

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I closed out our business bank account last year and started a new account at a whole new bank. The account



I closed was the first one Elite had had so it went back to 1991. Almost twenty years worth of checks and deposits. I felt strangely nostalgic letting it go. Then last month, as my bookkeeper, Kris, was finishing my 2011 books she called me in complete hysteria. I thought at first she'd won the lottery or something because she was so ecstatic about something. When I finally got her to calm down and explain it to

me she basically said: "as a bookkeeper you reconcile someone's bank account every quarter but you never really know, down to the penny, if you've been accurate all along until the account closes. Well, with you closing your original account I had that opportunity. And I was dead on. Down to the last penny!"

I have no patience for bookkeeping mind you, but I shared in Kris' joy because she was clearly proud of the work she'd done for me. And it got me to thinking (as so many things do). When was the last time I did my job so well that I just had to call someone and practically yell through the phone out of sheer joy and pride and excitement?

The first thing that came to mind was a Facebook post I had made in October. I'd done a mix I'd never done before and it worked and I was so proud of it that, after the event was over, I posted it on Facebook. Having a bunch of Facebook DJ friends I got lots of comments and cyber pats-on-the-bank. And then some other things came to mind, includ-

ing some races I'd run last year where I did so well I called Kelly or my parents to share my happiness with them. And some of the reviews I received of my book "Running Your Multi-Op." I was happy to remember more than a few instances of dialing the phone while bursting at the seams.

So going into 2012, I now have a new goal and it's been inspired by my bookkeeper Kris. I want to have multiple moments this year when I am just so proud of something I have accomplished that I have to shout it from the mountain tops. I don't care if it's a project that I have finished, or a DJ I have trained, or a sales I have closed, or a weekend full of gigs that I have managed successfully, or a race I have run. I think too often I get so focused on completing tasks that I stop thinking about the quality of each job. I get more excited about crossing stuff off my "To-Do" list then how well each assignment turned out. And it's a good thing in life to "celebrate your successes." It's important to let yourself feel

pride in a job well done. And to have friends who look forward to those calls with equal fervor.

I doubt if I would have obsessed over every penny in my account like Kris did (although it makes me happy to know my bookkeeper cares that much about my bank account) mainly because when I stare at numbers for too long they start moving about the page and I get dizzy. But the responsibilities I do have, the tasks that I aim to accomplish both professionally and personally this year, I want to start tackling with that kind of fervor. And when I nail them down to the last penny, I'm going to make sure I've got a friend or loved one I can call to get excited for me.

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.

Getting Ready For 2012: Part 1

By Tamara Sims

Happy 2012! I hope you had a prosperous 2011, and that you are revved up and ready to go for your best wedding year ever.

Jay and I decided to end 2011 by attending an incredible seminar given by Alan Berg, former VP of Market Intelligence at The Knot.

All I can say is that we were blown away! I cannot remember the last time I

left a seminar on such a high...the entire car ride home Jay and I could not stop talking about what we learned and how many great ideas Alan gave us on how to improve our business, our website, our marketing materials, and our sales numbers. The only negative comment was that we wished we had attended one of his seminars sooner!

The seminar was broken up into 2 sessions: Website & Marketing and Customer Experience & Closing. So I thought I would focus on part 1 this month, and save part 2 for February. So yes, I am assuming that you will read my article next month too!

Alan is such a dynamic speaker that everything he says is golden, but being so involved in your own business it is hard to look at things with an objective eye. Alan stated many times: "You have the curse of knowledge." If you are seriously considering making changes to your website or marketing materials have someone other than yourself review it. You will be surprised by how many changes a fresh eye can make.

During the seminar Alan reviewed

several websites, and the number of professional companies who still have AOL e-mail addresses, outdated photos, mismatched fonts or lack of contact information on their websites surprised me. Alan also pointed out several sites that had photos that had nothing to do with their business. If you are a florist show photos of flowers, if you are a DJ show photos of people dancing. Seems obvious, right? But how many of us have photos of brides on our website where a dance floor or dancing is no where to be found (after reviewing our own website we were guilty of this too, and yes we will be changing some of our photos very soon!) When selecting photos for your website ask yourself one simple question: Would a bride put this photo in her wedding album?

Alan also evaluated several of our business cards, and what an eye opener this was. Ask yourself the following: What is the purpose of your business card? Is it for prospective clients, vendors, current clients or all of the above? Is your company name on BOTH sides of your business card? Is it clear what your company does? Is your contact information on BOTH sides of your business card? Right off the bat, Alan noticed that the front of our card says Something 2 Dance 2, but the word DJ is no where to be found unless you look at the back of the card. We know we are a DJ company, but someone looking at our card for the first time does not have the same knowledge.

Each day we hear the word "paperless," but don't be fooled; when it comes to brides printed materials still matter. What is the first thing a bride does when she gets engaged? She heads to Walgreens or CVS and purchases every bridal magazine she can get her hands on. Sharing information on paper engages the senses; so don't skimp on your

marketing materials. When creating your marketing pieces make sure your branding is consistent. Your logo should be the same on your website, business cards and promotional pieces. Your website AND phone number should be prominent (call to action). It should be easy to read and current. Remember your brand is represented in every piece of material so it is a much better investment to replace outdated materials than to hand out subpar pieces to potential clients. In the long run, sloppy marketing pieces will cost you more money in lost business. And yes, paper quality does matter!

Stay tuned in February for a review

of part 2 of Alan's seminar: Customer Experience & Closing.

Let's make this the best year ever!

Please feel free to share your comments with Tamara by visiting her Blog: <http://www.something2dance2.com/blog/> or tamarasims@discjockeynews.com.

Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in Schaumburg, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years experience in the wedding industry and loves creating wonderful wedding memories for her brides and grooms.



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Connections

By Steve Moody

As I wrap up my 4 month series on connecting with Venue Staff, I would love to tell you that I saved the easiest for last. However, due to my own personality type, I may have actually saved the most difficult connection for last. The Thinker.

As a quick refresher, according to the book the "Platinum Rule" by Tony Allessandra and Michael O'Conner, there are 4 key personality types that we come into contact with during our daily lives. Over the past few months, I have shared some helpful hints on how to better connect with the "Director" and his Donald Trump personality type, the "Socializer" who shares character traits with Michael Scott from the hit tv show "The Office", and also the "Relator" who is (more or less) the "CareBear" of the bunch.

Keeping all of this in mind, if the Thinker could be summed up by one figure from pop culture, it would be Mr. Spock from "Star Trek". Now you may see why bonding with this type of venue

manager or room captain can be really tricky.

According to the book, these folks are all about logistics, planning, charts and graphs. Consider engineers, computer analysts, military intelligence officers, workers at NASA, scientists, and I.T. personnel. Their thought process is extremely unique. "Thinkers" observe the world differently, and then they apply their knowledge differently than those with other personality types. (I realize that some of you reading this may fall into this category and are probably chuckling to yourselves. You know who you are! LOL) I actually have several DJ friends that fall into this category. Their presentational style and planning methods are extremely different from mine, yet we are each successful at what we do.

Getting back to the book..., "Thinkers" always have a plan. Their ideas are normally well thought out, in advance, and they stick to it. Additionally, their daily decisions are based more on recorded fact than personal emotions. Keeping thinking about the analytical Mr. Spock.

Over the years, I have found that some venue staff naturally have this personality type in their daily lives, while others are almost forced to conform to it (while at work) due to the way the venue is run. I'd like to share a quick example. There's a local chain of catering

venues here in Maryland that is run like "clock work". No matter which location you visit every wedding reception is run the exact same way, every Mitzvah, has the same routine, and every fund raiser. They are timed down to the minute.

Though it's a totally different experience from other local venues, this company is hugely successful at what they do and there has always been a certain clientele for it. I realize that to many of us, this would appear to be a cookie cutter type of service. It is, yet they still fill the banquet rooms at each location with up to 12-15 events each weekend. They have found their niche in the market.

Because of their methods of organization and presentation, their room captains are almost forced to adapt to the Thinker personality type while working. There is no room for deviation at these locations. No decisions are made on emotion, as every timed event that takes place during the celebration is monitored down to the minute. These managers treat their planning forms and time lines as if they were the Holy Bible of Catering.

We have all been there and know the drill. If the wedding cake is supposed to be cut at 6:45 it doesn't matter if you just worked up a huge crowd on the dance floor around the bride and groom. The cake will be cut at exactly 6:45. The room captains seem to be totally disassociated from the emotion of the event. Therefore, many times there is no flow to these celebrations and certainly no feeling of forward motion. I am sure that many of us have performed at venues

like this over the years. Not the easiest gig.

These facilities can have up to 8 different events going on at the same time, in different rooms throughout the building. Usually when room A is getting ready to start with their grand entrance, room B may have it's salads come out, while room C is going into Parent's Dances. I am certain that you can get the picture. The building has to run like "clock work". Organization is the key to keeping the inner workings of the venue running smoothly behind the scenes.

So how can we make a connection when the staff is almost "robotic"? Well, we certainly can't use the same methods that I shared in previous months. I would say that the most difficult part for me is just "keeping my mouth shut". I am generally a very chatty person but as you can imagine, this personality type doesn't have the time or the patience for me. That being the case, when I speak with a Thinker I always stick to the facts, and keep my conversations short and sweet. If you use your smile, and stick to the point you will be exactly the kind of person they are happy to work with.

The fact is, that we all usually work best with people of a similar mind set. The same is true with these folks. Therefore, when we are around "Thinkers" we have to let our "Vulcan Ears point up a bit". We can be the best entertainer, and the nicest person in the world, but if someone thinks that we are not "easy to work with", we will not get the referral. The hardest thing to keep in mind is that

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Resolutions

By Dean C. Carlson

Happy 2012 everyone! Optimism is in and pessimism is out. Out with the old and in with the new. Yes it's that time of year again to start setting your sights are new heights. As a now famous poet once said "Let's Git err Dun"



One of my first resolutions this year is to be more action oriented. I will re-read at least 12 books that I haven't felt I made the most of over the last 10 years.

And I will put into place at least 2 good ideas from each of those books.

One suck book I just finished re-reading is "Don't Sweat The Small Stuff and it's all small stuff," by no one related to me, Dr Richard Carlson. So I thought I might share some DJ insight that I have just recently mined out of that book.

Make Peace With Imperfection. If you watch Youtube videos often, some of you might be thinking too many DJs have made peace with their imperfections. But that's not how a world class DJ should view this idea.

First the thought that you might not be as good as other DJs might be holding you back from attempting something new, like taking a critique based

workshop. I know when I first took the Marbecca Method workshop on "The Love Story" by Mark Farrell I was intimidated, and it caused me to hold back, early on while in the class. Only by letting go, and letting it all hang out can you get the most out of those types of workshops.

Second and probably the biggest one is inviting another DJ to do a ride along and shadow your show. Fear of them seeing you for the real you might be holding back some of the best advice you have ever received. So in 2012 make a resolution to be ok with others seeing you as imperfect, after all you might not be as bad as you think you are. We are our own worst critique.

Learn To Live In The Present Moment. We live in a nanosecond world. All I have to do is yell "Squirrel" and you know to look someplace other than where you are supposed to be right now. Distractions are everywhere. They say that we see around 5000 ads a day for products. Ugh! Unfortunately for us DJs distractions can be a killer.

First removing yourself from the present moment kills and chance you real relationships you have. Think about it, have you ever had a conversation where you knew the person wasn't listening fully to you? How did that make you feel? And the truth is almost all of us do this all the time. No imagine a conversation you had with someone who is fully present with you. Completely different. This action takes practice, because we are already trained to "Squirrel" but the results will be better relationships, and more bookings or referrals.

