

Disc Jockey News

Subscription is valid thru date above on the label

FEBRUARY 2010 • Issue #65

The Monthly Disc Jockey Newspaper

\$12.50 for 12 issues

The Q Corner, Where Quality Meets Quantity

By Mike Walter

I recently saw a list of the Top Grossing Movies of the past decade and it made me think of what we do as Mobile DJs each and every weekend. And why, if you're good at what you do, you can make a pretty nice living at it.

I know, I know. How do Hollywood's most successful movies translate to Mobile DJing? I'll explain.

But first, here's the list:

1. Lord of Rings: Return of the Kings (2003)
2. Pirate's of the Caribbean: Dead Man's Chest (2006)
3. The Dark Knight (2008)
4. Harry Potter and the Sorcerer's Stone (2001)
5. Pirate's of the Caribbean: At World's End (2007)
6. Harry Potter and the Order of the

Phoenix (2007)

7. Harry Potter and the Half-Blood Prince (2009)

8. Lord of Rings: The Two Towers (2002)

9. Shrek 2 (2004)

10. Harry Potter and the Goblet of Fire (2005)

The first thing I noticed was this: two Lord of the Rings movies and four Harry Potters. That's six of the top ten movies that are completely "fantasy" movies. I mean fictional movies have always been a popular form of "escape" for society, but fantasy movies (with Hobbits and wizards, etc) take it a step further. They allow the viewer to completely leave their everyday life and spend two or three hours in another world.

What we do is similar. We take guests at a party and allow them to completely leave their lives for four or five hours. We give them a chance to escape into a world where the reason for this celebration (whether it's a wedding, mitzvah or whatever) is the only thing that matters. They can leave their concerns and bills and worries in the car and focus solely on the guest of honor. And if we are good at what we do, we'll get them to dance and sing and clap and maybe even shed a tear; all things that most people don't do in their everyday walk of life.

Entertainment, at its core, has always

been about escape. It's why we scream for our sports teams and why we pay to see our favorite bands perform live even though we have all of their CDs. And it's why clients pay us good money to DJ their events. Because they want someone with the skills to make their celebration an escape from the mundane.

The next thing I noticed about that list is that every one of those movies has an essential common factor. You spotted it too, right? I mean it's right there in the title of all but The Dark Knight.

Every one of those movies belongs to what Hollywood calls a franchise.

There have been three Shrek movies, six Harry Potters, three Lord of the Rings (the first one barely missed making the top ten last decade,) three Pirate's of the Caribbean (with a fourth one in the works) and who could count how many recreations and spin-offs of the original Batman comic.

That's because Hollywood knows a basic truth about entertainment: most people like familiarity. It's easier to go to a movie when you already know the characters and are familiar with the story.

And how does that dovetail with what we do?

I shamelessly admit to playing most of the songs on the Mobile Beat Top 200 list. I am a proud member of the "We Are Fam-

ily into Celebration" club. I'd rather do line dances at a party than not do line dances (the final decision, of course, being my client's.)

I realize that it is not my job at an event to "break" new music. I leave that to the radio stations and club DJs. My job is to take the music that guests at my parties are familiar with, and give them what they want. Sure I hope I put my own unique "spin" on it, whether that involves programming or MCing, just like I'm sure every movie maker hopes to put their own unique spin on a Batman or Pirate movie. But I bank on most people's comfort level with the familiar and after twenty plus years of DJing, I'm glad I do.

Those ten movies grossed over ten billion dollars world-wide last decade. That's a lot of money for entertainment. It's a lot of movie tickets sold to provide escape. I think we all benefit from that very same need, for society to leave their lives from time to time and go somewhere different.

I think about that need often as I prepare for my events and I hope I provide it for my clients and for their families and friends. I'm no wizard or pirate, but I do my best to help people escape.

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.

Behind The Mic: Las Vegas Style

By Dave Winsor

Welcome to Las Vegas. What an amazing city totally centered around separating you from your money. Damn good at it too. While you're in Vegas, you'll most likely take in a few seminars. I love a good seminar.

I'm thankful to learn something new. I really pay attention to the speaker and how they use emotion and feeling to get a point across. How about you? Are you as polished at speaking?

It has to be one of the most overlooked aspects of being a mobile DJ. If I'm wrong, please email me and let me know. How much training and guidance have you had? If you have had some, is it ongoing? Why or why not? It's not as sexy as the lights you'll see, or the great new speaker technology, but it will have more impact than those things.

Have you ever played "60 seconds of Hell?" I created this game when I was an Adjunct Professor of Broadcast Journalism so that I could teach my students how to ad lib. Here's how you play: Gather a bunch of DJs in a room. Select one to leave the room for a moment. While that person is out of the room, agree on a topic. Invite the person back into the room and someone get ready to time it. Tell them they have sixty seconds to speak about

"TOPIC" and GO! Watch what happens. It may seem like you would find it easy, but a couple of things take place. You exhaust the topic in the first :30 because you are reciting facts, or you can't string together enough thought to make it past :20 seconds. The group will let you know as soon as you've exhausted your knowledge of the topic and call TIME. It's great to do. Try it. My class thought they'd ask me to do it. I said "sure" and left the room. I heard a lot of yelling and laughing. They invited me back in and gave me my topic.

Tampons. Really! I launched right into what I knew about them, and I also created a couple of funny asides and was still cruising right along when they called "SIXTY SECONDS!" but I kept going and had them all laughing. Wanna know what I did differently? I told a story instead of reciting facts. It was a riot. We still play that game.

So, did you learn anything? Can you pull this off? Have someone pick a topic for you. Try it at the bar. THAT will be funny.

So, telling a story. How good are you at doing it? I recommend that you take the opportunity to reach to third or fourth graders at a local school. This will be a tough group to read to. They know their stories and they expect them to be read well. I do it every chance I get. Better yet, go to the local Children's Hospital and volunteer to read to the kids there. It will be different trust me. Reading to kids at school will fill you with pride. Reading to a child with a life threatening illness is full of emotions. The kids really benefit from something different while they are on the ward. The parents will love the focus to be off their child's medical situation and on something

fun. When you look into the eyes of that child, you will be changed forever. I guarantee it. You may feel great at the end of the reading, and ask if you can return to read again. They will say yes, but there is the chance the child won't be there the next time you return. It's the chance we take to grow. We open our hearts. We allow that emotion to settle in and sometimes it can be very unsettling. No matter what happens, I really enjoy the hug around the neck I get from the parents and the kids. Something

else happens when you volunteer. You get noticed. You get asked back. You are seen as someone who is not afraid to walk into difficult situations and shine.

Have you learned anything today from this column? Do you have room to grow and learn or are you stuck in an old pattern of living. Push your limits. Get uncomfortable. Challenge yourself. Enjoy Vegas. Meet some new friends. Don't sit on 16!!

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Your Website And You

By Kelly Suit

Last month I shared my thoughts on Networking dos and don'ts, and the month before I shared about blogging and how that can positively impact your business.

This month, I'm going to talk about the biggest tool at your disposal that has a dramatic effect on your bottom line if leveraged correctly... The Internet!

While I could go on for many articles about many different aspects of how the internet can help your business, I just want to talk about your website. Hopefully, if you are reading this article and you take your business seriously you already have a website, but is it effective? Does your website help drive prospects to contact you? Does your website turn off your desired clientele? Do you have any idea if it's doing anything at all for you?

My suggestion is to take a brutally honest look at your site. The truth is that most DJ sites aren't awe-inspiring and while I've seen some people defend their sites as if you were attacking their child, you need to let your ego go if you designed your own site. Ask for input from your past clients, some vendors you trust,

family members, and if you frequent chat sites you can ask there as well. Be prepared as you may not like everything you hear and not all critique is going to be helpful, but you should be able to get a good idea from the sampling if your site is good or if it needs work.

What should a good website do? That is a question that many debate, but my opinion is that a good website will intrigue prospects to inquire either by email or telephone for more information. Some believe that your website should sell itself and I know some DJs that have a system online that clients can book their services without ever having to talk with them. That can be incredibly dangerous as not every prospect should be your client and you will have no idea if the person that booked your services is right for you without ever having a conversation. A good website should give your prospect enough information to know that you might be a good choice for them that they want to contact you, but not give away everything so as they have no need to contact you unless they are ready to book. I don't want prospects making their decision about my service without ever giving me the chance to communicate with them.

What should a good website contain? There are certain things that a good website needs: good content, clean and easy navigation, and contact info on every page.

"Good content" is open to interpretation, but ultimately it's anything that

helps the client decide if you are someone they would like to do business with. This can include, but not limited to, text, photos, videos, and audio. The next common debate is whether one should post prices on his or her site. Rather than either/or, consider informing prospects of price ranges. Many of your clients are younger and they get impatient with sites that don't give them what they want, and in many cases that is your price. I used to avoid listing any prices on my site since I was taught to believe that if I gave them pricing info they would immediately base their decision on us based solely on price. After research with my focus group, I learned that I lost out on potential business just because they couldn't find what they wanted on my site. It was an eye-opener!

