

# Disc Jockey News

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## The Q Corner, Where Quality Meets Quantity

By Mike Walter

Sometimes I write something business related on my personal Facebook page and I am surprised at the number of responses.



That happened to me recently when I was standing around fuming after an event. It was an afternoon wedding and I was in a bit of a hurry because I had that night off and was heading home to have dinner with my sister and her husband. So there I was already loaded out and I approached the bride and asked her for the balance. She gave me that quizzical look that immediately told she'd completely forgotten the balance. She'd apparently also forgotten that we talked about it a month before her wedding when we met and I'd also mentioned it just a few days earlier when we talked on the phone. For the next ten minutes I waited around while

they looked for their checkbook.

Frustrated, I posted a simple update on my Facebook: "What part of 'the balance is due at the event' do some brides not understand?"

I wasn't even looking for a response. I was just venting. After all if you want feedback from your DJ friends, Saturday afternoon at 5:30 I would think is the worst time to ask for it. Yet within less than 24 hours I had 23 responses from industry peers all across the country. The overwhelming response seemed to be something along the line of: "you should get the balance in advance and you wouldn't have that problem."

Keith Fox, an industry friend from California posted: "Got tired of chasing money 10 years ago, final balance is due in our office 10 days prior to event." Brian Harris, who is not only a good industry friend but a great drummer (which makes him a great DJ) added: "Final payment should be due 1 month prior so you're not asking for \$\$\$ on their happy day or putting another thing to have to remember on their wedding day." Both of these responses came in within an hour of my posting. And the trend went on. Stacy Zemon, Brendan Laferty and finally Jorge Lopez all weighed in favoring balance due in advance. The last

one was a big one. Jorge is one of those industry icons that I look up to as a wise and experienced man. I've had numerous conversations with Jorge and I always come away feeling better and smarter.

I did have a few Facebook friends who said they collect on the day of. Michael Kazis, who I worked with twenty years ago at Star DJs, said he understood both sides of the argument but allows his clients to pay at the event. Denny McConnell, another industry veteran who I respect so much, collects at the event as well. And a fellow New Jerseyan DJ mentioned his preference for collecting cash the day of the event (I've never heard of such a thing but apparently it happens.) And my friend Steve Roberts from Dallas had the best "LOL" post of the thread: "I keep all their gifts as collateral..."

So why do I maintain a policy of collecting at the event? There are a few reasons.

1) We (my staff and I) believe it increases the likelihood of gratuities. Obviously it's an inexact science but we notice that those clients who do pay in advance (we don't require it but some wedding clients would just prefer to get it out the way) are less likely to tip. When the event is over and they are paying us, they are so thrilled at how things went that they tend to add some extra money to the balance. When they are paid in advance, and no money is changing hands, often times, we just get a hug and a thank you (hugs and thank you's are nice but they don't put gas in the car.)

2) We've already taken a deposit and that should be enough to legally consummate the deal. I have a "clients perspective" on this same issue. I work with two different production companies who do bridal shows. One requires the balance 30 days prior to the show date (this after taking a 50% deposit.) The other asks for

a check at the show. I prefer the second policy and if I had to choose between the two companies I'd work with the second one exclusively because of this. I feel like there is a lack of trust involved between the first production company and myself. I've already given them half of the contracted fee and now a full month before the show is going to take place I have to finish paying the balance? It makes me think they are either horrible at handling cash flow, or they simply don't trust their vendors. So I've thought of that when I consider changing our collection policy. Would our clients feel the same way? Would they be more reluctant to book us because of that?

3) If it ain't broke . . . I'm happy to report that other than the inconvenience of waiting around sometimes while a check book gets found, this isn't a problem. We don't get stiffed on balances. A few times a year a client may forget to bring any form of payment and have to mail it in when they get home from their honeymoon. But we haven't had to take a client to court in over eight years (and we won that one) so this isn't exactly a big problem. Except for when I have dinner plans with my sister and I'm in a hurry to get on the road.

I love hearing from my Facebook DJ friends (I call them FBDJ Friends) about issues like this. And even though most of my posts are Mets related, from time to time when I do post a DJ related topic, it's fun to see the myriad of responses. If you're a regular reader of mine, and we're not FBDJ Friends, please send me a friend request. And I look forward to your opinions the next time I "vent" on a subject.

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

## Customer Connection

By Michael Port



All sales start with a simple conversation. It may be a conversation between you and a potential client or customer, between one of your clients and a potential referral, or between one of your colleagues and a potential referral. An effective sales cycle is based on turning these simple conversations into relationships of trust with your potential clients over time. We know that people buy from those they like and trust, and you'll begin to earn this trust when you're able to answer the following key questions:

- Who is your target customer?
- What are they looking for?
- Where do they look for you?
- When do they look for you?
- Why should they choose you?
- How do you want them to engage with you?

Key #1: Who Is Your Target Client or Customer?

You need to choose whom you'd like to bring into your sales cycle. The more specific you are, the better; choose one person or organization within your target market to focus on. Identifying and gearing your marketing to a specific individual or organization allows you to make the important emotional connection that is the first step in developing a relationship with your potential customer. When you've made the effort to speak and write

directly to your ideal customer, she'll feel it. She'll feel as though you truly know and understand her needs and desires--because you will. That task alone will go a long way toward building the trust you desire with the clients you seek.

Key #2: What Are They Looking For?

