyurl.com/DJGamesMarketingTips>

Michael J. Lenstra is a twenty-one year veteran of the Mobile Disc Jockey Industry, a full time entertainer, and owner of Alexxus Entertainment in Dubuque, IA.

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The Referral Coach

By Matt Anderson

The Best Question I've Ever Heard.

In an age where most people are living or teetering on the edge of an adrenaline-fueled life that often feels like a blur,



Gary Keller's new book, *The ONE Thing*, is a breath of fresh air on the virtues of focus and becoming far more successful by spending your time on fewer things and doing what you do best.

Its message is simple: answer the following question, time block four hours/day to do what matters most and guard that time with all your might:

What ONE THING can I do such that by doing it everything else will be easier or unnecessary?

Note: your answer should be BIG and specific (e.g. if you know your business will grow 10% each year doing what you're doing now, you would want to aim for something much grander – 25% or 100% to get you thinking beyond the obvious).

Once you have your priority established (yes, one priority not eight!), bring the question towards the present by asking yourself: Based on my goal, what's the ONE THING I can do this year?

Then, it's the same question again for 'this month', 'this week', 'today' and 'right now'? Skipping these steps makes the outrageous goal too intimidating.

When you can only focus on ONE thing, your answers may surprise you because you can't lean on the crutch of the laundry list of possible next steps.

Another metaphor in the book that explains how your ONE thing adds up over time is the domino effect. Once you start with the right question, your focus and actions accumulate. Step by step these actions build MOMENTUM to create exponential results not incremental ones. And Keller has done it himself by co-founding Keller Williams, now the largest real estate agency in the USA.

Other significant takeaways I got:

1. Apply an extreme version of the 80-20 Law to your focus (the Pareto Principle that 80% of your results come from 20% of your activities). Whether that means spending much more time with your top 6 referral sources or top 3 clients who are most likely to refer you, stop trying to convert 80% of the people you know to refer you – it's a waste of time.



2. You only have so much self-discipline each day, so do what matters most

many areas of his life (yes, just like you and me) BUT swimming was a daily hab-



earlier in the day rather than hoping you're going to have the energy to do crucial proactive things later in the evening.

Here is a great example from author Stephen King:

"My own schedule is pretty clear-cut. Mornings belong to whatever is new – the current composition. Afternoons are for naps and letters. Evenings are for reading, family, Red Sox games on TV, and any revisions that just cannot wait. Basically, mornings are my prime writing time."

Keller dismisses the objection that 'ah well he's a successful author' by asking the question: "Does he get to do this because he's Stephen King or is he Stephen King because he does this?"

The book also tells the story of Olympic swimmer Michael Phelps and how he has had attention deficit challenges since he was a small boy. He lacks discipline in

it of his from an early age and a prized part of his routine.

Moral of the story: build a new habit one at a time. Allow 66 days for each habit (latest research findings). For you, that might be meeting one potential referral source/week, asking for referrals 5 times/week or seeking one speaking engagement/month.

3. You don't know what you are capable of unless you set an ambitious goal: "To live great you have to think big."

Big is not bad. It may cause some fear and worthiness questions but answer this: "Do you know what your limits are?"

No, you don't. Keller argues that you start out by thinking BIG (5-10 years out) and then break it down to SMALL (this moment).

If you want six great referral sources
Matt Anderson continued on page 15

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Connections: With Your Future

By Steve Moody



Wow! I can't believe that I am sitting here writing December's article. It really seems like 2013 flew by like a rocket. Now, I don't know about you...but for me this time of year is always very special. Between all of the holidays it seems like I spend a ton of time reflecting over the past year and also a good amount of time organizing my thoughts and goals for the coming year.

As we round out 2013 I wanted to take the time to acknowledge the loss of so many of our family and friends. Sadly, there is not one person reading this article that hasn't experienced a loss this year. In addition to members of our own families, there are so many members of our disc jockey community who are no longer with us. Many of these entertainers had made huge contributions to our industry over the years and will always be remembered with lots of love and affection.

This being said, it was also a year of great triumph for many of our loved ones and colleagues. These folks "beat the odds" as they fought back against horrible diseases such as cancer, have recovered from car accidents and other serious afflictions. I don't want to throw out names of people, as I am scared I will leave someone out. However, you

all know who you are and we are all so proud and happy for you! The truth is... so many of you have become such a great inspiration to so many of us.

Just writing the first few paragraphs screams one thing to me.... Life Is Way Too Short! I would encourage everyone to do your part to make 2014 YOUR year! Those who have been reading Disc Jockey News for a while may remember that I spoke about this topic last year. I shouted to the world that I was going to take the necessary steps to make 2013 My Year! I made a vow that I was not going to sit around and hope for the best...but rather... take action to make it happen.

Of course, not everything went as planned. However, I feel like I made some great personal triumphs this year. Though it's certainly not perfect, I am doing a much better job of balancing my professional and personal life. "Baby Steps Bob....Baby Steps". It finally hit me...there will always be work that needs to get done. Honestly, I could lock myself up in my office for a straight month and still never get everything done. This being the case, it makes no sense at all to let my business run my life where my family is concerned.

