Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

Last month, in the span of six days I got to see two incredible artists in concerts: Elton John and Rod Stewart. I'm not a huge fan of either singer but I respect their body of work and I wound up knowing just about every word to every song. They were two awesome nights but as usual, besides enjoying myself I came away with some lessons about performing and entertaining (as well as being entertained) And in an effort to share these lessons, (and possibly convince my accountant I should be able to write off these tickets) I share them here with you, dear reader:

Get Out From Behind Your Gear. Elton John is a piano player and singer. Rod Stewart is a singer. As you can envision, Stewart was able to entertain the crowd much more than John. I'm not talking about dazzling us with great songs and incredible lyrics, I'm strictly talking about working the crowd into a frenzy. Stewart moved around the stage at Madison Square Garden during the upbeat songs and even at 68 years old he showed off some impressive dance moves and butt shakes. The reaction this got was over the top and brought the energy up even more than the music could. John, on the other hand sang every song from behind that big, grand piano, and while he is an incredible singer and musician, I felt this took a little away from the overall show (especially when contrasted so immediately by seeing Stewart just 6 nights later.) And of course I thought about what we do as MCs and DJs. Sure we have to mix music (unless we bring someone with us to do that) and sure that's impressive (especially if we do it with any level of skill) but if you want to raise the energy at your events even further, get out from behind the gear. Work the dance floor. Shake your butt a little. Give a prompt like,

Mike Walter Continued On Page 2

Talkin' Bride: Don't Forget Your Marketing!

By Tamara Sims

Happy New Year! I hope you all had a prosperous 2013, and I wish all of you an even better 2014! With that being said, it is easy to become complacent during the new year since the leads are usually "rolling in" as a result of all of the holiday engagements. But just because you have a steady stream of brides and grooms looking to book your services during the first quarter, doesn't mean you should neglect your marketing.

In December, Jay and I attended a very informative seminar by friend and colleague, Andy Ebon that really helped "Kick Start" our marketing attitude for the New Year. So I wanted to share what we learned with all of you.

Connect the Dots! Track your Leads! It is so important to be aware of each referral source not only to track what marketing campaigns are working and which ones are not, but most importantly so you can continue to build relationships with other vendors throughout the year. A thank you for a referral goes a long way these days. Analyze your data and revamp your marketing if needed. Your marketing dollars are precious so use them well.

Find your Niche! I have said this before, but I truly believe that not every client is YOUR client. Find clients who

Tamara Sims Continued On Page 4

In The Booth: Paris Hilton: DJ Legend?

By Brian S. Redd

My Social Media circles blew up the other day with several angry DJs voicing their rather disgruntle opinions on Paris Hilton's claim of being one of the "Top 5 DJs in The World."

It's my opinion that if we want to take something away from Paris's recent claims other than anger, then we must examine what's actually happened and perhaps we could learn something in the process.

What Paris has been very good at is self-promotion. I never really knew what she was promoting, but it doesn't matter. We all know who she is and not only that, we are all talking about her again. Sure, it's not usually because of anything great or positive she did, but for her, bad press is better than no press. This is very effective for her because she's already beyond rich and doesn't have to worry about losing something like a job or the ability to earn money after something stupid she says or does goes viral.

In the case of Mobile DJs, most of us are far from independently wealthy so we should probably avoid negative attention. Having said that, it's a very powerful thing when you get other

Brian Redd Continued On Page 6

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 2: Mitch Taylor
Page 4: Jake Palmer
Page 5: Mike Kazis
Page 5: Kirk Rothrum
Page 6: Ron Ruth
Page 7: Dean Carlson
Page 8: Jeffrey Gitomer
Page 9: Joe Bunn
Page 10: Jeremy Brech
Page 10: Ed Spencer
Page 12: Mike Lenstra
Page 13: Matt Anderson
Page 14: Steve Moody
Page 15: Year End Charts
Page 16: Top 30 Charts
Page 16: Different Spin
Page 17: Dave Winsor
Page 17: Glenn Mackay
Page 18: Clean HS Songs
Page 18: Harvey Mackay

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Blessings

By Mitch Taylor

As the holiday season has wound down many of us (and if you haven't you should) take time to count our blessings.

What are your blessings? What have you been given that you are truly thankful for? For many of us we thank whichever entity we believe in for our family, our friends, our kids, our health, our freedoms (thank a solider please!), what we physically have in our lives. Have you stopped to think about what else you should be thankful for?

To me we should be thankful for our given ability, our talents and the opportunities that present themselves to us each and every day. Think about it. Prosperity in life, business, the world is all around us. You can CREATE, BUILD, MARKET AND THRIVE IN ANY ECONOMY. YOU choose the life you have. YOU choose where you can go, what you can do and how you can affect change in the marketplace. Count your blessings in the fact that you are a mobile DJ. YOU can affect change in the lives of people...making their days a bit brighter by giving them that one moment they can cherish for the rest of their life...whether it's a father daughter moment or just playing the right song at the right time to nudge a man to ask his wife to dance on the dance floor.

Now that you've recognized these possibilities and KNOW you have the power to change your life and create something different. if you're not where you want to be...how can you do it? I would argue that if you are blessed with the ability to entertain, have the skills to make people laugh, cheer, sing and dance that you are not utilizing that ability to its fullest if you don't seek out coaching and how you can develop it further. You're not MAXIMIZING your gift. Isn't that a shame? You could affect MORE people... deeper than you have before...if you just were open to the idea that you can improve upon your natural ability and talent....the blessing of being given these gifts as an entertainer.

Seth Godin (who if you haven't checked out his books or blog yet you owe it to yourself to do so) wrote a recent blog post about "How deep is the water?" Check it out. It doesn't matter how deep the water is...if you're over your head you're over the head. "But Mitch... the water's too cold" "it's too deep" "the market (current) is too strong. "I don't have enough money (oxygen)". Poor, lame, pitiful EXCUSES. Sink or swim. Fight or flight. What are you going to do? One shot to get it right. Are you going to go through the motions this year? Do what you've always done and get what you've always got? Or are you going to take the bull by the horns...create your own destiny...develop your TALENTS further and OWN 2014. The choice is yours. Choose wisely. If you don't...you better hope your competition isn't reading this and all of a sudden are counting THEIR blessings.

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.

"How deep is this water?"

If it's over your head, does it really matter?

At some point, when the stakes are high enough and your skills and desires are ready, you will swim.

And when you swim, who cares how deep the water is?

[You might find that deeper water is actually calmer and easier to swim in...]

Posted by Seth Godin on November 20, 2013

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http://sethgodin.typepad.com/seths_blog/2013/11/how-deep-is-this-water.html

Mike Walter continued from page 1

"clap your hands" or "sing along" from inside the crowd instead of on the outskirts. You'll find the reaction to your show increases . . . and the referrals do too.

Play What They Know. As I said in the introduction I recognized almost every song that both of these artists played. They've made their living as pop artists and their songs have been ubiquitous on the radio my whole life. Plus, as a DJ I play some of their songs as well (John's "Your Song" and Stewart's "Do Ya Think I'm Sexy" for example.) When either of these singers introduced a song as something off their new albums (which unfortunately not too many people have purchased) or an obscure track from one of their older works, the energy dissipated. I understand why an artist does this (in the case of new music they are trying to sell some records - as for the deep tracks, I think it's a bone they throw to their "true fans") but I never understand why we'd do it. People at a party (and yes, I'm purposefully differentiating a party from a night club) want to hear songs they know. If they recognize it (and like it) they are much more likely to dance to it. Perfect example from last year: in April I heard a song that I thought was going to be a big hit. It had an undeniable hook and great lyrics. I worked it into my dance sets a few times and it didn't go over well (one wedding in particular, I remember, in early May, it cleared the dance floor). But then the song started to chart and it became a dance floor filler. Of course you know, the song was "Blurred Lines." I was forcing this song on my crowds too early and even though it's an undeniably great dance song, they didn't recognize so it didn't get everyone going crazy like it would throughout the summer. Keep that in mind when you program. If you want to be the DJ breaking hits and introducing songs to crowds, be a club jock. Get a residency and a following and be the guy who plays songs months before the radio does (if ever). But at parties, stick to what people know.

Standing is Better Than Sitting. I went to both of these concerts with my good friend Sean "Big Daddy" McKee. My wife isn't a big classic rock fan so Sean became my backup when Kelly passed on both shows. When we sat down for Elton John, Sean had a tough time sitting. The seats are very crammed at The Garden and he just couldn't get comfortable. So a few songs into John's set I suggested we walk around. After recent renovations there are a few "standing room only" sections at MSG and we found one of them with great sight lines. And we had an even better time than we would have up in our seats. We were dancing with the people around us without annoying anyone behind us who wanted to remain seated. We loved the standing room only thing so much that the following week when we showed up for Rod Stewart we went right to a similar section. Sure standing through a three hour concert isn't the most comfortable thing but again we were able to dance and interact with others (maybe a little too much in the case of the Stewart show, right Sean?) and I'd say we had a better time again than we would have up in the seats. All this reminded me of something crucial, if you want to get your crowd dancing, you first have to get them out of their chairs. Seems like a no-brainer right? But how often do we think of it when we're struggling to get a party going? At Elite, we have an "icebreaker" that we do sometimes. It's a centerpiece giveaway game. I won't get too specific but the result is that we get everyone standing and moving. From there, we get them to the dance floor. And then from there, we hope they dance. Does it always work? Of course not. Nothing does if you have a really tough crowd. But it's often the catalyst to the best dance set of the night and it all begins with the simple premise (that Sean and I experienced at both of the shows we saw) the first step to dancing is standing up.

I love live music. I attend many concerts throughout the year and when Kelly and I go out, we see live bands more often than we go to hear a DJ spin. And though I can lose myself in the music and the moment, I often find myself watching a performer from a performer's point of view. Why'd he do that? What was the reaction he hoped for? Did he get it? I ask myself those types of things and then I incorporate the lessons I learn into my own performance. These are just three of the things I learned last month. Hope you learned from them too.

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12
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From The Other Side: Preparing for 2014

By Jake Palmer

This is the time of year when I typically start thinking about what changes, upgrades or add-ons I am going to implement for the upcoming year. Like most of us, my wedding business slows considerably till March, so I have a few weeks to work on changes to my set-up, my performance, or my business model.

The very first thing I always do before I add anything new is research. I need to know if it pays to add products or services, for example two years ago I was ready to add a photo booth to my business, until I did my research and found that my market was saturated to the point where it simply did not make good business sense to make the investment. So no matter what you might be considering for changes, take the time to do your due diligence. It helps if you create a list of questions, then you can make an educated decision.

I think it's a good idea to know "why" you are making the change. What are you hoping to accomplish? Do you want to be more competitive in your market? Do you want more revenue? Do you want to have more control at your events? What is it going to cost you to add and then implement the new changes? It can be pretty easy to calculate the cost of buying new gear such as uplighting or photo booth, but what about the maintenance, marketing, or operating expenses. Do you know what it costs to keep a photo printer full of paper and ink? Do you have a person with the ability to not only operate, but troubleshoot, fix and maintain the photo booth, while maintaining the image and the level of personal service and performance you have become known for? You can see where it now becomes a business decision rather than a "neato" purchase. Next I ask myself how long will it take to pay for the new item or service, at what point is it making me money rather than costing me money. How often do I need to sell this add-on, should it be an add-on, or part of my standard set-up with a general rate increase? Who am I competing with, up-lighting offered by the venue, photo booth offered by the photographer, scrim covers offered by other DJ's? It's important to point out that there is no right or wrong answers to these questions; they simply offer you more information so you can make the best decision for you.

The other question that I have battled with and most other DJs will ask themselves at some point in their career also is the full-time vs. part-time question and the multi-opp vs. solo-opp question. Again it's important for me to mention that this is a question only you can answer based on your own unique circumstances. When I went full-time I had to look at several factors and how they would not only affect me and my business, but how this decision would affect my family and my credit rating… I had to consider if I could stay busy enough financially make it, do I have the discipline to keep the process working, what do I need to do to my performance, set-up, and overall show to justify a price point where I can make a living. I hear people talk about charging a higher rate because they are "trying to make a living", but you need to be able to justify why you are charging that rate. There are similar questions to ask when considering becoming a multi-opp, can I add and maintain another (or multiple) sound systems and libraries, do I have qualified, reliable people to man these systems, can I book enough shows to justify the expense, what will this do to the image I have already established, what will it do to the market, the industry, and the pricing structure, am I up to the task, can I maintain the business image and the life style?

Grow, improve, expand your services, performance and business… just do it at your own pace.

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Tamara Continued from page 1

value your service and cater to that market. Your brand should attract the right people and should be consistent. Any wavering on your message will not only confuse brides, but will cost you sales. Remember the old saying, jack-of-all-trades and master of none…

Revisit your Price! Do you book every single client or do you turn down business because your price is too high? If you never turn down business, your price is too low. Work smarter, not harder, and make sure you are being paid what you are worth.

