

Disc Jockey News

Subscription is valid thru date above on the label

FEBRUARY 2011 • Issue #77

The Monthly Disc Jockey Newspaper

\$16.50 for 12 issues

The Q Corner, Where Quality Meets Quantity

By Mike Walter

I'm a huge football fan and even though my team (The Dallas Cowboys) had a fairly disappointing season (based on pre-season predictions anyway) I still thoroughly enjoyed this past year. Parity it seems reigns supreme throughout the NFL which simply means that more games go to the wire and more teams are in the playoff hunt late in the season. For years I worked almost every Sunday so now I cherish my "Football Sundays" off and the NFL rewarded me this year with some excit-



ing football.

Plus, I was reminded of a very important business lesson along the way.

If you're a frequent reader of this column that probably doesn't come as a surprise to you now does it? After all I've discovered business lessons (and shared them in these pages) from a myriad of places and experiences. So why would it come to anyone's surprise that this past NFL season would leave me with another one.

Let me start with something I heard Randy Bartlett say in a seminar once. He said, "Is there something you can do at your next event that can make it worse?" If you know Randy and his dry sense of humor you can see him pulling this line off. As the room chuckled he concluded, so it only stands to reason that there is something you can do at your next event that will make it better."

I loved that moment. It was very empowering for me. I hate when things are out of my control. When I have no say in the outcome of something. I am much more

satisfied and motivated when I know that something I do will directly affect the outcome of an endeavor. It's the difference between looking at an empty dance floor and saying "These people just won't dance" or saying, "I haven't figured out what's going to get these people dancing yet!" See the difference? The first statement takes all of the responsibility off your shoulders. The dance floor becomes like the weather, completely out of your control. But with the second statement you take ownership of the problem. The dance floor is empty and it's YOUR fault because you haven't figured out a way to get them up. But ending the statement with the word "yet" also implies that you're on the case. You'll get the situation solved eventually.

Managing a company is the same way. And this past NFL season reminded me of this.

My Dallas Cowboys, the team that many prognosticators picked in the preseason to represent the NFC in the Super Bowl this year got off to a 1 and 7 start. They were stocked with talent and other than their QB going down in week six, they weren't decimated by injuries. No, what the Cowboys lacked was discipline. They were committing stupid penalties and turning the ball over at the worst times. They lacked focus and seemed unmotivated. In short, they were poorly managed. After their most embarrassing loss of the season, 45-7 to The Green Bay Packers, owner Jerry Jones finally fired Wade Phillips, his head coach. He promoted his offensive coordinator Jason Garrett (who is exactly my age by the way so he's someone I root for) and named him "Interim Head Coach."

And if you watched the NFL season closely, and you didn't know any better, you'd have thought the Cowboys whole roster had been replaced from one week to the next.

In their very first game under Garrett the Cowboys played tough and resilient and beat The New York Giants. They looked like a completely different team. And it continued. They lost a close game on Thanksgiving to last year's Super Bowl champs The New Orleans Saints. Then a week later they beat The Colts (the other team in last year's Super Bowl.) In fact after a 1 and 7 start they went 5 and 3 under the new direction of an inexperienced head coach. After the season, The Cowboys removed the "interim" tag from Garrett's title and I'm excited to see what he can with this team in the future.

This gave me the same empowering feeling that Randy Bartlett's statement gave me years ago. I do make a difference here at Elite Entertainment. My management skills matter. Motivating my staff does make a difference. Giving my DJs on-going training and keeping them informed with regular meetings is important to maintaining our quality. All of the little things that I do to make sure my company stays on top also ensure that I don't become the next Wade Phillips.

When you look at your company, you need to see the same things. How does your direction and motivation and leadership make a difference? Are you leading a 1 and 7 club that is stocked with talent but under achieving? Or are you getting the most out of your staff?

If you think these things don't matter, that your leadership skills are unimportant, I urge you to think again. This past NFL season is proof positive that talent only counts for so much. The head coach has huge impact on the outcome of any contest.

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.

Talkin' Bride With Tamara

By Tamara Sims

Bridal Show Season is here...our favorite time of the year, right? For many in our industry the Bridal Show is a necessary evil especially during the first quarter when we have less events scheduled. We all know that it is always better to put our best foot forward when participating in Bridal Shows to receive the greatest return on our investment. And let's face it, Bridal



Show booths do not come cheap! They require both energy and money. So instead of dreading the thought of another winter Bridal Show, I have compiled some helpful tips so we can all make the most of our Bridal Show experiences in 2011.

Be Prepared! It is better to have too many promotional materials to showcase your business. I am usually a proponent of "less is more," but in this case, more is better. Running out of marketing materials at a Bridal Show is the equivalent of throwing money out the door. The majority of brides you will meet are in the beginning stages of their planning. They are simply there to "gather information." You want your materials to be unique and memorable so when they finally "unload" their swag bags days, weeks or even months after the show, your materials will make an impact.

Be Engaging! Remember, we have less than 30 seconds to make an impression on these brides and it is so important to smile and connect. The majority of the brides have never attended a Bridal Show; so making them feel comfortable will set you apart from the other vendors. A smile and positive attitude

will serve you wisely.

Listen! Ask open-ended questions to start the conversation, and really listen to their answers. Brides LOVE talking about their wedding, so think outside the box when preparing your questions. No bride wants to be asked, "when is your wedding?" 30 times in a row! Have 2-3 questions in your mind that you can use throughout the day. And make sure you are ready to discuss the top 2-3 things that make your company the best!

Stay Hydrated! You will be talking non-stop for 2 hours or more, so it is important to keep up your energy and stay focused. I always stash a bottle of water behind my booth so it is easy to sneak a few sips in between my conversations with the brides. And don't forget to wear comfortable shoes!

Follow Up, Follow Up, Follow Up! 98% of bridal show exhibitors fail to use their lead list. That number is staggering to me. What is the point of collecting 100 names at a Bridal Show if you never take the time to follow up? Use e-mail, Constant Contact, or a fun postcard to target your leads and keep your name top of mind. Remember, the Brides have met at least 5-6 DJs and between 30-100 vendors in one afternoon. How will your company stand out from the rest?

After completing this article I am going into my 4th Bridal Show in 2 weeks with smiles instead of dread...ask me how I feel in March!

Please feel free to share your Bridal Show tips with Tamara by visiting her Blog: <http://www.something2dance2.com/blog/>

Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in East Dundee, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years experience in the wedding industry and loves to create wonderful wedding memories for her brides and grooms. You can contact Tamara at: tamarasims@discjockeynews.com.

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Building Loyalty - Find The Reason

By Mitch Taylor

So I'm talking with someone the other day about marketing. Specifically email marketing. From their lips came boasts about 30,000 emails a month and building relationships.

Say what?
I'm sorry. A relationship is a one on one transaction. In the wedding business, this is what we THRIVE on. If you don't have a solid relationship with a customer, you run the risk of losing that customer to the "bigger, better" deal OR



the smart business willing to invest more time and attention to your PAST client that provides them with a solution to their problem.

Are your clients friending you before they meet you? I recently spoke with a bride over the phone who was referred to me by another wedding vendor. We had about a 15 minute conversation and of course she asked the price question. We kept talking about her wedding and what she wants and our conversation led to the discussion of a meeting.

This morning I open up Crackbook (er...I mean Facebook) and see a friend request from her. I'm even friends with brides on Facebook that didn't book my services or postponed their date but still love what I had to offer. Do you establish a connection from the first contact that makes them WANT to do business with you? What do you use for follow-up to ensure they contact you back?

Customers nowadays have their BS detectors on HIGH. They can see a "sales pitch" coming a mile away. 30,000 emails a month! 99 Billion Served. BOGO AKA BUY ONE GET ONE FREE! (when all you really did was inflate the price of the one to make up for the two free). Yes, it's an attention grabber. Yes, it may drive

sales in the short term. I'll ask you one question. Does it build loyalty?