You've got to understand what your ideal clients or customers are looking for--in other words, what kinds of products or services, specifically, would they buy to solve their problems and achieve their goals? It's very important to be clear on your answers because if you don't know what your potential clients are looking for, you won't know what kind of offers to make them in your sales cycle. We usually make offers that we think are relevant. It's time to put your target market first and work to truly understand what they are looking for. Then you can decide what you're going to offer them (products or services) that will meet their needs.

Key #3: When Do They Look for You?

When do the people or organizations in your target market look for the services you offer? What needs to happen in their personal life or work life for them to purchase the kind of service you offer? How high do the stakes need to be before they decide to purchase the service you're offering? They may be interested in what you do, and your offerings may resonate with them, but they might not need you at the moment they find you. This is why having a robust sales cycle is so important. You'll want to make it easy for them to step into your environment and move closer and closer to your core

Port continued on page 5

**PRO DJ EQUIPMENT:**  
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# Initial Contact

By Mitch Taylor

As I write this article, I'm preparing for two weddings and thinking of my upcoming presentation at ARMDJ's next week entitled "Creative Consultations—From Opening To Closing". I've learned a LOT about sales over my life and was recently certified as an "ACE of SALES" by sales guru and best selling author Jeffrey Gitomer. If you think about it....we ALL are in sales, in one way or another. EVERYTHING IN LIFE is a negotiation. What



you are going to have for dinner.... Whom you will marry or date, Where you live, what you drive for a vehicle... heck you even negotiate with yourself whether to have that last cookie or stay up an extra hour late at night.

Why are so many of us so BAD at sales? I'll tell you why. Because somewhere along the line we fell into the same thinking and "old sales teachings" that have been proliferated for years. First you talk to the client...then you get a meeting...then you give a pitch...then you give a close and somebody wins and somebody loses.

WRONG!

It doesn't have to be that way. In fact, it shouldn't be that way. Sales are simply one concept. HELP people. Your clients come to you with a problem....looking for help. The first question out of your mouth shouldn't be "What's your event date?".....it should be "How did you

hear about me?" This is your point of reference. How they heard about you determines how the rest of that conversation can go.

Let's look at a typical initial conversation. Client calls in and you professionally answer your phone with a greeting and your business name.

Client: "Hi...this is Suzy Bride...I am looking to see if you are available for my wedding on October 23rd and what your cost is."

You: (in your most pleasant sounding voice) "Congratulations Suzy on your engagement....Yes, I'm happy to say the 23rd of October is available...how did you hear about me?"

Client: "Oh...we heard about you from Mike at the Terrace....he said you do a really good job."

You: "Well, it's a pleasure working with Mike. The Terrace is a fabulous venue for your wedding day and they have great customer service (compliment her). When's a good time for us to get together to talk about your wedding? Are days or evenings best for you?"

Now you've given the client a choice. People LOVE making choices and won't tell you no if you don't give them the opportunity to. The wrong question to ask here is "Would you like to get together for an appointment?" That's a YES or NO question...and people will always take the easy way out. Give your clients the CHOICE to choose the best option for their event...YOU.

In your consultations, use the information that your potential client gives you to help you solve their problem and keep you on the road to the sale.

*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 WEDGuild TM. 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.*

# Talkin' Bride With Tamara

By Tamara Sims

There are 3 things I am passionate about: my husband Jay, weddings and theater (in fact "Passion" is also the name of one of my favorite musicals), and anyone who even remotely knows me would not be surprised at this.

So why is it that we often go into a sales consultation lacking passion? Is it because we truly haven't identified what we are passionate about in our own



lives? Do we spend too much time talking about ourselves during the consultation instead of actually getting to know our clients? Or maybe we become so focused on music selection, lighting and timelines during our presentation that we forget about the "journey" our clients have taken to get to this point. Whatever the reason may be, take a step back in your next sales meeting and see what unique information you can uncover about your clients.

When meeting with your brides and grooms, find out what they are passionate about and offer ideas on how to incorporate that passion into the wedding reception. Whether it's playing golf, scrapbooking, or watching movies...be creative.

We recently met with a couple who were competitive Triathletes, we brainstormed ideas and suggested they "cross the finish line" for their grand entrance. They loved the idea...so we took it a step further and brought in an actual Spinning Bike to the reception, where guests had to pedal as fast as they could to make the happy couple kiss. Talk about lasting memories... the bride even got on the bike to join in on the fun! She told us that her favorite photo from the reception was her "spinning" in her wedding gown.

Find out where they like to travel together or what restaurants they like to go to and incorporate photographs of the couple at these locations at the reception. How fun would it be to have each table named after a specific location, restaurant or sports team? One of our couples loved travelling to New York City, so the bride took black and white photos of the two of them together at their favorite spots and placed a framed photo at the center of each table with a caption describing where they were. I took their idea a step further by suggesting offering New York Style Cheesecake or black and white cookies for their dessert table. What a great way to add personality to a reception by allowing guests to be part of their journey together.

Another couple loved playing hockey, so we suggested a hockey stick tunnel for the grand entrance and a hockey puck garter toss. The groom "carefully" tossed the puck with a Blackhawks garter securely wrapped around it. I bet the guests never saw that coming! And since



the Blackhawks won the Stanley Cup, we are getting more requests on how to incorporate hockey into a wedding!

Does your couple love to cook together? Why not suggest they compile a favorite recipe book as the favor for their guests. You could really learn a lot about a couple based on what recipes

they enjoy. And being a "foodie" myself, I would be ecstatic to bring home a cookbook instead of Jordan Almonds wrapped in fabric!