Over the past year I set some serious boundaries...and though I stumble from time to time, it has been a huge help! Here's the biggest....When the office is closed for the day I am done. (barring true emergencies) When I walk back into my home at the end of the day I am no longer the owner of my company. I'm Lori's husband and Taylor and Logan's Dad. Being that person is HUGE. It is more important than anything else that I could ever do in my life and from time

to time it got put on the back burner. We always "say" family first but from time to time we don't drink our own Kool-Aid.

In our business it can be a very tricky balance. How many times have we thought "well I will just crush it for a few more weeks...and then I will spend some quality time with the family"? Here's the sad sad truth....what if I get hit by a car while going out to get the mail? We can't guarantee that we get a tomorrow. All we have for sure is right now. Was it the best time to make the decision to set boundaries? Who knows! I took the steps to "make" it the best time for our family.

Another goal for this year was finally getting real office space. Lori and I have been saying for the past 4 years that by the time our youngest started kindergarten we wanted to get the ball rolling on it. The week he began school we started looking, found the perfect spot, signed the paperwork and then moved in by the middle of September. Was it the best time to do it? Who knows! We can always sit around waiting for the right time and it may never happen. We took a leap of faith and "made" it our right time.

For years I had been saying that I wanted to have better relationships with other local wedding vendors. I honestly believe that great networking is essential. Again, rather than wait for it to happen, I took the bull by the horns and started having local wedding networking meetings here at the office on the first Tuesday of every other month. All of my favorite photographers, videographers, florists, caterers, venue management and all the rest meet right here in one spot... with me hosting the event. The meetings have been awesome and they continue to put my face right in front of the people I want to work with.

Should I have waited until wedding season slowed down in the winter to start all of this. Who Knows! I "made" this the best time to get the ball rolling.

Do you see the pattern? In reality it's just like our performances as djs and mcs. Some of us approach our events in a very relaxed way....waiting for the right moment to open the dance floor... waiting and waiting for when it feels right and then starting with a slow song praying to the best to happen. Others of us are much more aggressive in our approach...we don't wait for the right moment, as it may never arrive. We take charge on the microphone and on the dance floor and "make" the right moment. I don't know why.... but I never thought about using this same approach to my life.

I told you last year that I was no longer going to sit around and hope for the best....I would encourage you to take charge in 2014. Make 2014 your year. "Make" it happen for you and for your family. If you want to have the best for your family, be the best for yourself and do the best for your business...follow this great advice from my Pastor. "If you wanna walk on water you have to be willing to step out of the boat!"

I wish you all a very Happy Holiday Season and a prosperous New Year..."Your" year.

Blessings Everybody!

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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Christmas Is Upon Us

By Ed Spencer

As I write this the Thanksgiving holiday is fast approaching here in the United States, which strangely enough corresponds to the start of Chanukah this year. In the coming weeks, we'll see people sharing and experiencing as we move



through Winter Solstice (Yule), Christmas, Kwanza, Boxing Day, and then we begin a new year.

A new year. Let's think about this for a moment.

A new year to succeed. A new year to fail. A new year to become more than we are now. A new year to keep right on doing the very same thing we've been doing all along. A new year to touch someone's life.

You see, we, as DJs, have been given a unique opportunity to perform for people and to help them celebrate. Whether it's a music festival, a Friday night, a wedding, a Mitzvah, Quinceanera, sweet 16, divorce party or anything else we're called upon to do, we are there to help people celebrate. We are given this opportunity to make things better than they were without us. A vast amount of trust has been placed in our stead.

Each and every day we have this trust placed with us, we should stop and be thankful that our clients are willing to put their celebrations in our hands. Every day we should be thankful that we might just get a chance to do (or perhaps are doing) what we love for a living. Every day, we should remember that we don't need to agree with the other DJs, but we should be respectful if we want others to be respectful of us.

But it's not just the big moments in our lives. We should also set aside time

for our loved ones and the daily smaller celebrations in our own lives. Whether it's a daughter that comes to her father to tell him it's "Coloring time." or a friend that calls just because they wanted to hear your voice. We should take a moment to be thankful for our friends and families and all the interesting moments that they bring to us. It's cliché, but sadly true, that we often don't know what we have until it's gone. Share in these small moments and cherish them be they with your loved ones, families, friends, or yes, even with your clients.

While this article is typically about becoming a better version of ourselves, it's important to stop and give thanks for those that we surround ourselves with and the small celebrations we have in our everyday lives.

In closing out this month... I want to stop and reflect, knowing that I'm thankful for many things, not only for having so many people around me who enrich my life, but also for the opportunities I've been given. I have an incredibly supportive wife who has pushed me to attend training at Second City in a few weeks, and also helped to insure we get to spend time with her family this year in California. I'm thankful I get to spend time with friends and my extended theatre family who share a deep felt passion for performing... something most do not understand. But I also want to stop and thank John Young for giving me a place to share, my many coaches and trainers for their helping me become a better version of myself, my clients for their trust, my friends and family for their love, and lastly, but certainly not least, the many readers of Disc Jockey News who help to make this article possible. For all this, and so very much more, I want to thank you all from the bottom of my heart.

See you next month!

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

Matt Anderson continued from page 13

sending you 3-5 high quality opportunities/year, start with finding the first one.