Get Mobile! Approximately 1/3 of your clients come to your website from a mobile App. Your site needs to be viewed on mobile devices…especially for our millennials. If they can't view your website easily, they will leave. Take the time to go through your menus, pricing, reviews, etc and make sure they are easily accessible for your mobile visitors.

Make it easy for clients to contact you! This may sound basic, but think about how many times you visited a website and could not find a contact phone number. If you are as frustrated as I am when this happens, imagine how your potential client feels. "Inquire Today" or in Andy Ebon terms, you need a "Big Ass Button" to draw attention. We want clients to contact us, right? So make it easy!

Keep your Face on! Stay connected to your brides and wedding colleagues. 75% of all brides show their "engaged" status on Facebook, and it is still the number one way to share your message, photos and promotions.

Pin It! Yes, Pinterest is still hot with brides, so you better embrace it. Don't forget to protect your images; a small logo at the bottom of your photo in addition to the "pin it" button will prevent lazy competitors from stealing your photos. It also allows potential clients to use your photo on their Inspiration Board, while also advertising your company name. Definitely a win-win.

Wishing all of you an amazing 2014!

Please feel free to share your comments with Tamara at: tamarasims@discjockeynews.com

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

When You Have That Much Power

By Mike Kazis

When I recently read just before the holiday that Whole Foods pulled the popular Greek yogurt from its stores because they felt that the product contained too much genetic modification, it was refreshing to see that an individual company can muster enough power to make a stand for what they feel is the right thing to do and make a difference toward a better quality of life in our free market economy and not just focus on turning a profit.

Many times, we are limited to the products available to us due partly to the motivation of positive sales results. Sure, Whole Foods could have kept Chobani on the shelves knowing that customers would purchase the popular brand of Greek Yogurt, but Whole Foods looked at their mission statement, their commitment to their customers, and their principles and said, "No. We will pull Chobani and make room for another product that meets the desires of our customers."

Every once in a while we need to see a person or group of people stand up to what is right. It gives inspiration to others when they see someone do something the right way.

Now, some may argue that Whole Foods, being a pretty large company can flex a little muscle to get what they want. I understand the basis of that argument but they are not as large as a company like Walmart, which has been known to dictate terms to its vendors on a day to day basis. But isn't it important to see that there is enough resistance from one side to see things balance out to the benefit of the consumer?

Although refreshing to see in the economy, are there really enough options for our industry to create balance for our protection as DJ companies? Not nearly enough in my opinion but our industry is moving in the right direction with help from various DJ organizations, local and nationwide, looking out for ways to get multiple small-sized companies to band together and provide strength in numbers.

About a month ago postings on the popular Facebook group DJ Idea Sharing, were inquiring about the benefits of local DJ association chapters. Not just about discounts from various companies or on products or equipment but rather about how association memberships have helped the average DJ business owner with running their business better. Some comments on the posting were naturally "for" membership and some, of course, were "against" membership.

In my own opinion of what local DJ association membership means to me, I have been operating my own business for over twenty years. My company is a multi-op DJ business of less than 10 staff members. When I started in this business, I learned a lot in a short period of time because I was trained by one of the very first labeled "professional DJ" companies in NJ. I watched this company grow from 20 DJs when I started to approximately 100 DJs at its peak. We collaborated with one another constantly and successfully improved our performance and customer service for years. Structural changes caused a chain reaction in that company that gave me my start and spawned dozens of smaller businesses all throughout the state of NJ, including my own.

I enjoy managing my own business but I have to admit that after a few years, I began to miss the friends I made, the brotherhood we had, and the company culture that came from our working together every day.

That's why one of the benefits I saw when joining my local DJ association, the New Jersey Disc Jockey Network (NJDJN), was that some of my friends were in it. From that first benefit, many other benefits began to appear. As stated by the organization's president, Gregg Hollman, "Our organization provides opportunity for knowledge sharing every month."

It's this opportunity to learn that motivates member DJs to travel as far as ninety miles away to gather together. Hollman also states, "What attracted me to the organization was the opportunity to learn and improve my DJ business. I was a small multi-op and very hungry for knowledge. How did the NJDJN benefit me? The monthly meetings all had an educational presentation. The collective experience of the NJDJN's membership is truly impressive. For example, these seminars gave me the courage to start performing at bar/bat mitzvahs and taught me how to be a better interactive entertainer. Second, through time, some of the members have become business partners and referral sources. Third, many have become friends who 'have my back' if the proverbial sh** hits the fan."

This organization provided me with something that I was only able to experience when I was with the bigger company many, many years ago. Another benefit I discovered was that attending a meeting every month provided me with an opportunity to do some benchmarking for my business – to see how my company measured up with those of the other members. Sure, there are many meetings where I might hear someone share information that is already familiar to me and that might cause the average DJ to lose interest if they are not hearing about something new all the time. However, it gives me a way to make sure that my services are up to date and, at best, meeting the new standards of the DJ industry.

Many times in our industry we see exploitation and greed. Most of what I have seen recently has taken place in the wedding industry and I'm not referring to vendors trying to sell products and services to brides and grooms, which has been the topic of controversy several times in the past several years. I'm referring to marketing companies trying to sell services to vendors.

As the vice president of the largest local organization on the East Coast, I have received feedback from various neighboring DJ companies that they have pulled their advertising from several of the popular Internet bridal websites because the costs have become way too high as a result of rising monthly advertising costs. The managers and executives of these DJ companies have stated on several occasions that the cost of advertising on just one site, has gotten too great driven partly due to competing DJ companies fighting for the "top spots" on these sites. For many, the investment simply was not worth the reward. DJ organizations should therefore step in and advocate for their fellow members and educate them on how to plan and optimize an effective marketing strategy for their business.

Therefore, DJ organizations should follow the example of Whole Foods, rally the multitude of DJ companies and, by the power of strength in numbers, make an attempt to balance the rising costs of Internet advertising. In addition, not to single out the advertising industry DJ organizations also have the responsibility of promoting quality standards in the industry that customers looking for entertainment will eventually look to these organizations for reliable service providers.

If you're not a member of any local DJ organization or local chapter and are looking to become one, there are a few things you'll want to do a research before joining any organization. You'll want to make sure that they meet regularly, that they have goals and aspirations for the organization as a whole, and they have existing members that are approachable, helpful, and willing to listen to what "you" have to say. These are all mandatory characteristics of an local organization that has a winning culture. Good luck in your search. Happy New Year!

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Coopertition

By Kirk Rothrum

I first heard the word coopertition, from a good friend and colleague in my Market, Syracuse, NY. According to urbandictionary.com, "Coopertition" (coo-per-tition), is a hybrid of cooperation and competition, and is the term coined for the teaming up of two rival companies.

"Teaming up" may be a bit strong, as that implies the creation of a single entity. I prefer a term used by Mark Ferrell in his groundbreaking "Getting What You're Worth" seminar: Building bridges. The importance I personally found in communicating with colleagues in my immediate market cannot be overstated. Aside from building real camaraderie and long lasting friendships, cooperating with those who'd otherwise simply be competition, can help everyone involved flourish. This is especially true for DJs working under the single-operator model.

You cannot be two places at once. Rather than simply letting a couple know you're not available on their date, why not take a moment to qualify them as a good candidate, and then refer them to the local colleague you think would be the best fit for them?

A referral is worth so much more than an advertisement or a search-engine result. This is especially true when it comes from a colleague. It screams professionalism and confidence. It is the polar opposite of the DJ who talks negatively about others in the market, and it lends to the overall perception, that as an industry, we work together. Perception is reality. When a prospective couple once let me know that another DJ told them "If I were getting married right now, Kirk is who I'd hire", I was taken aback. I thought- what an awesome endorsement to give a fellow DJ. That "other DJ" is Cindy Ormond, the friend and colleague I credit with introducing me to the concept, and the word "coopertition", whom I referenced at the beginning of this article. She didn't just say it, she did it.

I couldn't wait for the opportunity to borrow her line, and return the favor. As I've forged relationships with other like-minded wedding pros in our market, the "paying it forward" effect has snowballed.

Aside from the stream of reinforced leads that coopertition can bring, it's a great way to stay relevant, and grow your business. Whether it's because you don't currently own a photo-booth, and would like to offer one, or because you have wireless uplighting collecting dust on a Friday night that another DJ could rent. It just makes sense to support, and be supportive of another local wedding pro. In the unlikely event of a medical or family emergency, do you have a few local professionals who would be eager to step in to help?

If there isn't one already, I recommend creating a Facebook group specifically for Local DJs in your area. Our region has two, one for Club DJs, as well as one for Mobile DJs that I created. They're used for everything from selling gear, to giving the heads up that a load-in procedure has changed at a popular venue, to even the occasion gripe about an uncooperative banquet manager. Egos aside, there is a camaraderie among professionals that can come from such a forum.

Staying in touch and acting in good-faith with colleagues is a win-win all the way around. As an industry, the whole is greater than the sum of its parts.

Kirk Rothrum, owner of Select Receptions by CNY Select DJs, is a Disc Jockey, Sound Designer and Audio Engineer based in Syracuse, New York. Kirk's soundware company, Bangin-Beats.com, has provided custom sound libraries for some of the top recording artists and producers in modern music. Kirk can be reached at kirkrothrum@discjockeynews.com.

It's Not Always About The Best Deal: A Christmas Story

By Ron Ruth

I love all of the fun stuff that accompanies the holiday season; time with family and friends and, of course, all of the gifts. Perhaps the one thing I dislike the most, though, is shopping for gifts to give others, especially my wife Debbie. Don't get me wrong. I love Debbie and also know that the one gift that will always make her happy is clothes. Now for many, buying clothes may not be a big deal. For me it is. You see, I'm color blind.

I have a very hard time differentiating between dark blues and black, browns and greens, reds and browns and so on. I often rely on Debbie to tell me if I'm about to put on mismatched ties and shirts. Over the 22 years that we've been married, buying clothes for her has never been a huge issue. I have a niece who studied fashion merchandising and we'd always set aside a day during the holidays to go shopping together. I'd pick out one item that I thought Debbie would look good in and my niece would be able come up with a dozen other pieces of color coordinated clothing that went with what I had selected. In the end, the one skirt, blouse, slacks or jacket I picked out magically turned into six different outfits Debbie could wear to work. Although it has never been a big secret that I've had an elf helping me with my Christmas shopping, in Debbie's eyes I was a fashionista and even though my niece was always able to help me find great deals, I still spent quite a bit of money buying clothes for my wife . At the beginning of 2013, though, my niece's husband took a job in Mississippi and took my elf with him leaving me this holiday season to face my annual clothes shopping all alone.

This year Debbie asked for a pair of boot cut, navy blue slacks. I should mention that she has a tendency to add clothing to her wish list that she can't find in the stores on her own. I couldn't imagine that such a request would be hard to find, but they were. After visiting a number of stores, I finally found a pair, sort of. They were navy blue and they were boot cut and in the right size but they weren't what you could call a solid navy blue. They had something of a denim look to them. Regardless, I decided they were close enough to match her request and bought them. Now all I had to do was to work the magic my niece usually provided and find a handful of tops and accessories to go with the pants so my wife could enjoy a half dozen outfits as she had always gotten from me in the past.

So there they I was, wandering through stores like Macy's, Dillard's, JC Penny's with her slacks in a bag, occasionally holding them up to blouses, sweaters and jackets to see if I could come up with a coordinated combo. Did I mention I'm color blind? Occasionally I'd stop a female shopper and ask "Do you think these two items go together?" Inevitably they'd look at me like I had two heads and answer "No!"

The sad thing was that not one employee from any of the stores I went to saw me searching. Actually, let me change that to not one employee in over six different stores sought me out as a customer in need of assistance and offered to help. And it wasn't just me who was lost and confused. There were a number of other guys wandering around the ladies department who had no better clue then I did as to how to properly coordinate. Although I knew what size my wife wears, I'd venture to say that many of them had no idea.

What all of these stores failed to realize is that I and maybe many of my male, shopping cohorts would have gladly purchased far more than we had budgeted if someone had just taken the time to help us. Unlike the majority of consumers, I didn't care about the best deal. I cared about making my wife happy and was willing to pay premium for that.

According to recent published reports, holiday sales for retailers are down or flat compared to last year. It seems like that's an annual refrain. Either way, it's difficult to feel bad for them when they think their only consumer is focused on bargains.

Sure, most retail stores had ample staff to ring out customers and to keep the shelves stocked but they missed out on the opportunity to create a relationship with me as a consumer, a relationship that would have made me a loyal customer for life. I don't think any of us expect personal service in a Wal-Mart but what about the higher end stores I mentioned earlier? How much profit could these retailers have taken to the bank if they were better observers of their customer's needs? Let's assume for a moment that there is absolutely no profit in holiday sales. But, what about the rest of the year when guys like me are in need of an anniversary or birthday gift for that special lady in our life? Where would we be most likely to go to make those purchases if we knew the experience of shopping would be enjoyable and we could count on receiving much needed assistance?