Clean and easy navigation should be obvious. If your site confuses your prospect or turns them off, it won't matter if you are a great DJ, you won't get the opportunity to demonstrate so to that prospect. If possible, stay away from a heavy reliance on Adobe™ Flash®. While it might be pretty, it takes higher bandwidth, and more processing power to load. A slower loading speed will get people to click away before seeing how awesome your site looks.

Avoid scrolling where possible! There are exceptions to this rule, but most people are lazy and won't bother scrolling past what is on their screen. When doing your design, remember who you want your client to be and make it appealing to them. Avoid anything tacky or elements that will make your site look old (such as dancing banana GIFs). Try to avoid au-

dio on your site unless your visitors can disable it quickly since many people do their vendor searches while at work, and if you get them busted by their boss you won't get their business!

Make sure there is contact info on every page! You never know when they will decide to contact you, and if they have to look for that information for more than a few seconds, they will "bounce" to the next site. Availability checkers are a great tool as well. Some will tell you that a great website will have a call to action, such as "call now and receive a free light show if you mention this promotion." Personally, I haven't seen it work with anything that we have tried, website or print, thus I suggest not doing it as it makes your website look like a big sales pitch, and everyone hates to be sold.

Finally, have your focus group do a search engine search using whatever keywords they would use to find a DJ in your area. Notice how easily they can find your site. If they can't find it, that means regardless how pretty your website is and how effective a sales tool it could be, it's not doing a good enough job for you. If you don't wish to learn the ins and outs of Search Engine Optimization, then I highly suggest investing in a good SEO company. If you are in a small market without lots of competition, do it yourself, it will save you thousands; but if you are in a large, competitive market then search engine optimization will be a great investment.

Ok, now you know ... get to work!

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From The Other Side...

By Jake Palmer

Create and image... be yourself....

Most of us have just come off the bridal show circuit or are getting ready to do some late winter or early spring bridal shows. I am a big fan of bridal shows and wedding expos, they can be a great tool for any mobile DJ

or wedding entertainer. Lots of potential clients gather in one place with one purpose in mind, planning their wedding. Where else can you set-up shop and let the business come to you? You get to meet other vendors, network with other entertainment companies, and best of all, when the show is over the coordinators supply you with a list of contacts you can follow up with. The thing I have noticed more and more lately at these shows, is that all of the people look the same. What I mean is the cake booths all look the same, the photography booths

all look the same and the DJs all look the same... or do they?

One of the hardest things to master in small business is identity. How do you identify yourself and your company? What is your image like? What sets you apart from all the other DJ's and Wedding Entertainers? These are tough questions to answer, marketing and consulting companies have been trying to answer these questions for years. The tricky part is that there is no right or wrong answer, no magic formula that you can follow. So how do we do it?

There are several things we can do to promote or market ourselves and our business, but I think the number one priority has to be identity or image. Who are you? What is your company all about? We can't all be two thousand dollar wedding entertainers, but does that mean we all have to \$500 DJ's. People in a group tend to follow trends and the path of least resistance. So when Brides see that all the DJ booths at a show look pretty much the same, they start to wonder why one company charges \$2500 and another

guy has his hand written sign that says "Wedding Show Special \$500 unlimited time". Suddenly it becomes about price, and why wouldn't it? If you have a Bridal Show display that looks pretty much like every other DJ company at the show, it becomes very hard to convince a Bride & Groom that you are worth more or better than the "McDJ" down the isle. This is where our identity and image comes into play. If we don't find a way to "identify" ourselves as a better value, if we don't create an "image" of our own we will never stand out in the crowd. The Wedding industry is a huge business, there is plenty of room for everyone. So why can't we all have our own image and be ourselves? No two people are the same, just like no two weddings are exactly the same. So create the image that is best for you, find your identity. This is not easy, but it's important to learn to recognize your strengths and weaknesses. Focus on your strengths, do what you're good at, then stand out in the crowd. If you don't want to get caught up in a Wedding Show price war, don't look, or act, like the guy only charging \$500. Think about what you can do to look and feel differently at a show. Bridal Shows are an assault on a Brides senses and emotions, from little kids in

tuxedos, to chocolate cake, make-up and hair artists making them feel like a princess, the biggest day of your life... how do you and your display make the Brides and/or Groom feel? What emotional impact does two speakers and truss of lights have? How well can you connect with people while sitting behind a table with some stacks of brochures. At the last bridal show I was at, I saw these exact DJ booths, I also saw one of the best marketing ideas in a long time. Mike Anderson from Crystal Entertainment, actually had past clients in his area with him. Past brides who talked to potential brides about their own experience with Mike and his company, how pleased they were with his service and why they thought he was the best choice. How much emotional impact do you think that had? Do you think those brides will remember Mike and his company?

Create an identity and an image for you and your company, then stay true to it and it will pay off.

To quote author, entertainer, and all around good guy Brian Dodge, "You didn't choose this career, it chose you"

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Published by The Disc Jockey News Corporation

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

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

Subscriptions: Subscriptions to the Disc Jockey News are \$12.50/year for US addresses. Subscription forms and foreign rates are available on the website.

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Disc Jockey News is published monthly by John Young DBA the Disc Jockey News, 29442 120th St., Grey Eagle MN 56336. Periodicals pending at Grey Eagle, MN and additional mailing offices. POSTMASTER: send address changes to Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336.

The Referral Coach

By Matt Anderson

How to Make More Money in 2010: Get Comfortable Asking for Referrals

There is a foundation layer of confidence that needs to be established if you are going to ask effectively for referrals.



Firstly, you only ask for referrals if you've earned them!

Too much of what we hear about referrals is based around techniques: how to ask, when to ask, what to say, and who to get them from.

We don't spend enough time focusing on WHAT we are actually doing to earn the word-of-mouth recommendation.

Neither you nor your clients recommend someone unless they deserve it, unless something truly valuable in the other person's eyes has been delivered. Expectations must be exceeded. If you have only done your job, you cannot expect someone to tell others. Think about it: you don't tell others about something that is 'business as usual'.

Part of your referral conversation should include a discussion about what your client has gotten out of working with you. This will tell you whether you should be asking. This is the first layer.

If you have brought value, you have put some water in the well of the relationship. This makes asking much easier.

Secondly, understand why people refer you.

Andy Sernovitz' research done at Northwestern University has found that that there are two main reasons why people refer others. First, referring you to other people in their life makes them feel good. Second, they like to help people they care about. Notice neither of these reasons has anything to do with YOU. It's not about you; it's about them.

They are not recommending you because they want to see you drive a more expensive car, take more time off or have plastic surgery! They are motivated about what's important to them. Knowing this can build your confidence because now you don't have to fear looking needy –

their world does not revolve around you! It revolves around people who they would like to help – who are also hopefully good prospects for you.

The second layer then in building your confidence is making sure your referral request focuses on how your happy client might be able to help others. It is not a conversation about how you grow your business because most of the time other people do not care about this. Since when did you lie awake at night worrying about whether your dentist would be in business when you go back for your next teeth cleaning?! The idea is almost laughable (unless you're a dentist!).

Thirdly, have empowering beliefs about asking for referrals.

When it comes to asking for referrals, most people 'believe' that they are being pushy by asking or that it makes them look needy if they are asking. You must ask yourself what concerns you have about asking. Take a few minutes to do it right now!

Unless you need to bring more value to the work you do to earn referrals, whatever concern you came up with is an unhelpful belief. If you think it is true, then you will never get many referrals (except unsolicited ones you get from those happy with your firm's great service). This is how our brains work. They deliver on whatever we think. The solution is to change your beliefs by coming up with one that empowers you to ask.

Provided your client recognizes that you have brought value (see above: mentioned first) and you ask in way that is about your client helping others (see above: mentioned second), fears you have about looking pushy or cheesy are completely unfounded. Have you ever met anyone who feared coming across as pushy who really was? No, aggressive people have no idea what they are doing. If you bring value, why would you starve the world of your contribution? That's your brain being unhelpful; it's an old, useless 'belief' getting in your way.

Your beliefs create your reality – that's great if you have what you want, but it is rotten if your beliefs are not doing that for you. And, unfortunately, 87% of the thoughts we have are unconscious ones – habitual thoughts that are mostly negative

and unhelpful.

The biggest difference between people who get many referrals and those who don't is that the successful ones think differently. They have mostly empowering beliefs about asking for referrals that encourage them towards what they want.

The most empowering belief you can have about getting referrals is this:

I am good at what I do. I can help people you care about and I know I need to ask you!

One exercise I recommend to everyone is to list out 20 reasons why someone should do business with you. You have to become your number one fan. Confidence is an inside job. It's nice to hear that your client is happy but you have to believe it first.