Now you may be wondering "how do I find out so many details about my clients?" The answer is simple: just ask! Don't be afraid to dig deep. You will be surprised at how willing people are to share wonderful "nuggets" about themselves by simply asking. Add passion to the mix and those nuggets quickly turn into gold!

I hope this article helped you uncover your "passion" and allows you to create wonderful wedding memories for your clients.

To learn more creative wedding ideas, please visit Tamara's Blog: <http://www.something2dance2.com/blog/>

*Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in East Dundee, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years*

*experience in the wedding industry and loves to create wonderful wedding memories for her brides and grooms. You can contact Tamara at: [tamarasims@discjockeynews.com](mailto:tamarasims@discjockeynews.com).*

**www.discjockeynews.com**  
29442 120th St.  
Grey Eagle, MN 56336  
Phone: 320-285-2323  
Fax: 320-285-5264

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**Editor/Educational Production Manager:**  
John Young  
[john@discjockeynews.com](mailto:john@discjockeynews.com)  
320-285-2323 office  
612-597-4499 cell

**Sales:**  
320-285-2323 office  
320-285-5264 fax  
[sales@discjockeynews.com](mailto:sales@discjockeynews.com)

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# Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: Youtube Redux.

In my October of 2008 article I spoke about the negative effect Youtube is having on our industry.

I took a lot of heat for this because some DJs felt that Youtube is helping the industry, not hurting. Many feel that by placing their "Promo" videos on Youtube it is demonstrating to potential clients their skills and talents. To a very small extent I would say that this is true, but to the greater majority of videos placed on Youtube by DJs, it really has a negative effect on that DJ as well as the industry as a whole.

If you look closely at the majority of videos placed on the net, they are of poor quality. Not only on a production level but also in the quality of the work demonstrated within the video. These videos should be an example of the very best work you can do. For many if that is your very best, then I would suggest you look into having a personal DJ trainer teach you a few things....or to drop out of the business all together.

After viewing hundreds, possibly thousands of videos on Youtube and DJ

web sites over the years, I personally feel that the majority of these videos are showing a bad side to the industry and thus hurting not only that particular DJ but also every other DJ in the industry. There are a few who do a great job presenting themselves as an excellent example of a professional DJ. They have quality video, editing and production qualities as well as the work in the video is extremely good. For those few it will help attract clients to your business. Unfortunately for many others it could be having the opposite effect to your business.

So how does Youtube hurt our industry and our image? Here is the latest and a prime example: "Worst DJ Ever (original)" If you don't know what this means then you have missed out on something major that has happened to the industry for the last few months. This video of a DJ was placed on Youtube and within a very short time had well over three million views. When you add the views of all the remix, covers and spin offs, it has been viewed over four million times by people all round the world.

The video was for weeks the major talking point on Facebook, wedding, bridal and disc jockey chat sites. It even made it on the Tonight Show with Jay Leno. I'm not going to take the time to critique the video or the DJ, you can watch and see the problem for yourself, but after this video hit the net and went viral - this image became the "Poster Child" of what a DJ is and how ALL of us are exactly like this particular person.

Is this a fair image for all of us to share? Of course not, but unfortunately

it is the image that potential clients will have stuck in their minds for a very long time. Once something appears on the net, even after being removed by the poster, it will always be out there somewhere to be viewed. You know the saying about Vegas "What happens in..." is the same for the internet. "Once placed on the internet - it will always be on the internet" which means five years from now a bridal couple could be looking for a disc jockey when they come across this or other bad videos. This will be the perceived image of what a DJ is like and want to avoid by hiring a band, using an ipod or having uncle Bob DJ their wedding.

Here's a few tips for DJs thinking they want to place a video on the internet. 1) Have a professional videographer record the work and edit it for you. The self made videos look just that "self made" and thus giving a less then "professional" appearance to your business. 2) Only use the VERY BEST of who you are and what you do. Have others who are fair and impartial critique it and have them be hard on the video. Is it of the quality of a feature film? Nobody's perfect, but why show it to everyone? 3) Show more than just people dancing and lights flashing. Show YOU making announcements like the grand introductions. Show YOU interacting with the guests like teaching a line dance, doing a "Love Story" or even playing a wedding game. Show YOU, your personality and the quality of the work YOU represent. 4) Enough with the "day in the life of a DJ" videos. I have seen so many 8 to 10 minute clips of DJs showing them driving to a location, setting up, showing the dancing people then ending the video with them driving home. Every one of these clips is the exact same, just change the names and you couldn't tell them

apart. 5) Don't say horrible things about the people who hired you or their guests in your video.

There is one particular DJ who has an ego the size of the Burj Khalifa and in every video he complains that the guests don't appreciate his turntable skills. He continues on by calling them names, using obscene language and making fun of the way they are dressed. If you do this, one day it will get you into big trouble with those clients as well as scare potential clients away. If I was looking for a DJ and saw these types of videos I would be afraid to hire a DJ like this because of what he/she might say about me and my guests.

If you have older videos on the internet you may want to review them and see if they really represent who you are today and what you want to convey to potential clients. Maybe some of those older videos should be removed and replaced with new ones that show how you have progressed in your equipment, skills and talents.

Lastly always remember that almost everyone of the people at your events has a video or a photo camera with them. It's hard to find a cell phone that doesn't have these capabilities. Video cameras like the "flip" fit into the palm of your hands and take excellent video. Everyone is recording and looking for the next great video to go viral. Do you want to be embarrassed when your face is everywhere for something you did that you may not even be aware of? Keep in mind that at any second of your event you could be being recorded and have it uploaded to the net in mere seconds.