After a couple of shopping days, I determined that I am not capable of coordinating women's clothing. So, I decided to buy individual items I think Debbie will like and I'm leaving it up to her to match them to the clothes she already has in her closet. Since I'm writing this article two days before Christmas, I have no idea if she'll like my picks or if she'll be asking me for the gift receipts so she can return them. Personally, I think I did a pretty good job.

There are three lessons to be learned from my Christmas shopping story. Never assume that your clients are only looking for the best deal. There are still those who will pay a premium for a service that will solve their unique problems, make them not only feel valued and important but provide them whatever happiness they desire. These individuals are hungry for an extraordinary customer experience.

Seek out your client's REAL needs and be ready to assist them in any way possible. As DJs we are observers of people. We all claim to know how to read a crowd. Your clients may be experiencing frustrations that they won't share with you verbally, but they'll have no problem sharing them with others. Use your keen and unique observation skills to read the sometimes subtle nuances in their emotional needs and be proactive in resolving those issues. Remove potential "flash points" that can take away from an extraordinary experience and reap the rewards that come with brand loyalty.

And finally, I know many of you may be wondering why I didn't order everything on-line. I did some of that but I like to touch, feel and compare quality. More importantly, I also like being able to ask questions with an immediate response. For me, as it is with your clients, human interaction is an important element of an extraordinary customer experience. Technology is a wonderful thing but it can't replace the value of building relationships. Those relationships lead to the emotional connection that can transform satisfied clients into raving fans.

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

Brian S Redd continued from page 1

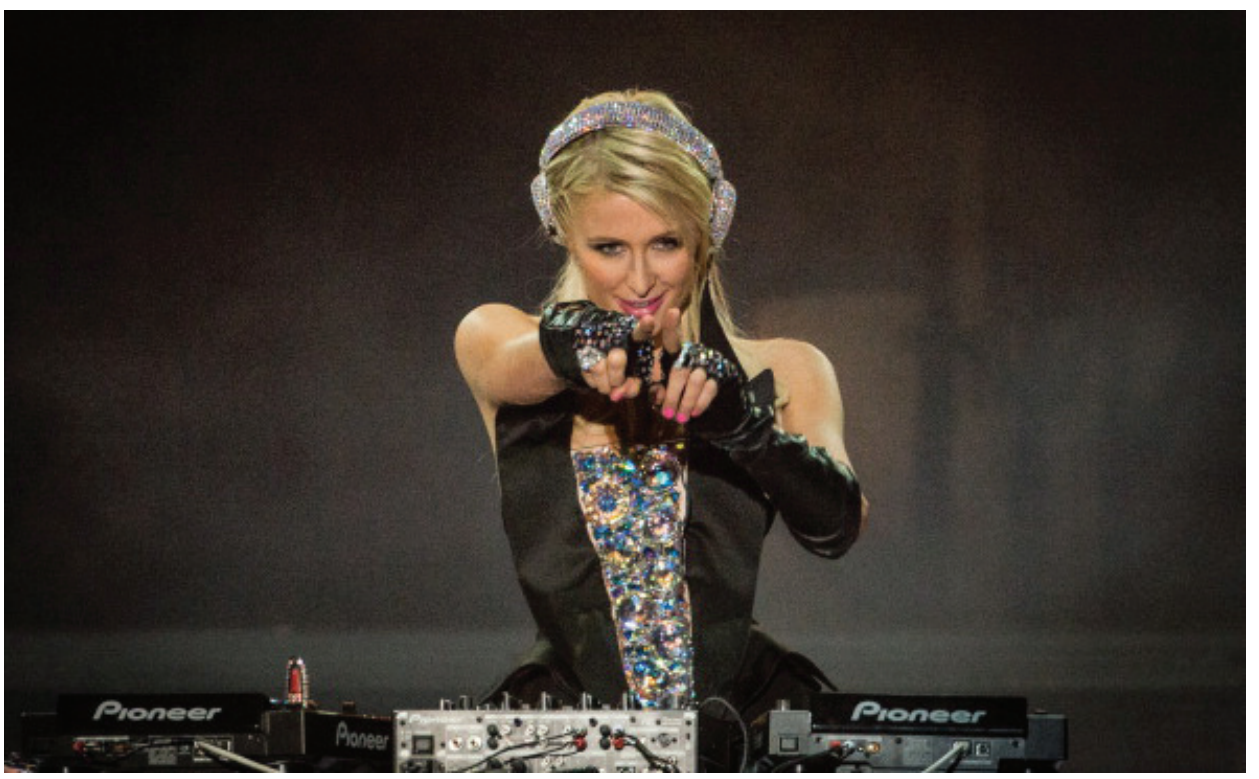
people talking about you. My friend Jay Brannan was telling me he recently got hired because of some positive reviews a customer had read on "Yelp". Jay isn't a Yelp user so he asked them how many reviews there were of his services there. They said 2 and that 2 great unsolicited reviews to them meant more than 100 so-so reviews.

Customer thank you letters to me mean more than a healthy tip. Testimonials like that on your website could make all the difference to a potential client.

Speaking of websites, most of us have some kind of biography or "about" section. What I did with mine was actually had somebody else write it. It just felt like for me to say I'm good sounds egotistical. For someone else to say I'm great means everything.

Back to Paris Hilton for a moment. For the sake of this article, I did a little research. The Huffington Post says she reportedly makes something in the neighborhood of $100K - $350K for a live DJ set. The Daily Mail suggests she would have to be gigging quite a bit to make the Top 5. They reported DJ annual earnings place Deadmau5 at #5 with $21 million and Calvin Harris at #1 pulling in a whopping $46 million. Other DJs on their Top 5 list include Swedish House Mafia, David Guetta, and Tiesto.

One thing is for sure: Paris Hilton along with everyone in the Daily Mail's Top 5 is making money. There's something else all of them have in common: They are all ether more or equally famous for doing something else. Paris Hilton is, well, Paris Hilton, but The Daily Mail's Top 5 are all super producers.



Of course producing is related to being a DJ, but to my knowledge nothing else Paris is famous for has anything to do with it. Is there something about you, non-DJ related that people may find interesting and could talk about? Maybe it's your day job or the volunteer work you do or the ability to speak more than one language or whatever that amazing thing you did that one time happens to be. Whatever it is, get people to talk about it.

We could all probably sit down and come up with a list of a few things that make us or our services unique. After we do that, we can try to figure out which of these things we feel our potential clients would be most interested in hearing about. Then, it's time to figure out a great way to get other people to tell them all about it.

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

Why Not You And Not Me?

By Dean C. Carlson

I hear and see it all the time, one DJ telling another how much they charge. The truth is we as DJs charge all over the place, anywhere from $250 to $6000 are answers I have heard. But why can one DJ get more than another DJ? The answer ranges from talent to gear, but the truth is we charge what we think we are worth. And some DJs think too little, and I am sure others think too much.

Looking at this from the other end of the spectrum and ask yourself why do some clients pay more or some just won't budge in their willingness to pay a decent price? Again the answers range from they are strict budge clients, or maybe they perceive that more expensive is better. I am simplifying this of course.

I would like to argue that brides just don't know what to pay. They read about average prices when they start looking but sometimes emotion takes over and the next thing you know they have jumped their budget. The mistake we make at DJs is underestimating, and or putting our perceived price on a potential client. There is a way to get them to pick you no matter what other DJs are charging, more on that in a moment.

As many of you know I ran a large multi op, then a few years back my mom got sick, I choose to move closer to her and opened my own company. There was another DJ that worked for me back then that eventually left that company too. He is a great DJ, but had no experience working at the sales end of running a DJ company. Believe me when I say I taught worth to the DJs back then, and when he left the company he set his bar above average for sure.

Barb Allee used to work with me in the office back then too, and she quite the company about a month after I did. After a few years off she got the urge to DJ again and she started working with me. To say that she is the queen of sales is an understatement,she is a natural.

One day we got a lead in and Barb took it. At the client meeting she learned that this lady had talked to other DJs before us. One of the DJs she described matched this DJ I was talking about just a bit ago. In fact she lived right next to him. Long story short we made the sale, and at a higher price at that. That DJ and us have similar styles, after all I taught him how to do this. You can image the phone call we got from our friend the DJ, "how did you get my neighbor from me?"

It really boils down to three things, but the first is by far the most important of the three. First you must connect with them, and you do that by showing you care about them as people not as clients, and then about their wedding. Barb and I always play a game when doing sales calls or meetings. How long can we get them to talk about anything before they get us to talk about our product? Honestly for ever minute over 15 minutes you can get them talking about them, your chances go up a staggering amount. Our minimum goal is 25-30 minute. I know I have done up to an hour before.

Now a days nobody truly listens any more. People have a deep desire to have someone honestly care about what's going on in their life. 2 ears one mouth use it that way. You have heard nobody cares how much you care until you show how much you really care. Every question we start with gets them off topic of us and onto them. How did you meet? What do you do? Have you always lived here? I could honestly go on and on. Talk about their love for each other., especially with brides. Above any other reason this is why we beat that other DJ to the sale. Not only that but every answer they give you about themselves gives you personalization gold when you start talking about how you can help make their wedding day awesome.

Second you must become a wedding or honestly any type of event expert. Not just your part either. I know tons about flowers, ceremonies, colors, decorations, food, photography, I could go on and on. Nobody they talk to is more involved with the whole day as you are, and I can count the wedding coordinators I have worked with on 2 hands over the last 10 years. So who is going to help put it all together? You!

DJs who are just talking about what they can add to the night are missing out on potential up sells. Just yesterday a newer DJ friend of mine was talking about how he just does the wedding and was having trouble getting people to do grand marches. Well its because he was talking about what he can do rather than talking about the whole day, think linear timeline and just walk them through everything starting when they wake up and do their hair. It just naturally falls into place then.

Finally confidence. When DJs are telling you they charge this or that and you make that jump to a significantly higher price than you have charged before you must believe you are worth that. Its one thing to hear your worth this or that, it's a total difference to believe it, and clients can smell doubt. This is a tough one. I do this by making sure I take as much training as I can afford each year. I surround myself with other DJs who have made a jump in price. I ride along with other DJs if they will let me. This can give you some common ground which to compare. I remember my first ride along with an upper scale DJ. At the end of the night I thought, I do all of that, I can charge that for sure.

I guess I would finish by adding 2 more thing, don't become desperate for the sale. That can be this other DJs greatest problem at times. You must walk in the sale not truly caring if you get it or not, or at least you need to fake that so well you believe it yourself. And last you must love what you do. Passion again is very visible, not only that it's contagious. If you are excited about the prospect of doing something fun and different with your clients, well then they will be excited to.

You can't truly fake any of these steps. Show you care, show your expertise, show you believe in what you do, don't be desperate and really find your passion for what you do. It's not rocket science. It's pretty easy really. Barb had this exact conversation with our friend the DJ, this is why it was us and not you. Good luck and great shows.

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

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

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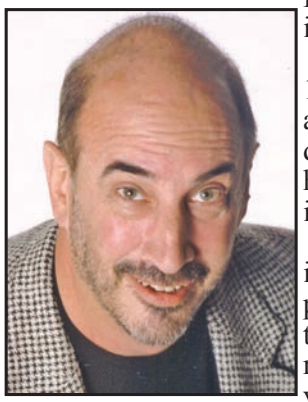
Post Words, Achieve Big, Build Success, Day By Day

By Jeffrey Gitomer

Last year I posted four words on my bathroom mirror: FINISH, WRITE, SHAPE, and YES.

My results?

• I finished the 21.5 Unbreakable Laws of Selling.



• I wrote 1,000 words a week and documented hundreds of ideas.

• My shape is still plus 20 pounds, so that word will remain this year.

• I maintained my YES! Attitude, but seeing the word every morning and evening in my bathroom mirror helped.

Not bad achievement results – but still being 20 pounds overweight shows a flaw in my self-discipline. Not good.

Based on last year's success, this year I decided to create two four-word categories. One for achievement and one for improvement. Not "goals" in the sense that you may be thinking about. Rather, intentions that I consciously and subconsciously work on every day to build success all year long.

By posting the words on my bathroom mirror, I consciously see them each day, and subconsciously think about them and act on them regularly. Because they're right in front of me every morning and every evening, they are inescapable mental confrontations. Oh, and the process works!

After I explain each word I have selected for this year, I'll provide a lesson you can incorporate as you select your word(s). The lesson is the motive behind the word so you can use the same principle as you generate your words.