For some people this is where the light bulb goes on and a third layer of confidence is built. Simply putting in some time thinking hard about the value that you bring to the table can make a significant difference. It compares to when you first started in your business and were unsure at times about what you saying, hoping nobody would ask you a question you didn't know the answer to. Think back to that time and remember also that at some later date you were in a meeting and consciously realized that all those doubts had gone because you did know your stuff! You were making eye contact with assurance. That's the kind of transition you can experience with asking for referrals as well.

Warning: Be ready for your brain to resist change. Your unhelpful beliefs are not going to be substituted without a fight. Amazingly, our habitual thoughts are 1,000 times stronger than a new one. Even when your status quo is unhelpful, your brain will still fight to keep you in this so-called comfort zone.

Fourth, pre-plan your asks.

A fourth layer of confidence will be there if you go into a meeting knowing what your referral request is. What door would you like opened by your happy client? This is an incredibly important habit to develop. Then you don't spend time distracted during the meeting wondering who to ask for.

If your initial response to this idea is "I often don't know who they know," then you first need to develop the habit of what I call 'fishing'. Fish during your time with that client for important people in their life that they like. Who do they know that

might make a good prospect for you? You can't expect them to figure this out on the spot, so your conversation should include this activity.

One helpful question to bring up during a meeting where you are explaining something they do not understand is this:

"I'm often surprised how rarely other clients of mine talk about this kind of thing with their friends/colleagues/co-workers. What's it like in your family/with other business owners you know/where you work?" Then pause and let them tell you.

This can be a great source of information about who your client already talks to or how you will need to get a referral opportunity warmed up.

Fifth, know when the best time is to ask for referrals.

The best time to ask is when your client is most happy with your work. Clearly that is when he or she will go out to bat for you most enthusiastically. The only thing that complicates this topic is your self-doubt. Again, if your client recognizes that you have brought value, it is okay to ask.

An even better time is AFTER such a meeting when you have stopped talking business and are just chatting about something light, pleasant and more personal. People relax at this time and it feels more natural and less formal to bring up a referral request as an 'after-thought'. I admit this sounds like a technique, but it works well and psychologically feels right too.

Who else in your business sphere would appreciate this? Share the wealth and forward it on.

Matt Anderson, of the Referral Authority, has grown his business exclusively by referrals, relationship building, and networking. He specializes in coaching sales professionals how to network effectively and build a referral-based business.

Recent clients include Prudential Financial, US Bank, Virginia Asset Management, State Farm Insurance, and MetLife. He is the author of the upcoming book Fearless Referrals and is regular contributing author to one of the best known resource for financial advisors: Horsesmouth.com and has recorded several corporate training videos for New York Life on referrals and networking. He lives in Madison, WI but hails from Coventry, England, consistently voted home of Western Europe's Most Unfriendly and Least Intelligent People as well as the Best Place to Get Beaten Up in Broad Daylight.

Connection: What Can You Do To Make Life Better?

By Mitch Taylor

Every once in a while, or if you're lucky once a day or few hours....something or someone connects with you.



You must have heard about the disastrous earthquake that struck Haiti recently and at the time of this writing, they are just beginning to pull bodies

from rubble and free people and getting them the precious supplies that they desperately need just for human survival.

This recent story published connects with me. The headline read "Engaged Maple Grove couple donates money for reception dinner to Haiti relief." Guests who attend the Bogen-Nicholson wed-

ding in June will be dining on peanut butter and jelly sandwiches for their meal. The couple was eating breakfast one morning, chatting about wedding planning when reading the devastation in Haiti. The difference between the "haves" and the "have-nots" was never more apparent to the bride. She, along with her fiancé, made the decision right then to donate her reception dinner monies - \$2500 – to Partners in Health, an organization providing disaster relief to Haiti.

What can you do? Who can you impact? This story goes FAR beyond Haiti, Hurricane Katrina or the events of September 11th, 2001. While it would be nice...you don't have to give \$2500 to Haiti to have an impact on people's lives. My good friend and fellow columnist here at Disc Jockey News Dave Winsor MAKES an IMPACT on other people's lives as a morning show host in radio and as a wedding entertainer, or by just simply being himself. I met him for lunch one day on a trip back to my home state

of Maine with my wife and two children. Dave had to duck out of lunch early to get back to work and upon asking the waitress for our bill, I discovered that Dave had gone ahead and paid for my family and I. What a nice gesture! He goes out of his way to make life better for others...you can too.

What we're really talking about here is one simple concept – CARING. Let's face it...life happens. Things aren't always going to go your way. In business, we are always "on stage". You may have had a bad day, maybe just got into a disagreement with your significant other, or any number of things could have gone wrong. When a phone call comes in or you turn to greet that next person making a request, STOP, take one second and FOCUS your energies back to caring about that one problem and one request from that person. Don't forget...there is a person on the other end of that phone line or email that you are communicating with. By genuinely caring for your fellow (wo)man, you will help establish

that connection and become a person like Dave who makes a positive difference in the lives of others.

The groom continued to state in the article "I don't think I've ever given more than \$50 to anything." "It's a great way to start our relationship. It's a great gesture to say 'This is what we want to do; this is who we are for the rest of our lives'." The inward thinking is how it affects their wedding day...which is but an hour of dinner to approximately 200 people. Outwardly, their decision has a dramatic effect on the lives of possibly thousands of Haitians. How can you make an outward change? See next month's issue of Disc Jockey News for how you can make an outward change in your business and for your fellow 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

Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the disc jockey industry. Each article will cover what it takes to be a successful mobile DJ.



Today's topic: To Be or Not To Be Legal?

I get asked all the time what is and isn't legal when it comes to our business. If you are new to the industry or if you have been DJing for

years you need to make up your own mind if you wish to be legal and follow laws and rules or if you want to risk your future, your business and your families well being by attempting to skirt the laws to save a few dollars.

What do I mean by legal? Most states (not all) require any business, large or small to "register" or to "trademark" their business name with the state. Without this registration or trademark you would not be an official legal business. If you cross borders into other states to work and are not registered in each of those states you may be breaking the law. Check your local laws with the Secretary of State in each state

you work within. Registration or the trade marking of your company is very simple and inexpensive to do. For most states you can go on your Secretary of States web site and download the simple form that needs to be filed with a small fee to register the business. In some states this listing can last up to ten years before you need to update and resubmit a filing fee. See your individual Secretary of State for details on how to register or trademark your business name.

An important legality a DJ needs to be aware of is the legitimacy of their music library. The laws about music are always changing and getting tougher on those who break them. The best way to keep legal is to buy your music from a legal music source like a national retail store.

The music industry is still trying to figure out what is and is not legal but for now having an original hard copy of the music is your best bet.

If you use a computer/laptop as a DJ tool, you can then change the CD/Album to an MP3 format and add it to your library. Never dispose of that original copy because the rules about MP3s are still in a gray area and you may need them in the future as well as a good copy to use if your computer fails or is stolen. Never use self made copied (burned on a CD) music to DJ. Never sell illegal copies of music to anyone and never buy a "hard drive" of music off a web site.

As for the "downloading" of music from web sites, always stick with the le-

gal sites that follow music industry standard rules. A person to person (P2P) music sharing site does not have "legal" copies of music and have recently been big news for people getting caught and fined for using these sites. Those busted for music sharing and illegal downloading were everyday people. Just think what would happen if a "DJ" was busted for doing this. Why risk jail and/or fines of hundreds of thousands of dollars for an illegal song when you can purchase it for \$.99 to \$1.29 each. For further information about music legality visit www.musicunited.org.

Sub-contracting of DJs is also a very touchy subject. The laws for sub-contracting are so complicated that according to national statistics the majority of those who are sub-contracting events are not within the guidelines and are not legal for doing so. Some DJs call their workers "sub-contractors" instead of "employees" as a way to attempt to bypass tax laws but unfortunately they may not be legal and could be busted for tax evasion.

If you work (sub-contract) for someone you may want to look into their legitimacy. If they get targeted for a tax audit you will also be targeted.

There is also a question of the legitimacy of "national" DJ services who work from an office in one state booking events in others then turn around and for a "finders fee" sell off that event to a DJ in the area needed. The question of false advertising and/or misleading advertising will eventually find it's way to court. The reason being that the person who books the event doesn't inform the client on the phone that they are not the DJ company who will per-

form the event for them. They are more of a booking agent (umbrella agency) who will "find" someone to do the event. The second scenario is that the booking agent places pictures of DJs in the area of the client on a web site and sells them as an employee but in reality they are just a DJ with their own individual company who gets a booking from this agent minus the booking fee. It's not illegal, but it is questionable ethics.

Not reporting your DJ income is one of the biggest concerns the DJ industry faces. I know of some DJs who only deal with "cash" as a way to not report income. I know of some DJs who do not report the fifty to several hundred dollar tips they receive after a great party. I know of some DJs who take bribes from guests while performing karaoke so that they can bump the line and these bribes are not reported on their taxes. Most states have different tax rates/rules for income and may require you to pay individual taxes to each state treasury for money earned within their borders. Check with the secretary of State in each state for their laws governing taxes. You need to report every dime you make in order to really know how well your company is or is not doing and to stay legal. Remember Al Capone didn't go to jail for the killings, the bribing of government officials, the moon shine or the bank robberies...he went to jail for tax evasion.