To respond to Jeff's column send an e-mail to [jeffrichards@discjockeynews.com](mailto:jeffrichards@discjockeynews.com)



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# Build A Successful Business By Staying Network Connected

By Ken Day

Over the course of your business life you'll come in contact with a huge number of other business people. They could be lawyers, business services, suppliers, customers, other DJs, etc. These people are critically important to your business in more ways than one.



If you hired them or they hired your service, you can also gain their business knowledge, experience, ideas, and advice from their area of expertise.

How do you do this? Stay Connected! Network! Networking is when two or more different businesses stay in contact on a regular basis to build and improve each other's business. Networking is not only about getting referrals for jobs, although that is part of it. Networking is more about gaining someone else's knowledge, trust, and helping them improve their business. All of these elements will return to you if you focus on helping the other person more than

helping yourself to their contacts. We all know how it feels when you have someone sucking you dry for information and referrals and they never, or rarely, do the same for you. So, give without the expectation of receiving and it'll come around to you.

Consider all the benefits you'll gain from talking to and helping other business people:

- Knowledge or information that you didn't have before.
- Advice on how to solve a current business problem.
- Knowledge on how to avoid some future problems.
- Leads to new business projects or opportunities.
- Joint ventures and cross promotion deals.
- Learn important skills that you didn't have before.
- Constructive criticism that improves your business.
- Brainstorming that sparks a profitable business or performance idea.
- Encouraging and motivational statements.

There are many ways to meet business people to start developing a network. Join business clubs, associations, and networking groups. Participate in

on-line business-related forums, e-mail discussion groups, and chat rooms. Go to business expos and trade shows, there are many. Use your creativity to come up with even more ideas to connect with other business people. When you travel seek out industry people in your vacation area and set up a time to have a brief chat.

If you have the time, start your own networking group. It doesn't have to be a huge group. You could hold meetings at a local meeting room, at a bar, at your own business building, or at a location of one of the other people you already network with. If you want to hold meetings on-line use a private chat room, there are many. Publish a print or e-mail newsletter to keep members informed of meeting times, dates, locations, and subject matter.

Keep all your business associates' contact information in one place. Have it organized by business type or profession for easy finding. So when you need some advice on a new marketing campaign or one of your network friends needs a specific service or advice in an area of concern, you can call that marketing expert you met at the trade show, or network meeting a few of weeks ago, a year ago, two years ago. Ask them if it's ok to

make a professional referral to them for advice from their area of expertise. (everyone likes to be considered and expert in their field)

Networking is a surefire way to build a successful business. I have used it countless times and will continue to do so. Networking has provided a wealth of knowledge from the people around me and certainly provided avenues of business and income in areas I had never even considered before the suggestion was made by a networking partner. I have also met many business people who are now some of my closest friends.

Remember this, there are plenty of gigs to go around and no other company or person does things exactly the way you do. So, share ideas and resources to your mutual benefit and to the benefit of our industry. Don't be afraid to help out the "competition" because they aren't your competition, you are.

Until next time, here's to your growth and success.

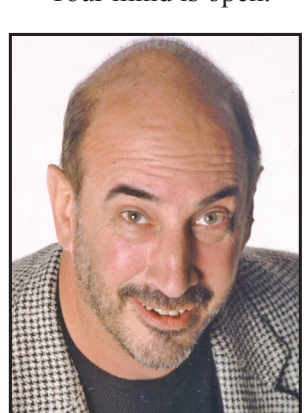
Think – Creatively  
Act – Responsibly  
Feel - Passionately

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

## Your Seminar Notes Lost...

By Jeffrey Gitomer

You're at a seminar.  
Great information is being offered.  
Information that will help you succeed.  
Your mind is open.



You're taking notes.

Recording what is being said.

Even taking snapshots of slides.

You take in the talk, and get your own ideas.

Great ideas that you know you can use and you know will benefit you and others, ideas you can turn into money.

You are pumped!  
You make a mental commitment the moment you write each note: "change cold calls to referrals" – "be more creative and daring when leaving a voice-mail" – "sell value, not price" – "get more video testimonials." But then you don't fulfill them when you get home. Why?

They seemed like great ideas at the time.

You had AHA's and epiphanies at the event.

And you wrote notes that were golden.

But something happened between the seminar room and your first moments back at work. ANSWER: You dropped the ball. The mental ball. The focus ball. The commitment to yourself ball. And maybe even the success ball.

Whether you were at a trade show, an annual meeting, an association meeting, or a business event, what you decided to do IMMEDIATELY AFTER the event determined your fate.

If you chose wine, beer, liquor, socialization, partying, TV, or some other form of time-wasting (self-destructive) activity, you lost the opportunity to formalize your information, expand your thoughts, and cement your self-commitment.

POINT OF UNDERSTANDING: At any information event, you cannot take notes fast enough to capture all the pertinent information. You write as fast as you can, but still (without recording) miss some thoughts about ideas and things that were important to you at that moment.

FIRST ANSWER: The minute the seminar is over find a quiet space for 15-30 minutes. Open your laptop and take out your notes. (Maybe next time you'll take notes on your laptop.)

Look at every note you took, and spend a moment with each one to expand the thought. How will you apply that thought to your sales, your business, and your life? In other words, take the note and make it yours. Then determine when the action will be implemented.