On the achievement side of life, my four words are:

ADVISOR – DIGITAL – POWER – TIME

ADVISOR – I launched the Gitomer Certified Advisor program in the fall of 2013. Instant success. I've certified more than 100 advisors. They're independent businesspeople who are now marketing their sales and personal development services using my intellectual property, both online and in the classroom. In 2014 I will intensify the program and the process until there are 500 certified advisors globally.

LESSON: Once you have a successful idea, program, game plan, or process – strengthen it. Pick an achievement target, and figure out what you have to do weekly to make it a reality. What's one word that describes your biggest achievement target?

DIGITAL – Convert all paper, CD, and DVD to digital. Create financial and distribution opportunities ONLY available to digital information dissemination. The world is not quite ready for all digital, but I will be.

LESSON: Don't stay attached to old technology or products even though they have brought success and profit in the past. Companies like Yellow Pages, Blackberry, and AOL have buried themselves by not advancing soon enough. Companies like Amazon, Zappos, and Apple have marched to the head of the class by innovating BEFORE the market did, and they set the standard for others to follow. When someone says, "It's just like an iPad" – what they're really saying is, "iPad set the standard." I want someone to say, "I'm just like Gitomer." What's one word that describes the standard you are trying to set?

POWER – This year I intend to capitalize on the convergent power of reputation, brand, intellectual property, and online distribution. Content is more than king. It is desired and bought by those in need. And with online, on-demand video, concentration on marketing and distribution are on the top of my list.

LESSON: Your experience has given you both success and expertise. What expertise and success can you combine that will give you a market-dominant opportunity? What's one word that describes what you're trying to capitalize on?

TIME – My most precious resource – and yours! This year I intend to take control of it and make it my own. Not manage it, rather allocate it to things I WANT to do, rather than things I HAVE to do. I want to write, speak, travel, learn, read, and have meaningful family time. It's the subtle difference between "spending" time and "investing" time. I have written about time allocation before, now it's a matter of taking ownership of it.

LESSON: Wasted time is at the top of lost resources for most people. Don't let that be you. In 1889, Orison Swett Marden wrote, "Do not realize the immense value of utilizing spare minutes." What's a word that offers you greater investment in your most precious, non-recoverable resource?

Hopefully the words I have chosen and the lessons I have provided will inspire you to write and define your words for the year. Interestingly, you most likely know in your mind what they are, but have yet to bring them to the visual surface as Post-it Notes on your bathroom mirror.

On the improvement side of life, my four words are:

INSTAGRAM – BLOG – SHAPE – BEST

Jeffrey Gitomer is the author of twelve best-selling books including The Sales Bible and The Little Red Book of Selling. His forthcoming book, 21.5 Unbreakable Laws of Selling, will be available September 3rd, and will feature a national public seminar tour. Get the details at www.gitomer.com. It will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.

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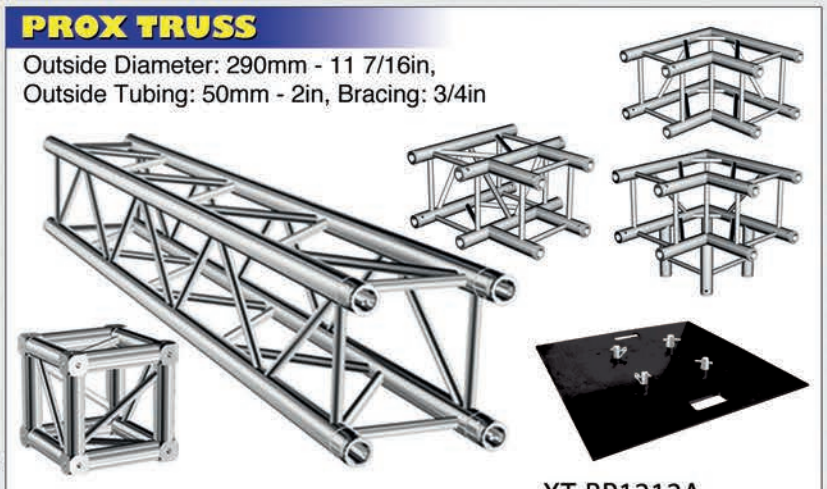

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2' x 2' Aluminum Base Plate
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Use This Time Wisely!!

By Joe Bunn

I can't believe it! 2013 is over just like that and now we enter a new year. Like pretty much everyone in the DJ business, the first couple of months are slow. Sure, you are booking a lot of the brides that got rings for Christmas, on New Year's Eve, and Valentine's Day, but you're not really out there rocking gigs. That's a good thing though, embrace it, take some time to yourself, maybe even take a vacation. But once you get back, start the hustle again!

There are so many things that you can and should be doing in the so-called "off season".

One of the first things that I do after my annual New Year's Eve gig is to start going through my equipment, cable bag and computer bag in order to assess the damage done during wedding and holiday party madness. Are you missing a cap on the foot of a speaker stand? Call the manufacturer up and order a replacement. Maybe you need to get some additional adapters for your cable bag that you didn't have or restock your snack supply in your computer bags for those extra long gigs that don't feed you. Now is the time to do all of this.

The next thing that is imperative is to update your playlists. As you can see from the inset photo, it is a passion of mine, and that's the collapsed view! Now is the time to look at The Mobile Beat Top 200 or the DJintelligence top songs and create those playlists. You know you have probably 190 of the 200 songs in your music libary, but creating that playlist will always give you an avenue to take in case your mind goes blank in the middle of a gig. Another good idea is to create a "crate" of playlist of your own personal go-to dance songs, you could even separate them into old stuff and new stuff. There are so many different ways to organize your music, just do it! You will thank me later.

January is also a great time to plan out your marketing for the rest of the year. As I have mentioned in previous articles or posts, we do a few different things during the year for the vendors that recommend Joe Bunn DJ Company on a frequent basis. Make a calendar, split up your vendor list (surely you keep one of those handy), and decide who is going to get what and when. For example, at the end of the year we may send a gift basket to the top 20 vendors and venues that sent us a lot of high end brides. Email me for some of my favorite tips and ideas. In addition, if you are still doing traditional mailings, then plan when to send them. Another part of your marketing that must be planned out is your social media. Early in the year, one of my DJs and myself sit down and plan the video blogs for the entire year, two per month. We also come up with creative content for what we are going to use on Instagram, Twitter, Facebook, and Pinterest. And instead of having to worry about it every day, I use Hootsuite to pre-schedule these posts. If you didn't catch that article, email me, and I'll be glad to send it to you.

If you are a multi-op, this is also a good time to "rally the troops". Get your guys together after everyone has calmed down from the holiday madness. Take them all out to eat at an affordable place, go bowling, or maybe have them over for burgers. Keep it casual, but explain to them how the upcoming year is going to be and how excited you are to stuff their pockets with money! Let them know that 2014 is going to be a kick butt kind of year…and it will be if you get your mind right!

Joe Bunn is the owner of Joe Bunn DJ Company in Raleigh, NC. He is also a DJ business consultant. Learn more at http://bunndjcompany.com/services/nextlevel/

Joe Bunn can be reached at joebunn@discjockeynews.com.

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By Jeremy Brech

What can you expect to see in 2014 for technology in equipment in the DJ industry? That is a good question. Look at how much has changed in the past couple years for lighting technology. The question you should ask yourself is, "How can I use the lights I bought this past year in a new way to create the next big thing for 2014 lighting trends. I don't think this year will be year for extreme change in the lighting industry, but I will layout my predictions and also ways to take your gear from 2013 into 2014.

First, let's discuss what was new in 2013 and look at what you will be able to do with it in 2014. Some of the biggest innovations; brighter LED diodes, more wireless DMX fixtures, IRC, my favorite the White colored moving heads such as the Chauvet Intimidator Spot 350 LED, bigger lasers, pixel mapping, the Intimidator Duo spot(love these fixtures), and DXM boards with wireless capabilities. So how is the lighting industry going to step further in the future of technology in the lighting industry? Let's look at some of the things that our industry lacks. Let's start with up-lighting. We saw LED fixtures start out with 1mm diodes then the jump to 10mm. This allowed fixtures to become brighter and more effective. We then saw fixtures with 1w to 3w diodes. My prediction is fixtures will exceed the 10w diode as a standard and give more options in diode options.

RGB will be on the way out and the new standard of lighting will be RGBAWUV (red, green, blue, amber, white, ultra-violet) Look at fixture such as the Chauvet Hex3, which I believe the start of a lighting revolution. Most people understand the purpose of RGB but the Amber brings deeper tones and white helps create a nice pastel palette. The biggest confusion is the purpose of the UV diode. I was a little skeptical about having UV in an up-lighting fixture. I couldn't understand why you would use an up-light to create a black light effect. Then I met with Nick Airries with Chauvet DJ and he showed me the extended color palette you could create with by adding the UV. The vibrant pinks and to the deep purples was amazing, electric colored blue and so much more. I know how hard it is to try and create a deep purple with RGB fixtures. We will be doing a Shop Time video on the amazing Chauvet DJ Hex3 to show you the power of this fixture.

Battery powered fixtures will have better battery technology allowing the fixtures to last longer at your events. You will see fixtures get smaller and more compact. For those in larger setups and production you will see an expansion in video production. LED boards are getting easier and more cost efficient.

My favorite fixture, I see the most innovation happening in moving heads. I imagine moving heads with built in wireless DMX. The biggest thing is the hybrid effect in a moving head. Having a fixture that acts as a spot/beam as well as a wash light for a wide degree of light is going to give our industry some amazing capabilities. Beam lights are making their comeback so expect to see more beam lights and their popularity grow. The power of the beam fixture compared to a spot is the fixture using a tighter beam angle can be seen without the use of haze or fog. Just like everything else, these fixtures are going to get brighter and more powerful.

So how do you learn the best way to use these new features to their fullest potential? How do you truly understand how to use your fixtures from the past in new ways to create new and different effects. Keep watching the Shop Time with DJ Jer videos for all those answers as we progress in the new year. DJ Jer and Chauvet DJ will be working together for 3 days of education at Mobile Beat 2014. I will also be available after each presentation to answer questions one-on-one. In 2014 the Shop Time with DJ Jer will be answering more questions for all of the Disc Jockey News readers so please feel free to send in your requests for videos. Have a great 2014!

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Problem Recognition

By Ed Spencer

"If problem recognition strikes you as an easy step, think again. "Creativity can be as much a process of finding problems as solving them," wrote creativity consultant Ken Robinson. For example, recall attending a subpar performance, and ask yourself this: Did the musicians know in advance that their execution was weak or that their phrasing seemed clumsy? Surely not. If they did, they would have polished things before appearing in public. Problems abounded as they practiced, but they failed to notice them, so their creativity suffered, and their listeners did, too.

To recognize problems, musicians need keen perceptual skills. Yet perceptions are fallible. Anyone is likely to conclude that no problems exist when in fact various defects are cycling beneath the radar. Worse still, if musicians believe that their perceptions are impeccable, they may turn away from noticing faults to avoid upsetting their glorified self-images.

Problem recognition begins with humility, with acceptance of the fact that you might be missing something."

- The Musician's Way: A Guide to Practice, Performance, and Wellness by Gerald Klickstein

I suggest you read the above couple paragraphs again and replace 'musician' with 'DJ'.

Over the years I've seen many DJs videos online and seem a number of them perform. I've seen other videos shared in classes, and seminars on all the 'bad' DJ performances. And I'm sure of a few things. These DJs, despite their flaws, had people telling them 'You rock!', 'This was the BEST party EVER!', or 'You are the greatest DJ ALIVE!' despite their obvious failure. All of these DJs we've seen fail, do you think they saw the flaws before they headed out to the various events?

I've heard many DJs talk about how they no longer need to practice or rehearse because they work every weekend. They talk about how they already deliver great experiences for their clients and don't have anything else to learn so they don't need to train any more.

Well, I'm here to let you in on a little secret. The greatest artists practice each and every day. They continue to train and push themselves as artists. It's not anything more than a desire to be even better than they already are or in some cases, just to stay at the top of their ability to perform.

Why is the DJ industry so different from other performing artists? We don't need to be. If you can't find a qualified DJ to teach you something, then start training outside the DJ industry. After all, I have. I've spent as much, if not more time training outside the DJ industry as within it. My most recent training experience was a full week immersion at Second City Training Center in Chicago in Improv and Comedy Writing.

The point is, that I train very, very hard so that I deliver greatness for my clients and their guests. But it goes beyond that, I need to practice as well. I need to take time to practice delivering the specific performance consistently as well. The incredible by-product of this is that if I'm lucky I won't end up on another DJs 'what not to do' reel. ;)

So, with the new year upon us, I'd like to challenge all the DJs out there to set a new year's resolution to train and practice regularly. Put the ego and 'I'm awesome' mentality aside and see where your practice and training might lead. I'd love to hear what your training and practice plans are for the coming year so feel free to drop me a note here at Disc Jockey News. You never know, you might just see me sneaking in and joining you in a class somewhere.

Ed Spencer can be reached at" edspencer@discjockeynews.com.