Second is during performances.

When you get training in improv, one of the early things they train you on is living in the moment. Stop thinking 5 steps ahead and only concentrate on what is being fed to you. When this happens, amazing things can happen, moments that make your show personalized and different even though you are doing yet another garter and bouquet toss. To achieve this you must know the basics so well they are second nature, then and only then can you live in the present.

Imagine Everyone Else Is Enlightened Except You. A DJ's ego is a horrible yet somewhat necessary evil. Without it we may not have the kahunas to do what we do, yet it holds us back in so many places. One such place is getting the most out of DJ conventions. I have actually heard DJs say they aren't going to see this speaker or that, because they don't like them. So if you use this idea to its fullest, you check your ego and go see what that other speaker has to say no matter how you feel. There are speakers out there that I don't like on a personal level, yet I attend their seminars, and I ALWAYS walk out with at least one idea that I didn't have when I came in.

Breathe Before You Speak. Like the lesson earlier, we live in a nanosecond mind set, and we speak like it too. For DJs, I think this is an important lesson. Too often we open the mic more because we haven't said anything in a while, rather than information really needs to get out. And then we don't think at all about the message we need to get out. In one of Jim Cerone's "The Perfect Host" seminars, he said we need to speak in headline, which means be clear and concise. Think before you speak.

Remember That You Become What You Practice. Going to a workshop or a convention 1 to 3 times a year isn't

practice. Before I gave my seminar at Mobile Beat last year I polled literally 100 DJs and almost all of them rarely practice. (less than 30 minutes a week most not at all) And yet they all want to get paid like a professional. Hmm see the problem here? This also helps skills mentioned from above, because then you know things so well you can live more in the present. Do yourself a favor and make this #1 on your list for 2012. Develop a routine of practice for a minimum of 3 hours a week. If you don't know where to start, start by joining Toastmaster or taking an improve class, then work on those skills.

Look For The EXTRAordinary In Ordinary. We all do some things that have the same name, like the garter and bouquet toss or money dance, cake cutting and grand entrances. These can become ordinary to us because we do them so often. But a world class DJ looks at things through different glasses and sees extraordinary. Becoming extraordinary at just one thing and you can raise your value, do it to 2-5 of them and people will be telling other people about you. I do about 1/5th of the interactions I did 8 years ago, but I do them all 100 times better. Pick 1 or 2 things this year to make extraordinary, picking to many and you will fail at them all.

Live This Day As If It Were Your Last. It Might Be. My mom had a heart attack 2 weeks ago, and man that instantly changed some things in me about my relationship with her. See if you had only 24 hours to live, what would your priorities be? Probably very different than those you operate under right now. This isn't so much a DJ thing, but a personal thing. For me and my relationship with my mom, it means letting her

Dean Carlson continued on page 5

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The Way I See It: Smokey & DJing?

By Michael J. Lenstra

What the hell does Smokey know about DJing?

Henry "Smokey" Yunick (May 25, 1923 - May 9, 2001) was an American mechanic and car designer associated with motorsports. Yunick was deeply involved in the early years of the NASCAR, and he is probably most associated with that racing genre. He participated as a racer, designer, and other jobs relating to the sport but was best known as a mechanic, builder, and crew chief and later



became a columnist for Circle Track Magazine.

In my life BMC (that's for Before Marriage and Children) racing was one of the activities I was involved in. As a subscriber of that magazine I would read Smokey's columns every month. But there was one column that has stuck with me for years. A reader had asked for advice on how to get his race car to go faster. Smokey gave him his usual answer. "The cost of speed is money," he would say. "How fast you want to go depends on how much money you're willing to spend."

But then he added something that has always stayed with me.

"It depends on where you want to finish," he told the reader. If you're content on finishing in the back of the pack, get your advice from those who finish there. If you want to finish in the middle, then middle of the pack racers are the people you want to be talking to.

But if you want to finish at the front, then the front runners are the people you should be getting your advice from, he told his readers.

What great advice – and it doesn't apply to just racing. For many of us Mobile DJs we are not just entertainers and music masters, but small businessmen. Fortunately for us there has never been a time when so much information is available to us to help us grow and improve our businesses. There are conventions magazines, seminars, newspapers and associations dedicated to our industry. And at the tip of our fingertips are chat boards, marketing newsletters, e-books and blogs. All we need to do is have the drive to go out and find it.

The way I see it, we can worry about our local competition and be muddled in a price war with them, or we can seek out the Leaders of the Pack in our industry and the information to, not only improve ourselves and be 'front runners' in our own communities, but continue to give our profession credibility as we build it into an occupation in which we can make a full time living of.

1. Wikipedia

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Steve Moody continued from page 2 their definition of "easy to work with" may be vastly different from our own.

As so much of the "Thinkers" persona is driven by logistics, it is more important than ever to make sure that our "time line" matches theirs (down to the minute). I never ever walk up to speak to them without having my time line in hand. Old Mr. Spock doesn't care to hear that I left the time line back on my table when he begins going over the details.

Taking this a step further, we should never attempt multi-task when speaking with a Thinker. They want our complete and undivided attention, as they do not care to repeat themselves. According to the book, most people with this personality type have a huge lack of tolerance for those who can not keep up with them mentally. The authors of the book say that having a conversation with a Thinker is like playing a game of Chess with someone that is always several moves ahead of you. We always have to be on our toes.

Now, here's the big one! In order to make the connection with a Thinker, the most important thing that you can do is to stay on track with their agenda. Though we may often feel the need to fight it, this point is crucial. Even though I am working for the bride and groom, I always keep the manager informed of any last minute changes so that they are never caught off guard. Other than that, I stick to the time line while finding creative ways to work around any timing issues that could hinder the success of my event. If you truly want to make this connection, be referred by this facility and work well with this particular manager you may just have to bend a bit.

As I finish up, I just wanted to be clear that "bending" does not mean ru-

ining your client's wedding due to the lack of forward motion because of the venues timing issues. When I perform at these locations, I always do a bit more advance planning with my couples. I take the time to walk them through the reception, step by step, while explaining how things are normally run by the facility. I want them to really be able to see it in their heads so that they will understand why I would like to share my suggestions with them.

While we walk through the reception, I share some things that they (and the bridal party) can do to help blend the evening together under the time constraints set by the facility. These few minutes of extra planning really helps to keep our momentum going during the event.

I hope that the past few months articles have helped some folks to make better Connections at their local venues. It has been a great refresher for me as well. Hopefully now that my staff members have it written in front of them, they will take the time to read a few ideas and put them into action (hint hint guys). These types of connections can be such an asset to any business.

I'll be back next month my friends. "Live Long, and Prosper". Sorry, I couldn't resist.

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



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Where Has All The Service Gone...

By Jake Palmer

A new year, a fresh start, a recap of the last year. This is the time of year it seems when, everyone talks about re-assessing their life or business, when we want to look back at what we did right, what we did wrong, what can improve, and what should just go away.

I have always found this to be odd, almost a little strange. I call it the St. Patty's Day affliction. Have you ever noticed how many Irish friends you have on St. Patrick's Day? It seems like it's the cool thing to do so everybody wants to be Irish. Same thing at the new year, everyone makes resolutions that they don't or can't

keep. We all want to look back and reflect on what the past year was like. We look forward with new ideas and new plans. Why now? Why wait?

It seems like the new year is the perfect time to do these things, but if these are things you do once a year, how committed to the improvement and assessment are you really? I mean, if we really wanted to be the best that you can be, strive to get better, bigger, more successful, wouldn't we reflect, re-assess and make improvement plans a few times a year?

Things like sales, quality, performance, and service are all things that require constant attention. They are the life blood of any business or industry, and cannot be whimsically altered, changed or re-developed, overnight. Which has me perplexed lately, after 2 months of holiday prep and general life, I am finding myself asking, Where has all the service gone?

This ties into my opening paragraph in that, if businesses and companies are really trying to improve and be the best, how can they look back at instances, policies, and some general practices, and think things are fine. I have been subjected to some "customer service" from some companies lately that has left me scratching my head and wondering how these people are still in business. I should preface this article by pointing out, that I am a very practical, easy going guy. I am not a diva, or high maintenance. I simply expect what I pay for when promised.

This fall I took 2 storm windows to a national chain hardware store to have the glass replaced. Now, since this chain is supposed to be the "home of the helpful hardware man," I assumed I was in good hands.

After three weeks I have heard nothing and was a little irritated that no one had called to tell me my windows were done, so I went to pick them up. When I arrived the "service" guy says they are

not done yet, and he then amazes me when he says, "if you are in a hurry, I would take them to Mutch Hardware, he's quicker". What?! My response to him was, "what do you constitute as a hurry you have had the windows for three weeks!"

Needless to say I took the window to Mutch, he had them done in a few hours and I picked

them up the next morning. I was completely blown away by the complete lack of caring and the attitude of this employee at the national chain.

I recently had a powered speaker that needed repair, took it to my local guy quoted me up to two weeks to get it fixed (short in the power switch). Great, I am about to go on vacation for a week,

so if I drop it off now, I could pick it up when I get home from vacation in two and a half weeks, right? Right. Wrong! I got the speaker back at the four week mark. Four weeks!

Now I understand that sometimes things take longer than expected, it happens, nothing is perfect, but when I called to inquire as to when it would be done, I was told they shipped to someone else to fix, and if I needed a speaker they would be happy to RENT me one. My point is that a phone call to tell me it's not going to be done when expected, or that they couldn't fix it and needed to send it out. Instead I got the "we can rent you a speaker."

What can I do, I wait four weeks and go pick up the speaker that now looks like it was dropped down the stairs into a gravel pile. There are big scratches across the front, and sides. Two of the scratches on the front has taken the paint off the grill. When I ask what happened they say, "oh it didn't look like that before?"

This is when I remind them that I brought the speaker into the store in a protective bag, and they told me to keep the bag so it wouldn't get lost. Well their answer to this was to color in the scratches with sharpie. When I ask to talk to the owner, who by the way I have known since the mid 1990s, and who begged for a deal when I did his daughters wedding two years ago, they tell me he doesn't come in on Mondays, but I can come by on Tuesday.

Wow the service is amazing... these are just two examples of specific things that have happened to me recently. I haven't even brought up the service problems with my garage door people, who put a temporary fix on my door then didn't come back for a month and a half when I called three times a day until someone came out, because the temporary fix had broken, (by the way it took 2 weeks to get them to fix the broken fix). Direct TV gave me a free gift of 3 months of Showtime as a thank you for upgrading to HD, then turned it off after one month? Best Buy just made the news for canceling a bunch of Black Fri-

day orders the week before Christmas.

It just seems like companies don't care anymore, if they are truly assessing their business practices and policies, wouldn't they catch these things?

My point is two fold, 1) look at your progress and your business more than once a year. 2) service, service, service.

If you want to outshine your competition you need to be better, we all play music, we all have speakers and lights, etc... but, what are the little things you do that make you better. Watch the details, and be better than everyone else. Do what you say, when you say, and take care of your customers.

Happy New Year.

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

If we really wanted to be the best you can be, wouldn't we reflect, re-assess, and make improvement plans a few times a year?

-Jake Palmer

Dean Carlson continued from page 3

know how much I love and value her. Relationships first, everything else is just extra icing on the cake.