It's up to you to decide if you want to be legal or risk everything to save a few bucks.

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

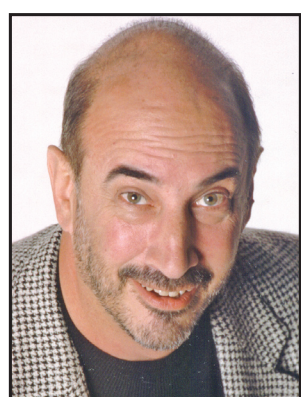
What Do Salespeople Do That's Best?

By Jeffery Gitomer

What do salespeople do that's BEST? What do you do?

Back in October, I created a giveaway on my Facebook fan page. I offered a prize of several autographed books for the person who submitted the best sales tip.

I received more than 260 responses, and thought it might be a good idea to share with you how your fellow brothers and sisters in the sales profession are thinking.



Here are a few of the tips - I hope they inspire you to think and take some new (better) actions:

- If YOU don't care, neither will your client.
- I find that being curious and genuinely interested in

people has helped me grow my business and develop stronger relationships. It has also helped me to expand my professional networks.

- Sales is not about selling. It is about relationships.
- Make The Call!
- Always tell the TRUTH.
- Alter the way you interact with each and every person, but never change who you are!
- My 2nd favorite 4-letter word is SOLD....my 1st is PAID
- Make doing business with you EASY.... No Non-sense..No Rules...
- Just do what you say you are going to do.
- Don't sell anything you wouldn't buy yourself.
- Do It Now....Not Tomorrow, Not Later, Not After Your Coffee, Not After You Check Email...Do It Now. Be Known For Your Superfast Response.

- My best sales tip is "protect the base" - after I've met a prospective or current existing client, I've been writing a handwritten note expressing my gratitude indicating that I realize they have a choice in buying supplies, but I thank them for choosing my company. Call me old fashioned, but it separates me from the rest...
- My motto - NO PROBLEM! - no matter what! People do not want to know why something cannot be done, they just want it fixed - repaired - made like new - without any excuses - period. The better, faster, and with understanding of there point of view, the stronger your relationships with your customers will be.
- SMILE and mean it!!!!!!
- When you work hard consistently, the numbers will take care of themselves.
- Be Prepared! Know your client and their competition!
- Never get complacent. Challenge yourself to be better. I asked my top salesperson after a really successful week if she was happy with the results. She said "no". That is why she is my top salesperson.
- My best sales tip is to approach sales the way you desire to be approached.
- Loose lips sink ships. I've seen more salespeople talk themselves OUT of a sale then into one.
- I work in the hotel industry and my competition is all around me. What sets me apart from people is that I LOVE MY JOB!
- It's all about the customer, stupid.
- Speak THEIR language and you will get far!
- I say to each client, "I am here to give you as much information as you need in order for you to make a completely informed decision."
- Confidence speaks louder than words.
- Sales is a simple concept: help people like you would want to be helped.
- I don't bring any of my tools, bags, computers, etc to the door when talking to my customers. This forces me to build a rapport, and ask questions, with the customer,

and takes away the "crutch" that I have in my bag. It's proving to be an excellent way to gain sales, because it allows me to build the trust that is needed before I get into the details of the sale.

- Do your homework to EARN the right to have a conversation.
- It's difficult to take back a first impression!
- Create a following by never following.
- Print out your client list/call list, then turn your computer off and pick up the phone. No email you send is going to be as good as the call I am going to make.

Pretty good? These are regular "hit the phone and the pavement" salespeople who are out in their market or their community, making it happen. I applaud them.

BUT the winner? Bill Atkins. He owns

Red Bank Limo in New Jersey. His tip was: Each day, pick two customers at random. It doesn't have to be your biggest or newest customer. Tell them you don't have any agenda for the call, but just called to see how they are doing. No sales pitches allowed. Focus on the long-term relationship you are building not the sale.

Good advice from EVERYONE - for EVERYONE.

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

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Wish Upon A Wedding

By Ron Ruth

For those that have been following my series of articles on "Lessons From Disney," I ask your indulgence as I change topics for this issue to share a story of true love and the strongest of all commitments.

In 2006, Florence took the Route 93 bus in the San Francisco Bay area to attend a birthday party. The bus driver, Michael, noticed Florence and they struck up a conversation. Route 93 was his regular route and one Florence took quite frequently, which allowed them to see each other more and more often.

Michael eventually asked for Florence's phone number and then for a date. It didn't take long for them to fall in love and for him to eventually tell her that he wanted to be her husband.

When Florence was diagnosed with cancer, she worried Michael might leave. But, he was always there for her, supporting her throughout the entire experience, including a double mastectomy.

Michael proposed to Florence by saying "I want to make you my wife and make our family official." He let her know that no matter what might happen, he loved her and wanted to be

with her unconditionally.

This isn't a love story I've written for one of my brides and grooms. It's an excerpt from the web site of a new, 501(c)3 non profit, charitable foundation called Wish Upon A Wedding.

Officially launched in January, 2010, Wish Upon A Wedding (WUW) enriches lives by granting wedding and civil union wishes to individuals across the United States that have been diagnosed with a terminal medical condition. It is the only wedding wish granting organization in America and Florence and Michael, the couple described in the story above, will be the first to have their wedding wishes granted by WUW on March 13, 2010.

The idea for Wish Upon A Wedding came to it's founder, Liz Guthrie, a San Jose, CA wedding event planner, while producing a \$100,000 wedding giveaway in San Francisco. "Over 350 couples entered," said Ms. Guthrie, "but there were a number of stories of financial ruin due to health care bills." "I found myself," she continued, "wishing there were was an opportunity to donate the prize to more than just one deserving couple."

Having been raised to "give back to others whenever possible," Ms. Guthrie turned to other wedding professionals in the San Francisco area to join her mission of granting wedding wishes through Wish Upon A Wedding and was overwhelmed by the positive response.

Today, Wish Upon A Wedding has 12 members on it's national, Board of Directors, all with a connection to the wedding industry, coordinating a 4 phase plan to establish local WUW

chapters in every major city in the United States by June, 2011. The first chapters are slated to open their doors this month in Northern California, Los Angeles, Chicago, Orlando and New York.

Any unmarried adult over the age of 18 that is a legal resident of the United States and has been diagnosed with one year or less to live may apply to have their wedding wishes granted. A "Wedding Request Application," and a doctor's verification, must be submitted to the WUW Board for consideration and approval.

Although Florence and Michael will celebrate their wedding wish in March, the official start date for accepting wedding request applications is on Valentine's Day, 2010.

There are currently, three levels of wedding wishes available, designed to meet the urgency of a Wish Recipient's needs. WUW also provides limited transportation and accommodations to select guests and, understandably, places restrictions on the number of family members and friends that may attend.

As you can imagine, Wish Upon A Wedding relies on the generosity of professionals from the Wedding and Hospitality industry to grant wishes. And, they are somewhat selective as to the level of professionalism one must demonstrate before being accepted as a "Wish Granter." According to the WUW web site, "As per our bylaws, WUW requires that all Wish Granters be licensed to conduct business, and we prefer that they carry liability insurance." Their on-line, "Wish Granter Application" goes on to say that they will require proof of both before a ven-

dor can be approved.

I first heard about Wish Upon A Wedding through a LinkedIn contact and on Facebook. I couldn't help but feel drawn to this unique organization whose vision is to grant some of the most intimate and heartfelt wishes of people's lives and help them share their important day with close family members by giving the gift of a dream wedding. I find it to be a gracious gesture and one that will bring happiness to those that don't always have a reason to smile.

If you're like me and would like to help but don't have a WUW chapter in your neighborhood, they will accept cash donations. I've put together a Bride and Groom Workshop in Kansas City that will take place in February and am charging a nominal, \$5.00 registration fee which will be donated to Wish Upon A Wedding. Granted, my efforts alone will not raise a substantial donation. But, imagine the thousands of dollars that could be raised if other wedding DJs across the country, just like you, were to find creative ways to contribute to the goodwill of such a worthy organization and to granting such extraordinary wishes.

To learn more about Wish Upon A Wedding and how you can get involved, visit their web site at <http://www.wish-uponawedding.org>.

Ron Ruth can be reached at ron-ruth@discjockeynews.com.



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Top Performer

By Dean Carlson

Last month I talked about understanding that we probably don't need new 'meat' - more to the point we need to perfect that which we do already. As you might recall, I talked about inventorying



your show and finding the good and the average that needs work. This month I want to delve into your overall approach to a show.