The PhDJ Workshop
March 8th & 9th, 2014 Raleigh, NC
www.phdjworkshop.com

Joe Bunn and Mike Walter are combining forces to present the most comprehensive DJ program ever! Earn your DJ "Doctorate" in this intensive two day workshop.

With over 20 hours of education, networking, round-tabling and performance workshopping crammed into two full days this will be an intensive weekend of learning. We will touch on every aspect of running a successful DJ company, from marketing to the new millennial client, selling your services (including closing techniques) and of course tons of operational material. We'll also spend some time on exit strategies and finding some balance in your life as a small business owner. This is the deep end of the pool, so dive in if you are ready to take your business and your life to the next level.

The PhDJ Workshop

The Way I See It: Part Two Of Part Two

By Michael J. Lenstra

In last month's article we began talking about customer service, which is defined by the Oxford dictionary as "the assistance and advice provided by a company to those people who buy or use its products or services." I like to refer to it as the second part of our customers' experience, which goes beyond our services and expectations of our clients. "Being on par in terms of price and quality only gets you into the game," says sales consultant and author Tony Allesandra." Service wins the game." Our previous article focused more on that period between the signing of the contract and the actual event. This month we'll expand on that to include customer service before, during, and after the scheduled event.

What do you do to enhance your customers' experience before, during, and after they have hired you? That is a question I put to fellow DJs and other wedding professionals.

"I recommend checking in with the couple once every three months until the wedding," says Stephanie Padovani of The DJ Solution in Poughkeepsie, NY. "Just give them a quick call or email to see if they need anything. This really strengthens your relationship, creates trust, and lets them know you care. It's also a good way to address any issues early on, such as picking out special songs or dealing with difficult parent requests. Then both of you can avoid dealing with the stress later on."

Ron Ruth of Ron Ruth Wedding Entertainment in Kansas City, MO, follows up with his couples and provides a great surprise. "I record the spoken word through my board and throughout the evening and will video when possible. At the end of the event, I'll send the couple an audio copy of their introductions, toasts, love story, etc. If the video comes out good, I'll match up the audio on the video so it has clean sound and send that as well," he says.

DJ John Young of Grey Eagle, MN, reminds us that clients are not the only ones to keep in mind when it comes to customer service. "Since we now take a ton of photos at events, what I have done is take some of the best 'venue showing' photos, run to Target, and get them printed out. If the photo is VERY good, I will print and frame it as an 8 x 10, then I drop by [the venue] with a nice 'thank for being great to work with' card and the photos. Usually I only take 3 or 4 photos. Too many or average photos are a waste of their time. I put a small watermark in the corner so they can remember where they came from." John's tip is a great way to build a relationship with the banquet manager and stay on top of their minds for future business.

Other wedding professionals also gave me their rituals to enhance customer service in their field.

"I'm an officiate," says Nancy J. Taussig of Barefoot Weddings in Sarasota, FL. "If I'm not available for their date, I give them names/phone numbers of other officiates." And she adds, "I'm not a planner, but if they don't have one, I suggest places to stay, places to have their ceremonies, and places to have their reception or dinner. I suggest other service providers.

"After the ceremony, I give them a packet with a thank you letter, a keepsake copy of their customized ceremony (the booklet from which I read), and a decorative wedding certificate. I usually also print out one of their readings onto pretty paper and put it in the packet as a surprise."

Even the small things will add up, points out photographer Dave Dunnam, owner of Photographs & Memories in Belmont, WI. "I often do a few little things like a little more time than they are scheduled for, a small print or two more than they ordered (especially when the customer orders wallet prints or cards), simple retouching I think they would like." He concludes: "I'm a simple man, I like simple things."

Wedding planner Julia A. Kadish of Small Wonders Event Production and Design in Long Beach, CA, may get the award for taking service to a whole new level. "Of course, every situation is different, but I typically bring breakfast to my clients the morning of their wedding day (to make sure bride and groom are happy...instead of hungry). I also, for full planning packages, set up the first dress shopping day at a store that I do a lot of business with and bring champagne and sweets to make it special. I also send one year anniversary cards." She even recently went as far as throwing one of her couples a baby shower just a month before their first anniversary.

The way I see it, it's not just enough to get your clients to sign on the dotted line and show up to their event and fulfill your obligation if you want to stay relevant and have a long career in this business—or in any business for that matter. What about you? What do you do to set yourself apart from your local competition, to go outside the lines of expectations in the realms of customer service?

"Remember," advises DJ consultant and entertainer Scott Faver of The Party Favers in Phoenix, AZ, "no one cares how much you know until they know how much you care. This is customer service before they are your customer. And this service turns customers into fans!"

Mike Lenstra is the owner of Alexxus Entertainment and a full time DJ/Entertainer in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

The Referral Coach

By Matt Anderson

7 Questions to Ask Potential Centers of Influence

When you look over a list of your top 20-30 professional contacts, there are always going to be some question marks about where you stand with certain people. You know individuals who could refer you great opportunities but they have not done so yet. What can you do to sift through which centers of influence (COIs) to spend time with, who to put on a longer-term plan, and who to pursue no longer?

While this is not a science and, because we're talking about the colourful world of human relationships, it's rife with exceptions, one area you can control is asking better questions.

There are seven broad goals/areas to address. Yes, there are numerous variations you can use of these questions – customise the wording to fit your personality.

Question 1: What type of work/planning do you do with your clients?

Goal/Area 1: Find out if this person can introduce you to great opportunities (inc. the right people)

This question often reveals more than asking 'what type of clients do you work with?' which tends to get generic responses and gives people too much temptation to embellish the truth.

Ultimately what you want to learn about the other person's network is whether they can open great doors for you or not: where they know people, meet people, network, get their new clients, what they do socially (read: who they see) and who they know through their professional associations.

Question 2: How have you grown your business?

Goal/Area 2: Find out how important referrals and building business relationships are to them

This seems like a rather bland question that will probably get a response of "mostly word of mouth". However, if you dig beyond the initial response, you can learn a lot. Does the business 'culture' of this person fit with someone you need who is wired to refer and who understands the value of referrals?

Have they developed many high quality 1:1 business relationships? OR do they depend on unhelpful business sources (to you) such as advertising or internal referrals such that you being a resource may not be very important to them?

What kind of networking have they done? Question 2 will also help you learn about the other person's network and whether they can open great doors for you.

Referrals: which professionals refer them most? How do their referral sources know WHO to refer – what conversations prompt these opportunities? And how do their refer them (personal introductions, phone or virtually?). This information is really useful so you can learn what you may need to do differently in order to get referrals from this person. What's worked for them in getting referrals may not work well for you; what you find out can help you coach them better how to help you.

For example, a financial advisor client of mine learned from an accountant that the only time he gave referrals to advisors was when a client said they were unhappy with their current provider. This taught the advisor to start listing all the topics the accountant covered with clients where a referral to an advisor was possible – without having to wait for an unhappy client to say something.

Question 3: What's a great referral for you?

Goal: Find out if you can help them much and whether your businesses are heading in similar directions

This question is easier to answer than 'what's an ideal client?' Many people find that a little abstract or similar to being asked what their five year strategic plan is. It's easy for almost everyone to tell you what a great referral is.

You have to know whether you can help them. If you cannot refer the person, clearly there have to be other ways you can help them otherwise how else does the relationship grow? How closely are your businesses aligned?

Lastly, you'd liked to be asked this question too so be ready with something specific.

Question 4: HOW have you worked with (people in your vocation) in the past?

Goal: To know where you stand with a COI because of your vocation

A great deal can be learned about current and past relationships as well as what people think of your vocation by asking this question.

You may also want to inquire: "Who have you worked with in the past?" Sometimes others don't have the courage to tell you that your odds of getting referrals from them are slim. Others will find a way to let you know that they are open to new relationships and will pay attention to someone who is a great resource to them.

"When do you refer business to people in my vocation? What conversations prompt this?" You can learn a great deal pursuing this topic and it gives you opportunities to coach them – after you've asked them these questions first!

As a last resort, you might have to ask:

"At what point would you be comfortable recommending me?"

Question 5 (to ask yourself): How can I MOST add value to this person?

Goal: The more value you add, the stronger the relationship and the easier it is to ask for what you want.

Referrals must be earned. This open-ended question is the best one I know that gives your brain a chance to think about how you can most impact that person. The answers are A-Z and range between business and personal. At any given time in our life, what matters most can change a lot. That's

Matt Anderson continued on page 17

Connections: Bridal Show Season

By Steve Moody

t everyone had an Awesome Christmas and Amazing New Year's Eve! As we head into January I am getting ready to kick off our Bridal Show Marathon of events. In our local market January and February are insane with opportunities to showcase our disc jockey service… and we take full advantage.

This time last year I spent some time talking about making connections at bridal shows and the importance of the shows to my business. This month, I would like to re-visit this topic from a different angle. Always remember…. what worked well last year….may not work well this year. Have you been keeping up with your reading on the Knot and WeddingWire? Do you know what the "In" color schemes and decorative themes are for this coming season's brides? Have you checked with the bridal show producers regarding advance ticket sales and their attendance expectations? Have you updated your marketing materials since last year? Do you have new "giveaways" this time around? Is the same show that packed in the quality brides last year going to do the same again this year… or will the brides be at another event that weekend? Maybe a show that was much smaller last year is expected to be huge this year. The past is the past! Always look forward.

Think about this just for a second. We spend so much time perfecting our craft, building great websites, creating slick brochures and business cards. However, very few of us spend much time at all prepping for our bridal shows. We just grab our materials, show up and hope for the best to happen. Always remember…when brides attend shows they are judging us from the time the doors open. They can immediately see who "looks the part" and who doesn't. The sad fact is….it doesn't matter how great of a dj service you are running if you don't "look" like you are running a great dj service.

I have said it before and I will say it again. If you are a person that thinks "Bridal Shows Don't Work For Me", it is no different than someone saying "Dieting Doesn't Work For Me" . The truth is you are just missing a step or doing something slightly wrong. If dieting didn't work there wouldn't be thin people…if Bridal Shows didn't work they would stop existing all together and certain companies would not be filling their calendars from them.

Think back to the last show that you attended. There were certain vendors that looked and presented themselves as if bridal shows were something that they do every day. Their booth looked amazing, their handouts were off the charts, and they really knew how to speak with people in order to make the correct connections. Other vendors looked like it was something they had never done before or something that they don't do frequently.

I am just throwing this out there as an example: there is a certain national company that offers DJs, Photographers and Videographers. All of us know companies like this…and all of us realize that usually they don't have the most talented people working for them. In general, most of us could probably do a much better job at a live event than most of those sent from the larger national companies. However, this other company really "looks" the part at the Bridal Show, which impresses the prospective clients. They have great materials, a trained staff that knows how to speak with them.. and then a trained staff that knows how to follow up after the event. They get the job time and again. The general public / un educated brides and grooms just don't know any better.

A few things to consider: Is your banner or name displayed clearly where someone can see not only the name of your business but also "what you do"? For example: Though my logo reads Steve Moody's Entertainment Connection…the top of my banner in huge letters reads "The Area's Most Awarded Wedding Disc Jockey Service". Many times when people see plasma screens set up in or around a booth they might assume (from a distance) that the service is for photographers or videographers. Even though they may have been looking for a dj, they walked right by because they were unaware. Remember it's like trying to get the attention of a "toddler". Most folks are overwhelmed walking through these shows.

Are your materials updated? Again, just an example: If you have your awards listed on your banner, the video that is playing, brochures or anywhere else…… does it show your most recent accomplishments? Most brides could care less if you won the Bride's Choice Award back in 2009, as it seems like an eternity ago. Therefore, if you have not won the award since then…you may wish to remove the 2009 date and just say winner of WeddingWire's Coveted Bride's Choice Award. They can find out the specifics if they take the time to speak with you.

Have you given yourself a refresher on how to speak with the prospects that visit your booth? Take the time to write it down. Make yourself a list of bullet points to go over with them so that you don't forget anything. There is nothing worse than someone walking away and thinking "oh man I wish I would have said….." Take the time to write it down for yourself and look it over a few times before the show. Most of us do not succeed at live events by "winging it" so why would we think we can just show up and "wing it" at such an important business opportunity.

Most importantly practice your opening statement. No one wants to hear "Hey are you looking for a dj"? How's about "Hi, how are you today?" - Hi…enjoying the show?" - "Hi… I'm Steve." Nobody ever wants to be "sold something" from us. Here's my thought process. Every Christmas I see family members that I haven't seen in a long long time. They always ask how the business is going. Rather than bore them to tears with a half hour story. I share a few key things with them. I am not trying to sell them anything…I just let them know what we offer and how we are doing. I do the same thing at the bridal shows. I let them know what we offer and how to find out more info.