Finally Dean's #1. Live Life Like It's the First Time Every Time! This wasn't in the book, but it is something that I have heard in another workshop I went to once. It goes hand in hand with #100. Have you ever watched a child when they discover something new? There is an awesomeness about it. Their joy is off the charts, and usually it instantly brings joy to those around them. Do you remember your first car, how about first kiss? When is the last time you felt that joy? Especially when it comes to DJing. Give yourself permission over the next year to be childlike in the discovery of things, even things you have done before. You might be amazed at what you will either learn or re-learn about something you used to think of as old. In 2012 let your inner kid out.

May 2012 be the best year you have ever had, personally and in business.

Good Luck and Great Shows.

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

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What Happened To The Power Of Unity?

By Ron Ruth

Is it just me or have you also noticed a return to apathy in the DJ industry? The once vital, local groups of DJs and thriving, regional DJ conferences have dwindled in number and in participation. DJs entering our profession over the last 5-6 years are seemingly oblivious to their worth, erasing the years of hard work that many of you, and other DJs, invested in elevating the public's perceived value of our services.

The once prevalent energy and focus on the "common good" that was the rallying flag of the industry is fading into the abyss. The forward thinking movement that began in 2000 and inspired so many DJs to finally make a career out of a hobby has slowed to a crawl. Are we, as an industry, prepared to let others ignore the lessons of our past, dooming us to repeat them?

It's time for a new generation of DJs to hear the message of "Getting What You're Worth!" that started this industry movement back in 2000. It's time to re-energize the revolution and recapture the power of unity!

In January, 2000, over a thousand DJs from across the country gathered at the Tropicana Hotel for the 4th annual, Mobile Beat DJ Show & Conference in Las Vegas. As usual, the conference provided

ample opportunities for attendees to view the latest gear, gain business insight and learn the most up-to-date dance moves. But, something else happened at that conference that sparked a revolution of reform and forced DJs everywhere to step-back and to reconsider their value. To this point, the bar for acceptable behavior, pricing and for taking ourselves seriously as an industry was set very low. Being average was synonymous with "professional."

I remember sitting in one of the large ballrooms, waiting to hear a presentation called "Getting What You're Worth" by some unknown DJ named Mark Ferrell. The title of the seminar attracted so many DJs that the ballroom quickly filled to capacity with many forced to stand. I wish I could remember what I thought this guy was going to talk about. Maybe I was anticipating that his topic would show me how more lights or a bigger sound system would make me more money. If those were indeed my thoughts, I could not have been more wrong.

In his recently released book "A Different Spin, The Evolution and Revolution of the Mobile DJ," Mobile Beat Show producer, Michael Buonaccorso, describes Ferrell's message best as "simple, yet profound to a generation of DJs who never really took themselves seriously. He put basic common sense principles in front of the DJs listening to him." Buonaccorso continues, "At the heart of this revelation was the basic conclusion that, at that time, for a typical wedding, the DJ/entertainment was probably the lowest-priced aspect of the event. Ferrell directly tied this to the self-worth of the individual."

Readers of DJN lucky enough to be at that conference will remember the pledge Mark asked everyone to take at the top of

his seminar: to raise their rates to \$1200. It was a dollar figure that would cause quite a stir among some DJs who thought he was advocating price fixing. In reality, that \$1200 was, at that time, a benchmark for what the most average DJ should have been charging for their services to cover overhead and expenses, allowing them to make a livable wage and provide security for retirement.

Ferrell's message was filled with compelling facts, figures and comparisons to other wedding services that supported his thesis that DJs were ignoring their value and worth. "GWYW" was a well thought out, well delivered and inspiring message that influenced many DJs to, for the first time ever, seriously appreciate their significance as a business professional. DJs were also challenged to defy the status quo and no longer recognize average as acceptable. It was the birth of "The Worth Movement."

For many who heard it, the message was a "call to action." For others, it was seen as a threat. The firestorm that ensued was the most unfortunate result of Ferrell's "Getting What You're Worth" message. Agree or not with the premise of "GWYW," no one can argue that Mark brought out passions in DJs that had ever been experienced before...or since.

Soon after the conference, a large number of DJs, ignoring the shouting match and name calling that engulfed DJ forums, began to communicate with each other in constructive ways. They openly shared their frustrations and hopes for their business and the industry. Some may have started the conversation by addressing value and worth, but those discussions soon led to a greater purpose. Trusting, respectful relationships were forged along with a greater desire for DJs to learn and, yes, even share information.

As one who was inspired by the "GWYW" in Vegas, 2000, I witnessed the impact of a new, unheard of cooperation. DJs came together to form sizeable groups and associations within their market. They were anxious to grow their busi-

nesses. DJs were actually mentoring other DJs. And with that, over a relatively short period of time, the average fees in many markets grew expeditiously.

Riding on the wave of "Getting What Your Worth," the DJ industry matured and those who chose to make a livable wage from a profession that had only been seen as a hobby, did so then and continue to do so today.

Over the past year or so, though, I've spoken to a number of DJs across the country who I've come to know and respect since 2000. Most, if not all, agree that Ferrell's "Getting What Your Worth" message bears repeating to a new generation of DJs that have come into our industry. We've all seen a slip back to the pre-2000 era. The large scale camaraderie and respect that once existed is crumbling. Many of the vibrant, local groups of DJs that once gathered, regardless of association affiliation, are either hanging by a string or have folded. Some of the more reputable regional conferences that once drew sizeable numbers of DJs anxious to learn, no longer exist.

It's safe to say that the economy has played a major role in setbacks in forward thinking. But, that's no excuse for forgetting our past or for giving up the ground so many DJs have worked tirelessly to achieve and to the benefit of all.

The next great movement should be in resurrecting the "Getting What You're Worth" message. It's time to re-energize our industry before empathy is erased by apathy. It's time to re-energize the revolution and for all DJs everywhere to recapture the power of unity. Mark, if you're listening, we're calling for an encore.

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



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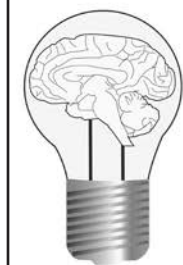
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Well... Happy New Year!

By Rob Peters

Like many, I have begun to make a list of New Year's resolutions that I know may not last past the Mobile Beat Conference in February.

Nonetheless, I have set a few personal goals that I intend on achieving this year (one of which is to keep John Young happy with my articles delivered to him ON TIME...I'll try John!).

Normally in this column, I try to educate DJs on how to be successful as a children's entertainer.

However, this month, I have decided to offer you a belated Holiday Gift. I often receive calls and emails from DJs asking for advice, help or ideas. So I decided to offer you some of the things I have learned over the past year or two in an effort to help you grow and develop in 2012. So here they are...some pages from Rob's Playbook!

LESSON 1: You Can Not Put A Price on Future Goodwill! When I was in college, I was working with a major oil company and a marketing representative for their dealers. One of their dealers was trying to improve his bottom line by offering a weekly giveaway of a FREE Fill-Up to one lucky customer. The Marketing Representative I was working with used that quote, and it has stuck with me since.

As DJs and business people, we can get caught up in endless spending to promote our services. However, the impact we can have at JUST one event can sometimes be the difference in boosting our bottom line. What I am get-

ting at here is that if you were to look at working with a charity or non-profit organization, and consider performing at their event at a discounted or donated rate, the goodwill that could come from a great performance could be beneficial to your business. AND, the cost for providing such services is lower than any national wedding listing website! Food for thought!

LESSON 2: Take Care Of The Little Problems And You Won't Have Big Ones. My dad is one of the major influences I have as a business person. He has been running his own business since before I was born. He got into business after serving our country in the Navy in Vietnam, and only has a high school education...along with several years of hands on experience. He used that quote quite frequently when I worked for him as a teenager.

This quote can be misunderstood by those who don't think it though completely. You don't have to take care of EVERY little problem. The difference is knowing which little problems COULD lead to bigger ones.

As a business person, I am confident about my business partner and the excellent staff of people who work for me, so I try to stay out of micro managing every little detail. We have put procedures and guidelines in place for every performer who works here, but from time to time, we find that we need to change, alter or even add to how we do things in little ways to make a big difference. Is there a way you could apply this to your skills as a DJ or your business practices?

LESSON 3: What works for one audience may NOT work for the next! In the early part of this decade, I worked for a multi system company as their Director Of Operations. This company specialized in weddings and offer DJ,

Rob Peters continued on page 11



The Referral Coach

By Matt Anderson

Referral Beliefs vs. Referral Desires

Everybody says they want more referrals. Almost everybody says they get most of their business from referrals.



Most businesses fail. What can you do?

1. Make sure your foundation – your products and services – are good.

2. Consider yourself to be in the MARKETING business.

Do a variety of marketing activities that get your name out there. Many people fall short in this area. Why are big companies so successful? It's not because their product is necessarily good (think McDonalds, Pizza Hut, Walmart, Dunkin Donuts).

3. Practice asking for referrals verbally and in writing increasingly more. Most people do not realize that referral-getting is a skill that they can learn if they do it enough and do it effectively. Just like playing a musical instrument, learning a new sport or foreign language.

But when it comes to referrals, the main ingredient is belief:

a) Your belief in yourself that you can help others and that you are CAPABLE of growing your business by referrals. In other words, that if you set a goal to double your income by asking others to open doors for you, that you believe you can do it. This is the biggest sticking point. The vast majority of people do not have the belief and subsequently do not ask enough.

b) Your belief in yourself that says 'it's silly not to ask; I'm a good person; I can help others and I know I need to ask them to recommend me.'

Your desire to get lots of referrals means NOTHING until your brain has buy in because beliefs are infinitely stronger than any desire. Beliefs – the

thoughts you have repeatedly – have to change first into ones that empower you to take the action you need to get the results you want.

If deep down you're worried about asking for referrals and have a belief that it's pushy to ask or it makes you look needy, wanting more referrals won't help your results.

How do you turn your desire for more referrals into results?

1. You need to change your beliefs adopt a) and b) above because they are empowering, and persist in embedding these new beliefs until they are hard wired.

2. Remember that you only grow by getting out of your comfort zone and believing increasingly more in yourself. This is not always easy because old, unhelpful beliefs can be deeply rooted in your brain.

One of the first things you want to do every week is face any fear you have about asking and do it anyway. In John Assaraf and Murray Smith's excellent book on how to change your beliefs, *The Answer*, they point out that when it comes to discomfort: "Successful entrepreneurs ...interpret it as a sign that a breakthrough is in the offing rather than seeing it as a threat."

So, see the changes you are making as positive.

3. BUY THAT BOOK!

The fact that you're taking your beliefs in a new direction is a very good thing; it just may well feel uncomfortable at times. If it was easy, everyone would do it – see that as empowering because YOU are willing to stick at it. And truthfully, if you want to grow throughout your life, that discomfort should always exist on occasion. Otherwise you've fallen into a new comfort zone and stopped striving to fulfill your potential.

Matt Anderson can be reached at: <http://www.thereferralauthority.com>

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Customer Service... Two Stories & Three Ways To Stand Out

By Mitch Taylor

Business is business. Personal is personal. Never mix the two. I left the employment of a multi-op company because that distinction was never made.

I believe in this with my whole being. Allow me to share with you two scenarios recently. One that happened to me personally with another business. Another that happened to my business when trying to conduct business with another business.

I was the benefactor of a case recently with a "settlement" and on a Friday the lawyer's paralegal told me that the funds would be reimbursed on Monday or Wednesday of the following week. "Cool" I thought and let it go. Friday comes of the next week and I called the office to see the status but they had already left for the day. It was 4:05pm. I called Monday of the following week to check the status. The lawyer was returning phone calls all day and I left two messages over the course of the day without one being returned. I called back again Tuesday morning now a little perturbed as it had been almost a week without seeing my money.