Just today...I once again received an email from a service I signed up for. I got an email from them yesterday and at least three the week before. I wanted to know what they were offering, but don't expect to be bombarded with messages from them on a daily basis. How often do you send messages to your clients?

First off, whatever you are sending better have "new" information in it. If you are sending items that are "you" focused (such as this emailer), then your opt-out list will quickly grow.

Second, your message should include something of "value" to that customer. If you are a travel agency, send your clients updates with the latest travel apps for their cell phone. If you're a bridal shop, send your client news of the latest fashions from the most recent show that you attended.

Third, how often? I would recommend often enough staying top of mind with that customer but not too often that they feel bothered by you. How do you accomplish THAT? Simple. Ask your clients. You know...a REAL conversation not done through email. :)

Sales IS Solutions. The most important thing to do is to understand the REASON for the customer to contact you. What do

they NEED? How can you help them fill that need? Do you provide a solution to your customers problems better than anyone else? If so, MARKET THAT! If you are finding the REASON for the customer's contact with your business and you help solve their solution better than anyone else, you should have hundreds of ecstatic customers RAVING about you, your customer service and your positive attitude to helping them with their problem. Customer Loyalty is where it's at.

THAT, my friends, is how you build STRONG relationships and how you build STRONG business that can withstand the BOGO'S AND 99 Billion Served of the world.

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 his local Chapter President. Mitch has also earned his Advanced Communicator Bronze and Competent Leadership award in Toastmasters and is a member of WEDGuild. Mitch owns and operates Taylored Weddings in the Upper Peninsula of Michigan and can be reached at www.MitchTaylor.net or via email at: mitchtaylor@discjockeynews.com

Publicly Speaking

By Dave Winsor

It's the most terrifying thing according to published studies...no one likes to do it. But, here we are every weekend standing up in front of strangers and we're expected to connect with them. If you have nothing in common with your group what are your chances of success? Slim. So, how



time arises.

Are you fearful of public speaking? I am and I've been doing it for over 30 years. When I first started my mobile DJ business I was highly motivated to succeed and had a limited amount of skills. That's the way most of us start. Not the greatest mix of skill set and motivation, but it's what gets us through. So, you can acquire skills by observing others mix music, the style of presentation and more. But, what if THEY are loaded with errors and bad habits? YOU become the bearer

of bad habits. When was the last time you had a critique? You may have some bad habits that are largely, correctable.

The one thing that someone else in this industry CAN'T copy is your voice and talent. We share the same music, in some cases the same equipment -so we need to look to the things that are different. Your voice and your delivery of important information is what set you apart. What is your unique vocal talent? If you have a big booming voice, you may spend too much time in the lower end of your register because you can command attention with that. But do you know what? You may be boring your audience to death. What scares you the most about standing up in front of, and speaking to a group? Worried that they are silently judging you? Are you dressed appropriately? Can you ad lib?

Our jobs involve planning and delivering product. If it's a wedding then you are charged with handling a group of 150-300 people and insuring that they leave happy. That's a lot of pressure. That pressure will have an impact on your delivery if your don't channel that anxiety.

Useful fact: Anxiety actually increases as we speak to a group.

So, how do we grow in our ability to communicate effectively? We get coached. We seek out someone who can help us understand the way to effective communication. I'll tell you this, it's not an easy thing to do, but it can take a while to accomplish

a polished, unique, professional delivery. I recently was offered to help a friend and he sent me a cd of his introductions. What jumped out at me after a few moments of listening, he was acting as a "ringmaster". Have you ever been to the circus? The ringmaster has a distinct delivery that is good for that particular setting, but not for

a smaller, more intimate gathering like a wedding. What is your style?

If you'd like help in finding your "target" delivery for peak performance, visit my website at www.behindthemic.biz.

In the meantime, have fun speaking.

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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

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

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: Through the years

As you know last year I hung up my DJ headphones and retired after thirty years in the industry. I closed my business in July but continued to DJ for a local multi-op through September until I found myself a job. For those of you who

have been around for a while this article will bring back memories, for those of you new to the industry it may be a little surprising what we DJs did before small electronics and the internet took over the music world.

I started playing with being a DJ in 1970 as a kid. After graduation in 1981 I began getting paid to DJ events. My first DJ set up consisted of two very old, full size home stereo record player systems, an eight track player, a cassette player and a microphone with a small amp and speakers. I didn't have any lighting, so it wasn't much to look at but it did the job.

In the late 70's and early 80's music was only available on vinyl, eight track tapes, reel to reel tapes and cas-

sette tapes. New music was released on Mondays (now it's Tuesday) and we had to drive to the record store to purchase the latest hot tunes. A lot of the time songs were played on the radio weeks and even months before it was available to purchase where today you can download a song before it becomes a hot hit. To DJ an event you had to haul the big stereo systems and all the records, cassettes and eight tracks to the location. Our set ups were big and messy with records in crates, cassettes in boxes and the occasional stack of eight tracks sitting on the table top. In the beginning I didn't have a mixer so I had to know the music well enough to know if it fades out or suddenly stops so that I could manually mix the next song so the music didn't stop. Most of our equipment was designed for live sound and bands and was really not designed for DJs.

Around the mid to late 80's the introduction of compact discs to the general public changed the industry. I had read a lot about this new technology and was excited to finally see it in my local music store.

The first time I saw a CD it was in a small four foot in length section of the store past the records and cassettes. The discs were \$15.99 and up and went on sale for \$12.99 and up. I immediately began to buy up discs before I even owned a CD player. My first disc was "Billy Joel's Greatest Hits vol. 1 & 2" and I still have it today. It was a two CD set because the discs at that time could only hold a maximum of 70 minutes of music. Today they can hold 80 or more minutes on one disc. The discs all had

a rating system on them that consisted of three letters that were either A's or D's that stood for Analogue and Digital. The letters represents how it was originally recorded, how it was mixed and how it was processed and sold. The first discs were mostly AAD. (Analogue, Analogue, Digital) As technology advanced (ADD) so did the discs to where today you will not find this listing on discs because they are digital (DDD) recordings from start to finish. All through the 1990's the CD section of the music store got bigger and bigger; while eight tracks, cassettes and vinyl slowly disappeared.

Today, once again the music industry has taken a sharp turn. More people are downloading songs from the internet then purchasing a CD at a store. I recently went to my local store to see that it went from rows upon rows of CDs down to one small section of discs and from what I have read, one day they too may disappear.

My first CD player was in 1988 and had a two drawer, top load system that also had a built in cassette player as well as a radio and cost over \$400.00. It was bulky but easier to handle then the stereo systems and records. From the 70's to the late 90's speakers were built bigger and bigger. Some believed the bigger your speakers were the better your sound. Lighting also became a huge selling point and again the image was the more you had the better DJ you were. At one point (1998) I had a lighting and sound system that literally took three hours to load in and set up. Today everything is so different. All the equipment is smaller and lighter

and the lighting of the dance floor is done with only a few small L.E.D's while the up lighting of the walls has increased in popularity.

In the early 90's there was no real communications between DJs. Magazines like Mobile Beat were still new to the industry with national DJ conventions starting around 1996. Up until the early 2000's DJs (in my experience) didn't talk to one another and typically hated each other. On nights we didn't work, DJs would go out and spy on others in the local halls and hotels in order to see what the other guy was doing and to see what the latest new idea was.

The real revolution in the industry came in the early 2000's when a few men decided to teach the industry as a whole how to be better, to make more money and to work together and help one another. People like Mark Ferrell, Peter Merry, Randy Bartlett and several others stepped up at conventions and began to share their vast knowledge and success openly with anyone who would listen. They started a transformation in the industry that greatly improved it but yet at the same time divided the industry between those who want to be great and those who don't. Ten years later this division is even more prevalent than ever.