Though this time of year is much

Steve Moody Continued On Page 17

Top 50 Year End Charts

By www.PrimeCutsMusic.com

Pop

1	MACKLEMORE & RYAN LEWIS	Can't Hold Us
2	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
3	JUSTIN TIMBERLAKE	Mirrors
4	MACKLEMORE & RYAN LEWIS	Thrift Shop f/Wanz
5	SWEDISH HOUSE MAFIA	Don't You Worry Child
6	TAYLOR SWIFT	I Knew You Were Trouble
7	ZEDD	Clarity f/Foxes
8	RIHANNA	Stay f/Mikky Ekko
9	IMAGINE DRAGONS	Radioactive
10	AVICII	Wake Me Up
11	ICONA POP	I Love It f/Charli XCX
12	PINK	Just Give Me A Reason
13	BRUNO MARS	When I Was Your Man
14	MAROON 5	Daylight
15	BRUNO MARS	Locked Out Of Heaven
16	KATY PERRY	Roar
17	DAFT PUNK	Get Lucky
18	CALVIN HARRIS	Sweet Nothing f/Florence Welch
19	LORDE	Royals
20	WILL.I.AM F/BRITNEY SPEARS	Scream And Shout
21	CAPITAL CITIES	Safe And Sound
22	SELENA GOMEZ	Come & Get It
23	CALVIN HARRIS F/ELLIE GOULDINGI	Need Your Love
24	MAROON 5	Love Somebody
25	JUSTIN TIMBERLAKE	Suit & Tie f/JAY Z
26	PITBULL	Feel This Moment f/C. Aguilera
27	LUMINEERS	Ho Hey
28	JASON DERULO	The Other Side
29	DEMI LOVATO	Heart Attack
30	BRUNO MARS	Treasure
31	FALL OUT BOY	My Songs Know What You Did...
32	LADY GAGA	Applause
33	MILEY CYRUS	Wrecking Ball
34	LANA DEL REY	Summertime Sadness
35	JAY Z	Holy Grail f/Justin Timberlake
36	FLORIDA-GEORGIA LINE	Cruise
37	DRAKE F/MAJID JORDAN	Hold On We're Going Home
38	MACKLEMORE & RYAN LEWIS	Same Love
39	JUSTIN BIEBER	Beauty And A Beat f/N. Minaj
40	ANNA KENDRICK	Cups (Pitch Perfect's When...
41	IMAGINE DRAGONS	It's Time
42	PARAMORE	Still Into You
43	IMAGINE DRAGONS	Demons
44	MAROON 5	One More Night
45	MILEY CYRUS	We Can't Stop
46	SELENA GOMEZ	Slow Down
47	KREWELLA	Alive
48	OLLY MURS	Troublemaker f/Flo Rida
49	PINK	Try
50	FLO RIDA	I Cry

Urban

1	WALE	Bad f/Tiara Thomas
2	RIHANNA	Pour It Up
3	J. COLE	Power Trip f/Miguel
4	MIGUEL	How Many Drinks? f/K. Lamar
5	CIARA	Body Party
6	AUGUST ALSINA	I Luv This Sh*t
7	KENDRICK LAMAR	Poetic Justice f/Drake
8	RIHANNA	Loveeeeeee Song f/Future
9	DRAKE	Started From The Bottom
10	J. COLE	Crooked Smile f/TLC
11	B.O.B	We Still In This B**ch f/T.I.
12	A$AP ROCKY	F**kin Problems f/Drake
13	KENDRICK LAMAR	B**ch, Don't Kill My Vibe
14	LIL WAYNE	Love Me f/Drake & Future
15	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
16	JUSTIN TIMBERLAKE	Suit & Tie f/JAY Z
17	JAY Z	Holy Grail f/Justin Timberlake
18	MIGUEL	Adorn
19	LIL WAYNE	Rich As F**k f/2 Chainz
20	DRAKE F/MAJID JORDAN	Hold On We're Going Home
21	TAMAR BRAXTON	Love And War
22	RICH GANG	Tapout f/Birdman, Lil Wayne
23	SEVYN STREETER	It Won't Stop
24	DJ KHALED F/DRAKE/ROSS/WAYNE	No New Friends
25	FUTURE	Neva End f/Kelly Rowland
26	TRINIDAD JAMES	All Gold Everything
27	ACE HOOD	Bugatti f/Future & Rick Ross
28	CHRIS BROWN	Love More f/Nicki Minaj
29	RICH HOMIE QUAN	Type Of Way
30	FANTASIA	Without Me f/Kelly Rowland
31	JAY Z	Tom Ford
32	K. MICHELLE	V.S.O.P.
33	2 CHAINZ	I'm Different
34	ROCKO	U.O.E.N.O
35	KELLY ROWLAND	Kisses Down Low
36	CHRIS BROWN	Fine China
37	2 CHAINZ	Feds Watching f/Pharrell
38	KENDRICK LAMAR	Swimming Pools (Drank)
39	THE WEEKND	Wicked Games
40	FABOLOUS	Ready f/Chris Brown
41	YOUNG JEEZY	RIP f/2 Chainz
42	FUTURE	Honest
43	FUTURE	Karate Chop f/Casino
44	CHRIS BROWN	Don't Judge Me
45	HUSTLE GANG F/T.I., B.O.B.	Memories Back Then
46	FRENCH MONTANA	Ain't Worried About Nothin'
47	T.I.	Ball f/Lil Wayne
48	TAMAR BRAXTON	The One
49	WIZ KHALIFA	Remember You f/The Weeknd
50	DRAKE	All Me f/2 Chainz & Big Sean

Country

1	DARIUS RUCKER	Wagon Wheel
2	BRETT ELDREDGE	Don't Ya
3	LADY ANTEBELLUM	Downtown
4	MIRANDA LAMBERT	Mama's Broken Heart
5	FLORIDA-GEORGIA LINE	Get Your Shine On
6	RANDY HOUSER	Runnin' Outta Moonlight
7	EASTON CORBIN	All Over The Road
8	THE BAND PERRY	Done
9	KIP MOORE	Hey Pretty Girl
10	LUKE BRYAN	Crash My Party
11	JAKE OWEN	Anywhere With You
12	BLAKE SHELTON	Sure Be Cool If You Did
13	BILLY CURRINGTON	Hey Girl
14	BLAKE SHELTON	Boys 'Round Here
15	JUSTIN MOORE	Point At You
16	TIM MCGRAW WITH TAYLOR SWIFT	Highway Don't Care
17	TIM MCGRAW	One Of Those Nights
18	THOMAS RHETT	It Goes Like This
19	BRAD PAISLEY	Beat This Summer
20	THOMPSON SQUARE	If I Didn't Have You
21	TYLER FARR	Redneck Crazy
22	HUNTER HAYES	I Want Crazy
23	THE BAND PERRY	Better Dig Two
24	CARRIE UNDERWOOD	See You Again
25	LEE BRICE	I Drive Your Truck
26	BRANTLEY GILBERT	More Than Miles
27	CARRIE UNDERWOOD	Two Black Cadillacs
28	KEITH URBAN	Little Bit Of Everything
29	CHRIS YOUNG	I Can Take It From There
30	FLORIDA-GEORGIA LINE	Cruise
31	HUNTER HAYES	Somebody's Heartbreak
32	ZAC BROWN BAND	Jump Right In
33	JASON ALDEAN	Night Train
34	GARY ALLAN	Every Storm (Runs Out Of Rain)
35	LEE BRICE	Parking Lot Party
36	FLORIDA-GEORGIA LINE	Round Here
37	CHRIS YOUNG	Aw Naw
38	RANDY HOUSER	How Country Feels
39	JASON ALDEAN	The Only Way I Know
40	GEORGE STRAIT	Give It All We Got Tonight
41	PARMALEE	Carolina
42	TIM MCGRAW	Southern Girl
43	BLAKE SHELTON	Mine Would Be You
44	JOE NICHOLS	Sunny And 75
45	KENNY CHESNEY	Pirate Flag
46	LUKE BRYAN	That's My Kind Of Night
47	ERIC CHURCH	Like Jesus Does
48	LITTLE BIG TOWN	Tornado
49	TAYLOR SWIFT	Red
50	ELI YOUNG BAND	Drunk Last Night

Alternative

1	VOLBEAT	Hangman's Bodycount
2	POP EVIL	Trenches
3	AVENGED SEVENFOLD	Hail To The King
4	YOUNG GUNS	Bones
5	SHINEDOWN	I'll Follow You
6	THREE DAYS GRACE	Misery Loves My Company
7	THREE DAYS GRACE	The High Road
8	HALESTORM	Freak Like Me
9	FIVE FINGER DEATH PUNCH	Lift Me Up f/Rob Halford
10	VOLBEAT	Heaven Nor Hell
11	STONE SOUR	Absolute Zero
12	IMAGINE DRAGONS	Radioactive
13	ALICE IN CHAINS	Stone
14	STONE SOUR	Do Me A Favor
15	BEWARE OF DARKNESS	Howl
16	PAPA ROACH	Where Did The Angels Go
17	THREE DAYS GRACE	Chalk Outline
18	SICK PUPPIES	There's No Going Back
19	KORN	Never Never
20	ALL THAT REMAINS	Stand Up
21	PAPA ROACH	Leader Of The Broken Hearts
22	ALICE IN CHAINS	Hollow
23	STONE TEMPLE PILOTS WITH C. B.	Out Of Time
24	STONE SOUR	Tired
25	DEVICE	Vilify
26	DEFTONES	Tempest
27	COREY TAYLOR/DAVE GROHL	From Can To Can't
28	VOLBEAT	Lola Montez
29	P.O.D.	Beautiful
30	ALICE IN CHAINS	Voices
31	DEVOUR THE DAY	Good Man
32	SOUNDGARDEN	By Crooked Steps
33	SLASH	Anastasia
34	DEFTONES	Swerve City
35	POP EVIL	Deal With The Devil
36	SEVENDUST	Decay
37	AVENGED SEVENFOLD	Carry On
38	PEARL JAM	Mind Your Manners
39	SHINEDOWN	Enemies
40	FIVE FINGER DEATH PUNCH	Battle Born
41	ADELITAS WAY	Alive
42	BLACK VEIL BRIDES	In The End
43	REDLIGHT KING	Born To Rise
44	HALESTORM	I Miss The Misery
45	CHEVELLE	Hats Off To The Bull
46	SOUNDGARDEN	Been Away Too Long
47	CHEVELLE	Face To The Floor
48	FIVE FINGER DEATH PUNCH	Coming Down
49	LINKIN PARK	Burn It Down
50	SKILLET	Sick Of It

Adult Contempory

1	LUMINEERS	Ho Hey
2	PINK	Just Give Me A Reason
3	MUMFORD & SONS	I Will Wait
4	MAROON 5	Daylight
5	PHILLIP PHILLIPS	Gone, Gone, Gone
6	FUN.	Carry On
7	KELLY CLARKSON	Catch My Breath
8	IMAGINE DRAGONS	Radioactive
9	PINK	Try
10	MAROON 5	Love Somebody
11	BRUNO MARS	When I Was Your Man
12	RIHANNA	Stay f/Mikky Ekko
13	BRUNO MARS	Locked Out Of Heaven
14	OF MONSTERS AND MEN	Little Talks
15	SARA BAREILLES	Brave
16	JUSTIN TIMBERLAKE	Mirrors
17	TAYLOR SWIFT	I Knew You Were Trouble
18	PHILLIP PHILLIPS	Home
19	ANNA KENDRICK	Cups (Pitch Perfect's When...
20	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
21	FUN.	Some Nights
22	KATY PERRY	Roar
23	CAPITAL CITIES	Safe And Sound
24	ONEREPUBLIC	Counting Stars
25	IMAGINE DRAGONS	It's Time
26	EMELI SANDE	Next To Me
27	LORDE	Royals
28	MAROON 5	One More Night
29	AVICII	Wake Me Up
30	PASSENGER	Let Her Go
31	ED SHEERAN	The A Team
32	ALEX CLARE	Too Close
33	NEON TREES	Everybody Talks
34	FLORIDA-GEORGIA LINE	Cruise
35	GOTYE	Somebody That I Used To Know
36	IMAGINE DRAGONS	Demons
37	PINK	True Love f/Lily Allen
38	BRUNO MARS	Treasure
39	MUSE	Madness
40	TAYLOR SWIFT	Everything Has... f/Ed Sheeran
41	PINK	Blow Me (One Last Kiss)
42	JUSTIN TIMBERLAKE	Suit & Tie f/JAY Z
43	DAFT PUNK	Get Lucky
44	KELLY CLARKSON	Stronger (What Doesn't Kill ..
45	FUN.	We Are Young f/Janelle Monae
46	TRAIN	Drive By
47	SWEDISH HOUSE MAFIA	Don't You Worry Child
48	CARLY RAE JEPSEN	Call Me Maybe
49	ED SHEERAN	Lego House
50	LADY GAGA	Applause

Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop

1	EMINEM	The Monster f/Rihanna
2	ONEREPUBLIC	Counting Stars
3	IMAGINE DRAGONS	Demons
4	PITBULL	Timber f/Ke$ha
5	AVICII	Wake Me Up
6	ZEDD	Stay The Night f/H. Williams
7	LADY GAGA	Do What U Want f/R. Kelly
8	MILEY CYRUS	Wrecking Ball
9	NEIGHBOURHOOD	Sweater Weather
10	ELLIE GOULDING	Burn
11	LORDE	Royals
12	PASSENGER	Let Her Go
13	ONE DIRECTION	Story Of My Life
14	MACKLEMORE & RYAN LEWIS	White Walls
15	KATY PERRY	Unconditionally
16	DRAKE	Hold On We're Going Home
17	LADY GAGA	Applause
18	LORDE	Team
19	A GREAT BIG WORLD	Say Something
20	KATY PERRY	Roar
21	SELENA GOMEZ	Slow Down
22	BASTILLE	Pompeii
23	JASON DERULO	Marry Me
24	JOHN NEWMAN	Love Me Again
25	BRITNEY SPEARS	Perfume
26	ZENDAYA	Replay
27	FALL OUT BOY	Alone Together
28	KATY PERRY	Dark Horse
29	SARA BAREILLES	Brave
30	JUSTIN TIMBERLAKE	TKO

Urban

1	DRAKE	All Me f/2 Chainz & Big Sean
2	SEVYN STREETER	It Won't Stop
3	AUGUST ALSINA	I Luv This Sh*t
4	LORDE	Royals
5	JAY Z	Tom Ford
6	CHRIS BROWN	Love More f/Nicki Minaj
7	YG	My Hitta f/Jeezy,RichHomieQuan
8	DRAKE	Hold On We're Going Home
9	RICO LOVE	They Don't Know
10	MIKE WILL MADE-IT	23
11	WALE	Clappers f/Nicki Minaj/Juicy J
12	J. COLE	Crooked Smile f/TLC
13	MACK WILDS	Own It
14	SEBASTIAN MIKAEL	Last Night f/Wale
15	R. KELLY	My Story f/2 Chainz
16	DRAKE	The Language
17	KID INK	Show Me f/Chris Brown
18	FUTURE	Honest
19	BEYONCE	Drunk In Love f/Jay Z
20	T-PAIN	Up Down (Do This All Day)
21	YO GOTTI	Cold Blood
22	EMINEM	The Monster f/Rihanna
23	JAY Z	F*ckwithmeyouknowigotit
24	B.O.B	Ready f/Future
25	J. COLE	She Knows
26	RICK ROSS	No Games f/Future
27	TY DOLLA $IGN	Paranoid
28	2 CHAINZ	Used 2
29	JANELLE MONAE	Primetime f/Miguel
30	JUICY J	Bounce It f/Wale & Trey Songz

Country

1	FLORIDA-GEORGIA LINE	Stay
2	ELI YOUNG BAND	Drunk Last Night
3	ZAC BROWN BAND	Sweet Annie
4	DARIUS RUCKER	Radio
5	THE BAND PERRY	Don't Let Me Be Lonely
6	ERIC PASLAY	Friday Night
7	DAVID NAIL	Whatever She's Got
8	PARMALEE	Carolina
9	COLE SWINDELL	Chillin' It
10	LUKE BRYAN	Drink A Beer
11	CASSADEE POPE	Wasting All These Tears
12	JASON ALDEAN	When She Says Baby
13	KEITH URBAN	We Were Us
14	JON PARDI	Up All Night
15	LADY ANTEBELLUM	Compass
16	FRANKIE BALLARD	Helluva Life
17	THOMPSON SQUARE	Everything I Shouldn't Be
18	DANIELLE BRADBERY	The Heart Of Dixie
19	JOE NICHOLS	Sunny And 75
20	HUNTER HAYES	Everybody's Got Somebody...
21	SCOTTY MCCREERY	See You Tonight
22	DIERKS BENTLEY	I Hold On
23	TAYLOR SWIFT	Red
24	RANDY HOUSER	Goodnight Kiss
25	DAN + SHAY	19 You + Me
26	JERROD NIEMANN	Drink To That All Night
27	DUSTIN LYNCH	Wild In Your Smile
28	BRETT ELDREDGE	Beat Of The Music
29	JUSTIN MOORE	Lettin' The Night Roll
30	CRAIG MORGAN	Wake Up Lovin' You

Rock

1	POP EVIL	Deal With The Devil
2	FIVE FINGER DEATH PUNCH	Battle Born
3	STONE SOUR	Tired
4	AVENGED SEVENFOLD	Shepherd Of Fire
5	PEARL JAM	Sirens
6	VOLBEAT	Lola Montez
7	A PERFECT CIRCLE	By And Down
8	SHINEDOWN	Adrenaline
9	KORN	Never Never
10	ALTER BRIDGE	Addicted To Pain
11	STONE TEMPLE PILOTS WITH C. B.	Black Heart
12	CAGE THE ELEPHANT	Come A Little Closer
13	ALL THAT REMAINS	What If I Was Nothing
14	SICK PUPPIES	Gunfight
15	ALICE IN CHAINS	Voices
16	DEFTONES	Romantic Dreams
17	IN THIS MOMENT	Whore
18	SKILLET	Not Gonna Die
19	HALESTORM	Mz. Hyde
20	IMAGINE DRAGONS	Demons
21	PRETTY RECKLESS	Heaven Knows
22	SEETHER	Weak
23	KILLSWITCH ENGAGE	Always
24	WE AS HUMAN	Strike Back
25	ESCAPE THE FATE	One For The Money
26	EVE TO ADAM	Immortal
27	GEMINI SYNDROME	Stardust
28	EMPHATIC	Remember Me
29	KORN	Spike In My Veins
30	SMILE EMPTY SOUL	False Alarm

Adult Contempory

1	IMAGINE DRAGONS	Demons
2	ONEREPUBLIC	Counting Stars
3	PASSENGER	Let Her Go
4	AVICII	Wake Me Up
5	AMERICAN AUTHORS	Best Day Of My Life
6	LORDE	Royals
7	KATY PERRY	Unconditionally
8	MILEY CYRUS	Wrecking Ball
9	KATY PERRY	Roar
10	SARA BAREILLES	Brave
11	A GREAT BIG WORLD	Say Something
12	FRAY	Love Don't Die
13	NEIGHBOURHOOD	Sweater Weather
14	DAUGHTRY	Waiting For Superman
15	FITZ & THE TANTRUMS	Out Of My League
16	COLBIE CAILLAT	Hold On
17	GOO GOO DOLLS	Come To Me
18	BASTILLE	Pompeii
19	LADY GAGA	Applause
20	ONE DIRECTION	Story Of My Life
21	AVRIL LAVIGNE	Let Me Go f/Chad Kroeger
22	DRAKE	Hold On We're Going Home
23	JOHN NEWMAN	Love Me Again
24	JOHN MAYER	Who You Love f/Katy Perry
25	LORDE	Team
26	GAVIN DEGRAW	Make A Move
27	CHRISTINA PERRI	Human
28	PITBULL	Timber f/Ke$ha
29	SELENA GOMEZ	Slow Down
30	LADY GAGA	Do What U Want f/R. Kelly

Alternative

1	CAGE THE ELEPHANT	Come A Little Closer
2	BASTILLE	Pompeii
3	ARCTIC MONKEYS	Do I Wanna Know?
4	LORDE	Team
5	PEARL JAM	Sirens
6	IMAGINE DRAGONS	Demons
7	NEIGHBOURHOOD	Afraid
8	VAMPIRE WEEKEND	Unbelievers
9	FITZ & THE TANTRUMS	Out Of My League
10	YOUNG THE GIANT	It's About Time
11	LINKIN PARK	Light That Never Comes
12	PANIC! AT THE DISCO	Miss Jackson f/Lolo
13	TWENTY ONE PILOTS	House Of Gold
14	CHVRCHES	The Mother We Share
15	SWITCHFOOT	Who We Are
16	J. RODDY WALSTON	Heavy Bells
17	AVICII	Wake Me Up
18	QUEENS OF THE STONE AGE	I Sat By The Ocean
19	BROKEN BELLS	Holding On For Life
20	KINGS OF LEON	Temple
21	ALT-J	Tessellate
22	AWOLNATION	Thiskidsnotalright
23	THIRTY SECONDS TO MARS	City Of Angels
24	AIRBORNE TOXIC EVENT	Hell And Back
25	BLUE OCTOBER	Bleed Out
26	IMAGINE DRAGONS	On Top Of The World
27	NEW POLITICS	Tonight You're Perfect
28	KILLERS	Shot At The Night
29	FITZ & THE TANTRUMS	The Walker
30	HELLOGOODBYE	Everything Is Debatable

A Different Spin by Jason Nocera

www.nichecartoons.com

Energy

By Dave Winsor

In its simplest form, we can see it each day from the sun. We can also feel it when we touch exposed electrical components. We try to capture and store it, but that has proven to be difficult and expensive. We use it in batteries and worry about when they will run out.

When the "energy" supply to our house is cut off, we fret and worry about what will be lost. In its most unique form, WE are energy.

Ever wonder why things go wrong in life. When we focus on the wrong values we seem to be surprised when we get the things we are thinking about. Energy is wild and abundant. It's also what we are composed of. Think about that for a moment. Scientists are looking at our lives from an energetic perspective. It's all around us. It IS us.

Mother Teresa was asked to attend a "Stop all wars" rally. She declined to attend and said "I'll attend when you wage a peace rally". What was the difference? The focus of the rally was incorrect. She believed that if you spent time focusing on stopping war then the focus remained on war. Her belief was that if your attention and attraction must be focused on what you really want to achieve. In this case it was peace and not the end of aggression. Subtle difference for most, but true in it's desire.

We deal with energy every day. What the amp will supply to the speaker. What kind of "thump" we'll get from a bass cabinet. Can it be felt in the chest? Will it move people? Will my mix get the dance floor packed? Well, yes it will, but I fear we are missing the point.

I'm trying to keep this as simple as possible. We are energy. When we connect with someone, you know what I'm talking about. They really "get" us. It's like a long lost friend, but we have never met. There's any easy, stimulating dialogue between. It's really comfortable and exciting at the same time. So what It is? Simple, it's energy. We can recognize this kind because it's positive and fulfilling. But each action has an equal and opposite reaction. What about the person you meet who really pisses you off?

They are energy also and in order for you to be moved by them, you must have the same "frequency" within you. Do you understand this? If you have ever been told that you were a lousy entertainer, chances are you got angry in response. So, it must have been true? I say yes. Here's why.

If I called you a "green gorilla" (Thanks to Ivan Burnell for this point) you'd look at me as laugh. Why? Because that language/identity doesn't exist within you. Get it. So, you have no reason to take it as a personal assault. BUT, If someone tells you that you're a horrible DJ and you suck and you can't mix….well you're going to go off. Why? Because on some level you've heard it before and you BELIEVE it. Simple. Go ahead and argue with me. It's truth.

So, if you believe the concept that we are all energetic beings and are comprised of unlimited potential then here's your question: "What's holding you back"?

Wedding contain enormous amounts of energy and it you can "tap into" that energy and harness it, you'll be amazing and get hired over and over again at extravagant rates. Don't believe it? Try it.

Microphones are based on taking your energy, converting it into an electrical signal and then making a speaker react to your energy for all to hear. Cheap microphones aren't really good at creating the correct sound, but they can get the job done. Midrange priced microphones can do a better job at handling the "energy" created and cost more and are efficient. But, the truly GREAT microphones cost a lot, do an amazing job translating whispers into energy that commands hundreds of thousands of dollars for the talent. "In a world…" Get it. What's YOUR energy?

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2014: Bring It On

By Glenn Mackay

A new year brings with it fresh hope and inspiration to achieving goals. Goals in business and goals in our personal lives. We all know that setting "New Years Resolutions" is in most cases means you will stick with something for a few weeks and then give it up.

But a goal is different. A goal is something you can work towards with a detailed plan. What you are your goals for 2014? What do you want to achieve? Why not allocate some strategic thinking time to set some goals and then work out a plan of attack. For example, if your goal for 2014 is to increase your bookings by 25%, you're going to need to work out how to generate that extra 25%. You'll need to look at your marketing plan, your advertising plan, your performance quality and much more. Where can you improve those things and what steps are needed. Will you need to outsource some things? How can you best use your time and energy to achieve those goals? Always try to break a large goal down into small achievable pieces.

For me, the start of the year is always a busy period. Actual events are low as it is so hot, but many brides use this time to attend wedding expos, secure wedding service providers and plan their wedding.

The catch is that we have just come out of the busy end of year season, so often DJ businesses get caught off-guard. We've learnt over the years that if we do not capitalize in the Jan/Feb rush of bookings, we can get left behind and it will seriously impact on our bottom line for the year.