The lawyer responds that his daughter had gone into labor and he had been away from the office. I asked him

about the promise that his paralegal made about the money being sent out. He proceeded to tell me that she never said that and that he would get it out in the next few days. After some "discussion" he disagreed with me that he should pay for the wire transfer of the money to my account based upon his paralegal making false promises to me and failing to follow through. What's \$40 in wire transfer fees to make a client happy when his payout is well into 5 figures? Bad customer service.

Scenario #2. My wife needed gifts for her employees and I gave the business to a local shop instead of ordering from Amazon.com as I thought it was the right thing to do. That transaction went wonderfully. I also ordered a week prior to this a set of jackets for my employees to add to their Christmas presents from me (I'm a nice boss...aren't I? ;-)) The week of my wife's transaction the proprietor tells me that her embroiderer went out of business and I asked if they would still be able to complete the transaction for me. I'm sure not wanting to jeopardize her \$400 transaction she told me "No problem"

The following Wednesday my jackets were to be in. As you have probably guessed by now they were not and the conversation went something like this

"I've got good news and bad news...I got so and so's order done but I didn't get yours done...the stitcher went out of business, yada yada yada." The owner then proceeded to try and appease me with "50% off of anything in the store" I didn't want 50% off anything in the store or the jackets for free...I wanted my order, done on time as promised. It didn't happen and another local business now has that order. Little did the owner know that I knew she went out Christmas shopping the majority of the day she was supposed to have my order done. Business....or personal?

Statement: "OK Mitch I understand...you're writing this article because you're p*ssed off about the lack of customer service you've received." Yes and no. I'm writing this article to illustrate how customer service is the #1 thing lacking in today's business world. It doesn't take much

for you to go ABOVE AND BEYOND for your clientele. My employees know this rule and are told if there are any mess ups at an event that they have the power to give the client free overtime and to above all else take care of the customer's concerns.

A second way you can deliver on customer service for your clients is to touch base with them every 30 to 45 days and see how you can help them

further in their wedding planning. How many other wedding vendors are going to this level to help their clients? You will stand out from the crowd with your exceptional customer service skills and boost your referrals as they talk about how much they love your company to their engaged friends during their planning process.

Another way you can go above and beyond for your clients is to send them out to dinner at their favorite restaurant if they complete your survey and write a review on Wedding Wire for you after their event is over. Brides of mine have definitely appreciated the gesture and this has gotten me referrals.

I hope that this article will serve as a reminder to always keep customer service as a #1 rule in your company above all else and will spark your creativity to think of ways you can take care of your clients. For more information about customer service and to read up on ways you can stand out from the crowd buy 2 copies of the book "Customer Service A to Z" by Larry Williams. One for you to read and one for you to give away to the next business who drops the ball on your transaction.

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.

Customer service is the #1 thing lacking in today's business world. It doesn't take much for you to go ABOVE AND BEYOND for your clientele. -Mitch Taylor

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Adding To Your 2012 Bottom Line

By Kelly Suit

I love the holidays! Its a time of reflection for the year that has past and a time to look forward to the year to come. It's about all the things that I hold dear to my heart; family, friends, peace on Earth and good will towards men. It's always been a magical time of year for me.

As a Disc Jockey Service business owner, this time of year is a busy one for our company. We've just finished up with all the holiday parties and New Years Eve parties. Now we get to what I like to call wedding planning season. It's been my experience that all the couples that got engaged over the holidays wait to begin there planning in January and all the couples that started their planning before the holiday usually put everything on hold until the new year. By the time you read this article, wedding planning season will be in full effect for us. January is also the time of year that we do our last push for Prom bookings. All those schools that either dragged their feet with the planning or didn't have the money to secure services have done all their fund raisers and now are ready to secure their entertainment.

With all that in mind, we are initiating the "Do You Want Fries With That" sales process. You know, when you go to a fast food restaurant the person behind the counter asks you if you want fries with your sandwich, a drink, and how about

an apple pie? This is up selling at it's finest. Think about it, if you have already gotten a yes from your prospect and they are going with your services, how much easier is it to sell them some more goodies that they either are going to need or possible would be interested in if they just realized how it would improve their event.

I know in a previous article I spoke about upsells as a way to make more money, but I believe it's the easiest way to increase your sales. In our company we offer lots of extra services and rental items to help improve the gross total for the sale. Here are my top 5 items / services that if you aren't currently offering, you really should consider adding to your DJ services.

Uplighting – this is almost becoming something that we might just package together with our DJ services. Over eighty percent of our wedding bookings also purchase our uplighting. Uplighting is so easy to add to your inventory and typically pays for itself in just a couple of bookings. We offer traditional par can lighting as well as LED uplighting

(which we charge an additional fee). As prices for LED par can fixtures continue to come down in price, I expect that in the not too distant future we'll go to exclusively using LED and if you are a single op, LED is definitely the way you should go!

Dance Floor Lighting – our basic dance floor lighting package is already included in the fee to hire one of our DJs. To me lighting is so important to dancing that having a small lighting system in a must for most events. The small lighting system isn't always the best option, so for an additional fee we can upgrade you to a bigger and better lighting

show. Lighting is typically a very easy sell for our clients.

Monogram Lighting Effect – we don't sell this nearly as often as we could and I expect this to be one of the areas we can see extra profits from. Depending on which way you go with your fixtures, you can recoup your investment in 5 to 10 events. Also consider getting some stock Gobo's that you can offer like snow flakes for Christmas parties, hearts for Valentines dances, Happy Birthday and Congratulations. You can offer stock Gobos for less then the custom ones and make more profit!

Video Photo Montages – A few

years ago we were the only company in our area offering theses because projectors were so expensive. A projector that would have set you back three to four thousand dollars 10 years ago, now you can purchase for under five hundred. The investment to purchase what you need should be able to recoup in 5 to 10 bookings. We stopped pushing these a few years ago, but it's something we are going to suggest enthusiastically to our clients. This is a cash cow if you sell it right!

Ceremonies – This one is a no brainer as almost every wedding reception also has a ceremony. Not all ceremonies need sound, but many do. Are you taking full advantage of this? If it's in a secondary location, make sure you charge enough to make it worthwhile. Usually you'll need another person if it's in two locations so don't give this service away.

There are plenty other up sell services that you can offer, but the above 5 are easy and relatively cheap investments. If you book a client as their DJ, just adding the above 5 services can add \$800.00 or more on top of your DJ booking. If you aren't offering these services you are basically leaving money on the table at every booking.

Remember that there are only 2 ways to make more money in your DJ business. You can either make more bookings or you can make more per booking. Raising your rates is always an option too, but depending on your market and demand for your services it might not be the safest option. Adding value to your services is a sure fire way to add more money to your profits. Be on the look out for the next big thing, but until then, take advantage of the tried and true options listed in this article and best wishes to a happy and successful 2012!

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



An example of uplighting and a monogram. Photo by Jason Yoshino of Energy Productions, Sioux Falls, SD.

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Let's Look At Your Business

By Dave Winsor

Welcome to the New Year. Have you completed your year END review yet? How did 2011 stack up for you? Can you track your business and make future decisions based on what you have observed?

"There are only two things in a business that make money – innovation and marketing, everything else is cost." –Peter Drucker

The first contact with you as a business is normally through the internet

and your website, would you agree? If you agree, what does that first contact say about your business? What does it portray? You'll never get the chance to speak directly with a prospective client if your site doesn't look professional and up to date. It's the very first chance to make an amazing, memorable impression.

"Digital is the fulcrum for advertising."

I'm about ready to blow up my website. I'm happy with the concept, the look and feel and the message it portrays, but its four years old and cannot be expanded. It's based in html and I've simply outgrown it. You can take a peek at <http://www.winsorweddings.com>

I'm going to work with a company

called Core Zero Creative Inc. <http://www.CoreZero.com> based here in Maine. I'm going to have them convert my current site to a Wordpress based site. I want something that is stickier and can be built upon. I want to be able to celebrate not only my clients event, but all the vendors who contributed to the success. Right now, that's not possible. I can't communicate the way I feel I should be able to. My site is static and in business, that's BAD. So, what's your site look like and what does it say about you?

"In a virtual world, communication -- largely through email -- is the basis on which relationships are built."

I actually have two web addresses and the one I'm NOT changing is <http://www.daveismydj.com>

It's the base for all my web stuff and I'm happy with the creative. If you get a chance, take a peek and be sure to tell me what you think. Everyone is going video now and pretty soon THAT approach will be old. There are only a handful of really creative minds in our industry and all the great ideas they come up with get copied (flattery) and watered down just enough so they aren't exact copies. After a while, the concept has been adopted, bastardized and diluted so it looks...ugh and it's EVERYWHERE!

"Don't just tell customers you've changed; show them you've changed."

Start with your website. Does it look crisp and memorable? Will people spend time jumping from page to page learning about what you have to offer?

I recently was host to The Via Agency (Ad Age's "Small Ad Agency Of The

Year) <http://www.theviaagency.com> for their corporate holiday party and awards show. It's was a 1920's themed party and they all dressed to kill. It was an amazing night. But, take a look at their site. I am in LOVE with it. "Oh sure Dave, they are an advertising agency, you'd expect the site to be killer!!" Well, duh... yeah! But what about YOUR site? Can you make it sticky? Sure. How? I can't tell you that, but it is part of your USP. Oh, sorry Unique Selling Proposition. What's that? Find out and create yours, today!!

"It's all about storytelling. It's about creating a connection to the audience."

Long established media, newspapers, TV and radio are all facing the challenge of change. TV stations are turning to HD and new sets to capture eyeballs. Newspapers are moving more of their content to online distribution and are actually trying to get people to pay for it. For some, this will work, for others...nah. The interesting growth area in paper delivery appears to be in the little community papers that you can get for free at the grocery store. Go figure. Radio faces its share of challenges as younger people are spending less time with the radio and more time with Pandora. It's all about change and being able to attract and interact with users. Twitter, FB fan pages, Blogs and more are all becoming more popular as a way to stay connected to others. Where are you in this process? Oh, someone asked me recently if I advertise in the Yellow Pages? The WHAT? I've got AirYell on my iPhone, but I haven't picked up a phone book (that's what they're called, right?) in years.

"You should empower the creativity of others."

Every gig I perform at I keep a run-

ning dialogue with the other vendors. I want them to share with me and my clients, both past and future so that a picture of my talent and ability is brought forth not by me, but by them. I want them to refer me, to love me because I make it easy for them to do their jobs. I want THEM to tell MY story. Here's one:

Why We Love Dave Winsor of Winsor Entertainment:

"From the moment I knew that my Clients had booked Dave I was immediately at ease knowing that they were going to be completely catered to. Dave is extremely thoughtful, knowledgeable and responsive during the planning process and incredibly professional, helpful and fun on the day of. When I know that I have a DJ that I can trust, I can relax and focus on the small details of the day. Not only does he play a wide range of music, he has the ability to offer lighting enhancements which is like one stop shopping! Dave is someone I love having as a part of my event team and any Client would be very lucky to have the opportunity to work with him." -Paula Cano: A Family Affair of Maine

Priceless. Paula is an amazing talent. She cares about others and is wildly creative. I help her as much as I can and it pays off in a paragraph like that.

"Packaging has the potential to make or break a product."

Take time to take a look at yours. Please...take a look at mine. It will be changing soon...for the better.

Dave

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




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Moving Beyond Our Myths About Creativity

By Dr. John C. Maxwell

The following moral/ethical dilemma supposedly was included on an actual job application:

You are driving down the road at night during a torrential downpour, when you pass by a bus stop. Three people are waiting for the bus:

1) An elderly lady who looks as if she needs medical attention.