In my next article I will cover this division amongst us and how it is literally ruining the DJ industry. To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

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Increase Your Sales

By Dean Carlson

I actually hate that title. Look at all the seminars this year at the Mobile Beat Conference and you will see that theme constantly. They all seem to have the winning formula as to how to get a bride to book your services.



The thing of it is you already know how to do it, you just don't realize it.

A couple of weeks ago I re-audited a weekend long professional personal growth

workshop that I had taken 6 years back by Klemmer and Associates. Back then I was working at a large multi op and after taking this workshop our sales skyrocketed. The problem for me was the sales became so automatic that I started to let slide what they opened my eyes too, and around three years after I took the workshop I had stopped using the tools they had shown me, and sales fell flat.

Lesson 1: You learn things only 2 ways, repetition repetition repetition or by a strong emotional movement. If I asked where you were on 9/11 you probably have the detail down to the exact location. Now if I asked what you had for lunch on Dec 28th 2010 you might not remember. In hindsight I probably should have taken this workshop over again every 2 years just to keep me focused.

Lesson 2: Why my sales were so awesome after I took this workshop. The problem for me was I was selling the same way for every person I came into contact with. And not to who they are, thus limiting connection to maybe around 25% of my prospect base. Confused yet?

Ok let's see who you are first. Of these two words Formal and Informal choose the one that best fits you. Next choose between Dominant and Flow With. Myself I am an Informal and Dominant person which together makes me what is called a Promoter. If you choose Dominant/Formal you would be a Controller. Formal/Flow With you

would be in the Analytical group. And finally Flow With/ Informal the Support group best fits you.

It is quite possible that you have traits from all of these categories, but typically you will have a stronger association with one of them. And so will your prospects. When I said I only really connected with 25% of my prospect list this is what I meant. Although I did make sales to the other groups my connection to them could have been better had I spoken their language, thus increasing my sales.

Maybe you have heard the term mirroring your prospect. It doesn't just mean matching their rate of speech or the intonation of their voice. It become exponentially better if you know who they are and what their behavioral category really is.

This technique requires some practice to master. First of all you have to be fully present when listening to a prospect. Remember God gave you 2 ears and 1 mouth use them in that proportion. How and what they say or ask can give you keys as to where they fit in the matrix. Next you have to learn the correct questions to ask in order to get the answers you need to decipher where they fit.

After you learn where they fit, then you can actually change how your presentation for each prospect goes. This starts with how you speak to them. On the phone you become that group and match them. In person your body language should also represent their group.

If you are anything like I was, my guess is your promotional material is either a reflection of your personality position or just focuses on one of the 4 groups. Imagine how much better your client would receive your information if it spoke properly to them. I now have developed 4 different marketing campaigns, one for each type of client. And the results are incredibly different.

So now that you know how to use this information let's talk a bit about each group. I'll start with the group I'm in The Promoters Group which a lot of DJs fall into. Promoters are outgoing in an animated way; they love fun and being with other people. They are creative and love the arts. They speak fast and dress to be noticed. They don't like being bossed around, negativity, being bored and rejection. To sell to this group don't interrupt them, they like the lead. Tell them how much fun their event will be. Sound

peppy when talking to them.

Next we have The Controllers Group. They like to take charge and act very quickly. They like challenges and structure. Prospects in this category will be making all the decisions. And honesty is very important to them. Now they don't like disorganization and laziness. And don't waste their time. To sell to this group you need to show that you will deliver what you promise. Have a more formal approach in your vocal tone. Get to the points quicker, and talk less about them than the event itself because that is the task they have come to you to provide. Give the best quality within their budget.

Onto the Analyst Group. This group is organized. They love lists of data and will compare it to 5 others DJs. They want accuracy and structure. They tend to be quieter than most. They don't like to be wrong so they tend to study something a while before buying so you most likely won't get the sale right away with them. They also don't like conflict, complaints or disorganization. To sell to them have something they can see in bullet form. List everything, because the more they know about you verses some other company will give you the edge. Don't rush with them, meaning be reserved but not cold with them. They tend to like the soft sale best. They might also try to negotiate pricing with you.

And finally The Supporter Group. I have

seen this as one of the biggest groups. They like loyalty and helping others. Friendship is very important to them. They are positive people. And they just want to be included in things. They also tend to be quieter people. They don't like confrontation or disharmony. To sell to this group you need to show them how everyone they have invited will have a good time. Use feeling and emotion. Paint the picture for them. Show them how you will personally be with them the whole way through and create a relationship of friendship with them.

There is no way to write every aspect of this in just 1000 words. To practice this encourage you to use people you know first. Try to figure out what group your friends and family or coworkers are in. Then try to speak to them using who they are as a guide. Get to know and understand how that feels. Then start working on this with your prospects.

If you would like to learn more about this, when I get back from Mobile Beat Las Vegas I will go more in depth on my blog. Check under the just for DJs category. I will show you the kinds of questions that will help you understand each group better. Good Luck and great Sales!

www.NightMagicProductions.com/djdeanblog/

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Product Review: Go-Go Dancers Ambient DVD from VJWorld Visuals

Website: www.VJWorld.com

Uses: Ambient video tracks that can be played on screens in a night club setting.

Review: VJWorld has come out with another great ambient solution! Their Shadow Dancer series has been very popular with VJs from around the country! In our past review of the Shadow Dancers DVD, we found the videos to be great filler on the screens for songs which didn't have a music video available or songs that had videos that were not clean enough for that particular event.

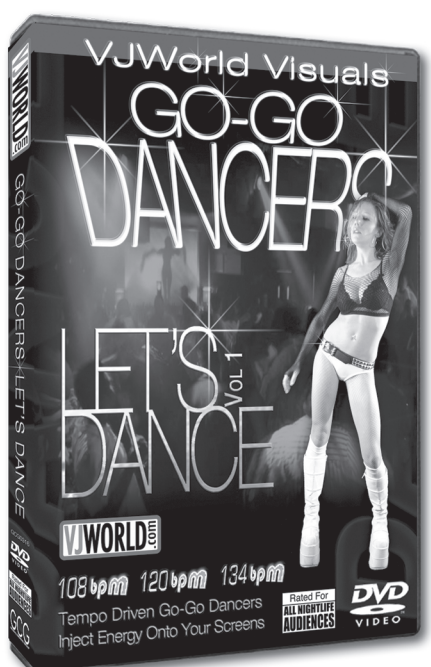
The new Go-Go Dancers video is different than the Shadow Dancer series. In the Shadow Dancer series, you are seeing the shadow of the dancer on the screen. Some DVDs in the series are family/school dance friendly while others are geared more for nightclub and adults environments. The Go-Go Dancer DVD is once again dancers, but it is the actual color/live person video. You can see the dancer/face/costume in contrast to the shadows on the prior DVDs.

The video quality is very good. The disc contains dancers dancing to at three different beats per minute (to match up better with the tempo of the song you are playing) at 108, 120 and 134 BPM. The disc includes 9 different dancers and each video is automatically looped for continuous play. Each video is just under 30 minutes of footage.

How can you make money with this: The Go-Go Dancer DVD is meant for club use. The costumes are a bit skimpy and some of the dance moves and camera zooms wouldn't work at all in a teen dance type event. But, at a bar/nightclub, this would be very good! We demoed the Go-Go Dancer DVD at a couple of night clubs with very positive results (especially from the male customers). You can see a sample video of this or any other VJWorld product on their website: <http://www.vjworld.com>.

How much does it cost? \$29.00 list on the VJWorld website.

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What Will Your Legacy Be?

By Ron Ruth

Let's begin with a story called "The Three Stonecutters."