4. Beware the four thieves:

a) Your inability to say 'no'

Pleasing others and being helpful can make saying 'no' quite challenging. But ultimately if you do not keep your One Thing as your priority, other people's agendas will prevail.

b) Fear of chaos

The world will not care about your One Thing so your list of things not yet done will still pile up. But if you do everything on it, you might feel good that day but it will not get you closer to achieving your One Thing. Keller implores you to persevere and fight to find the time to stay the course.

If reading this makes you a little anxious, it's normal AND you can start to see that achieving big results is hard – to have the courage to stay that focused.

c) Poor health habits

If you don't take care of your body, where will you live? Scheduling your exercise, planning your meals for the week so you get the nutrition you need and aiming for eight hours of sleep – nothing new here but how can you do big things for long without great energy?

d) Being in an environment that doesn't support your goals

It's common to overlook the impact of where you live and work and whom you spend time with. Tony Robbins first alerted me to the power of "who you spend time with is who you become". Spend as much time as you can with people who elevate you and support your One Thing.

5. Honour the Three P's: Purpose, Priority and Productivity.

Purpose: a fulfilled life comes from making a meaningful contribution. What's the one thing you'd most like to accomplish in your life and how can you make that happen? Start with your why.

Priority: This is where you ask: "What's the One Thing I can do right now so I'm on track to someday goal?". Since it's hard for most of us to delay gratification, it helps to connect today to all the tomorrows necessary – and save us from

ourselves!

Productivity: Time block four hours/day as soon as you can to focus on your One Thing.

6. Live the Three Commitments

a) Commit to mastery and lifelong learning. One step at a time. One domino at a time.

b) Commit to moving past your natural way of doing things and become purposeful. How you normally do things will take you to a ceiling. Breakthroughs require doing something differently.

c) Commit to a coach or mentor for accountability. Research finds that you will take a lot more action when you have to report back to someone.

7. Passionately Guard Your Time Block

Keller put this sign on his desk: "Until my ONE Thing is done - Everything else is a distraction!" If it worked for him...

Useful things to learn to say:

"I'm sorry. I already have an appointment at that time."

"If I have that done by (specific time), would that work?"

Your own need to do other things might be your biggest challenge, so brain dump anything you need to do on a list and put it out of sight.

P.S. Time block your time off before even your ONE Thing.

P.P.S. Time block one hour/week to plan your time.

In summary, Keller believes that many people get good results not because of all their planning and long unhealthy hours but succeed in spite of what they do.

"The key to success isn't in all that we do but in the handful of things we do well... Most of all I learned that the ONE Thing is the surprisingly simple truth behind extraordinary results."

What ONE THING can you do to get more and better referrals this month?

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

Reviewing

By Glenn Mackay

Reviewing your performance is a great way to improve yourself. Hiding a camera that captures you in action will enlighten you about where your performance may



need tweaking. But do you need to improve more than just your performance?

As a DJ and in most cases a self-employed small business owner, there is a great deal more to what we do than just being a DJ. We often don't take the time to review all aspects of our business, which may be causing a drop off in the amount of work being generated.

A great way I found to evaluate my entire business, was through the WED Guild® Application process. The beauty of this is that you have a checklist to work through which forces you to document many areas of your business. You then work with a mentor from the WED

Guild® to ensure what you are doing is to a high standard.

Then the best bit, you get your application evaluated by 4 existing WED Guild® members! They give wonderful insights as to where you might be able to improve. If you decide to go through with this process, you are also entering a wonderful network of entertainers who are friendly and helpful, which leads to continuing improvement.

It's often the process of having someone else go over things that you've seen a hundred times that helps identify a problem, big or small. We recently took on a new full-time staff member who shares her time between office duties and DJ duties.

Her insight into the business side of what we do has been incredibly helpful. She has also helped us redevelop processes within the business to make life a bit easier for our other DJs, especially in regards to planning forms.

We all think that what we are currently doing is the best way to go about the task at hand, but as the saying goes "You don't know what you don't know". I can

also tell you that now having 2 women in the office (my wife works with me also) that it turns out there is a LOT that I don't know apparently.

Taking the time to review a variety of aspects in your DJ business regularly



will certainly help you improve. There have been times when we seem to not be converting a lot of enquiries into bookings, so we have had to evaluate ourselves to find where we were falling short. Or maybe you're clients aren't getting much needed information to you in a timely manner. Instead of just blaming the other people involved, try to take a step back and see if there is something

more that you can be doing to improve the situation.

So how can you start reviewing? Well, my first suggestion is to check out the WED Guild® website for the application. There is even a Facebook support group for those working through their application, so feel free to contact me if you would like to join in.

Another way to ensure you are constantly reviewing your business is to select an area to review each month. For example, November you could review your marketing. December you could review your planning documents. January you could review your phone manner.

There may be some things that you need to review more often, but it certainly can't hurt to review every aspect of your business and performance at least once each year. Be sure to share with me how you review yourself and your business. I would love to hear your stories.