I have heard it said a thousand times that readers are leaders. I live by that model. I average about 24 books every year. Those are split between business, spiritual, and pleasure. Two years ago at the Northern Disc Jockey Conference, we had Carr Hagerman as a speaker. Carr co-wrote a book called Top Performer. The title itself should grab you, and insist that you read it. The book is written as a story, but highlights several key points that I think are applicable to what we do. Those points are; Claim Your Pitch, Build A Circle, Juice The Jam, Mine the Mess, Develop Insurance, Choose Your Close, Pass The Hat.

Claim Your Pitch: This is the physical space we use to perform in. Along with tone set by who we are while in that space, we use our attitude to claim this. I found it interesting that when I first started to DJ my "pitch" was my DJ station and the dance floor. I have learned that my pitch should be bigger than that. If my goal is to entertain the whole crowd, well, only so many can be involved in the smaller pitch I previously chose. So I now view the whole reception site as my pitch, and I will use different parts of that pitch during my show.

The other interesting aspect of this

that I picked up, came from reading the book Fish Philosophy by Stephan Lundin, who co-wrote Top Performer. This book talks a lot about Choosing Your Attitude. This means no matter what happens in your life, you get the choice of how it affects your life. This needs to be most apparent when performing, because the people you are performing for are simply not interested in your problems. They don't care what your day, week or month was like - they just want their day to be special.

Build A Circle: This may be one of the most important of all the suggestions the book made. In the book it describes it like this "The circle is like chemistry class in school. There are all these jars with various elements. The elements by themselves aren't very interesting, but stir them together and it can get interesting really quick." Every one of the guests at any show is very important. The people that would never normally do something, and then do, can have the greatest effect on the energy of your event. If you have built the circle properly, you will have a crowd around your dance floor while performing interactions. This in itself will draw more people to come and see what they are missing, thus multiplying your show energy. Building a circle starts the moment someone enters your pitch. Are you behind your booth most of the show? Do you eat dinner because the client said you could? If you do either of those, not only are you killing your circle, you are missing the time needed to build your circle.

Juice The Jam: For those of you who know Todd Mitchem, he might call this "Use It." Jams are those unexpected things that happen while we are performing. And when a group of people are present, so are jams. To Juice The Jam is all in how you handle the jam. You use it in a way that doesn't distract from the overall feel of the event, yet can enhance it in ways that wouldn't be available otherwise. Improv skills are needed here and are something that

you have to be very good at; all with a sense of discretion. Juice also has a bit of an energetic feel to it, and as we all know, great performance may feel electric. Jams handled the proper way will energize your room.

Try to find where those Jams may have been in past shows, and truly think about how you could handle them differently. Some jams I have experienced; power has gone out, drunken guests, obnoxious guests, late bride and groom, even equipment failure. Play the game, what would I do if....?

Mine The Mess: Mining the Mess is looking for material in unexpected places. The mess is everything inside of your pitch. A good habit to get into before you start your shows would be to start mining your pitch before anyone comes to the room. Look for things that you can use to enhance your show. I often use this technique while getting ready for the Scavenger Hunt Musical chairs. I look for all sorts of cool and location-related things I might send them to get. Of course, I clear all of those with the venue before I use them.

A final thought about mining the mess. Remember your event is an organic and living thing. It will constantly change throughout time. This is why you need to always be mining for things. Living in the moment makes for great material.

Developing Insurance: This is a skill that many of us already use, even though we might not know this in those terms. Insurance, in short, is material that is tried and true. "Bits" that never fail. This could be interaction and/or music for that matter. Again, we are constantly being evaluated at our shows, and I personally don't want to give my audiences room to lump me in with 'average' DJs, so I always pull out a piece of insurance early in my shows. Now nothing beats living in the moment for energy creation, but sometimes you just need to use your tried and true. One of the many benefits of using insurance pieces is that you know them so well that if a "Jam" occurs while using it, you can really pull that Juice out, and now the energy at your event will jump exponentially.

Choose Your Close: Have you ever

eaten anything that at first tastes great? But then, as the experience goes on, it erodes into this awful wish-I-had-never-tried-this experience? Chances are you wouldn't eat that again, would you? The same thing can be said of some shows. Most commonly we dissolve into just music. Choosing Your Close for me has two meanings. 1. Know when enough is enough. 2. End big. I can hear some of you saying, my contract states midnight. Two things pop into my mind with that. 1. Are you selling time or talent? 2. Have you earned you clients trust enough to help you make it your call? This is a conversation you should have with your clients well before the big day. I ask things like "how do you picture the end of your reception?"

Ending big is so important. It can be the difference of the guests drifting quietly out after the reception, or them telling the bride how much fun they had all night long. That, my friend, leads to referrals. End the night by leaving the guests wanting more.

Pass The Hat: The book talks about this part as getting paid. For us in the DJ world this really is about three things. 1. Getting a tip. After all who doesn't like a little extra \$ for great service? 2. Getting feedback. There is a difference between the verbal and non-verbal feedback here, and your best bet is to receive the non-verbal type. Look for things like energy level after the music stops, and conversations with other guests. 3. Referrals. This is our real winner here. How many people have asked you for your card by the end of the night?

Every show we do can be different and unique if we start using the above ideas. We can use the same songs or interactions, but how we engage our Circle, in our Pitch, will make it feel different. It will quell the feeling of staleness from doing the same thing over and over again, giving us freshness and energy at every show for which we perform. Good Luck and Great Shows.

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



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Business And Football Share A Formula For Winning

By Harvey Mackay

For about six weeks every year, beginning in late December and continuing through early February, football fans get the ultimate fix: the college bowl games, NFL playoffs, and finally, the Super Bowl. It's an interesting study in winning and losing that separates the champs from the also-rans, even though the also-rans worked mighty hard to get to those games in the first place.



I was fortunate to be able to attend the BCS championship football game between Alabama and Texas, which brought back a lot of memories of legendary Alabama football coach Paul

"Bear" Bryant. He used to say that members of a winning team needed five things:

- Tell me what you expect from me.
- Give me an opportunity to perform.
- Let me know how I'm doing.
- Give me guidance when I need it.
- Reward me according to my contributions.

Nurturing employees according to Bryant's five steps works for any organization, with particular emphasis on the second point: Give me an opportunity to perform. Once you've hired a potential superstar and that employee understands what you expect, it's time to let the player carry the ball. Coaches can't play, but a better-coached team almost always comes out on top.

Bear Bryant retired with 323 wins over 38 seasons, one of the most successful careers in college football. He took 29 teams to bowl games and led 15 to conference championships. He loved to win. He lived to win.

Business is a lot like football. In business, there's really no playoff system or championship series, but there are plenty of winners and losers. I think Bear Bryant's formula for recruiting players is not unlike recruiting top talent.

He demanded plenty from his players, starting with the recruiting process. "I don't want ordinary people," he said. "I want people who are willing to sacrifice and do without a lot of those things ordinary students get

to do. That's what it takes to win."

Hiring well is critical to success in business. I don't want ordinary people either. I want employees who are willing to go the extra mile and who understand that customer satisfaction may require some sacrifice. I'm looking for people who want to win as much as I do. And I am willing to share the spoils of victory with my players.

Just like there are many skill positions on a football team, your business team needs people with a variety of talents to be able to compete. You need:

- visionaries, who see the long term;
- leaders, who define the mission and motivate others;
- implementers, who make things happen; and
- infrastructure builders and supporters, who keep the operation running.

In order to compete, you must have players to fill all those slots. Sometimes, skills overlap. Sometimes, you need someone with a special skill. Don't be afraid to call in the "special teams." In football, they often are the difference between winning and losing. Recruit help if you find a weakness.

A good coach preaches cooperation and teamwork. Players run drills and practice situations until they can play their positions in their sleep. They put on their "game faces" and charge onto the field with every intention of winning. Coaches reassess their game plan halfway through to make sure things are still working, and make adjustments if necessary. They make substitutions to strengthen a position.

Your business and your employees should be doing exactly the same. You don't have to be a football fan to see the wisdom in their thinking.

There's one other tidbit of Bear Bryant's wisdom I want to share with you. "Never quit," he said. "It is the easiest cop-out in the world. Set a goal and don't quit until you attain it. When you do attain it, set another goal, and don't quit until you reach it. Never quit."

Winners never quit, as the saying goes, and quitters never win. Take some advice from a winner. You may not end up with a fancy trophy or a Gatorade bath, but the rewards will be just as sweet. Winning feels good.

Mackay's Moral: (borrowed from another special football coach, Vince Lombardi):

"Winning is not a sometime thing; it's an all time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is habit. Unfortunately, so is losing."

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

If You Can't Measure It...

By Rick Brewer, GetMoreBrides.com

If you can't measure it, You won't Manage it

In a past life, I worked at a place where my Boss was constantly saying, "If you want to manage it better, you need to measure it better." Truer words have rarely been spoken. I came to realize that if you don't measure what you're doing, you won't be able to manage what you are doing. If you are not able to manage what you are doing, you will



live your life at 50%.