One day a traveler, walking along a lane, came across 3 stonecutters working in a quarry. Each was busy cutting a block of stone. Interested to find out what they were working on, he asked the first stonecutter what he was doing. "I am cutting a stone!" Still no wiser the traveler turned to the second stonecutter and asked him what he was doing. "I am cutting this block of stone to make sure that it's square, and its dimensions are uniform, so that it will fit exactly in its place in a wall." A bit closer to finding out what the stonecutters were working on but still unclear, the traveler turned to the third stonecutter. He seemed to be the happiest of the three and when asked what he was doing replied: "I am building a cathedral."

Although I have no idea as to the origin of this story or to the many variations, I like the lesson that can be learned in the few words it takes to tell the tale. If you noticed, each of the stonecutters was doing the same thing. How they perceived what they were doing, however, was totally different.

The first stonecutter was simply doing a job. The second was doing a job to the best of his ability. The third stonecutter, however, understood the bigger picture. He saw that he was doing far more than just cutting stone and was a part of a project that would have lasting implications, not just for himself but for thousands, if not millions, of people that would attend the cathedral over time.

Whenever I hear this story, I think about its implications for the DJ industry, as well, and how DJs perceive what they do.

There are DJs like the first stonecutter who, if asked what they are doing might think only of the job aspect and respond with "I'm playing music."

A DJ that resembles the character of the second stonecutter might reply, "I'm playing music with the proper mix of music genres and tempo so everyone will dance." This individual would be performing their job to the best of their ability.

Then there is the final DJ. And, much like the stonecutter who seemed to be the happiest, this DJ would respond to the question of "What are you doing?" with an enthusiastic, "I am creating happy memories." They, too, would understand the bigger picture of what they do and how it affects the lives of so many people for years to come.

It's obvious that all 3 DJs were doing the same thing. And, like the stonecutters, each knew how to go about doing their jobs. But beyond seeing the bigger picture, what is it that sets the third stonecutter and third DJ apart from the others?

Could it be that they not only know the "how" and "what" of their job but also appreciate the "why?" Maybe it's because they see the end product as a whole instead of parts. Or, they understand that a legacy will live on, whether in the stone of a cathedral, or in the impact made on others.

I believe the answer falls under the category of "passion," a passion to see a far greater meaning for what they do beyond the expected. It is the knowledge that their efforts will produce a lasting happiness that is specific to either a place or time...or both. It is a joy for making other people joyful and a drive to make the absolute best of every opportunity...for the sake of others.

Because it often took 50 years or more to build a cathedral, the stonecutters of old rarely saw their projects completed. They never got to experience the awe inspiring

happiness of anyone that ever stepped foot inside.

As DJs, we have the same capacity to bring about awe inspiring happiness at every event. These are our times to touch the lives of others and to enhance a special moment and create lasting memories. We have the opportunity to see the smiles on those with whom we've had the most positive affect. We get to realize our impact. We get to admire our "cathedral" as a finished product.

The question is, which stonecutter are you? Where does your passion lie? What will be your legacy? Will you be known for going about your job cutting stone or for

building "cathedrals?"

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



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Target Your Client

By Jake Palmer

Last month I talked about the Bridal Show games that some DJ companies play, and how easy it can be to get caught up in the price war. I talked about finding that sweet spot, in between not making any money and not pricing yourself out of business. The question was... who are you? I firmly believe, you can't determine who you are going to sell to until you know who YOU are. Once you know who YOU are, then defining your target customer will get easier. Here are just a couple ideas to help you target your ideal customer.

First, re-cap you for yourself. This will help you determine if you are in line with your target client. Ask yourself these three questions:

1) Company image? What do people see when they see you or your company?

This starts with who you are, what type of DJ/Entertainer do you want to be? If you live for Harleys and leather, wear a leather vest over a black t-shirt to weddings, that's great, but remember the country club might not be a great venue for you. What's your image? What does it say to people?

2) Company or DJ name? Does your name match the image you are trying to portray? If the name of your company is Elegant Affairs, are you elegant? If you are "DJ Dippin'-Dot" are you colorful and fun?

3) What type of events do you do? Are you a polished MC / Wedding Entertainer? Do you teach country line-dance at your wedding? What type of NON-Wedding events do you do?

These three simple questions can be a great building block for ANY DJ or Entertainer. Your goal is to create an identity that sets you apart from everyone else. This will help your client identify you quicker. Branding, branding, branding! Brand yourself and your company, then, do everything you can to enhance, and promote that

brand. Use the results of these questions to make sure that you are creating value, and building towards success. Think about it this way, if you call yourself *Elegant Entertaining Affairs*, and you charge \$3000 for wedding, do you look like \$3000? Do you market to venues that have \$3000 DJs? Will a bride see you at Billy Bob's Boot Scootin' Bar Sunday night doing karaoke for \$200? Remember, there is no right or wrong answer; the key is to be who YOU are and then build that brand. Always do things and events that help to build your brand image. Make sure you are not doing things to hurt your image or brand.

Once you have established who YOU are now you can go after your target client. Based on the first three questions, you can start to narrow down who you should be marketing to. To help the process, define your client similarly to how you defined you.

How old is your target client?

What type of occupation do they have?

What is their education like?

Their style, family values, religious beliefs or values, where are their priorities in life? Market to these brides, venues, and establishments, this will help you to qualify your leads. If a client isn't your target client you shouldn't be wasting your time on them. This is no different than asking a bride if she has booked her entertainment yet, or if she is having a band or a DJ. If she booked a DJ already, you don't need to waste your time. If she is VFW and you are Ritz Carlton, or visa-versa, don't waste your time.

It's ok to be a little choosy about what clients you take, after-all if you book a target client that you work well with, you will have a better show than a non-target client where you feel out of place. This will ultimately lead to more referrals, and better pay. Remember, there is no right or wrong path, or image for you and your company, just be YOU, enjoy who you and your company are... and have FUN! The more fun you have the less the money matters.

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



Press Release

DJ CRASH COURSE

DJ CRASH COURSE is an educational DVD series, covering all facets of creating, maintaining and progressing a mobile DJ business. Mobile Beat has teamed up with DJ and television host/producer Josh Yawn to bring the mobile disc jockey industry this innovative, new series. In each DVD, viewers are invited into the learning environment known as "DJ Arena" for the ultimate in mobile entertainment education.

Content is broken down into sections and presented in an easy-to-learn fashion that even the most visual learners can absorb.

DJ CRASH COURSE is perfect for all skill levels and business types: beginners looking to start their DJ endeavor equipped with knowledge, experienced

DJs looking to polish their trade, and multi-system business owners looking to train new DJs. The series is not only informational, but often motivational to further encourage the growth of the viewer's efforts.

Throughout the DVDs, viewers are taught not only what to do, but also what not to do, thanks to the mindless examples of the quintessential bad DJ known only as "THAT GUY." (Haven't we all heard of "that guy" over there in the DJ booth in the Hawaiian shirt and shorts at a wedding?)

DJ CRASH COURSE is available at: <http://www.djcrashcourse.com/>




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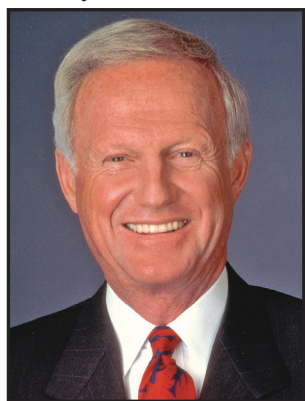
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When Getting A Paycheck Means Taking A Pay Cut

By Harvey Mackay

It's a great opportunity, maybe even your dream job. All the stars are lining up -- the company you've admired, top-notch staff, terrific benefits, ideal location. You've aced the interview, and you know you'd be a perfect fit. What more could you ask for?

Maybe that's the wrong question.



Maybe you should be asking, what less would you be willing to take?