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

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Miley Cyrus	Wrecking Ball	1	Blake Shelton	Mine Would Be You	1	Katy Perry	Roar
2	Avicii	Wake Me Up	2	Keith Urban	We Were Us	2	Sara Bareilles	Brave
3	Lorde	Royals	3	Joe Nichols	Sunny And 75	3	Phillip Phillips	Gone, Gone, Gone
4	Lady Gaga	Applause	4	Tim McGraw	Southern Girl	4	Pink	Just Give Me A Reason
5	Drake	Hold On WeÕre Going Home	5	Chris Young	Aw Naw	5	Justin Timberlake	Mirrors
6	Imagine Dragons	Demons	6	Parmalee	Carolina	6	Maroon 5	Love Somebody
7	Katy Perry	Roar	7	Darius Rucker	Radio	7	Anna Kendrick	Cups
8	Selena Gomez	Slow Down	8	Eli Young Band	Drunk Last Night	8	Rihanna	Stay
9	Katy Perry	Unconditionally	9	Taylor Swift	Red	9	Bruno Mars	When I Was Your Man
10	Paramore	Still Into You	10	Band Perry	DonÕt Let Me Be Lonely	10	Lorde	Royals
11	Eminem	The Monster	11	Zac Brown Band	Sweet Annie	11	Taylor Swift	Everything Has Changed
12	Justin Timberlake	TKO	12	Florida-Georgia Line	Stay	12	Capital Cities	Safe And Sound
13	Pitbull	Timber	13	Eric Paslay	Friday Night	13	Pink	True Love
14	Zedd	Stay The Night	14	Cassadee Pope	Wasting All These Tears	14	Robin Thicke	Blurred Lines
15	OneRepublic	Counting Stars	15	Jake Owen	Days Of Gold	15	Avicii	Wake Me Up
16	Jay-Z	Holy Grail	16	Cole Swindell	ChillinÕ It	16	Michael Buble	Close Your Eyes
17	Jason Derulo	Marry Me	17	David Nail	Whatever SheÕs Got	17	Paul McCartney	New
18	Neighbourhood	Sweater Weather	18	Miranda Lambert	All Kinds Of Kinds	18	Passenger	Let Her Go
19	Lana Del Rey	Summertime Sadness	19	Hunter Hayes	EverybodyÕs Got SomebodyË	19	OneRepublic	Counting Stars
20	Travie McCoy	Rough Water	20	Jon Pardi	Up All Night	20	Imagine Dragons	Demons
21	Rihanna	What Now	21	Frankie Ballard	Helluva Life	21	Miley Cyrus	Wrecking Ball
22	Bruno Mars	Gorilla	22	Lady Antebellum	Compass	22	Lady Gaga	Applause
23	Lady Gaga	Do Want U Want	23	Luke Bryan	Drink A Beer	23	Elton John	Home Again
24	Macklemore & Ryan Lewis	White Walls	24	Danielle Bradbery	The Heart Of Dixie	24	Train	Bruises
25	Passenger	Let Her Go	25	Dustin Lynch	Wild In Your Smile	25	Daft Punk	Get Lucky
26	One Direction	Story Of My Life	26	Dierks Bentley	I Hold On	26	Celine Dion	Loved Me Back To Life
27	Enrique Iglesias	Heart Attack	27	Scotty McCreery	See You Tonight	27	Imagine Dragons	Radioactive
28	Ellie Goulding	Burn	28	Thompson Square	Everything I ShouldnÕt BeË	28	Katy Perry	Unconditionally
29	Taylor Swift	Everything Has Changed	29	Brad Paisley	I CanÕt Change The	29	Paramore	Still Into You
30	Fall Out Boy	Alone Together	30	Eric Church	The Outsiders	30	John Legend	All Of Me
Urban			Rock			Alternative		
11	Jay-Z	Tom Ford	1	Korn	Never Never	1	Cage The Elephant	Come A Little Closer
2	Sevyn Streeter	It WonÕt Stop	2	Volbeat	Lola Montez	2	Bastille	Popeii
3	August Alsina	I Luv This Sh*t	3	Alice In Chains	Voices	3	Imagine Dragons	Demons
4	Drake	Hold On WeÕre Going Home	4	Five Finger Death Punch	Battle Born	4	Grouplove	Ways To Go
5	J. Cole	Crooked Smile	5	Stone Sour	Tired	5	Fitz & The Tantrums	Out Of My League
6	Chris Brown	Love More	6	Pop Evil	Deal With The Devil	6	Pearl Jam	Sirens
7	Future	Honest	7	Avenged Sevenfold	Hail To The King	7	Arctic Monkeys	Do I Wanna Know?
8	Jay-Z	Holy Grail	8	Three Days Grace	Misery Loves My Company	8	Panic! At The Disco	Miss Jackson
9	Drake	All Me	9	Pearl Jam	Sirens	9	Lorde	Royals
10	Juicy J	Bounce It	10	Redlight King	Born To Rise	10	MS MR	Hurricane
11	Sebastian Mikael	Last Night	11	Shinedown	Adrenaline	11	Thirty Seconds To Mars	City Of Angels
12	R. Kelly	My Story	12	A Perfect Circle	By And Down	12	Linkin Park x Steve Aoki	A Light That Never Comes
13	Mike Will Made It	23	13	Stone Temple Pilots	Black Heart	13	Lorde	Team
14	Wale	Clappers	14	Alter Bridge	Addicted To Pain	14	Avicii	Wake Me Up!
15	Schoolboy Q	Collard Greens	15	Cage The Elephant	Come A Little Closer	15	Neighbourhood	Afraid
16	DJ Khaled	I Wanna Be With You	16	All That Remains	What If I Was Nothing	16	Young The Giant	ItÕs About Time
17	Rico Love	They DonÕt Know	17	Avenged Sevenfold	Shepherd Of Fire	17	Vampire Weekend	Unbelievers
18	Sage The Gemini	Red Nose	18	In This Moment	Whore	18	Twenty One Pilots	House Of Gold
19	Rick Ross	No Games	19	Deftones	Romantic Dreams	19	Alt-J	Tessellate
20	YG	My Hitta	20	Skillet	Not Gonna Die	20	Switchfoot	Who We Are
21	2 Chainz	Used 2	21	Sick Puppies	Gunfight	21	Killers	Shot At The Night
22	Mack Wilds	Own It	22	Sevendust	Picture Perfect	22	Arcade Fire	Reflektor
23	Lorde	Royals	23	Seether	Seether	23	Blue October	Bleed Out
24	Yo Gotti	King Sh*t	24	Killswitch Engage	Always	24	Chvrches	The Mother We Share
25	B.o.B	Ready	25	We As Human	Strike Back	25	J. Roddy Walston	Heavy Balls
26	Tamar Braxton	All The Way Home	26	Halestorm	Mz. Hyde	26	Kings Of Leon	Temple
27	Drake	The Language	27	Imagine Dragons	Demons	27	Queens Of The Stone Age	I Sat By The Ocean
28	T-Pain	Up Down	28	Pearl Jam	Mind Your Manners	28	Airborne Toxic Event	Hell And Back
29	Kanye West	Bound 2	29	Gemini Syndrome	Stardust	29	Awolnation	Thiskidsnotalright
30	Janelle Monae	Primetime	30	Emphatic	Remember Me	30	Avenged Sevenfold	Hail To The King