Think about the following areas:

•Your daily activities

Your Monthly Results

•Your Bottom Line-what you need to do on a constant

basis to be able to crack that monthly nut

Now, think; are you properly measuring these areas. Maybe you work for someone else and they don't make you measure these areas. Either way, by measuring what you do on a daily basis, compared with monthly results and understanding your bottom line figures, you will drive yourself ahead significantly by simply knowing these statistics.

Daily activities equal monthly results. Monthly results equal your bottom line.

Start by working this formula backwards. Find out what it is that you need exactly to be able to keep the lights on and gas in your tank. This should include your monthly salary (Your monthly salary should be enough to cover your personal expenses + 10%. Anything extra can be laid out as a commission or bonus payable when you hit profit). Once you figure out this number, find out how many average customers you need in order

to make this number happen. Once you have your average number of customers, find out the daily activities that you need to be working to make them come to life.

This is an important exercise. 70% of small businesses cannot name their monthly bottom line number within 5%. By following this exercise, you will be better able to better determine what you do on a daily basis and push yourself to a higher level of success as well as happiness and satisfaction within your career.

As we go into a new year, I challenge each of you to sit down and take the quiz on :

<http://www.weddingbusinessmarketing.com/facts.htm>

I would challenge you to look in particular at the number of weddings/brides you sold last year and the average cost per sale. These two figures will become two parts of your monthly scorecard. When you start measuring these two figures, you can easily target to get above them. Let me put it this way; imagine you are a baseball player who wants to do better next year. For them to simply say "I want to do better" it would be hard to measure at the end of the following season whether or not they hit their goal without first having a scorecard or some manageable numbers such as batting average, runs scored, win/loss record, etc... By starting out 2010 with some manageable numbers such as weddings/brides sold in 2009, average sale, etc... you will be able to chart whether or not you "do better" in 2010.

If you are having a hard time figuring this out, I am available to help. Send me an email of where you need help in starting.

Until then, I remain dedicated to your success!

Rick Brewer is a nationally recognized expert on marketing and selling to brides. You can find out more about Rick at www.getmorebrides.com



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Press Releases

Debuting at MBLVX with NLFX Professional!!

OmniSistem introduces the highly versatile and extremely affordable Omni Nite LED Curtain with high expectations. The Kent based Lighting and Sound distribution company launches the product in high hopes that its functionality paired with an affordable price tag will attract buyers across industries.

Designed and manufactured to hang from a truss structure or on a wall, the Omni Nite measures 23 ft wide by 14 ft tall with RGBA LEDs disbursed within a 10' x 20' area (an all white LED Omni Nite is now available as well. The 5mm LEDs are bright enough to stand out in daylight and are brilliant in the dark to awe spectators. The dedicated Omni Nite controller with its 8 Auto programs offers versatility and ease of use. For professional users, DMX control can elaborate on the already impressive built in programs.

Electro-Voice engineers have raised the bar for portable sound once again, adding to the award-winning ZX loudspeaker family with the new ZXA1 – the self-powered version of the best-selling ZX1 compact two-way loudspeaker. EV loudspeaker enclosure designs are often imitated but never equaled. ZXA1's lightweight, super-durable molded enclosure ensures it looks as good as it sounds – a stylish-yet-solid choice for a wide range of applications including live sound, mobile DJ, stage monitoring and permanent installation.

Z X A 1's professional-grade 8" woofer and 1" titanium compression driver complete the equation, providing a level of sonic performance previously unheard in any compact two-way loudspeaker.

The Grundorf G-Screen façade has everything you have always wanted in a great façade! Now the setup can look at sexy as the DJ. Hide your gear behind the façade that conceals the lighting fixtures while letting the light shine through for a world class performance. The Look – One look says it all. Classy, stylish appearance. The weight – Is over! Only 23 lbs! The Finish – Durable wood construction frame with durable black carpet finish and elegant patterned panels. Tough, pliable, impact resistant, plastic composite panels are also scratch resistant and opaque to conceal equipment. Easy clean up with soap and water.

Come to Capri room 101 to see these

great products and more during the Mobile Beat Show at the Riviera Hotel and Casino in Las Vegas. February 9-11 2010.

American DJ's New LED Quest Fulfills Search For Perfect Dance Floor LED Effect

DJs and clubs -- your "quest" for the perfect LED lighting effect has come to an end, now that American

can DJ has unleashed its amazing new LED Quest. Powered by a massive 15 watts of heart-thumping LED power, this easy-to-operate sound-active effect shoots out bright red, green and blue rotating beams from 19 lenses to cover an entire dance floor or other large area.

Containing 1 x 5W red LED, 1 x 5W green LED and 1 x 5W blue LED (15 watts total), the LED Quest projects rich, saturated brilliantly-colored beams that look great with or without fog. Its mighty LED power, along with its 130° beam angle and 19 lenses, produce a torrent of eye-popping beams that move and rotate to the beat of the music. The beams' movements are smooth, quick and fluid, thanks to the unit's high-quality stepper motors. There's even a strobe effect to add pulsating excitement and work the crowd into a real frenzy.

But even though the LED Quest is an eyeful on the dance floor, it's not a handful to operate. Just turn it on, and this sound-active effect will start moving to the music, running on its own internal programs. A convenient sound sensitivity knob on the rear panel lets you control the degree of intensity with which it responds to the music. You can even link multiple LED Quest units together Master/Slave via XLR cable for an instant, synchronized light show over a larger area.

The LED Quest's easy plug-and-playability is one of the things that make it a truly great DJ/club effect. So too are its low maintenance, cool running temperature, low energy usage, and budget-friendly price tag, said Scott Davies, General Manager of the American DJ Group..

"It's one thing to have a fixture that produces a lot of action and excitement and can cover a large area. But it's quite another if that unit is also easy and economical to own and operate," said Davies. "That's what makes LED Quest such a great effect -- it's more than just a fantastic disco light. DJs and entertainers will appreciate that it's very affordable and simple to run -- all you have to do is plug it in. And because it uses LEDs as its lamp source, it is easier to maintain, more energy-efficient and generates less heat than conventional halogen effects."

With its long-life LEDs rated at 50,000 hours, DJs won't have to go to the hassle and expense of replacing burnt-out lamps. Club owners will also save money on their electric bills, since -- for all its brightness and movement -- this highly efficient unit consumes only 20W of power maximum.

Another advantage of the LED Quest's LED lamps is that they produce hardly any heat, keeping things cool and

comfortable on the dance floor and allowing the unit to run all night without being shut down for duty cycles. What's more, mobile entertainers can enjoy the convenience of being able to pack up right after the show, since they won't have to wait for the unit to cool down.

The LED Quest comes with a hanging bracket and features multi-voltage operation -- AC 100-240V, 50-60Hz. For an effect that covers such a large area, it is extremely lightweight (9 lbs.) and compact (18.25"L x 12.25"W x 12.25"H), making it ideal for mobile use as well as mounting in places where space is at a premium.

Priced well within the budgets of DJs, mobile entertainers and small clubs, the LED Quest has an MSRP of just \$229.95.

Peavey Impulse 12D Uses Ribbon Drivers & Revolutionary IPR Technology

Peavey proudly announces the new Impulse® 12D powered loudspeaker enclosure, which incorporates exclusive Peavey audio innovations to give consumers unprecedented power, sound reproduction and light weight.



The new Impulse 12D powered enclosure features a true ribbon driver and a 12" Peavey Black Widow® loudspeaker engineered with dual voice coil, push-pull technology and a neodymium magnet. A Woofer Servo circuit monitors back-EMF and controls cone motion, ensuring the cone's movement mirrors the driving signal from the power amp, and resulting in very low distortion, high power handling and rock-solid low-frequency attack. The advanced new ribbon driver—an exclusive Peavey design based on the ribbons used in the Peavey Versarray™ line array—provides 90° H x 30° V coverage, with sonically transparent reproduction.

Utilizing Peavey's revolutionary IPR™ power amplifier technology, the Impulse 12D produces 1,200 watts of efficient power while weighing a very lightweight 26 lbs. IPR amplifiers are designed with a lightweight switch-mode power supply and a high-speed class D topology that yields the highest audio resolution and efficiency available.

The Input section features two input channels and a line output, with a mix of I/O options such as combination XLR-¼" jacks, RCA and install-ready Phoenix connections. Input channels 1 and 2 also have mic/line source switches and gain controls. The Auto-Off function automatically shuts off the power when it no longer detects a signal, while the Line Out allows the user to chain multiple units or send the input signal to another source.

The DynaQ section offers advanced tone controls such as Bass Enhancer, which is an overall loudness boost; a Music/Speech switch that provides optimized EQ settings for each audio type; and Contour, specially configured for program music. A module bay allows for future expansion including Wireless I/O, Delay/Time Adjustment, Mixer Expander, Ethernet I/O and more.

The Impulse 12D is housed in a durable, injection-molded enclosure that includes a pole mount, three flying points and a tilt-back design to facilitate use as a personal monitor.

The Peavey Impulse 12D will be available from authorized Peavey retailers in Q2 2010.