Specifically with wedding expos, if you are just attending them and throwing some DJ equipment in your booth and a few home printed flyers, you could be missing out on a lot of business. In our area, we attend only 1 major expo, which attracts a lot of brides, so we need to put our best foot forward at that event.

We've been planning our Wedding Expo booth for a couple of months now and thinking about what promotional materials to give out, what we want to specifically promote at the expo and how we can work it in with other promotions and activities to get the most out of this opportunity.

Another important aspect of a wedding expo is the follow up. If you plan to just show up at the expo and then hope brides will beat a path to your door, you may be in for a quiet year. Be sure to take down details of those you speak with and follow them up.

Then there is the networking at a wedding expo. Where else can you chat with 100-200+ wedding suppliers in one spot? Use your time wisely and certainly don't encroach on them 'selling' to brides and grooms.

For me, 2014 is set to be a massive year. In a few weeks I'll be travelling to Melbourne to be a part of the Entertainment Experience with Bill Herman & Jason Jones. This is a workshop I've wanted to attend for a few years and haven't been able to due to distance and timing. Having it come to Australia is amazing.

We are also blessed here to have a series of Marbecca workshops being held in my hometown of Brisbane in October 2014. Plus my wife and I will be travelling to Las Vegas in September for the Las Vegas DJ Show and Wedding MBA. All this combined means my goal of increasing my DJ skills and knowledge will surely be achieved.

Whatever your goals for 2014, I wish you luck in achieving them. Don't just wait for them to come to you, go out, work hard and make it happen.

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

Matt Anderson Continued From Page 13

what you want to know with this COI.

TIP: Repeat back what the other person said they were looking for – it's surprisingly effective.

There are eight areas you can make a difference:

1. Think hard about the question: How can I MOST add value to this person?
2. Refer them business
3. Refer them to your COIs or find them groups to introduce them to
4. Be an information broker
5. Acts of service: Above and beyond your vocation: impact their personal life
6. Send an unexpected gift
7. Quality time
8. Words of affirmation

My strongest suggestion is to take an hour each week with your list of top referral sources and think about answers to this question.

Question 6: Who do you respect most in the A industry and would you be willing to introduce me?

Goal: Get a referral to one of their COIs

Now you've earned it, it's time to ask for what you want. An easier ask is to other professionals they know who could be referral sources for you.

Question 7: What's the most interesting thing you're working on right now?

Goal: Find out specific people they know well that they can introduce you to

Finally it's time to be asking to be introduced to people who could be prospects for you and for some more serious business opportunities. The above question is one example designed to help you learn about actual people who ought to be a good fit.

Your aim is to learn about people they like who sound like good prospects for you. There are seven ways to do this (ask me for more details on this written elsewhere):

a) Habit: Pre-plan for what you want

Ask yourself: what would I love to ask this person?

b) Listen differently
c) Ask different questions
d) Generic specifics
e) Storytelling
f) List – prospects/situations or Things I've Been Working on Lately
g) Highly specialised subject matter/service/product

Remember, the end goal here is to determine more effectively who to spend time building COI relationships with. Have the courage to know where you stand otherwise you could waste an enormous amount of time chasing multiple rabbits and catching none.

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

Steve Moody Continued From Page 14

slower for my company as far as performances…it is our absolute busiest time of the year for booking events. Without a doubt, a huge part of it is due to the participation at all of the local shows. There are certain times of the year that you have to take advantage of the opportunities in front of you and this is a big one. As we enter a new year I wish you un-ending success in both your business and personal life. Get out there and make it happen. Connect with your marketing materials, connect with your presentation at shows and in turn you will better connect with prospective clients.

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

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM
9	1	Eminem/Rihanna	The Monster		201344	111
1	2	Imagine Dragons	Demons		201303	90
4	3	Justin Timberlake	TKO		201339	69
3	4	Macklemore/Ryan Lewis	White Walls		201331	117
2	5	Miley Cyrus	Wrecking Ball		201337	60
8	6	Katy Perry	Unconditionally		201343	130
6	7	AVICCI	Wake Me Up		201326	122
7	8	Lorde	Royals		201325	85
5	9	Selena Gomez	Slow Down		201333	128
14	10	Zedd/Hayley Williams	Stay the night		201339	127
10	11	Ariana Grande / Big Sean	Right There		201340	78
11	12	Katy Perry	Roar		201333	90
12	13	Paramore	Still Into You		201315	136
13	14	Jason Derulo	Marry Me		201335	105
18	15	Lupe Fiasco/Ed Sheeran	Old School Love		201342	86
20	16	Ellie Goulding	Burn		201334	129
27	17	Neighborhood	Sweater Weather		201250	124
15	18	Drake	Hold on We're going home		201332	100
21	19	Sara Barelles	Brave		201317	95
17	20	Jay Z-Timberlake	Holy Grail		201329	72
26	21	Britney Spears	Perfume		201345	80
16	22	Lady Gaga	Applause		201333	70
19	23	Rihanna	What Now		201336	128
29	24	Fall Out Boy	Alone Together		201332	90
22	25	J. Cole	Crooked Smile		201323	82
23	26	Travie McCoy/Jason Mraz	Rough Water		201337	86
24	27	Taylor Swift/Ed Sheeran	Everything has Changes		201327	79
28	28	Robin Thick	Feel Good		201344	124
New	29	Katy Perry/ Juicy J	Dark Horse		201339	67
25	30	Enrique Iglesias	Heart Attack		201340	77
Recurrents- (Still popular)						
30		Capital Cities	Safe and Sound		201249	118
		Pink	True Love		201327	97
		Eminem	Berzerk		201335	96
		Bruno Mars	Treasure		201320	116
		Zedd / Ft Foxes	Clarity		201305	128
		Robin Thicke	Blurred Lines		201322	120
		Justin Timberlake	Take Back the Night		201329	109
		Maroon 5	Love Somebody		201314	120
		Imagine Dragons	Radioactive		201245	69
		Calvin Harris	I Need Your Love	Ellie Goulding	201312	125
		Ariana Grande / Mac Miller	The Way		201314	83
		Daft Punk	Get Lucky		201317	116
		Krewella	Live for the Night		201327	128
		One Direction	Best Song Ever		201330	118
		Anna Kendrick	Cups		201319	65
		Rihanna/David Guetta	Right Now		201329	130
		Macklemore/Ryan Lewis	Can't Hold Us		201310	73
		Selena Gomez	Come & Get it		201315	80
		Justin Timberlake	Mirrors		201314	78
		Macklemoore-Ryan Lewis	Thrift Shop		201246	95
		Pitbull-C Aguilera	Feel This Moment		201302	136
		Demi Lovato	Heart Attack		201309	88
		Krewella	Alive		201305	128
		Mariah Carey/ Miguel	#Beautiful		201319	107
		Chris Brown	Fine China		201314	104
		Justin Timberlake	Suit annd Tie		201303	103
		Justin Bieber /Wil I am	#that Power		201312	128
		Maroon 5	Daylight		201247	126
		Calvin Harris	Sweet Nothing	Florence Welch	201238	128
		Emeli Sande	Next to Me		201230	95
		Sean Kingston	Beat it	Chris Brown	201316	98
		Swedish House Mafia	Don't You Worry Child		201234	129
		Avril Lavigne	Here's to never growing up		201315	83
		Olly Murs/ w Flo Rida	Troublemaker		201250	106
		Imagine Dragons	It's Time		201208	105
		Will.I.AM-Britney Spears	Scream and Shout		201248	129
		Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127
		Flo Rida	I Cry		201238	126
		Justin Bieber	All Around the World		201307	128
		Taylor Swift	We are never getting back together		201234	86
		Psy	Gangnam Style		201237	132
		Chris Brown	Don't Wake Me Up		201221	128
		Pink	Blow Me One Last Kiss		201228	114
		Owl City-Carly Rae Jepsen	Good Time		201227	126
		Maroon 5	Payphone		201217	111
		Carly Jepsen	Call Me Maybe		201210	120
		David Guetta/ Chris Brown	I Can Only Imagine		201230	127
		Rihanna	Where have you been		201216	128
		Trey Songz	Heart Attack		201214	75
		Usher	Numb		201233	125
		Future	Turn on the Lights		201226	66
		Ellie Goulding	Lights		201109	120
		Nicki Minaj	Pound the Alarm		201227	126
		One Direction	Live While we're young		201240	126
		David Guetta	Titanium		201230	125
		Calvin Harris	Lets Go		201212	128
		Katy Perry	Wide Awake		201223	80
		Kelly Clarkson	Stronger		201201	116
		David Guetta/Nicki Minaj	Turn Me on		201231	128
		Justin Bieber	Boyfriend		201214	97
		Taylor Swft-B.O.B	Both Of Us		201220	63
		50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98
		Katy Perry	Part of Me		201210	130
		Flo Rida	Good Feelin		201137	128
		Pitbull	Back In Time		201214	127
		Gym Class Heroes	Self Back Home		201203	130
		Nicki Minaj	Starships		201209	125
		Chris Brown	Turn Up The Music		201206	130
		Goyte	Somebody that I used to Know		201205	129
		Rihanna	We Found Love		201140	128
		The Wanted	Glad You Came		201134	128
		One Direction	What Makes You Beautiful		201213	129
		Drake /Rihanna	Take Care		201150	122
		Calvin Harris	Feel So Close		201131	64
		Rihanna	You Da One		201147	127
		Young Jeezy	Leave you alone		201208	95
		B.O.B	So Good		201209	86
		J. Jessie	Domino		201135	127
		Karmin	Broken Hearted		201207	120

Unselfishness Has A Special Place In Business

By Harvey Mackay

Bill Bradley recently spoke to a group of Minnesota Timberwolves season ticketholders. The topic wasn't his stellar career, basketball strategy or memorable wins. Instead, he talked about unselfishness. After 40 years of traveling America as a Hall-of-Fame basketball player and a U.S. Senator, the Rhodes Scholar has a lot of stories to tell about the remarkable unselfish accomplishments of people both famous and unknown. He features them during his weekly American Voices program on Sirius/XM Radio.

Bradley briefly talked about his two NBA championships with the New York Knicks and how unselfish his teams were. They wanted to be champions more than they wanted individual achievements. They realized being a champion is the highest individual achievement.

That's why I love team sports. Players learn not only the power of teamwork, but how to be unselfish, regardless of their individual abilities.

Another basketball superstar, Michael Jordan, won six NBA championships with the Chicago Bulls. His personal accomplishments on the court give him bragging rights beyond compare. Yet he wrote in his book "I Can't Accept Not Trying": "There are plenty of teams in every sport that have great players and never win titles. Most of the time, those players aren't willing to sacrifice for the greater good of the team. The funny thing is, in the end, their unwillingness to sacrifice only makes individual goals more difficult to achieve. One thing I believe to the fullest is that if you think and achieve as a team, the individual accolades will take care of themselves. Talent wins games, but teamwork and intelligence win championships."

Business should operate the same way. Every organization has star performers whose skills and talents are evident. If they are smart, they have developed as their biggest asset the ability to work with others.

So many projects require teamwork in order to come to a successful conclusion. But watch what happens when one member of the team claims the victory. Morale goes in the tank. The next group effort becomes a competition. Communication is stifled. The results suffer for lack of a variety of ideas.

President Harry Truman summed it up so well: "It is amazing what you can accomplish if you don't care who gets the credit."

The example needs to come from the top. Management needs to send a clear message that every member of the organization is vital to the success of the group. Good leaders must demonstrate sincere unselfishness when celebrating achievements and share the credit and successes with the group.

We have marvelous examples of unselfishness throughout our American history. Ask any military veteran about how loyalty and unselfishness were drilled into them throughout their training and service. They often had to depend on each other in dangerous situations. And while you're at it, thank them for their service to our country.

Perhaps the most incredible example of unselfishness is the little checkmark you might have on your driver's license – as an organ donor. Blood donors also make my radar screen for sharing a precious gift with someone they will never know, but who will be ever grateful.

Unselfishness is all around us. We just need to follow the lead of those folks, and not be afraid to translate it to all areas of life.

There once were two brothers whose father had died and left them the family farm. One was married and had a large family to support. The other was single. The will designated that the two brothers would share everything equally.

One day the single brother said to himself, "It's not right that we should share equally. I'm alone and my needs are simple." So every night he took a sack of grain from his bin and secretly dumped it into his brother's bin

Meanwhile, the married brother said to himself, "It's not right that we should share the produce and the farm's profit equally. After all, I am married and I will have my wife and grown children to look after me in the years ahead. My brother has no one." So each night he took a sack of grain and dumped it secretly into his single brother's bin.

For years both men were puzzled as to why their personal supply of grain never dwindled. Then one dark night the two brothers bumped into each other and it suddenly dawned on them what had been happening.

Mackay's Moral: You'll never lose credibility if you share the credit.

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

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