A 2009 CNN Money report says, "With more than three job seekers for every opening, more workers are having to take significant pay cuts to find employment."

Current employment figures are not much brighter. Experts predict we will not see job numbers improve to pre-recession levels for at least five years. And even though unemployment benefits have been extended, they are no match for a rewarding, fulfilling job. That's a message I hear repeatedly as I release the paperback edition of my book, *Use Your Head To Get Your Foot in the Door: Job Search Secrets No One Else Will Tell You*.

Many are out of work through no fault of their own and can't afford to wait for the dream job to open. Others discover the jobs they had weren't right for them -- too much responsibility, too many hours, burnout or philosophical differences. Whatever the reason, plenty of qualified people who are looking for jobs have real challenges convincing interviewers that they can work for less and be content.

Shrinking company budgets force managers to get maximum bang for the buck while finding ways to maintain or grow business. Hiring decisions have greater impact when fewer employees must carry the load. A bad hire can be

disastrous.

Try to explain to a hiring manager that you are interested in taking a job that includes a pay cut, and a number of questions pop up. Were you overpaid at your last job? Will you jump ship the minute a more lucrative opportunity is presented? Will you be able to survive on a smaller salary? If you are such a bargain, why hasn't someone else hired you already? Are you willing to work harder for less money? Do you have some ulterior motive?

Hiring managers look for competent people who are confident in their abilities. Your biggest selling point, surprisingly, isn't your price tag.

You have demonstrated that you are flexible, willing to take on a new challenge, bring great experience with you and can't wait to get started. You are prepared to work as hard as you can to advance the company's goals. The interviewer is starting to wonder why any company would have let you slip away.

The biggest mistake you can make at that point is to show any bitterness about your situation. Instead, seize the day by radiating your most positive face. Your last company's loss will be your next employer's gain!

As an astute person, you know that salary negotiations come much later, after you have convinced the interviewer that you are the best candidate for the position. Be honest when you are asked why you are willing to work for less.

• "I know that the market can't support my previous salary, so I have committed to downsizing my lifestyle. I decided having a vacation home was becoming more work than pleasure."

• "I love my work and I was sorry when my former company eliminated our department. I am willing to demonstrate my ability by working free for 60 days."

• "My company relocated to another state. My wife's job is here, and we chose not to move our family even though it meant giving up my job."

• "I know that times are tough everywhere, and I am willing to help the

company move to profitability knowing that the employee contributions will be rewarded at a later time."

Stating your reasons in direct, honest terms will mitigate fears that you are looking for a glorified temp job until something better comes along. Few companies have been exempt from downsizing or budget reductions. Relating that reality to your personal situation can reassure the interviewer that your expectations are reasonable.

One cautionary note: Don't apologize for showing interest in a lower-paying job. Your worth can't be measured only in dollars.

A pay cut may mean a better job, or the path to one. Keep your options open! When you are less focused on money than on opportunity, you may be pleasantly surprised at how profitable that opportunity can be.

Mackay's Moral: The difference between survive and thrive is keeping your options alive.

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

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Product Review: The Classic Photobooth

By John Young

Item: The Classic Photobooth
Manufacturer: Photobooth2Go
Website: www.Photobooth2Go.com

Uses: Photobooths can be used in a variety of places with success. Primary uses include weddings where guests can create their own party favor/keep sake, Proms where the students are looking for less formal photo opportunities, and themed corporate events. A photobooth can also be used for non-dance events or they can even find a place in a nightclub on Halloween night! Really the applications and ideas are limitless!

Review: I spent an afternoon with Tim Scharbius of Photobooth2Go looking at his Classic Photobooth. Photobooth2Go makes two models of photobooth, the Classic (reviewed) and the Express. Both are pictured in the ad on this page.

I went into this review wanting to see how easy/fool proof this photobooth would be for an owner to use in the field and make money. Some of my concerns were the components used, durability of the pieces, ease of setup, and ease of use for the photobooth guests.

First, the components used/durability

My concern when looking at a large structure like a photobooth is how hard is it to move and how heavy is it? The Classic Photobooth is constructed with a durable frame of PVC piping which is covered in a custom fitted material that not only looks good, but are very durable! Once the

frame is all set up, the material is put in place and the Velcro closures are fastened, the Classic Photobooth has a solid feel that your customers will surely like!

Secondly, ease of setup.

The whole booth takes about 30 minutes to set up. With experience, one person can set up the entire booth in about 20 minutes. As with most of our DJ gear, this unit comes in packing crates (most under 30 pounds) so there is a bit of assembly each time. Set up was amazingly easy and with a bit of practice (at home in the living room) a person could be nearing the 20 minute setup in no time!

Thirdly, ease of use.

This is the part where the Classic Photobooth shines! As you can see from the photo below, there is an 'outside' screen (for those outside to see the fun inside) as well as a screen on the inside for control (touch screen inside) and review of their photos. Once the booth is up and running, there are a few simple touches to start a round of photos (as seen

on the photo strips here). Once the set of photos are taken, the guests come out and they can pick up the print out from their photo session.

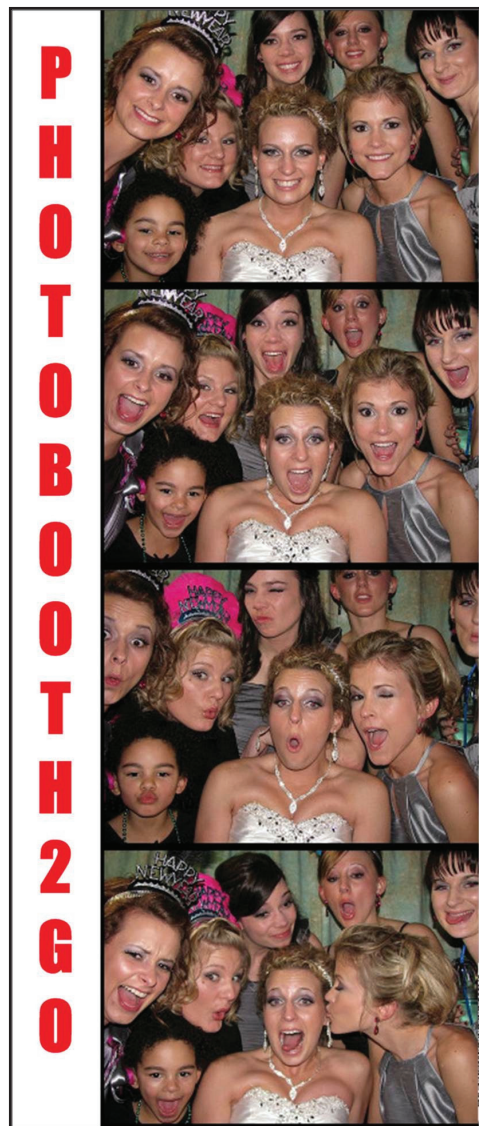
The software used with the either photobooth from Photobooth2Go is completely customizable. You are in control of logos, text, photo placement (on the printed stock), number of photos, and the layout on the screen.

How can you make money with this: With a cost of about .20¢ per photo (for the dye-sublimation printer and photo paper) it is pretty easy to get started making money quickly. Some sell the service as an add on for the entire night (wedding) and some are doing a 'per photo' charge (Prom/school dance). In either case, I have talked to many with photobooths that are adding an extra

\$500-\$1000 a night to their bottom line with their photobooth. Photobooths are great promotional tools for Bridal Shows! You could be all set up and invited couples to come in and shoot a set of 'save the date' cards (photos far left) for a great eye catching business card (remember, the photo printout is fully customizable with room for your contact information!)

Overall, I was very impressed by the Classic Photobooth and can see it being a great addition for may mobile DJs who are looking to add a great upsell or a second stand alone business to fill those nights the DJ system isn't working.

You can check out both photobooths in booth 218 at the Mobile Beat DJ Conference in Las Vegas!