A Different Spin by Jason Nocera



So, You Want To Be A DJ?

By Dave Winsor

So, what makes you want to be “Behind the Mic”? Actually, there’s so much more to that than just a place to stand, right? You’re behind the mic because you want attention and I assume the attention you want is positive?!

Do a Google search for: Positive Impressions and see what you come up with. There are 29 MILLION results. There are actually companies that exist to help you create positive impressions.



So, what made you make the decision to be an entertainer? Actually, there’s so much more to that than talking into the mic and trying to be witty. Isn’t there?

Well then, what made you want to become a DJ? Is it simply because you have the spotlight on you? That light is great because it bathes our egos. It can also burn the ego too. There is nothing like being up in front of a group of people and they are all looking at you because you say something like: “Hi, my name is Dave and I’m here today with all of you to help Eric and Denise celebrate their decision to get married!”

No response. Hear the crickets chirping? Ugh. At this very moment,

you will establish your rapport with that audience. You will define your participation. Squirming yet?

Ooh, ooh, pick me! (I’m raising my own hand here!!!) We need the positive feedback and it’s so amazing when we get it. Isn’t it? There is nothing like the hug from a client for a job well done. Right? What?! You’re not getting any? I wonder why? Maybe we can figure it out.

Positive Feedback: Feedback that results in amplification or growth of the output signal. While technical in nature, it applies to learning also.

This business demands that we have a strong spine and an iron will. It also demands that we be flexible and understanding. It’s a conundrum. If a client is happy with your performance, you’ll get glowing feedback. While that’s nice, it’s not the best teaching moment. The real teaching moments are those where you feel REALLY uncomfortable with what the client is telling you. You may feel so uncomfortable that you strike out at them verbally and build a brick wall of defense around you. You know what? That’s the worst thing you can do.

I’m not saying that when a client is not happy with your performance that it’s all your fault, but you do own some of it. The question is “How much?” We are given plenty of rope. The only question is how much to you need to really do a good job hanging yourself. Does the mic give you permission to be anything other than a good businessman? Does the mic give you the power to abuse people because they don’t agree with you? What power does the

mic give you?

It’s an awesome responsibility. Not everyone can use it. Most people will

most likely did think of a few. The best advice I’ve ever heard about speaking in public?



run away from you when you ask them a question with a mic in your hand. Ask that same question without the mic, they most likely will spend some time talking with you. That is a pretty big difference.

What do you think the audience is thinking about you as they watch you speak to them? There may be a THOUSAND different thoughts flying around: “Oh no, a wedding DJ,” “His shirt is wrinkled,” “He’s slouching,” “Wow, he’s fat!” Well the good news is you’ll never hear any of those thoughts. They may never have been created, but you

“Never mind what people think about you, because they DON’T”

That doesn’t mean don’t care about what they think, just don’t try to think for them. I don’t know about you, but I have enough trouble thinking for myself.

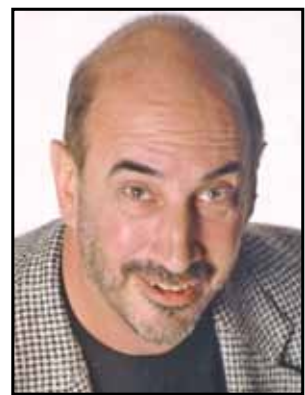
The microphone wields a lot of power. A verbal sword if you will. Don’t abuse it.