(NOTE TO MEETING PLANNERS: Meeting planners try to cram session after session into a two or three day meeting without providing a chance for attendees to catch their breath, let alone have think time. Big mistake. Every traditional meeting and breakout should have a "quiet" session afterward. Refer to them as "think and apply" sessions. Even if they're just for 20 minutes.

SECOND ANSWER: Expand your thoughts while they're fresh in your mind. Do it again in your hotel room, and on the airplane going home. Think (don't drink). Take your notes further, expand your thoughts. Think more about the application of each idea, and how you intend to put it into action.

THIRD ANSWER: The minute you get home, record your notes. When you are recording, even more ideas and applications will surface. Burn them onto

a CD and import them into your iPod or MP3 player. Record your notes and ideas so you can listen to them until they become dedicated tasks.

FOURTH ANSWER: Listening to your recording once a day, you will begin to commit to them, and take achievement actions. Put at least one new thing into your work or your life every day.\*

\*If you have been in sales for less than three years, this process will reinforce your belief system, and inspire you to greater achievement (the very thing you were hoping for when you entered the seminar room). And if you're a seasoned salesperson, this is a huge opportunity to reinvigorate your desire to achieve at a higher level, and re-dedicate yourself to personal excellence. It's your re-commitment to your own success.

REALITY: Corporations and associations spend hundreds of thousands (even millions) to impart new and important information, and yet when the participants get home, very little changes.

REASON: Participants are not allotted the time necessary to transfer the notes, thoughts, and ideas into personal actions that they are committed to take.

FIFTH ANSWER: Allocate time. During (and after) the meeting, let each participant make their own personal plan of action. This will ensure a full return on your time investment, their time investment, your dollar investment, and your human capital investment.

I have one more idea, but no more space. Go to [www.gitomer.com](http://www.gitomer.com) and enter the words AFTER THE MEETING in the GitBit box.

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

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# What Is Your Plan B?

By Kelly Suit

What's your back up plan? Do you have a worst-case scenario plan ready to launch into action at a moment's notice? Have you properly set up a plan to cover your family and business to protect them from a horrible tragedy?



I have two stories to tell this month. First is of my mechanic Chris. He is a first class guy that runs his business with integrity and honesty. He

is the kind of mechanic that you take your business to even though he is out of the way. You don't mind that he charges a bit more than most because you know that he is going to take the best care of you and your vehicle.

Yesterday, not more than 30 minutes after we spoke with him about the repair he did on our work van, his building caught fire. According to all the reports we've been able to get, it looks like the fire destroyed his business. I haven't been able to get all the details, but someone I know that is close to his family said that she believes they don't have insurance to cover the damages. In a blink of an eye, he might have lost his business and his livelihood without the safety net of insurance to protect him, his family, and his employees. Do you have insurance on your property in case of a catastrophe?

Second story, my mother in law has recently received a diagnosis of stage 4 cancer. Her prognosis isn't good (we would greatly appreciate any and all prayers for her) and this week she went into the hospital. We were on vacation and decided to come home early. The plan was to get my wife on the 1st plane out so that she could be with her mother. On the way home, my mother in law received some treatment (not for the cancer, but for the reasons she was in the hospital) and had 100% improvement so we held off sending my wife up as we are planning to go as a family in a couple of weeks.

The reason for bring up story number two is we have a plan in place for every possible scenario. We have coverage for our business, people in place to watch our home and pets, people ready to take us to the airport and pick us up at our destination. We have thought this through and we are as ready as we can be. If something happened in your personal life, do you have that plan in place?

I mentioned in my last article that our company has started DJ School with our newest employees. Our second class was on customer service and company protocol. I laid out my expectations of how to handle most every type of situation that my DJs will have to deal with in the course of their career as a DJ. I drilled home the importance of understanding that when you choose to be a DJ for our company, you do so with the knowledge that this isn't like most other type of jobs. We perform most of our events for milestone moments in people's lives. If we don't show up or if we don't deliver our best, these moments can't be brought back or fixed. We truly have the ability to ruin someone's celebration, his or her wedding day or senior prom. These are moments that they have been anticipating in some cases for many years. Calling in sick or not showing up isn't an option!

So with that said, I started sharing with them the need for a back up plan. As a multi-op company, it's rare that we have all of our employees assigned on any given date. I try to leave at least one person available as backup in case of such a situation. I tell my employees to keep emergency numbers on hand, know which friend or family member could come get them in case their vehicle breaks down. Have multiple tow company numbers on their cell phones so they can find out who can get them to their event in case of break down. I ask them to keep the numbers of their fellow employees on their cells so if they forgot to bring a piece of equipment or had an issue, that they might be able to get help. I ask them to have a plan for every possible scenario just in case, because you never know when you are going to have to put that plan into action.

Having a sound backup plan (no pun intended) is an essential part of running a successful business. Not only does it make things easier when things go wrong, which

is inevitable, it also takes the pressure off and helps you as a business owner get a good nights sleep. I have insurance and a plan in place and I pray that I never have to use either, but not having them wasn't an option!

On a side note, I'm so thankful that I've implemented our DJ School program. We have used monthly training meetings to help our entertainers learn and grow, but we've never done a program for new employees and haven't ever had this many new DJs to implement such a program. I have six students currently enrolled and its so exciting as a business owner to see the growth as a group. If you are running your DJ business

with multiple entertainers, I highly suggest creating a program so that you can create consistency. A thanks goes out to Mike Walter who was the inspiration behind the training program and to Dean Carlson who shared with me his DJ Winter School idea that our program loosely patterns. Of course a big thanks to John Young for hosting the Northern DJ Convention that gave me access to both of these brilliant minds. If you aren't attending conventions and networking with others, you are so missing out!