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Staging The Entertainment Experience

By Bill Hermann

What DJs do is Theater at its very core. The foundation of theatrical style wedding receptions is staging. The stage frames the action and if you take this into consideration you will dramatically

enhance what the audience experiences.

In most venues there are primarily 2 kinds of theater/stage layouts. "Theatre in the Round" and "Pro-

scenium" Style. Most times it's a little of both depending on which part of the evening it is and where the focus needs to be.

"Theatre in the Round" is where the show happens in the center of the room amongst the audience so what you create must take into consideration the fact that some of your audience will experience the back of the action. Just using that piece of information and acting upon it will make the audiences experience much better.

"Proscenium Style" has the show happen in front of some kind of stationary backdrop like a curtain, a wall, a window and the audience is primarily in front watching it. More people will see the action and what is behind you. What frames the action can be more easily changed and manipulated to create the impact you wish.

The idea behind staging is to manipulate your surrounding in such a way that what the guests experience becomes more pleasing, more dramatic and ultimately more impactful.

How you set the stage will depend on the perspective you want or need your audience to have and what perspective they have been given. How and when you deal with it will depend on how much influence you have in the pre-production (meeting with the client)

Being aware of your surroundings before you begin any presentation is the foundation on which everything else is built.

Let's put it into a real scenario.

Remember the last time you, the DJ, witnessed the toasts at a wedding? When I first started as a wedding DJ, I only took on the role of delivery boy... I delivered the microphone to the table and because of it I would watch the microphone get passed around and the attention of the guests wain. Sometimes the audience could see. Sometimes they couldn't. Sometimes the speakers back

or ugly light fixture.

All of these things make it impossible for the audience to focus their attention on the person who deserved it, the per-

Plus, it will create a layered moment that everyone in the room will connect with and remember forever. (and you haven't yet even considered what will be behind Dad).

The videographer will gush about the awesome video you helped him get, the photographer will get life altering photos that you set up. Both of them will rush to tell people how amazing you are to work with and Dad ... well Dad



son with the microphone.

Trust me, every element of theater is in play all of the time and each element helps enhance the experience but, imagine if you only took on the staging.

Look at every visual detail that the guests might see while the speeches happen and suddenly, you; with very little effort and minimal planning suggest alternative scenarios to your client.

Something as simple as asking the Father of the Bride give his speech while standing with his wife behind the bride and groom will always draw out more emotion and interest in the guests. Because as he does that he will be moved to reach out and pat the shoulder of his new son in law as he chokes up while catching a glimpse of his daughters tears just as his wife clutches his arm and leans over to hold him close. One or all of these things will happen automatically just because you took the time to just introduce better staging. Just that small piece of "The Entertainment Experience" will touch the guests in a way that will have them complimenting Dad on his speech even if it's wasn't that good.

will never forget that you made that suggestion.

Amazing isn't it? If you only took on the principle of staging your next event can have that kind of impact. Imagine what you'll create for yourself and your clients if you bring all of the principals of "The Entertainment Experience" into your next party.

Bill Hermann is the owner and operator of "Bill Hermann Entertainment" in Minneapolis/St Paul, MN. Bill is a nationally known Wedding Entertainer and Speaker and is hosting a rare opportunity for a limited amount of people to attend an all day hands on workshop on Sunday, March 20th 2011 in the Minneapolis/St Paul area.

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was to the audience. Sometimes the Best Man stood with his back to the window which had sunlight streaming in. The guests were blinded and the photographers shot was being adversely affected by the glare. Sometimes just above the bride and groom, there was an exit sight



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The Referral Coach

By Matt Anderson

Why You Definitely Want More Intrinsic Motivation

In Daniel Pink’s recent book about motivation, Drive, he explains how there is a profound mismatch between



what business does and what science knows. Here is your chance to understand this gap and apply as much as you can to your own life and business:

There are three types of motivation according to Pink:

Motivation 1.0 is Biological: hunger, thirst, sex

Motivation 2.0 consists of Rewards and Punishments (the carrot and stick). This is how the business world still mostly operates even though science has long found it to be a poor model (except for work that is consistently dull and repetitive).

Flaws of Motivation 2.0: It CAN sometimes:

- a) Kill intrinsic motivation (so don’t always give gifts for referrals – offering money can taint an altruistic act)
- b) Decrease performance
- c) Crush creativity
- d) Crowd out good behavior
- e) Encourage cheating, short cuts and unethical behavior (why did the markets crash in 2008?!)
- f) Become addictive
- g) Foster short-term thinking

Motivation 3.0 is Intrinsic – an innate desire to make a difference, enjoy autonomy, mastery and live one’s pur-

pose. a) Autonomy: Most people want self-directed, interesting work and they are less motivated by money than the business world thinks. Pink believes our ‘default’ setting is to be self-directed and that it is management and reimbursement practices that are outdated and push into a carrot and stick lifestyle.

The growing trend is the ROWE (Results Only Work Environment) which gives employees flexibility about what work they want to do, where they work (from home?), when they work (no schedule – just get the work done), how they work (more than one way to do something well) and with whom. A recent study at Cornell University found companies who offered this kind of freedom grew FOUR times faster and had one-third the turnover!

20% Time: Google offers this to its development teams. 20% of the time they can work on ANY project they choose. The only requirement is that they present their new ideas to their colleagues. Most of the company’s best ideas have come out of this open, creative exploration time.

How could you apply this to your business? Schedule an afternoon and ask yourself: what would be a fun project to start or explore?

b) Mastery: becoming one of the best in your field

This begins by being in a state of ‘flow’ – when the hours fly by because you are so engrossed in what you are doing. Signs you are not in flow are when you feel nervous, restless, tired or lacking focus. Pink goes so far as to state that this experience is the key to thriving in the 21st century.

Mastery is a mindset: you must believe you can improve your skills significantly – do you? Mastery involves PAIN, frustration and usually years of deliberate practice yet it generally also remains alluring (sounds weird, I know). Only intrinsic drive will sustain you. Pink quotes former basketball star Julius Irving:

Being a professional is doing the things you love to do on the days you don’t feel like doing them.

c) Purpose:

As people get older, they think more about and are increasingly motivated by living a life of significance and making a difference in the world. The 60 year-old baby boomer looks back at the past 25 years knowing how fast those years went and then looks ahead knowing the next 25 will go even faster.

Pink notes that while it sounds ‘touchy feely’, these conversations are happening on an unprecedented scale – and not just with the boomer generation. Are you talking more to your clients about this?

Until 2024, 100 boomers are now turning 60 every 30 minutes in the US. They are the wealthiest and best educated generation the world has ever known.

“Purpose is a motivator.”

What is yours?

And it’s not just boomers. Tom’s Shoes are a for-profit company with giving back at their core. Steve, a financial advisor client of mine in Texas, has his own brand of wine and for every litre sold, he provides a litre of drinking water to children in Africa. Kevin Smith, an insurance agent friend of mine in Chicago, set up a project last year to find enough work for a home-

less person that he could live independently.

What are your goals for this year? Just chasing extrinsic ones around money and having things can easily lead to poor relationships and more stress. Who wants another year of that! Set some intrinsic goals such as mastery of a skill or a certain level of great health so you can be there for your family rather than losing 10 pounds for an upcoming holiday or wedding.

You were born to be active and engaged by the world. If you are not feeling charged now, figure out how to get a break in your schedule to recharge and come up with some great ideas. You owe it to everyone in your life.

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.