Features
1,200-watt Peavey IPR™ power section

Auto Off
Two independently mixed input channels with level controls and mic/line switch

Two-way, bi-amplified, optimized active servo drive loudspeaker system

12" Black Widow® loudspeaker with dual voice coil and neodymium magnet design

Proprietary 120 mm ribbon driver on a low-coloration waveguide

Combo XLR-¼" and Phoenix connectors on channel 1

Combo XLR-¼" and RCA connectors on channel 2

XLR, ¼" TRS and Phoenix outputs on Line Out

Woofer Servo technology

Exclusive DDT™ anti-clipping speaker protection

Bass Enhancement circuit provides automatic equal loudness compensation

Mounting bay for optional input function modules

Rugged polypropylene molded enclosure with tilt-back design for monitor use

Pole mount molded-in

Top, bottom and side flying point inserts

LED control switch: Power/Signal/Off

26 lbs.
U.S. MSRP \$1049.99

Features, specifications and pricing are subject to change without notice.

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Respect My Time

By Ken Day

This past year, I heard from many regarding the detractors to living in-the-moment. The top hindrance, drum roll please: unplanned contacts with colleagues and clients taking up time, space, and concentration.

Studies show that it takes at least twenty minutes to return to the same level of concentration you had prior to someone pulling you away to focus on their immediate challenge or "simple" question. Some of people say that they spend entire days getting back to the original task after such disruptions.

Was this person's intention to create havoc with your day and to purposely remove you from your task for a longer duration than the "quick" question? Likely not. They were simply more focused on their individual needs than considering or respecting your time. Before you know it, a "quick question" becomes a twenty-minute discussion that transitions to a plethora of other topics. Nobody can afford many of these incidental dialogues in a day that is already overloaded tasks and projects.

By now, most of us have mastered the art of setting time boundaries with clients and co-workers. These introductions to respectful boundaries may look like this: "I have five minutes to spare. Can we cover your question in this time frame?" "Is

this a three-minute or thirty-minute conversation?" "Can you please give me the bottom line of your request?" "I'm sorry but I truly do not have a minute available for you right now; can we schedule time to have a meaningful meeting?"

The challenge comes when someone of more authority or a potential client who demands unscheduled time that you do not have. For example:

- An industry comrade, has a little too much time to focus on your actions and business or personal life. He calls to discuss his clients and interaction with them to bounce it off of you and privately get advice from you. You know that these calls are typically 40 minutes in duration, yet you cannot even spare ten.

- Your partner calls you twenty times a day to check in and you feel obligated to take the call irrespective of where you are or who you're with. You feel trapped.

We all too often overlook these "little" interruptions daily in the name of being polite, maintaining relationships, or it's just part of the job; yet they create havoc with our productivity and add to our stress level. In 'You Staying Young,' authors Dr. Michael F. Roizen and Dr. Mehmet C. Oz call these stressors 'major agers' (meaning that the stress of these types of intrusions or interruptions ages you prematurely) but what do you do? The following four keys have proven to be winners.

- Be honest with yourself. You are a highly productive, busy individual with an important job to do. Do unscheduled, distracting conversations benefit your business organization or do they keep you from doing your job to the best of your ability? Sure, some of these inter-

ruptions are necessary, but it's far more likely that 80% are not and can wait until it's convenient for you and allows you to focus on the person you are talking to. Look back at your day to see where the time stressors occurred and what results they produced. Take small yet immediate steps to set boundaries that will shift the actions of others and allow you to provide time for them without disruption of your day.

- Be honest with the other person. I've spent hours strategizing with other industry professionals and corporate executives regarding how to set comfortable boundaries with individuals whom they respect. It all boils down to the simple truth. It may look like this: "I respect and value you and your opinion. Wouldn't you agree that our discussions are too important to have happen spur-of-the-moment like this. Let's set up a series of scheduled 20-30 minute meetings to cover these important topics." Or "I respect you and realize how important it is for us to discuss these important issues; however, I simply have important tasks at hand that need my attention right now. Let's schedule time to talk when we both can be more focused." With some individuals it takes just one time to get the point across; many times it takes consistency of your message and repetition. The foremost aspect here are honesty and respect.

- Follow-up: Check back with the person you had to put off later in the day or in a day or so to gauge their response to your request for a designated time of communication. Were they offended or a little embarrassed by your request of their act of intrusion? Did they understand your position and even gain additional respect for you? Did you follow-through on your scheduling proposal? Your relationship is important, so they need to know how

much you care and that you're thinking of their needs along with your own. Who knows, you may have started a trend. They may now be encouraged to set boundaries with individuals who unexpectedly take up their time. Soon your entire circle of friends and professionals will be more respectful of one another's time and everyone's productivity will drastically improve.

- Are YOU the distraction, the person that has the quick question? Be honest with yourself. Do you consume unnecessary time from your colleagues? Do you take too long to get to your point or delve into many points of interest during your conversation? Are you respectful of other's time? If you are unsure pay close attention as you begin the conversation. Do they seem to squirm; state they are getting another call, sound stressed, seem distant or distracted? Do they seem to avoid you when you call because you always get the voice mail and then later they return your call? Such obvious cues may not be available, yet YOU could well be their time management challenge. If in doubt, ask. When you call someone cold, ask first; "Is now a good time for you or should we make an appointment or set time to converse?"

While amazon.com contains over 200,000 matches to a search for 'time management,' it may all boil down to each of us simply being more respectful of each other's time. Just ask first! It is that simple.

Think – Creatively
Act – Responsibly
Feel - Passionately

You can reach Ken Day at kenday@discjockeynews.com. Ken Day owns Kenneth Day Weddings at: <http://www.kennethdayweddings.com>

Gear Review: The Toolbox

By Kirk Holslin

January and February are months that many DJs dread. In most areas of the country the wedding season is over. Corporate parties are done. Let's face it – it is the time of year when the cash flow comes to a trickle and we are trying to reach out newly engaged couples to book our services.

This month I would like to focus on a few pieces of gear that are very inexpensive. I bet most of you may not have these important pieces of gear in your inventory. For under \$50 you could add several pieces of quality gear to your inventory that you may have not found at your local DJ equipment retailer.

A 3-Wire Circuit Analyzer is some of the best insurance policies you can buy for your business. A 3-Wire Circuit Analyzer tests for faulty wiring in standard 120 Volt 3 wire outlets. This device tests for 7 common wiring errors and instantly indicates the wiring status by matching the color of the illuminated lamps with the color-coded status chart. The lamps are easy to read, even in low light situations.

I picked the analyzer at Home Depot for \$4 plus tax. A quick check is all that is needed to verify that it is ok to plug my power conditioner into the outlet and continue with my setup.

Please note that this device will not give you the voltage of the circuit. You will need a separate volt meter for that.

A general tool set is another must for our business. I'm sure there are a few of us that have something similar to a 260 piece all purpose Craftsman tool set within an arm's reach at all times. However, what

I'm talking about is not as flashy. I'm referring to a basic "home tool set".

Typically, the "home tool sets" contain the following items: screwdrivers, a wire cutter or pliers, small hammer, utility knife, adjustable wrench and tape measure. There are a variety of tool sets available at Sears, Target, and Wal-Mart. I've seen online prices from \$5 to \$20 for a range of different sets. I picked up a set on clearance at Sears for \$10 + tax. The set is always in my accessories tote. I've found that other vendors have used the tools more than I have. For a few dollars it is nice to be a hero to them. When they have asked if I had a particular tool, I have handed them my business card with the tool.

How many of you have first aid kit that is always with you? If you are like most macho DJs, I would assume that very few of you carry a first aid kit. You do not need to have a full paramedic trauma kit will you. However, it would be rather impressive to carry something like that into a show. (But that's another story)

Take a moment to stop by your local drug store and pick up a travel size first aid kit. There are many different kits to choose from. I purchased a small kit at my local Walgreens for \$8 + tax. The kit includes a wide assortment of bandages, antibiotic ointment, cleansing wipes, anti-itch cream and pain relievers. I added more pain relievers, safety pins, eye drops and seasonal allergy pills to my kit. This kit is also ready to go, packed within my accessories tote.

Don't forget to pack a small flash light. You do not need to have a 4 'D' cell Maglite. A small flash light works great when

trying to peak into the back of your gear rack to check cord connections. Maybe you dropped an item under your table. Who knows what you may be searching for. It is just easier to search dark places with a flash light. You can pick up a great LED flashlight (or two) for under \$10.

I hope this article illustrates to you that our gear consists of more than just speakers, amplifiers and music playback devices.

For a majority of us our services have grown beyond simple music playback. We need to be ready for a variety of situations throughout the course of an event. I hope these items will start you thinking about could be added to your gear inventory.

If there is a piece gear you would like me to review feel free to send me a note at kirkholslin@discjockeynews.com. I'll see what I can do for you.