Kelly Suit can be reached at [kellysuit@discjockeynews.com](mailto:kellysuit@discjockeynews.com).

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offerings over time. When their stakes rise, they'll reach out to you and ask for you. But you've got to keep the conversation going.

Key #4: Where Do They Look for You?

Do you know where your target market looks for you? Do they search online? Do they read magazines? Do they call their friends for referrals for the kind of service you're providing? What other types of business professionals do they ask for referrals? If you don't know, survey your current customers--or better yet, every time you generate a lead ask, "How did you find us?" This should always be one of the first questions you ask a new customer. If you're just starting out and don't yet have your own customers, ask a colleague how her customers find her.

Key #5: Why You?

That's a big question. Why are they going to choose you? Are you a credible authority in your field? What makes you the best choice for them? What is unique about you or the solutions you offer? What do you stand for? It's crucial that you set your modesty aside and express yourself clearly and with confidence--no wishy-washy answers to these questions. Think back to the last time you went in search of expert help. When you first spoke to the service provider to inquire about her services, her expertise, and whether she could help you, the last thing you wanted to hear was, "Well, I kinda know what

I'm doing. I might be able to help you." While it may feel uncomfortable at first, you've got to get used to saying, "The best thing for you is me!" Granted, saying you are the best may be a bit too bold for you, but you at least need to be able to say, "You've come to the perfect person. Yes, absolutely, I can help you. I'm an expert at what I do, and this is how I can help." Bragging is comparing yourself to others and proclaiming your superiority. Declaring your strengths, your skills, your expertise and your ability to help is not bragging. It's what your potential customers expect, want and need to hear from you.

Key #6: How Do You Want Them to Engage with You?

Once potential customers have learned about your services, how would you like them to interact or engage with you? Do you want them to call your office? Do you want them to sign up for your newsletter on your website? What is it that you want potential customers to do? Naturally, we'd love for them to immediately purchase our highest-priced product, program or service, but this is rare. Most of your potential clients need to get to know you and trust you over time. They need to be eased gradually toward what they may perceive to be your high-risk offerings. It's often said that, on average, you will need to connect with a potential client seven times before they'll purchase

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# Booking The Wrong Bride

By Rick Brewer, [GetMoreBrides.com](http://GetMoreBrides.com)

Ever had a bride that you booked and wished you hadn't? Sometimes it happens. Sometimes we need the business.

Imagine a world where you pick and choose your brides instead of waiting for the phone to ring. This is a world that many wedding vendors I meet and many that I coach have created. This is a world they created by design though, not default. It takes strategy and forward thinking, using the right techniques that work to get to your goal.

These techniques sometimes come through testing and trying as opposed to "throwing a bunch on the wall" to see what sticks.

What happens when you book a bad bride? Some of you may have never experienced this. To those of you who have, you understand the underlying problems. She will tell everyone and anyone who will listen on how you are the scourge of the earth. She will stretch the truth and exaggerate much of what happened. She will even start to believe much of the un-truth which she has spread. Most of the "Judge Judy" type shows on TV are riddled with cases like these. The vendors in those cases come off as manipulative, shady and bad business people and they bring down the wedding industry. Those vendors

represent a very small fraction of what is really out in the wedding industry.

On the other hand, you sometimes get a bride who gets Buyers Remorse. She spent too much on her wedding and is going after the "easy" targets. This is where it becomes important to spell out everything in advance. I have approximately 10,000 people who receive my articles. That only represents a small fraction of the total of wedding vendors in business. Further there are that many who come and go every other month (somewhere estimated by the SBA to be around 8,000 businesses alone each month that go out of business in the wedding industry). If everyone who receives my articles spelled out exactly what is expected/ to be delivered you would be in a very small percentage of wedding vendors who did that.

You can never tell which brides are going to be bad news and which ones aren't. Sometimes, it is inevitable that you may book a bad bride on accident. When they come to the appointment, they sometimes are early in their planning and are excited and full of happiness, as opposed to their natural selves who are, well, not so much. It's like a bad kid going to Disney. In the morning they are happy, polite and so willing to do everything and anything. By noon, the kid is his normal, cranky, not listening, mouthy, self and by night the kid is absolutely uncontrollable, off the hook, annoyance to everyone, including nice people who like everyone.

One trick I teach is to write notes on the contract when you sign the deal. This is how you do it: When you sign

the contract with the bride, turn back to her and ask her, "Tell me everything that you expect me to provide/do for your (whatever it is you do; entertainment, photography, cake, dress)." Write down everything she says and then repeat it back to her. After that, ask her, "If I provide everything you want (her list) can I presume you would be a satisfied customer?" She should say yes. If she says, no, ask her what else you would need to do to make her a satisfied customer. Assuming she says yes, as her if you can then come back and ask for a referral (remember- brides know brides).

I received a call the other week from a very nice wedding planner in North Carolina who had a nightmare bride who was posting things on Yelp.com as well as Facebook. From what she explained to me, this bride changed her mind on so many things, even the bride was unclear on what she wanted. When this happens and then the bride wants to lash out, it becomes crucial that you can back your side of the story by

showing with notes that you wrote on a contract at the time of signing. Further, there is some damage control that you can never overcome. Besides, working too hard to overcome it can only bring more attention to it and fuel their fire.