Top 30 Clean High School Songs

SchoolDanceNetwork.com

LW	TW	Artist	Title	Featuring	PC #	BPM	Notes
2	1	Katy Perry	Firework		201041	124	
1	2	Bruno Mars	Grenade		201044	111	
4	3	Pink	Raise Your Glass		201041	122	EDIT
3	4	Rihanna	Only Girl (In the world)		201037	126	EDIT
6	5	Black Eyed Peas	The Time (Dirty Bit)		201045	128	
9	6	Chris Brown	Deuces		201031	74	EDIT
5	7	Enrique Iglesias	I Like It	Pitbull	201019	129	
7	8	Nelly	Just a Dream		201032	90	
17	9	Chris Brown	Yeah 3X		201044	129	
18	10	Enrique Iglesias	Tonight	Ludacris	201047	126	Edit Sh*t
8	11	Pitbull	Hey Baby		201037	128	
11	12	Rihanna	What’s My Name		201043	100	H.S Only
10	13	Katy Perry	Teenage Dream		201031	120	
20	14	Far East Mvmnt	Rocketeer	Ryan Tedder	201047	96	
13	15	Kesha	Take It Off		201028	125	
14	16	Mike Posner	Please Don’t Go		201034	121	
29	17	DJ Earworm	United States of Pop 2010		NA	---	
15	18	Usher	DJ Got Us Fallin In Love	Pitbull	201029	120	Edit
16	19	KE\$HA	We R Who We R		201043	120	Edit
12	20	David Guetta	Memories	F/Kid Cudi	201012	130	Edit
25	21	Usher	More		201047	125	
	22	Hold it agnst Me	Britney Spears		NA		
19	23	Bruno Mars	Just the way you are		201030	109	
30	24	Flo Rida	Who Dat Girl		201046	125	
New	25	Taio Cruise	Higher		201102	128	Radio Edit
27	26	Edward Maya	Stereo Love		201013	127	
21	27	Will.I.am	Check it Out	Nicki Minaj	201037	130	edit
New	28	Mann	Buzzin		201050	104	Edit
28	29	Ditty-Dirty Mo	Coming Home		201047	84	Edit
22	30	Willow	Whip My Hair		201042	82	

Recurrents (Still Popular at HS events)

23	Nicki Minaj	Right Thru You		201040	81	
24	Jay Sean	2012 (It ain’t the end of the world”		201032	127	
26	Michael Jackson	Hold My Hand	Akon	201047	90	
	Eminem	Love The Way You Lie	Rihanna	201027	87	Edit
	Taio Cruz	Dynamite		201020	120	
	3OH!3	Double Vision- Dance Edit		201035	120	
	Sean Kingston	Letting Go (Dutty Love)		201025	92	
	Travie McCoy	Need You		201037	74	
	Flo Rida	Club can’t Handle Me	D Guetta	201024	128	

Taio Cruz	Dirty Pictures (Clean)	Ke\$ha	201038	120	EDIT
New Boyz	Break My Bank	Iyaz	201028	91	Edit
Katy Perry	California Gurls	Snoop Dog	201020	125	
B.O.B	Airplanes	Hayley Williams	201016	94	Edit
Travie McCoy	Billionaire	Bruno Mars	201011	88	
Usher	OMG	Will I am	201012	130	
Mike Posner	Cooler Than Me		201014	130	
Lady Gaga	Alajandro		201012	99	
Tao Cruz	Break Your Heart		201004	122	
Black Eyed Peas	Rock That Body		201013	125	
Ready Set	Love Like Woe		201020	90	
3OH!3	My First Kiss	Ke\$ha	201019	138	
Nicki Minaj	Your Love		201013	95	
David Guetta	Getting Over You	Fergie & LMFAO			
Cali Swag Dist	Teach Me How to Dougie				
Jason Derula	In My Head				
Justin Bieber	Baby	Ludacris			
LaRoux	Bulletproof				
KE\$ha	Tic Toc				
Black Eyed Peas	Imma Be				
B.O.B.	Nothing on you	Bruno Mars			

DO NOT PLAYLIST ADDITIONS

Twista	Make a Movie	Chris Brown
Lil Wayne	6 foot 7 foot	Cory Gunz
Problem	My Ex	
No Hands	Waka Flocka Flame	Rosco Dash
Birdman	Fire Flame	Lil Wayne
Jeremih	Down On Me	50 cent
Wiz Khalifa	Black and Yellow	
Kanye West	Runaway	
New Boyz	Spot Right There	
Waka Flocka Flame		No Hands
Kanye West	Monster	Jay Z -Rick Ross
Eminem	No Love	Lil Wayne
Trey Songz	Bottoms Up	Nicki Minaj
Bumpy Ride	Mohombi	
F**K You	Cee Lo Green	
Right Above It	Lil Wayne	Drake
Fancy	Drake	
Rick Ross	Blowin Money Fast	
Drake	Fancy	
Richard Vission	I Like That	Luciana
Far East Mvmnt	Like a G6	
Glasses Malone	I Get Doe	
Soulja Boy	Pretty Boy Swag	
Kanye West	Power	