2) A longtime friend who once saved your life.

3) The man/woman of your dreams (assume you're unmarried)

Which one would you offer a ride, knowing that only one additional passenger can fit in your tiny

car? Explain your answer.

You could pick up the elderly lady, because she looks as if she needs to go to the hospital. However, you don't know the lady, and this could be the perfect chance to pay back the friend who had saved your life. Then again, you may never be able to find the man/woman of your dreams again...

Allegedly, the candidate who eventually was hired gave the following answer:

"I would give the car keys to my friend and let him take the lady to the hospital while I stayed behind and waited for the bus with the woman of my dreams."

CREATIVE THINKING

Breaking out of our entrenched patterns of thought can bring about tremendous gain. Yet, as much as we talk about "thinking outside of the box," we seldom purposefully engage in creative thinking. Perhaps that's because we've been deceived by common myths about creativity.

Myth #1: Creative thinkers produce original ideas.

We have a misconception that creativity equals originality. However, most creative advancements come by combining pre-existing ideas rather than by generating new ones. Indeed, inventive concepts don't make a splash until someone grasps how to apply them and to advertise their benefits.

Myth #2 Creative thinking happens spontaneously.

Discipline and creativity are two words we wouldn't normally associate with one another. Yet, they go hand in hand. Early on in my career, I realized that I could collect thoughts more easily than I could create them. Every day since, for more than four decades, I've read books and articles and filed away interesting quotes, illustrations, and stories from them. Now, whenever I write a lesson or prepare a manuscript, I have over forty years of organized material to draw upon.

Myth #3 Creative thinkers are solo geniuses.

One is the loneliest number, and it's also the least creative. If I stayed within the cramped confines of my own imagination, my leadership often would be dull and uninspiring. Thankfully, I've had the good sense to go beyond the limitations of my own mind and to ask others to lend me their creative insights. Several of the ideas I've put into action haven't been my brainchildren. In fact at one point, I had written six consecutive books without coming up with the concepts for any of them! Many times the people who we deem to be the most creative are simply those who are the most well-connected and willing to solicit ideas from their network.

Application:

I hope you'll take this article as a challenge to be intentional about cultivating creativity. Here are a few practical questions to spark your creative thinking...

1) Who are the innovators in your

industry and what are they doing differently than everyone else?

2) Which co-workers, customers, or partners could you recruit to help you think creatively? Specifically, what problems might they help you solve?

3) What daily habit, if started today,

Rob Peters continued from page 7

photography and videography, so I was responsible for overseeing approximately 60 people. It was a great experience while I was there because I learn many things, including this lesson.

While I worked there, the owners decided that they wanted to implement their own training program for DJs, which I thought was great. However, they wanted to script out and streamline how the DJs did their performances, right down to the songs that were being played, and the order that the songs were being played. (i.e. *Hot, Hot, Hot* by Buster Poindexter into *Celebration* by Kool & the Gang...etc). It seemed to work pretty well because people got up and danced and the feedback we were receiving was favorable.

I do recall one wedding I performed that was a referral from a previous wedding I had done. During this event, I ran into the groom who referred us to their friends. We chatted for a bit and during the conversation, he made a comment that I will never forget: "My wedding must not have been that special because you are saying and playing EVERYTHING you did on my wedding day!" I was floored...devastated because I took great pride in doing my job and was very honored to have this couple refer me.

What a lesson to learn! Ironically, even though things went well, I couldn't help but have that comment ring in my head over and over again.

It occurred to me at that moment that EVERY wedding is different because of the couple who is being celebrated. What may work at one event may NOT

could add to your creativity a year from now?

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

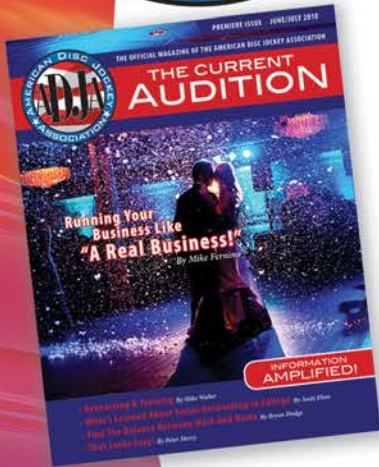
work the next night or at the next wedding.

Is there something about your performance that has become too predictable? Do you say and do the SAME things at EVERY wedding or event? How often do you gauge the response on the dance floor?

Well, I hope I have provided you with some things to consider in this new year. For some of you, this may be simplicity...for some, I probably just gave you enough information to completely change the way you perform or run your business. I hope these "pages" from my playbook will help you prosper in 2012.

With over 20 years experience in the Mobile DJ industry, Rob Peters is the owner of Rob Peters Entertainment, Inc. located in Braintree, Massachusetts. Rob is an Endorsed Professional Entertainer, author of "The Business Of Mobile DJing" from ProDJ Publishing, a member of N.A.M.E. and ADJA, and the owner of Bubble Parties.com, which offers a business plan and materials to help DJs make money performing Bubble Parties for children.

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



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Can We Just Agree On Something?

By Steve Beck

2012 already! If the Mayans were right, this will be my last year writing for Disc Jockey News. I hope they were wrong!

I spent a couple of hours this morning catching up with the musings and discussions on several DJ chat boards. What did I gain from the experience? Well,



for one thing... a headache. I'm reminded of a line from the comic strip Pogo which my colleague Ed Spencer loves to quote: "We have met the

enemy, and he is us!"

By the way, I'm happy to learn that Ed has joined our stable of writers with this issue. I hope he'll be a regular contributor.

On most of the chat boards there are nuggets of gold to be harvested. There are many DJs in our industry who selflessly want to help those who ask for assistance. Some of them may have books to sell, DVDs to sell, seminars or conferences to promote, but I still see them giving out an enormous amount of free feedback and advice. Others too numerous to mention do the same even without any goods to hawk. And I'll submit to you that the people who are selling some of their hard-earned knowledge

certainly have the right to do so and nobody is getting rich from sales to DJs.

Unfortunately, to get to the gold nuggets, you have to sift through an incredible amount of dirt. While it seems we would all hope that everyone in our business is primarily focused on improving their own business and secondly on uplifting the industry as a whole, it often seems on the chatboards that we're playing an electronic game of King of the Hill. As soon as someone is perceived to be on top, everyone else strives to knock them down from their lofty perch. Why in the world do we do that?

In the interest of full disclosure, I've attended several Mobile Beat conventions and the last two ARMDJS symposiums. (I know... the plural should be "symposia" which I point out here so my high school Latin teacher can stop spinning in his grave.) I try never to miss a Disc Jockey News Conclave and that goes back to before I was invited to write for the paper.

I'm an ADJA member and secretary of my local chapter. I've taken two MarBecca workshops: the bronze-level Master of Ceremonies and Love Story workshops. I've been to the Entertainment Experience with Bill Hermann and Jason Jones twice. I've gone to a couple of Rick Brewer's workshops. I haven't been to Peter Merry's Professional Process or his Make It Grand workshop with Liz Daley (yet). There are many other opportunities for training and education. I've been to some, not others.

Here's the thing. I evaluate everything that comes along. If I believe I can benefit from it, if I can fit it into my budget and if it fits into my schedule, I'm

in! If not, I'll take a pass. But even if an event doesn't really benefit me, I fully support the enterprise.

Sadly, that doesn't seem to be true on the chatboards. I'll give you a recent example. Liz Daley recently posted an invitation on one of the chatboards encouraging people to apply for membership in the WED Guild. Now I've met Liz, chatted with her briefly on a few occasions, and took the Entertainment Experience workshop with her. We're acquaintances at best, not really friends. I'm not even sure if she could pick me out of a lineup! So you know I'm not just sticking up for a friend when I say what happened next.

The very first post in response called membership in the WED Guild a waste of money, and the show was on! Did that poster actually look into what the WED Guild does, what they strive for or what their application and approval process entails? Nope, just a blanket statement: "It's a waste of \$400."

I have no problem with someone making a value judgment. I'm not personally a WED Guild member but several of my closest DJ friends and mentors are. I may decide to apply some day, but then again I might not. I'm not yet convinced of the benefits for me personally. But do I need to barf all over the chatboards that it's a rip-off and these people are lining their pockets and I'm just as good as they are and wah wah wah wah??? Of course not. They've created a method which they believe can elevate their members in the eyes of potential clients, and they're inviting you to join if you agree. More power to them!

Again, this is just one example. There's just way too much stridency on these boards. If I'm right, you must be wrong. How could we BOTH be right?

You're either with me or against me. I don't need that <book/seminar/workshop/DVD/association> so it must be worthless to everyone. I don't use signage at weddings so neither should you. You should wear a tux because a wedding is a format event. You should NOT wear a tux because it looks like you're in the wedding party. For God's sake, don't wear a tux because you're upstaging the wedding party if they're only wearing suits.

We expend so much energy on these discussions and it's a total waste of effort. Let's gear ourselves toward uniting and moving our industry forward. Let's focus on the important issues that affect us all. I'm going to go out on a limb here and ask if we can't agree on some basic issues:

1. An average full-time DJ should be able to earn enough at his or her profession to support a family, and a part-time DJ's earnings should be proportionate to that level. (Thanks to Mark Ferrell for the inspiration on this point.)

2. No matter what your current level of proficiency, it's still possible for you to improve. Please support all efforts to help DJs who want help, whether it benefits you directly or not.

3. Elevate yourself by lifting yourself up, not by putting others down.

4. What benefits one of us benefits all of us.

If we can agree on these things we can begin to earn respect for ourselves and our industry. If we want to change the status quo for the better, we need to all start rowing in the same direction!

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

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What 'I Don't Care' REALLY Means

By Ed Spencer

It was January 2008 and after much consideration I finally decided to attend Mark Ferrell's Master of Ceremonies Workshop while I was meeting up with some of the staff at M-Audio and attending Winter NAMM.

The day started quiet enough, driving down from my Father In-Law's house in Topanga Canyon to the hotel where the workshop was being held. I showed up and looked around the room - instantly in awe. I see Mark 'DJ Peace' Thomas, Matt Graumann, Peter Merry, Robert Kusters, and Santiago Barblace. I was excited to be there, as it was a chance to meet this man many considered to be one of the most talented DJs and Masters of Ceremonies to run a mobile DJ business.

While some said that this man and his wife had done things that many said couldn't be done they were also held in high regard for being kind, genuine, and loving. I had never heard anyone say a negative thing about Mark nor Rebecca - even if they didn't agree with what was being said - which is quite rare in our modern society.

Admittedly, I thought nothing of attending the workshop, figuring that after years of being a technical instructor, teaching at 6 difference colleges, and having presented hundreds, if not thousands of times to people that this would be a walk in the park. I take my seat as the workshop begins and I'm asked to stand up at the lectern and give a welcome. I stand up, walk up boldly, grab the microphone and giving it my all - deliver a welcome. As I make my way back to my seat Mark offers a few tips of advice. I instantly blow off his advice and a diatribe erupts from my mouth

on why I did what I did. Mark looks at me and says three little words that shut me up and slam me back in my chair as if I had been sucker punched. 'I... DON'T... CARE.' I was in shock. Here are three of the most hurtful words you can utter as a teacher to a student. I sat there agasp. The rest of the day I floundered along, trying to learn and adapt to this new experience, but still reeling and nearly obsessed with those three words.