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What Are You Thinking? Here Are A Few Of My Thoughts!

By Jeffrey Gitomer

The minute I get a thought, I capture it. For the past year or so, I’ve been texting myself through voice dictation. It works. It’s the same way I am writing this column. Voice to text. It works.



I’m about to show you, and share with you, some of those random thoughts. They are in no particular order, and as I paste them into this word document I’m reading them aloud and altering them. (That’s how I edit.) I’m reading them and expanding them on the spot so they become even more valuable and applicable to a salesperson. You.

ON QUESTIONS:

When someone asks you a question, ask yourself, “Why are they asking this, and what does this mean in terms of this person moving toward a purchase?”

There’s a motive behind every question a prospect asks. And that motive is the sales driver. In reality they’re thinking to themselves, if this function works, I can increase my sales. That’s the motive, not the function.

For example, they may ask you, “Can this function take place?” If you answer, “Yes,” then you’ve gone right past sale. If you answer yes and then

ask, “What will this function lead to?” or “What makes this function important to you?” you will then uncover the real buying motive. In sales this is known as the hot button. The reality is, it’s your money.

WHAT ARE YOU THINKING:

- In sales, the largest chasm is the difference between knowing and doing. You already know everything; the problem is you’re not doing it.

- How many of you cannot afford to buy what it is you are selling? And how does that affect your belief system? And how does that affect your passion to close the sale?

- Whoever said, “Thoughts are things,” only had it partially correct. The better statement is, “Thoughts become things when plans are made, belief is strong, and action is taken.”

- In a game of “sales chess” you have to be thinking at least two moves ahead or you’ll likely lose your queen.

WHAT DO THEY REALLY WANT?

Your customer doesn’t want to buy a ball bearing. They want to keep their plant producing. Customers want outcome, not product. Your customer does not want a can of paint, brushes, and rollers. Your customer wants a beautiful room or a updated look to the exterior of their home. Sell OUTCOME, not product.

BE SPECIFIC.

Is your presentation full of generalizations or customization? If you only generalize for the enterprise and generalize about the business, you will lose.

But if you customize for your customer, or their customer, they can visualize what’s in it for THEM, and they will buy.

SHOW ME THE MONEY, NOT THE PERCENTAGE:

Don’t give me a percentage. Give me a dollar amount. EXAMPLE: You say, “We lost 7% of our customers this year.” Really? HOW MUCH IS THAT IN DOLLARS? That will make you mad. Large companies refer to this as “churn.” I define churn as management’s inability to keep customers loyal. And these same companies who call it churn only present it as a percentage. Our churn rate is 3.2%. Why doesn’t management have the intestinal fortitude to present that as a dollar amount? Answer: They don’t want anyone to know, and it places the burden on salespeople to replace the 3.2% in order to get to last year’s numbers. Not good.

WHAT’S THE REAL CHALLENGE WITH CRM? Customer relationship management is the most purchased, least-used, and least-adopted software in the history of computers. Why? The salesperson looks at it as management’s tool for accountability. CRM adoption rates would triple if salespeople viewed it as something that could help them make a sale.

If you have CRM software for your sales and service people, and you have a 72% adoption rate, that means 28% of your sales team, and/or your service team, did NOT adopt it, and most likely hate it. I feel reasonably certain that of the 72% that did adopt it, a high per-

centage of them look at it as something they “had to do” rather than something that would help them.

ON IMAGINATION AND WOW!:

Salespeople are missing huge opportunities for engagement and opportunities to gain response from customers by not being imaginative or creative in their communications.

- Show me a sales script, and I’ll show you a boring message.

- Show me a slide deck prepared by marketing, and I’ll show you a boring message.

- Show me an email prepared by a salesperson, and I’ll show you a boring message.

Where’s the value? Show me the value. Where’s the WOW? Show me the WOW! If you show me WOW and value, I will respond, I will engage, I will connect, and I will buy.

Those are my thoughts and ideas of the moment. All captured the second they occurred to me. Hope they get you thinking, taking action, and capturing yours.

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.