I have had people say things about me that were absolute lies and they knew it. Time has helped to overcome their lies and show the side of them that was malicious, mean and spiteful. With great marketing, you can avoid most of these problems and help yourself to get more of the "dream" brides and much less of the "nightmare" brides. To get great marketing, you need to start measuring and testing to make a system that will be refined and work for you.

Until next time, here's to your success!

*Rick Brewer is the Nation's Foremost expert at Marketing and Selling to Brides. You can sign up for Rick's Free Weekly "Marketing To Brides Tip of the Week" on his website, [www.getmorebrides.com](http://www.getmorebrides.com)*

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from you. This isn't always the case, but if you understand this principle, you will be on the road to booking yourself solid a lot faster than if you try to engage in one-step selling. "Hi, I'm a \_\_\_\_\_; wanna hire me today?" isn't going to be effective. That's definitely not the Book Yourself Solid way. Maybe we should call one-step selling one-stop selling, because that's what it'll do--stop your sales process dead in its tracks.

Clearly answering these six questions will help you determine what you want to offer your potential clients, and it'll also help you craft the most effective sales

cycle.

*Michael Port has been called "an uncommonly honest author" by the Boston Globe and a "marketing guru" by The Wall Street Journal. Michael Port is a New York Times Bestselling author of four books including Book Yourself Solid, Beyond Booked Solid, The Contrarian Effect and The Think Big Manifesto. Michael Port can be reached at <http://www.michaelport.com>*

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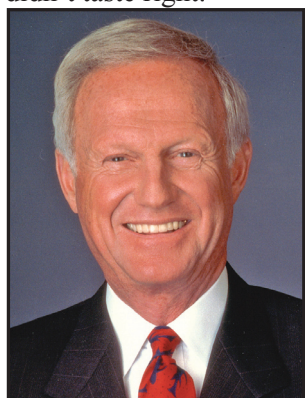
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# Competition Teaches You To Outswim The Sharks

By Harvey Mackay

Codfish are a delectable treat in America's Northeast. But when attempts were made to ship them fresh to distant markets, the cod did not taste the same as they did closer to home. To deal with this, shippers decided to freeze the cod and then ship them. But the fish still didn't taste right.



Then the fish merchants tried shipping the codfish in tanks of seawater, but that proved even worse. Not only was it more expensive, but the codfish still lost their

flavor and, in addition, their flesh became soft and mushy.

Finally, some creative soul solved the problem in a most innovative way, according to Charles R. Swindoll in his book "Come Before Winter and Share My Hope." The codfish were placed in a tank along with their natural enemy -- the catfish. From the time the codfish left the East Coast until it arrived at their westernmost destination, those catfish had chased the cod all over the tank. And, as you may have guessed, the cod arrived at the market tasting as if they had just been pulled from the ocean. If anything, the flavor was better than ever.

What a competitive environment and daily challenge can do for codfish works for humans as well. Competition and challenges make us better.

But a problem I see all too frequently is that people are afraid of competition. Perhaps it's because they fear losing, but I suspect a better reason is that they know they are not as prepared as the competition. They are not willing to put in the necessary hard work, training and sacrifice. They think things will be easier for

them than for others, possibly because others have made things look easy.

Former New Jersey Senator Bill Bradley was a basketball star at Princeton University and later with the New York Knicks. When he was at Princeton, Bradley's father used to tell him, "Son, when you're not out practicing, someone else is. And when you meet that person, he's going to beat you."

I love to watch basketball and there is no better time than the NCAA Final Four or the NBA playoffs. Basketball is taken to another level at this time of year. You really see the competitiveness of players emerge.

The Incas of ancient Peru played a primitive form of basketball, the object of which was to shoot a solid rubber ball through a stone ring placed high on a wall. The winner was traditionally awarded the clothes of all spectators present. The loser was put to death. (You can check out more of these fascinating facts in "The Best, Worst & Most Unusual" by Bruce Felton & Mark Fowler.)

It's the same in business, except the part about the clothes and being put to death. When it's crunch time, you want the people who are willing to roll up their sleeves and jump in. You want gamers. You want people who are confident in their abilities.

As much as I love to come out on top, I'm too realistic to believe the "winning is everything" philosophy. Because after so many years in business, I know that you can't win 'em all. But there is no excuse for not giving it your best shot. And you can be the winner more often than not.

Athletes and actors have long hired coaches to help prepare for a specific competition or role. But today there are coaches available to help people in any field improve their "game."

If you think that leaders don't need coaches--that if you're already at the top, a coach couldn't offer you anything new--think again. Why does someone

like tennis champ Serena Williams have a coach, whom she could handily defeat on the coach's best day?

For the same reason all high-performing individuals have one, says professional coach Daniel Pendley: "1) We cannot see our own mistakes; and 2) If we are not getting better, we are getting worse."

Your competitive urge is sometimes the only real advantage you have. Someone else will always have more money, more resources, more connections, or more experience. You will compete with larger companies, smarter people, and less ethical organizations. Use these experiences as opportunities to improve

your game.

**Mackay's Moral:** *As I like to say, you CAN swim with the sharks without being eaten alive!*

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

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# Take The High Road

By Dean Carlson

So we all get faced with it. We get leads that come from many sources that don't give us all their information. Maybe just an email address and a date. And I have a standard reply I mail out to those leads. It's short and sweet. I attempt to contact them by phone, only to rarely get a return phone call.