At the end of the day, I was still in shock from the experience, but I did realize that I wasn't the only one learning and growing in the classroom. Others were making some of the same silly mistakes I was. Meanwhile, the one underlying thing I saw time and time again was that Mark is PASSIONATE about what he does. He's passionate about teaching and about those who are in the workshop growing and learning.

That night I talked with Sue, my fiancé (now my lovely wife) about my experience and what happened. I wasn't sure I wanted to go back to class the next day. We discussed it and I begrudgingly returned expecting the worst. However, my returning would be the start of a life changing experience. The next day I learned even more and saw on video how I improved. I was still me - but better. Things started to click - even though those words, 'I don't care' still lingered in my mind.

You see, I had reached a level of confusion at this point that didn't make sense to me. Here is this incredibly talented man, teaching me how to be better, how to become a better version of myself. A man who sees more potential in me than I see in myself. And yet, there were these three words thrown at me - casting

me aside as though I didn't matter.

We finished the class and Sue and I returned to our home in Florida where Sue and I discussed the training and how I felt about what I learned despite the three words. I then questioned whether we could afford for me to attend the Love Story workshop just a few weeks later in Las Vegas having just come from a 10 day trip to California. Sue's reply to me was priceless and one I'll remember always, "You can't afford NOT to go." I attended my first Mobile Beat convention and took the Love Story workshop in February 2008.

And what did it get me? On December 22, 2007 I had Jim Horn ride along with me to provide me a critique on my performance. In April 2008 he rode along with me again and at the end of the night he looked at me and said, "Who the hell are you and what did you do with Ed?" That's the difference 'I don't care' makes.

You see, I quickly came to realize that Mark didn't care about what I brought to that classroom - THAT was what was HOLDING ME BACK. I learned I needed to not care about it either. I had to put down the baggage, leave the ego, abandon the poor techniques taught to me by other DJs, and anything else I had and leave it at the door.

He didn't care about my reasoning for doing the things I do - he was there to teach me fundamental techniques accepted within the entertainment industry and things that are critical to connecting with an audience because he cared about only one thing in that room that mattered - MY PERFORMANCE. These techniques are the things that people EXPECT as a member of an audience and

we are EXPECTED to give it to them.

Mark told me he didn't care, because he did care. He cared a great deal about me learning, growing and becoming a better performer, entertainer, master of ceremonies and DJ. He knew I had to cast off my past to advance into my future. It's because of these three little words that I have been inspired to achieve what I have in my personal and professional life.

If you have doubts about what going to a Mark Ferrell workshop can do for you, don't. I've taken 8 (yes, EIGHT) workshops since January 2008, and continue to take at least 2 a year. Since then I've added acting, voice lessons, improv and much more to my training - all because of Mark's influence on my training program and it's paid off many, many, times over. I've taken on side work as a paid actor in both theatre and film. My DJ business continues to grow and flourish as a direct result of my training while my prices have continued to rise and my referrals have become stronger than ever.

Mark and Rebecca Ferrell have made me a much better entertainer, capable of things in my performance I never thought were possible. Change isn't easy and it's often hard to realize how three little words can change your entire approach and perspective on your performing life.

But what about you? Can you not care enough about your ego and past experiences to learn and grow? Do you not care enough to potentially become a much better version of yourself?

Do you not care enough to truly care?

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

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Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM	Notes
1	David Guetta	Without You	Usher	201136	128	
2	LMFAO	Sexy and I know it		201133	130	
3	Rihanna	We Found Love		201140	128	
4	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91	
5	Jason Derulo	It Girl		201133	92	
6	Cobra Starship	You Make Me Feel		201120	132	
7	Flo Rida	Good Feelin		201137	128	
8	Maroon 5/Aguilera	Moves Like Jagger		201132	128	
9	Lil Wayne	How to Love		201123	77	
10	Bruno Mars	It Will Rain		201140	75	
11	Drake	Headlines		201132	76	
12	Britney Spears	I Wanna Go		201124	131	
13	Nicki Minaj-Rihan	Fly		201132	120	
14	New Boyz	Better with the Lights on		201120	112	
15	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131	
16	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90	
17	Pitbull/w Chris Bro	International Love		201140	120	
18	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101	
19	J Cole	Workout		201126	93	
20	Rihanna	You Da One		201147	127	
21	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128	
22	Alexandra Stan	Mr. Saxobeat		201119	127	
23	Nicki Minaj	Super Bass		201115	127	
24	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71	
25	Breathe Carolina	Black Out		201124	124	
26	David Guetta	Where them Girls at	FloRida-Nicki Min	201119	130	
27	Sean Paul	Got 2 Luv		201129	92	
28	Beyonce	Countdown		201140	84	
29	Lady Gaga	Marry the Night		201145	131	
30	Karmin	Crash Your Party		201144	96	
Recurrents- (Still popular)						
Pitbull	Give Me Everything	Ne-Yo & Nayer -	201114	129		
T-Pain	Best Love Song	Chris Brown	201108	81		
Lady Gaga	The Edge of Glory		201120	128		
Chris Brown	She Ain't You		201114	91		
Bruno Mars	Lazy Song		201108	87		
Beyonce	Best Thing I Never Had		201124	100		
Lupe Fiasco	The Show Goes on		201045	72		
Black Eyed Peas	Just Can't Get Enough		201106	94		
Jennifer Lopez	I'm Into You	Lil Wayne	201115	84		
Wiz Khalifa	Roll Up		201106	94		
Adele	Rolling in the Deep		201048	105		
Britney Spears	Til The World Ends		201111	133		
Katy Perry	ET			105		
Tinie Tempah	Written in the Stars	Eric Turner	201104	93		
Hold it against Me	Britney Spears		201103	134		
Lady Gaga	Born This Way		201102	120		
Usher	More		201047	125		
Enrique Iglesias	Tonight	Ludacris	201047	126		
Ke\$ha	Blow		201102	120		
Far East Movement Rocketeer Ryan Tedder 201047 96						
Chris Brown Yeah 3X 201044 129						
Katy Perry Firework 201041 124						
Keri Hilson Pretty Girl Rock 201042 80						
Mike Posner Bow Chicka Wow Wow 201107 74						
Taio Cruise-Travie Higher 201102 128						
Nelly Gone Kelly Rowland 201101 73						
Bruno Mars Grenade 201044 111						
Chris Brown Deuces 201031 74						
Rihanna What's My Name 201043 100						
Edward Maya-Mia Stereo Love 201013 127						
Pink Raise Your Glass 201041 122						
Flo Rida Who Dat Girl 201046 125						
Enrique Iglesias I Like It Pitbull 201019 129						
Rihanna Only Girl (In the world) 201037 126						
Pitbull Hey Baby 201037 128						
Black Eyed Peas The Time (Dirty Bit) 201045 128						
Will.I.am Check it Out Nicki Minaj 201037 130						
Katy Perry Teenage Dream 201031 120						
KESHA We R Who We R 201043 120						
Top 30 Clean High School Songs for 2011						
1	Pitbull	Give Me Everything	Ne-Yo & Nayer -	201114	129	
2	Katy Perry	ET			105	
3	Bruno Mars	Grenade		201044	111	
4	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131	
5	Black Eyed Peas	Just Can't Get Enough		201106	94	
6	Katy Perry	Firework		201041	124	
7	KESHA	We R Who We R		201043	120	
8	Cee Lo Green	Forget You				
9	Pink	Raise Your Glass		201041	122	
10	Nicki Minaj	Super Bass		201115	127	
11	Ke\$ha	Blow		201102	120	
12	Maroon 5/Aguilera	Moves Like Jagger		201132	128	
13	Rihanna	Only Girl (In the world)		201037	126	
14	Lupe Fiasco	The Show Goes on		201045	72	
15	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71	
16	Rihanna	What's My Name		201043	100	
17	Wiz Khalifa	Roll Up		201106	94	
18	Rihanna	Only Girl (In the world)		201037	126	
19	Bruno Mars	Lazy Song		201108	87	
20	Britney Spears	I Wanna Go		201124	131	
21	Nelly	Just a Dream		201032	90	
22	Pitbull	Hey Baby		201037	128	
23	Chris Brown	Yeah 3X		201044	129	
24	Lady Gaga	The Edge of Glory		201120	128	
25	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91	
26	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90	
27	Usher	More		201047	125	
28	Lady Gaga	Born This Way		201102	120	
29	Enrique Iglesias	Tonight	Ludacris	201047	126	
30	Drake	Headlines		201132	76	

88

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The DJ Cruise 2012 March 5th-10th

The DJ Cruise started in 2000 and was designed to be something different than your average DJ Convention. Realizing most DJs and Wedding Professionals don't stop to take a vacation, it was understood that to ask a DJ to be away from their business for 5-7 days, it had to be worth their time AND a great value.

What better opportunity to mix business AND pleasure in one place then on a cruise ship. Where else can you get new seminars, workshops, networking with other entertainers and speakers, all-you-can-eat food, visit foreign ports, free entertainment and swag all in one place and only about \$100 per night?

There was a need, and want, for something different and hence the DJ Cruise was born...and they haven't stopped producing top notch, fun and unique Seminar at Sea programs since.

And now in 2012, the DJ (and Wedding Professional) Cruise is back with new ports...

The DJ Cruise starts out in one of the original party towns, New Orleans, and then gets on the Carnival Elation with a ton of DJs and other Mobile Entertainers and Wedding Professionals where the action won't stop for five full 5 nights. In fact, this cruise is open to all family and friends too!

This year's event sets sail March 5th-10th, 2012 visiting Progreso, Yucatan and Cozumel, Mexico and has two full 'Days at Sea'. In addition to the standard activities on the Carnival Elation, DJ Cruisers will experience extra parties and other events and industry specific seminars to help their business and performance.

This one-of-a-kind event is different than other DJ Conventions and Cruises for many reasons: the seminars are BUSINESS related; you get to meet and talk with the speakers for 5 whole days; plenty of time to socialize with other wedding professionals; visit foreign ports; and don't forget...a vacation! And this year, there will be an educational seminar from a Life Coach who will be available to share tools on how to better yourself as a person which, in turn, will help your business.

Debbie McKenzie, DJ Cruise Producer states "We are so excited to be starting the cruise in New Orleans...the greatest party town! There is so much to do before even starting the Cruise portion. Since this is open to all family and friends... think of it as a fun vacation while you learn! You will have lots of opportunities to meet new friends, relax, learn how

to make your business grow and visit exciting ports. If you only take time for yourself and family once a year, this is the perfect time and place to be."

Check out more information at www.DJCruise.Com or call 805-382-4386 to find out more information or email Debbie at DJDebbie@DJCruise.Com.

American DJ's Versatile Mega 24PRO LED Color Wash Bar Is Perfect For Dance Floors, Uplighting, Stage Shows and More!

Wherever a bright wash of color is needed -- whether on a disco dance floor or uplighting at a formal event -- American DJ's Mega 24PRO is the "magic stick" that can do the job. A compact 16" RGB color bar with 24 brilliant 1-watt LEDs (8 each red, green and blue), the Mega 24PRO not only changes colors like a chameleon, it can adapt to different uses -- from uplighting walls and ceilings, to overhead illumination -- thanks to its dual-purpose bracket and many professional features and user options.

Producing a 10° vertical x 40° beam angle that's perfect for wall washing, the Mega 24PRO



features DMX or manual control, RGB color mixing, 32 built-in color macros, a color strobe effect and 0-100% electronic dimming. Its multitude of features, along with 6 operational modes, give the Mega 24PRO the ability to create whatever ambience or color effects are needed, making it ideal for theatrical productions, nightclubs, special effects installations, party venues, DJs, mobile entertainers and more. Easy-to-use and affordable, this versatile LED color bar is sure become a workhorse in any lighting user's arsenal.