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM					
1	1	Miley Cyrus	Wrecking Ball		201337	60	Justin Bieber /Wil I am	#that Power	201312	128	
2	2	AVICCI	Wake Me Up		201326	122	Maroon 5	Daylight	201247	126	
4	3	Selena Gomez	Slow Down		201333	128	Calvin Harris	Sweet Nothing	Florence Welch	201238	128
3	4	Lorde	Royals		201325	85	Emeli Sande	Next to Me		201230	95
6	5	Macklemore/Ryan Lewis	White Walls		201331	117	Sean Kingston	Beat it	Chris Brown/Wiz	201316	98
7	6	Justin Timberlake	TKO		201339	69	Swedish House Mafia	Don't You Worry Child		201234	129
5	7	Katy Perry	Roar		201333	90	Avril Lavigne	Here's to never growing up		201315	83
10	8	Imagine Dragons	Demons		201303	90	Olly Murs/ w Flo Rida	Troublemaker		201250	106
8	9	Paramore	Still Into You		201315	136	Imagine Dragons	It's Time		201208	105
11	10	Ariana Grande / Big Sean	Right There		201340	78	Will.I.AM-Britney Spears	Scream and Shout		201248	129
9	11	Lady Gaga	Applause		201333	70	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127
14	12	Drake	Hold on We're going home		201332	100	Flo Rida	I Cry		201238	126
15	13	Katy Perry	Unconditionally		201343	130	Justin Bieber	All Around the World		201307	128
12	14	Rihanna	What Now		201336	128	Taylor Swift	We are never getting back together		201234	86
16	15	Jason Derulo	Marry Me		201335	105	Psy	Gangnam Style		201237	132
13	16	Jay Z-Timberlake	Holy Grail		201329	72	Chris Brown	Don't Wake Me Up		201221	128
21	17	Zedd/Hayley Williams	Stay the night		201339	127	Pink	Blow Me One Last Kiss		201228	114
22	18	Eminem/Rihanna	The Monster		201344	111	Owl City-Carly Rae Jepsen	Good Time		201227	126
19	19	J. Cole	Crooked Smile		201323	82	Maroon 5	Payphone		201217	111
17	20	Taylor Swift/Ed Sheeran	Everything has Changes		201327	79	Carly Jepsen	Call Me Maybe		201210	120
20	21	Travie McCoy/Jason Mraz	Rough Water		201337	86	David Guetta/ Chris Brown	I Can Only Imagine		201230	127
28	22	Lupe Fiasco/Ed Sheeran	Old School Love		201342	86	Rihanna	Where have you been		201216	128
23	23	Capital Cities	Safe and Sound		201249	118	Trey Songz	Heart Attack		201214	75
New24		Sara Banelles	Brave		201317	95	Usher	Numb		201233	125
24	25	Pink	True Love		201327	97	Future	Turn on the Lights		201226	66
29	26	Ellie Goulding	Burn		201334	129	Ellie Goulding	Lights		201109	120
27	27	Enrique Iglesias	Heart Attack		201340	77	Nicki Minaj	Pound the Alarm		201227	126
25	28	Eminem	Berzerk		201335	96	One Direction	Live While we're young		201240	126
30	29	Britney Spears	Perfume		201345	80	David Guetta	Titanium		201230	125
New30		Robin Thicke	Feel Good		201344	124	Calvin Harris	Lets Go		201212	128
Recurrents- (Still popular)							Katy Perry	Wide Awake		201223	80
26		Bruno Mars	Treasure		201320	116	Kelly Clarkson	Stronger		201201	116
		Zedd / Ft Foxes	Clarity		201305	128	David Guetta/Nicki Minaj	Turn Me on		201231	128
		Robin Thicke	Blurred Lines		201322	120	Justin Bieber	Boyfriend		201214	97
		Justin Timberlake	Take Back the Night		201329	109	Taylor Swift-B.O.B	Both Of Us		201220	63
		Maroon 5	Love Somebody		201314	120	50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98
		Imagine Dragons	Radioactive		201245	69	Katy Perry	Part of Me		201210	130
		Calvin Harris-	I Need Your Love	Ellie Goulding	201312	125	Flo Rida	Good Feelin		201137	128
		Ariana Grande / Mac Miller	The Way		201314	83	Pitbull	Back In Time		201214	127
		Daft Punk	Get Lucky		201317	116	Gym Class Heroes	Self Back Home		201203	130
		Krewella	Live for the Night		201327	128	Nicki Minaj	Starships		201209	125
		One Direction	Best Song Ever		201330	118	Chris Brown	Turn Up The Music		201206	130
		Anna Kendrick	Cups		201319	65	Goyte	Somebody that I used to Know		201205	129
		Rihanna/David Guetta	Right Now		201329	130	Rihanna	We Found Love		201140	128
		Macklemore/Ryan Lewis	Can't Hold Us		201310	73	The Wanted	Glad You Came		201134	128
		Selena Gomez	Come & Get it		201315	80	One Direction	What Makes You Beautiful		201213	129
		Justin Timberlake	Mirrors		201314	78	Drake/Rihanna	Take Care		201150	122
		Macklemore-Ryan Lewis	Thrift Shop		201246	95	Calvin Harris	Feel So Close		201131	64
		Pitbull-C Aguilera	Feel This Moment		201302	136	Rihanna	You Da One		201147	127
		Demi Lovato	Heart Attack		201309	88	Young Jeezy	Leave you alone		201208	95
		Krewella	Alive		201305	128	B.O.B	So Good		201209	86
		Mariah Carey/ Miguel	#Beautiful		201319	107	J. Jessie	Domino		201135	127
		Chris Brown	Fine China		201314	104	Karmin	Broken Hearted		201207	120
		Justin Timberlake	Suit annd Tie		201303	103	Pitbull/w Chris Brown	International Love		201140	120
							Jennifer Lopez	Dance Again		201215	128
							Chris Rene	Young Homie		201209	80

Pushing The Envelope

By Harvey Mackay

“Pushing the envelope” is a phrase that originated with American test pilots like Chuck Yeager and John Glenn in the 1940s. It described max stress situations for the metal skin (“envelope”) of a jet aircraft. In other words, the plane was designed to fly safely up to a certain speed for a certain distance at a certain altitude.