Monthly Music Charts

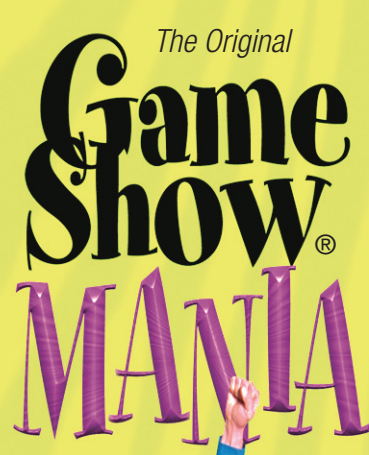
By *TMStudios.com*

Pop			Rock		
1	Katy Perry	Firework	1	Saving Abel	Sex Is Good
2	Ke\$ha	We R Who We R	2	Stone Sour	Say You'll Haunt Me
3	Bruno Mars	Grenade	3	My Darkest Days	Porn Star Dancing
4	Rihanna	What's My Name?	4	Three Days Grace	World So Cold
5	Pink	Raise Your Glass	5	Alter Bridge	Isolation
6	Rihanna	Only Girl (In The World)	6	Godsmack	Love-Hate-Sex-Pain
7	Enrique Iglesias	Tonight	7	Ozzy Osbourne	Life Won't Wait
8	Nelly	Just A Dream	8	Disturbed	Another Way To Die
9	Black Eyed Peas	The Time (Dirty Bit)	9	Five Finger Death Punch	Bad Company
10	Chris Brown	Yeah 3x	10	Buckcherry	Dead
11	Mike Posner	Please Don't Go	11	Shinedown	Diamond Eyes
12	Bruno Mars	Just The Way You Are	12	Kid Rock	Born Free
13	Far East Movement	Rocketeer	13	Gracious Few	Appetite
14	Usher	DJ Got Us Fallin' In Love	14	Jonathan Tyler	Gypsy Woman
15	Far East Movement	Like A G6	15	Hinder	All American Nightmare
16	Diddy-Dirty Money	Coming Home	16	Disturbed	The Animal
17	Trey Songz	Bottoms Up	17	Apocalyptica	End Of Me
18	Pitbull	Hey Baby	18	Kings Of Leon	Radioactive
19	Taio Cruz	Higher	19	Five Finger Death Punch	Far From Home
20	Taylor Swift	Back To December	20	Avenged Sevenfold	Welcome To The Family
Urban			Adult Contemporary		
1	Rihanna	What's My Name?	1	Train	Hey, Soul Sister
2	Rick Ross	Aston Martin Music	2	Script	Breakeven
3	Chris Brown	No BS	3	Bruno Mars	Just The Way You Are
4	Waka Flocka Flame	No Hands	4	Daughtry	September
5	Keri Hilson	Pretty Girl Rock	5	Taylor Swift	Mine
6	Jamie Foxx	Fall For Your Type	6	Michael Buble	Hollywood
7	Lloyd	Lay It Down	7	Sara Bareilles	King Of Anything
8	Wiz Khalifa	Black & Yellow	8	Katy Perry	Teenage Dream
9	Trey Songz	Can't Be Friends	9	John Mayer	Half Of My Heart
10	Twista	Let's Make A Movie	10	Colbie Caillat	I Never Told You
11	Nicki Minaj	Right Thru Me	11	Katy Perry	California Gurls
12	Nicki Minaj	Moment 4 Life	12	Maroon 5	Misery
13	Travis Porter	Make It Rain	13	Pink	Raise Your Glass
14	Lil Wayne	6 Foot 7 Foot	14	Josh Groban	Hidden Away
15	Jazmine Sullivan	10 Seconds	15	Five For Fighting	Slice
16	Birdman	Fire Flame	16	Bon Jovi	What Do You Got
17	Willow	Whip My Hair	17	Train	Marry Me
18	Fabulous	You Be Killin Em	18	Plain White T's	Rhythm Of Love
19	Dr. Dre	Kush	19	Neon Trees	Animal
20	Fantasia	I'm Doin' Me	20	Onerepublic	Secrets
Country			Alternative		
1	Kenny Chesney	Somewhere With You	1	Black Keys	Tighten Up
2	Tim McGraw	Felt Good On My Lips	2	Linkin Park	Waiting For The End
3	Keith Urban	Put You In A Song	3	Cage The Elephant	Shake Me Down
4	Carrie Underwood	Mama's Song	4	My Chemical Romance	Sing
5	Chris Young	Voices	5	Cake	Sick Of You
6	Luke Bryan	Someone Else Calling You Baby	6	Muse	Undisclosed Desires
7	Blake Shelton	Who Are You When I'm Not	7	Thirty Seconds To Mars	Closer To The Edge
8	Taylor Swift	Back To December	8	Florence + The Machines	Dog Days Are Over
9	Brad Paisley	This Is Country Music	9	Neon Trees	Animal
10	Billy Currington	Let Me Down Easy	10	Sick Puppies	Maybe
11	Lady Antebellum	Hello World	11	Kings Of Leon	Radioactive
12	Toby Keith	Bullets In The Gun	12	Middle Class Rut	New Low
13	Jason Aldean	Don't You Wanna Stay	13	Mumford & Sons	The Cave
14	Sunny Sweeney	From A Table Away	14	Neon Trees	1983
15	Eric Church	Smoke A Little Smoke	15	A Day To Remember	All I Want
16	JaneDear Girls	Wildflower	16	Social Distortion	Machine Gun Blues
17	Darius Rucker	This	17	Young The Giant	My Body
18	Jerrod Niemann	What Do You Want	18	Avenged Sevenfold	Welcome To The Family
19	Sugarland	Little Miss	19	Atomic Tom	Take Me Out
20	Joe Nichols	The Shape I'm In	20	Disturbed	The Animal

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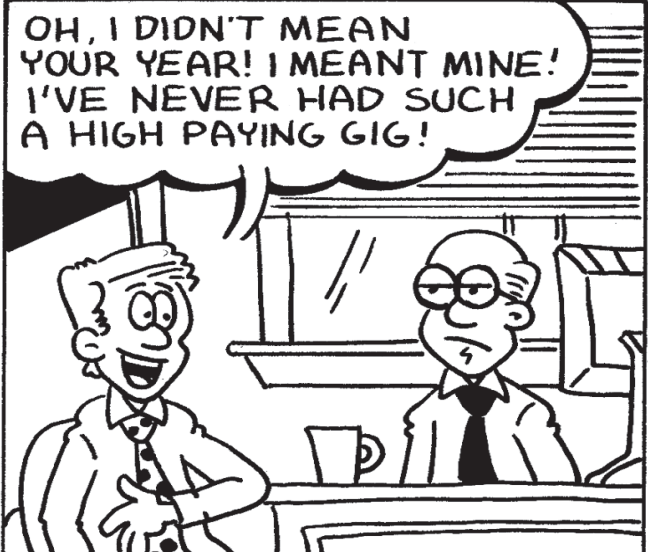


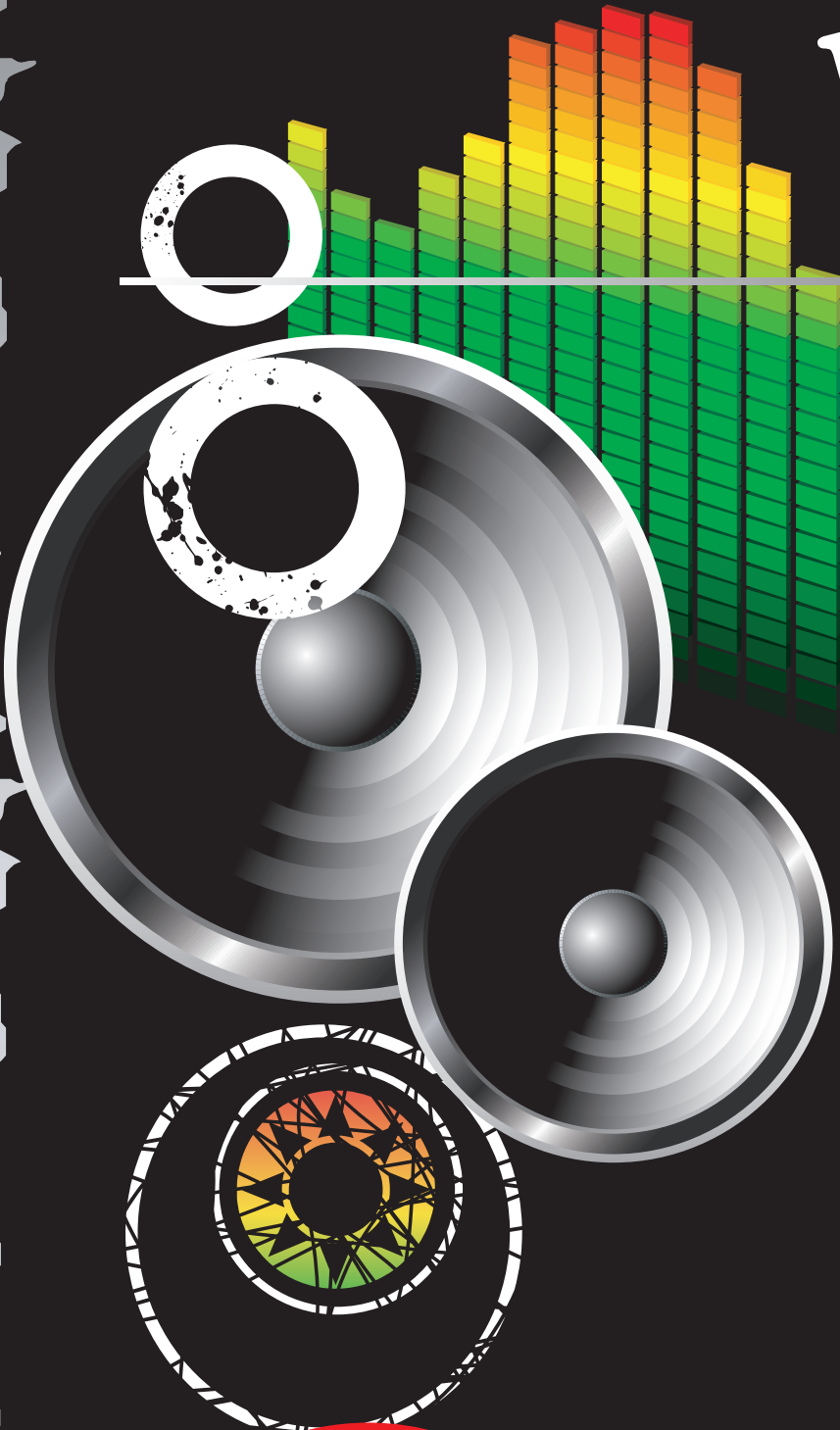
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