"The Mega 24PRO is a great fixture to use for uplighting, which of course is currently a big trend in everything from clubs, to special events and dis-

play lighting," said Alfred Gonzales, National Sales Manager for American DJ. "But the Mega 24PRO's uses go well beyond uplighting. This bright, compact LED bar is probably one of the most versatile fixtures in American DJ's line today. We designed it to have multiple uses to give entertainers and lighting designers more options -- and greater value for their dollar."

One example of this flexible design is the Mega 24PRO's double bracket. This handy device allows the unit to be set on a floor to shine a wash of light upward, as well as mounted on a ceiling or truss to illuminate dance floors and performers from above like a traditional club or stage light.

Easy to operate, yet loaded with professional features, the Mega 24PRO is sure to be a favorite of beginners and long-time pros alike -- another example of its versatility. Users can program their own customized light shows using a DMX-512 controller, or simply site back and let the unit run through its exciting built-in programs and color macros. Altogether, the Mega 24PRO can be operated in 6 different modes: Manual Color Mode; Color Change Mode; Color Fade Mode; Auto (Program Run) Mode; Sound Active Mode; and DMX-512 Mode. For even more control options, when using DMX there are 6 different channel modes to choose from: 3, 6, 7, 10, 12 or 16 channel modes. A 3-button LCD

display on the rear panel makes it easy to scroll through the DMX menu. Multiple Mega 24PRO's can be linked together via 3-pin XLR cables, for color washing larger spaces and venues.

Not only is the Mega 24PRO versatile; thanks to its long-life LED lamps and no moving parts, it's also virtually maintenance-free. There are no gears or motors to break down, and its LEDs are rated for 50,000 hours of use. That means this unit can run 24 hours a day for over 2,000 days before the LED bulbs would need replacing! An additional benefit of LED lighting is that it does not generate nearly as much heat as traditional halogen light fixtures, so there are no duty cycles, and the temperature is more comfortable on the stage or dance floor. The Mega 24PRO is economical to run, too -- it has only a 40W power draw, costing just pennies per use.

The sleek, aluminum housing of the Mega 24PRO makes it lightweight -- just 6.5 lbs., 2.92 kg -- yet durable to withstand the rigors of transport. Combined with its compact size (16"L x 7.5"W x 2.8"H/405x190x71mm) it's a truly portable unit, perfect for mobile use.

The MSRP of the Mega 24PRO is \$419.95.

To see the Mega 24PRO in action, click here - <http://youtu.be/1i7Lno3qQLE>

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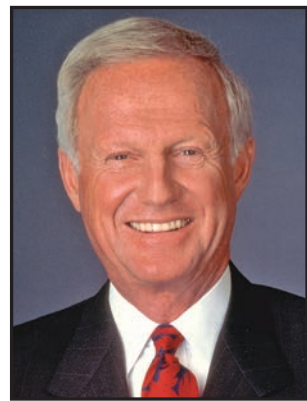
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The Power Of 'Why'

By Harvey Mackay

Whether you're managing a team of employees or you're on your own, remember that although what you do and how you do it are important, it's the "why" that provides real motivation to succeed.

An experiment conducted by the University of Pennsylvania's Wharton School of Business demonstrates the power of "why." At a university call center where employees



phone alumni to solicit contributions to scholarship funds, the staff was randomly divided into three groups: The first group read stories

written by former call center employees about the benefits of the job (such as improved communication and sales skills). The second group shared accounts from former students about how their scholarships helped them with their education, careers and lives. The third, a control group, read nothing, just explained the purpose of the call and asked for a contribution.

After a month, the researchers found that the first group and the third group raised roughly the same amount of money from alumni after the experiment began as before. But callers in the second group, who had related the stories about the impact of the scholarships students received from the fund-raising campaign, raised twice as much money from twice as many alumni as they had before.

Understanding the importance of their work -- the "why" -- apparently motivated them to get better results. Put another way, as I like to say: A salesperson tells, a good salesperson explains and a great salesperson demonstrates.

I'll go so far as to proclaim that the most important question you can train your employees to ask is "why?"

Does that send shivers up your spine? Let me explain.

When an employee asks why we do things a certain way, and the manager can explain the logical reason, then we know what we are doing is valid. But if that manager can't begin to hazard a guess beyond the "we've-always-done-it-this-way" reply, we must reconsider our motivation. If the boss doesn't really know why we're doing what we're doing, it's time to thank the employee who gave us the wake-up call.

Same goes for training. When I listen to a mentor describe the most effective way to sell an envelope, or the best approach for a hot prospect, or even our preferred method of answering the phone, I'm expecting to hear not only the "how" but also the "why."

There's an old story about a group of monkeys which was placed in a cage with a bunch of bananas hanging overhead. Every time a monkey tried to climb up and grab a banana, it got drenched with cold water. Eventually the monkeys caught on, and they quit climbing up after the fruit.

But then, the monkeys were replaced one by one. As the new monkeys tried to climb up after the bananas, the older monkeys would prevent them from climbing. In time, all the original monkeys were replaced. And amazingly, none of the newer group ever tried to climb up to the bananas, even though none of them had ever been

splashed with the cold water.

I know that monkeys can't ask why the way humans can, but the story illustrates how easily followers can fall into the trap of doing things the same way without any real justification. The Marine Corps is said to use this story to teach new officers the value of learning the reason behind policies and decisions. By asking "why are we doing this?" they can help prevent people from blindly performing tasks repeatedly when the reason behind them has long since vanished.

The conventional wisdom has been that bosses manage and employees do what they're told. We've learned that thinking is upside down. The people who are "doing" are often bringing better ideas forward because they challenged traditional practices.

Innovation is not the exclusive domain of corporate leadership. Pay attention to those employees who respectfully ask why -- they are demonstrating an interest in their

jobs and exhibiting a curiosity that could eventually translate into leadership ability. Encourage them to offer their suggestions and give their ideas serious consideration. They may be the brave ones who reach for the bananas!

Consider the wisdom of author and educator Diane Ravitch: "The person who knows 'how' will always have a job. The person who knows 'why' will always be his boss."

Mackay's Moral: It's not enough to know how to do things -- you must know why you do them.

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," and "The Mackay MBA."

The State Of The DJ

By DJ Avestan Kerenaoiti

As much as I hate to borrow from Bender in Futurama, this describes the DJ industry perfectly. Mark Ferrell posted a picture recently outlining how professional actors could make a living while expressing his concern that professional DJs cannot. And while I share in Mark's frustration, and sympathize with many of those who posted, I think I've identified the underlying problem in the DJ industry and unless things change, we are indeed, 'boned'.

You see, most jobs are performance based. From the lowly fast food worker to high paid professional services like CEOs, most every employee is given a performance review by their employer/boss to let them know areas they need to improve

and where they are doing well. Even in the 'superstar' industries like athletes, actors, and singers, they have teams of people who remind them day in and day out that their performance is the one thing that got them to where they are and it's the one thing that will help keep them there. Even the near talentless hacks of reality TV are reminded of their ratings to get them to step up their 'performance' (if you can really call THAT a performance).

But DJs don't do that. They perform and function in a near vacuum. Like the person that asks others to review their website and then complains when any negative feedback is given, DJs routinely post gig logs,

State Of The DJ continued on page 18

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Gary Vaynerchuk

Business Keynote



Performance Keynote

What Is Networking Really?

By Jeffrey Gitomer

Here's a question I often get: Where should I network to get the most leads?

Wrong question.

Networking is not about getting. It's about meeting, engaging, establishing rapport, finding common ground, and giving.

And networking works IF you make a strategic plan, target people and places, allocate the time, prepare before you go, and do it consistently.

There are 4.5 types of networking:

1. Attending and participating in events.
2. Being in charge of an event and bringing people together.
3. Being in charge of a group or association.

4. Speaking at a local or national event, and being the star of the show.

4.5 Volunteering in your community.

Here are a few specific examples of what you can do:

- Attend cultural events or sporting events. They give you a chance to see old friends and meet new ones.

- Lead a group at your local Chamber of Commerce. It's much more powerful to lead than go to a business after hours to meet other salespeople and troll for leads.

- Speak at a trade show. Don't just exhibit and look for leads. Leaders attend workshops. By addressing attendees with a value message, they will all stop by your booth, compliment you on your speech, and WANT to talk to you.

- Speak for a Rotary group. You can be a member of Rotary and basically see the same 50 people every week, or you can give a 20-minute speech at each Rotary club (and all civic associations) in your region. If you speak at a civic organization once a week, and offer more information in exchange for a business card, it's likely you'll get 50 leads a

week – of people who will be happy to take your call.

- Volunteer for Habitat or Red Cross, attend charitable events, or even give out water at a local race. You'll meet like-minded people, and you feel great for helping.

How do you choose which events to attend? Three ways:

1. Go where you love to go.
 2. Go where your customers go.
 3. Go where your prospects might be.
- 3.5 Be ready when you get there, and arrive happy.

Here are a few fundamental ground rules to follow that will ensure maximum enjoyment and maximum benefit:

- Arrive early. Get there at the start and meet as many people as possible.

- Leave late. Maximize your time – especially if the room is full of decision makers.

- Don't drink. You don't need a beer. You need money. Beer and money don't mix.

Have something of value to say. Play yourself down. Try to find out what they do. If they ask what you do, have a BRIEF explanation, and a GREAT business card. Your 30-second commercial needs to start with a question.

- Talk about positive things and people.

OK, so I've networked and met someone I want to get to know better...

- Where is the best place to meet? Starbucks or a coffee shop. Someplace casual. Someplace inexpensive. Someplace with WiFi. Someplace where you can sit and talk.

- When is the best time to meet them? Early – for breakfast. You can avoid traffic, and make a powerful connection.

- What do I say and how do I get to know this person better? My good friend, Bob Littell, is the only person I have ever met that totally gets networking. He has named his concept of networking "netweaving" (www.netweaving.com). Bob is all about finding leads and opportunities for others. Bob is all about giving for the sake of giving, not giving with the intent to receive.

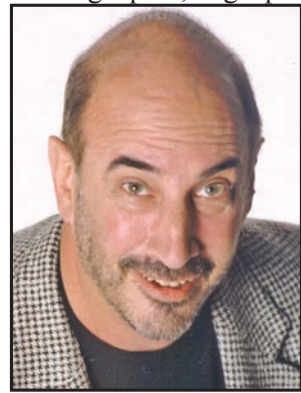
Imagine meeting someone for morn-

ing coffee, and rather than asking "what he does" (which you could have found out on Google or his website), you hand him two leads of people in your network that might be good candidates for his business. WOW. That's netweaving. And it works. BUT: It requires work on the part of the referring person. YOU!

But Jeffrey, what about my 30-second personal commercial? What about my elevator speech? How do I make a sale? NOTE WELL: Do what I have told you above, and people will want to buy from you – no pitch needed.

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction* is *Worthless Customer Loyalty* is *Price-*

less, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership*, and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.



State Of The DJ continued from page 17

make dubious claims, and generally spend most of their time beating on their chest and patting each other on the back while talking about how great they are and how their latest purchase netted them \$100,000 in sales the first week.

Yes, they think as long as they get paid and their ego is stroked by other DJs and their clients they're doing just fine. As long as their customers give them critical feedback like, 'You're the BEST DJ EVER!' as they stumble out of the wedding reception or night club at the end of the night they really are as good as the drunks say they are.