The job of test pilots was to “push the envelope” by making the plane go faster, farther and higher. The term “pushing the envelope” came into popular parlance in the blockbuster book and movie (1983) “The Right Stuff.”

Naturally, this phrase is near and dear to me. On my business card, my title is “Envelope Salesman.” So literally, I am pushing the envelope every day!

Beyond that, for me “pushing the envelope” means pushing the boundaries and pushing yourself to maximize your advantage to be better, faster and smarter and to get the results you want, in business and in life. I can assure you that as times and businesses change, I have had

to make many changes and adjustments to keep our company functioning and prospering. It’s about determination and risk taking – going above what your customers expect and trying new things that will put you outside of your comfort zone.

Most people go for safety and security when planning and living their lives. There are certain lines they won’t cross. Many life-changing, transforming and worthwhile items are outside their comfort zone and require risk, which prevents them from attempting to change.

When you study truly successful people, you’ll see that they all saw opportunities, took risks, made plenty of mistakes, but when they were knocked down, they kept getting up ... and up ... and up. They owe their success to their willingness to accept change as inevitable and welcome the challenge.

Determination keeps people hammering away. Determined people possess the stamina and courage to pursue their ambitions despite criticism, ridicule, or unfavorable circumstances. In fact, discouragement usually spurs them on to greater things. When they get discouraged, they recognize that in order to change their results, some change is in order.

At 211 degrees, water is hot. One small change – one more degree – and it boils, changing into steam. And steam can power a locomotive. That small change of

one more degree makes all the difference. That one extra degree in business and in life separates the good from the great. It’s your life. You are responsible for your results. Never be afraid to turn up the heat.

A little book, “Jonathan Livingston Seagull,” swept America in 1970, selling more than seven million copies. And by the way, it was turned down by 18 publishers before it was accepted.

Richard Bach wrote the 10,000-word story about a seagull that refuses to join with the seagulls in his flock that are only interested in scavenging savagely for food. Instead, Jonathan Livingston Seagull wants to fly and soar to heights none of his kind could even imagine.

Most seagulls learn only how to get from shore to food and back again. But Jonathan kept going off by himself, flying higher and higher, until he finally was able to reach 8,000 feet, far higher than any other seagull had ever flown. He even learned to fly at night, something seagulls never do.

Jonathan would go into dives straight down – reaching the incredible speed of 214 miles per hour. He taught himself to do the loop, the slow roll, the snap roll, the point roll, the inverted spin and the pinwheel! Every day he kept learning new ways to fly that stimulated and nourished his soul.

Although initially rejected by his flock

for his unorthodox approach to life, Jonathan eventually became a seagull hero of wisdom and renown. Younger seagulls flocked to Jonathan to learn his flying secrets.

The lesson of this little book is the necessity to risk some things in life and, above all, to keep on learning – always learning. There are few prizes for following the flock.

No doubt about it, taking chances and making changes can be daunting. But consider the alternative. If you aren’t content with the status quo, you have no choice but to change the way you are operating.

After all, it is the continued search for excellence and devotion to learning that is the true secret of professional accomplishment and personal happiness.

Mackay’s Moral: To get what you’ve never had, you must do what you’ve never done.

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

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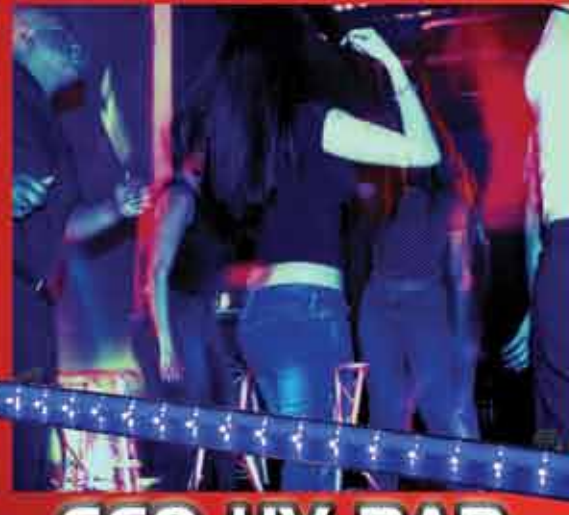
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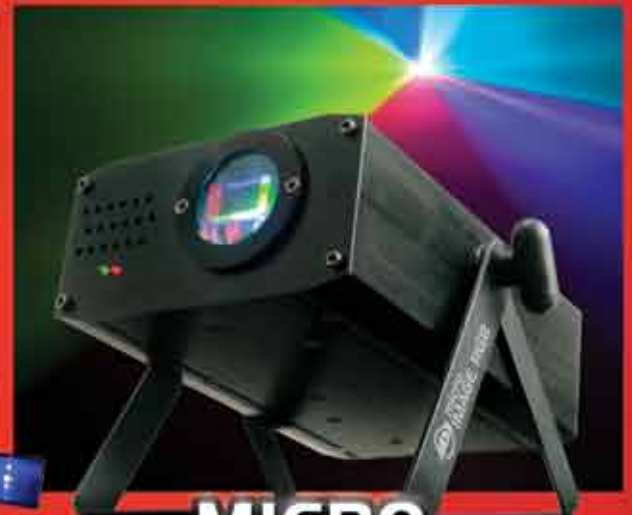
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