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Music Database Software to catalog your music collection

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Karaoke Show Hosting Software

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Monthly Music Charts

By TMStudios.com

Pop			Rock		
1	Lady Gaga	Bad Romance	1	Three Days Grace	Break
2	Ke\$ha	Tik Tok	2	Shinedown	If You Only Knew
3	IYAZ	Replay	3	Foo Fighters	Wheels
4	David Guetta F/ Akon	Sexy Chick	4	Breaking Benjamin	I Will Not Bow
5	Jay-Z F/ Alicia Keys	Empire State Of Mind	5	Alice In Chains	Check My Brain
6	Jason Derulo	Whatcha Say	6	Puddle Of Mudd	Spaceship
7	Owl City	Fireflies	7	Alice In Chains	Your Decision
8	Jay Sean	Do You Remember	8	Creed	Overcome
9	Britney Spears	3	9	Nickelback	Shakin' Hands
10	Boys Like Girls	Two Is Better Than One	10	Chickenfoot	Sexy Little Thing
11	Orianthi	According To You	11	Godsmack	Whiskey Hangover
12	Rihanna	Hard	12	Cavo	Champagne
13	Taylor Swift	Fifteen	13	Them Crooked Vultures	New Fang
14	Jay Sean	Down	14	Nickelback	Burn It To The Ground
15	Kelly Clarkson	Already Gone	15	Shinedown	Sound Of Madness
16	Beyonce	Sweet Dreams	16	Mudvayne	Scream With Me
17	Black Eyed Peas	Imma Be	17	Skillet	Monster
18	Lady Gaga	Telephone	18	Halestorm	It's Not You
19	Lady Gaga	Paparazzi	19	Cavo	Crash
20	Cascada	Evacuate The Dancefloor	20	Slipknot	Snuff
Urban			Adult Contemporary		
1	Young Money	Bedrock	1	Michael Buble	Haven't Met You Yet
2	Melanie Fiona	It Kills Me	2	Taylor Swift	You Belong With Me
3	Ludacris	How Low	3	Colby Caillat	Fallin' For You
4	Trey Songz	Say Aah	4	Rob Thomas	Her Diamonds
5	Trey Songz	I Invented Sex	5	Pink	Please Don't Leave Me
6	Birdman	Money To Blow	6	Daughtry	No Surprise
7	Rihanna	Hard	7	Five For Fighting	Chances
8	Snoop Dogg	I Wanna Rock	8	Kelly Clarkson	Already Gone
9	Alicia Keys	Try Sleeping With A Broken Heart	9	Mariah Carey	I Want To Know What Love Is
10	Robin Thicke	Sex Therapy	10	Keith Urban	Kiss A Girl
11	50 Cent	Baby By Me	11	Uncle Kracker	Smile
12	Jay-Z F/ Alicia Keys	Empire State Of Mind	12	Kings Of Leon	Use Somebody
13	Usher	Papers	13	Owl City	Fireflies
14	Mary J. Blige	I Am	14	Norah Jones	Chasing Pirates
15	Gucci Mane	Spotlight	15	Bon Jovi	We Weren't Born To Follow
16	Omarion	I Get It In	16	Foreigner	When It Comes To Love...
17	Timbaland	Say Something	17	Black Eyed Peas	I Gotta Feeling
18	Usher	Hey Daddy (Daddy's Home)	18	Lady Antebellum	Need You Now
19	Waka Flocka Flames	O Let's Do It	19	Brad Paisley	Then
20	Snoop Dogg	Gangsta Luv	20	John Mayer	Heartbreak Warfare
Country			Alternative		
1	Tim McGraw	Southern Voice	1	Thirty Seconds To Mars	Kings & Queens
2	Dierks Bentley	I Wanna Make You Close...	2	Muse	Uprising
3	Jason Aldean	The Truth	3	Weezer	I Want You To
4	Miranda Lambert	White Liar	4	Phoenix	1901
5	Reba McEntire	Consider Me Gone	5	Rise Against	Savior
6	Darius Rucker	History In The Making	6	Three Days Grace	Break
7	Josh Turner	Why Don't We Just Dance	7	Cage The Elephant	Back Against The Wall
8	Brad Paisley	American Saturday Night	8	Shinedown	If You Only Knew
9	Billy Currington	That's How Country Boys Roll	9	Breaking Benjamin	I Will Not Bow
10	Jake Owen	Eight Second Ride	10	Pearl Jam	Just Breathe
11	Toby Keith	Cryin' For Me	11	Flyleaf	Again
12	Keith Urban	Til Summer Comes Around	12	Them Crooked Vultures	New Fang
13	George Strait	Twang	13	Alice In Chains	Your Decision
14	Carrie Underwood	Temporary Home	14	Silversun Pickups	Panic Switch
15	Blake Shelton	Hillbilly Bone	15	Death Cab For Cutie	Meet Me On The Equinox
16	Easton Corbin	Little More Country Than That	16	Slipknot	Snuff
17	Jason Michael Carroll	Hurry Home	17	Kings Of Leon	Use Somebody
18	Zac Brown Band	Highway 20 Ride	18	Switchfoot	Mess Of Me
19	Gary Allan	Today	19	Crash Kings	Mountain Men
20	Josh Thompson	Beer On The Table	20	Green Day	East Jesus Nowhere

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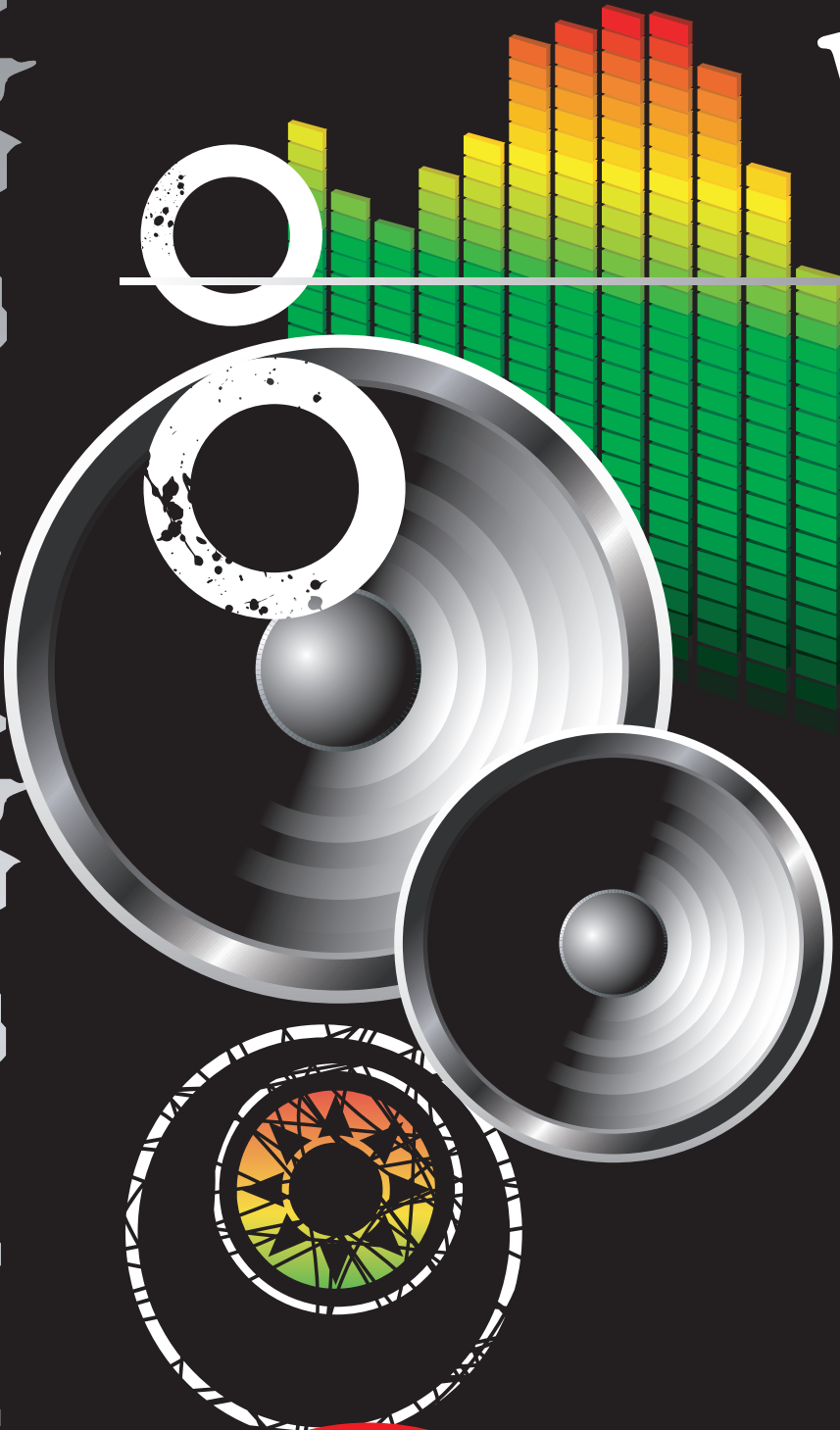


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