And therein lies the fundamental problem. You see, no one gives DJs their PROPER review. Yes, I'm sure you're going to say that other DJs do - but let's be honest. Most DJs couldn't give a proper review to another DJ if it was handed to them after they were hit in the head with it. DJs as a whole lack the fundamental knowledge to critique a performance because they aren't focused on performance.

DJs focus on music, speakers, lights, the latest controller, which headphones to use, how using microphone cables are perfectly ok for DMX (despite very credible people saying otherwise), and even argue over every single bit of gear they haul in and out of the venues. But they don't tell others that they just aren't that good of a DJ no matter how badly they suck it big time.

Years ago I was smacked down after posting a mix online. I needed that. It hurt, but it opened my eyes to the possibility that maybe I need to work on something and improve. To think that maybe I should

practice some more so I don't get smacked down again. It wasn't until later that I realized that smackdown was exactly what I needed to take my performance to the next level.

What does that mean? It means that DJs need to be smacked down, slapped around, and yes, even have their **ck knocked in the dirt on occasion. It's good to make them realize that there is always room for improvement. It's good because it removes some of that swollen ego. It's good because it drives them back to train and practice more. It's good because their clients benefit and eventually them. It's good because it makes them focus on the one thing they continue to neglect - their PERFORMANCE.

DJs cannot continue to work in a vacuum, propped up by self serving diatribe flung at them from other self serving DJs hoping that a good word to one DJ will result in a good word flung back at them when they ask for an opinion. It's not far from the monkeys in the zoo flinging poo at one another. Sure, it's humorous to watch but at the end of the day all you have are a bunch of poo covered monkeys.

Do yourself and the DJ industry a favor. Stop flinging the poo. Raise your standards of performing and have someone who's honest tell you how much you suck sometime. It might just inspire you to do something about it and as a result you might just be the better for it.

You can reach Avestand Kerenaioiti at: avestan@discjockeynews.com



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Pop

1	PITBULL <i>#NE-YO</i>	Give Me Everything
2	KATY PERRY	E.T.
3	BRUNO MARS	Grenade
4	LMFAO	Party Rock Anthem
5	BLACK EYED PEAS	Just Can't Get Enough
6	ENRIQUE IGLESIAS <i>#LUDACRIS</i>	Tonight
7	KATY PERRY	Firework
8	ADELE	Rolling In The Deep
9	KATY PERRY	Last Friday Night (T.G.I.F.)
10	KE\$HA	We R Who We R
11	CEE LO GREEN	F**k You (Forget You)
12	RIHANNA	S&M
13	PINK	Raise Your Glass
14	PINK	F**kin' Perfect (Perfect)
15	NICKI MINAJ	Super Bass
16	BRITNEY SPEARS	Till The World Ends
17	KE\$HA	Blow
18	MAROON 5 <i>#CHRISTINA AGUILERA</i>	Moves Like Jagger
19	HOT CHELLE RAE	Tonight Tonight
20	ONEREPUBLIC	Good Life
21	RIHANNA	Only Girl (In The World)
22	BRUNO MARS	Lazy Song
23	BRITNEY SPEARS	I Wanna Go
24	NELLY	Just A Dream
25	JENNIFER LOPEZ <i>#PITBULL</i>	On The Floor
26	PITBULL <i>#T-PAIN</i>	Hey Baby (Drop It To The Floor)
27	CHRIS BROWN	Yeah 3x
28	LADY GAGA	The Edge Of Glory
29	GYM CLASS HEROES <i>#ADAM LEVINE</i>	Stereo Hearts
30	USHER	More

Urban

1	KELLY ROWLAND <i>#LIL WAYNE</i>	Motivation
2	MIGUEL	Sure Thing
3	CHRIS BROWN	Look At Me Now
4	NICKI MINAJ <i>#DRAKE</i>	Moment 4 Life
5	DJ KHALED <i>#DRAKE & RICK ROSS</i>	I'm On One
6	LIL WAYNE <i>#CORY GUNZ</i>	6 Foot 7 Foot
7	BIG SEAN <i>#CHRIS BROWN</i>	My Last
8	CHRIS BROWN	She Ain't You
9	WAKA FLOCKA FLAME <i>#ROSCOE DASH & WALE</i>	No Hands
10	RICK ROSS <i>#DRAKE</i>	Aston Martin Music
11	TREY SONGZ	Love Faces
12	KANYE WEST	All Of The Lights
13	LIL WAYNE	How To Love
14	CHRIS BROWN	No BS
15	JAMIE FOXX <i>#DRAKE</i>	Fall For Your Type
16	KERI HILSON	Pretty Girl Rock
17	RIHANNA <i>#DRAKE</i>	What's My Name?
18	LLOYD	Lay It Down
19	NICKI MINAJ	Did It On'em
20	MARSHA AMBROSIOUS	Far Away
21	JEREMIH <i>#50 CENT</i>	Down On Me
22	YC <i>#FUTURE</i>	Racks
23	TREY SONGZ	Can't Be Friends
24	BIG SEAN	Marvin & Chardonnay
25	MIGUEL	Quickie
26	ACE HOOD	Hustle Hard
27	TWISTA <i>#CHRIS BROWN</i>	Make A Movie
28	BEYONCE	Best Thing I Never Had
29	WIZ KHALIFA	Black & Yellow
30	TREY SONGZ <i>#DRAKE</i>	Unusual

Country

1	THOMPSON SQUARE	Are You Gonna Kiss Me Or Not
2	JASON ALDEAN/KELLY CLARKSON	Don't You Wanna Stay
3	TIM MCGRAW	Felt Good On My Lips
4	BILLY CURRINGTON	Let Me Down Easy
5	KENNY CHESNEY	Somewhere With You
6	SARA EVANS	A Little Bit Stronger
7	BLAKE SHELTON	Honey Bee
8	THE BAND PERRY	You Lie
9	MIRANDA LAMBERT	Heart Like Mine
10	CHRIS YOUNG	Voices
11	DARIUS RUCKER	This
12	LUKE BRYAN	Someone Else Calling You Baby
13	CHRIS YOUNG	Tomorrow
14	JASON ALDEAN	Dirt Road Anthem
15	JAKE OWEN	Barefoot Blue Jean Night
16	JERROD NIEMANN	What Do You Want
17	BLAKE SHELTON	Who Are You When I'm Not Lookin
18	DIERKS BENTLEY	Am I The Only One
19	JUSTIN MOORE	If Heaven Wasn't So Far Away
20	ZAC BROWN BAND <i>#JIMMY BUFFETT</i>	Knee Deep
21	JASON ALDEAN	My Kinda Party
22	KEITH URBAN	Put You In A Song
23	LUKE BRYAN	Country Girl (Shake It For Me)
24	KEITH URBAN	Without You
25	BRAD PAISLEY <i>#ALABAMA</i>	Old Alabama
26	ZAC BROWN BAND <i>#ALAN JACKSON</i>	As She's Walking Away
27	TAYLOR SWIFT	Mean
28	LADY ANTEBELLUM	Just A Kiss
29	ELI YOUNG BAND	Crazy Girl
30	ZAC BROWN BAND	Colder Weather

Rock

1	STONE SOUR	Say You'll Haunt Me
2	SIXX A.M.	Lies Of The Beautiful People
3	SEETHER	Country Song
4	FOO FIGHTERS	Rope
5	SHINEDOWN	Diamond Eyes (Boom-Lay Boom)
6	MY DARKEST DAYS	Porn Star Dancing
7	THREE DAYS GRACE	World So Cold
8	GODSMACK	Love-Hate-Sex-Pain
9	ALTER BRIDGE	Isolation
10	THEORY OF A DEADMAN	Lowlife
11	SAVING ABEL	Sex Is Good
12	ALTER BRIDGE	Ghost Of Days Gone By
13	RED HOT CHILI PEPPERS	Adventures Of Rain Dance Maggie
14	SICK PUPPIES	Riptide
15	FOO FIGHTERS	Walk
16	DISTURBED	Another Way To Die
17	3 DOORS DOWN	When You're Young
18	FIVE FINGER DEATH PUNCH	Bad Company
19	DISTURBED	The Animal
20	JONATHAN TYLER/NORTHERN LIGHTS	Gypsy Woman
21	AVENGED SEVENFOLD	Nightmare
22	AVENGED SEVENFOLD	Welcome To The Family
23	FIVE FINGER DEATH PUNCH	Far From Home
24	OZZY OSBOURNE	Life Won't Wait
25	STAINED	Not Again
26	KENNY WAYNE SHEPHERD	Never Lookin' Back
27	AVENGED SEVENFOLD	So Far Away
28	KID ROCK	Born Free
29	THE GRACIOUS FEW	Appetite
30	CHICKENFOOT	Big Foot

Adult Contemporary

1	BRUNO MARS	Just The Way You Are
2	KATY PERRY	Firework
3	TRAIN	Hey, Soul Sister
4	DAUGHTRY	September
5	ADELE	Rolling In The Deep
6	THE SCRIPT	Breakeven
7	LADY ANTEBELLUM	Need You Now
8	PINK	F**kin' Perfect (Perfect)
9	UNCLE KRACKER	Smile
10	TAYLOR SWIFT	Mine
11	PLAIN WHITE T'S	Rhythm Of Love
12	TRAIN	Marry Me
13	ONEREPUBLIC	Secrets
14	SARA BAREILLES	King Of Anything
15	THE SCRIPT	For The First Time
16	KATY PERRY	Teenage Dream
17	PINK	Raise Your Glass
18	JASON ALDEAN/KELLY CLARKSON	Don't You Wanna Stay
19	THE BAND PERRY	If I Die Young
20	KATY PERRY	California Gurls
21	BRUNO MARS	Grenade
22	MICHAEL BUBLE	Hollywood
23	MICHAEL BUBLE	Hold On
24	MAROON 5	Misery
25	LADY GAGA	The Edge Of Glory
26	BON JOVI	What Do You Got
27	JOHN MAYER	Half Of My Heart
28	ONEREPUBLIC	Good Life
29	CHRISTINA PERRI	Jar Of Hearts
30	COLBIE CAILLAT	I Never Told You

Alternative

1	CAGE THE ELEPHANT	Shake Me Down
2	FOSTER THE PEOPLE	Pumped Up Kicks
3	BLACK KEYS	Tighten Up
4	MUMFORD & SONS	The Cave
5	LINKIN PARK	Waiting For The End
6	FOO FIGHTERS	Rope
7	RISE AGAINST	Help Is On The Way
8	BLACK KEYS	Howlin' For You
9	AWOLNATION	Sail
10	FOO FIGHTERS	Walk
11	AIRBORNE TOXIC EVENT	Changing
12	MUMFORD & SONS	Little Lion Man
13	YOUNG THE GIANT	My Body
14	MIDDLE CLASS RUT	New Low
15	DEATH CAB FOR CUTIE	You Are A Tourist
16	NEON TREES	Animal
17	NAKED AND FAMOUS	Young Blood
18	RED HOT CHILI PEPPERS	Adventures Of Rain Dance Maggie
19	MUSE	Undisclosed Desires
20	MY CHEMICAL ROMANCE	Sing
21	INCUBUS	Adolescents
22	FLORENCE + THE MACHINE	Dog Days Are Over
23	BLINK 182	Up All Night
24	SUBLIME WITH ROME	Panic
25	JOY FORMIDABLE	Whirring
26	BUSH	The Sound Of Winter
27	SEETHER	Country Song
28	RISE AGAINST	Make It Stop (September's Children)
29	A DAY TO REMEMBER	All I Want
30	SOCIAL DISTORTION	Machine Gun Blues

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