Now I don't put my price on my website. And I do that for several reasons. Not all browsers pass my velvet red rope for one, and some people that have a budget in mind, may go over that budget or switch things around in order to book me. But that doesn't happen with just a visit to a website. It happens because of personal contact.

About 3 weeks ago, I got another email back from one of those leads, with one sentence, "how much do you charge". Now I don't know about you, but I don't convert many of those emails into clients. And on that day I was probably not in the right frame of mind, and I wrote back the following email.

Dear XXX,  
You asked that I don't mail anything to you, and only email you a price. What if I were to say I cost \$200, what would you think? That's a great deal and I want him? Or maybe I was to say I cost \$4000, you might think that's out of my price range, or what makes him worth \$4000, or maybe he's out of his mind.

The truth is I could sit here and write a number down. Yet that is all that it is. Did you buy your wedding dress without first seeing it? Possibly trying it on? How about the venue, did you just log onto a website and see a price and go that's for me, without seeing it or understanding what food they have and what they lay-out would be? I am sure you answered no to some of those.

I am not a commodity. I don't give out

just a price via email to people because I have no idea what they are looking for. I know nothing about your day, or if I even would want to work with you. And for me I can't judge what kind of clients you are just thru email. The brides and grooms I work for care about every detail of their day and they care enough to know that I am not a commodity thus they will take the opportunity and time to meet with me for a no-risk consultation.

If you are looking just for price and not the experience I am NOT the DJ / MC for you and I will be happy to give you the names of several average DJs who would send you a price because all they care about is there bottom line. I care about the experience you and your guests could have for most brides and grooms on the biggest day of their lives so far.

I understand this email may rub you the wrong way. But just asking for price without meeting and knowing what you could get, rubs me the wrong way. If you want me to take you off my email list just email me back "no thanks" and we will be done, but if you are curious why I have said what I have said feel free to call me, lets make this personal, and we can discuss what your dreams are and if I can make those happen.

Hindsight is a wonderful thing. And after sharing this letter with several other prominent DJ, I would have thought twice about sending that letter to anyone. The glaring reality of all this is I missed the mark on one of life's golden rules.

As I pointed out in past articles I am an avid reader. And for me God generally puts a valuable life lessons in front of me through books. This learning opportunity was no different. I happen to be reading a book called "Axiom" by Bill Hybels. Bill is the senior pastor at a church in the Chicago area called Willow Creek. Willow puts on one of the best leadership conferences in the country, which I have attended about every year over the last six.

Well that night I reached Axiom #67 Always Take the High Road. Even down to Bill's example it all rang true to me. In this case I had not taken the higher road. I had chosen to let my emotions run, and clicked send without any thoughts of how it made not only me look, but the DJ industry as a whole. For one moment I was

responsible for make us look less. And it didn't make me feel good.

So after that little read, I started to run over my inventory of life behaviors, and ran them all through the is this the higher road filter? The higher road is for the most part almost always the tougher road. I think it's why so many times I have chosen the low road. The rewards of the higher road are not always visible to us. In fact others may reap the rewards of our actions. But the cost of the lower road is far greater. Not only do we hurt

ourselves, but a lot of time we affect others without them ever know it was us.

So to the DJ industry I want to say I'm sorry. I have taken the lower road to many times, and to make up for that I vow to always pause and think before I react. My future actions will bear witness to this vow.

Good Luck and Great Shows!

Dean Carlson can be reached at [dean-carlson@discjockeynews.com](mailto:dean-carlson@discjockeynews.com).



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# Lessons From Disney: Being The Standard Bearer Of Excellence

By Ron Ruth

When Disneyland opened in the summer of 1955, Walt Disney insisted that it be a place that would change public perception in regards to the amusement parks of the day. Unlike others, he wanted his theme park to be clean, well maintained and staffed with individuals that were wholesome looking and courteous. There were, and still are,



very strict policies regarding a cast member's appearance, how they behave while "on stage" (all places where guests are allowed and service is delivered) and how those cast members interact with

guests. The function of these principles is to make cast members approachable by any guest.

There are a number of non-negotiable conditions for employment regarding hair length, makeup, jewelry, tattoos, uniform, etc. that an applicant must agree to before they are allowed to move on through the interview process.

Every new hire to the Disney parks, from front line cast members to management, is required to attend the Disney University to complete course study in Disney's "Traditions." Among other subjects, a positive guest experience is reviewed in detail along

with the importance of each cast member's role in maintaining Disney's service standards that revolve around safety, courtesy, efficiency and show. There are additional classes that are specific to the area in the parks where new cast members are assigned. At the conclusion of their studies, they are paired up with experienced cast members until such time that these novices "earn their ears" and are deemed ready to work on their own.

No matter what role a cast member plays, the most important element of training is in the delivery of Disney's prime product of happiness. And, although it doesn't get mentioned often, the successful delivery of happiness is a team effort. It only takes the inappropriate behavior or bad attitude of one cast member to ruin a vacationer's enjoyment.

There's little doubt that all cast members face regular evaluation by management to assure that they are always in compliance with Disney's policies and procedures. Cast members also know that every guest is paying attention to their performance, as well. This constant scrutiny comes with the job and for working for a company that is known for being exceptional in all areas of its operation. It is also one of many factors that produces an incomparable guest experience and has allowed the Disney theme parks' to be universally recognized as the "Happiest Place On Earth" and as the number one vacation destination for millions of visitors from around the world.

Now imagine that the Walt Disney Corporation were to decide to jump into the DJ business. How would that change the landscape of our industry?

Here's my take. First, Disney would come into the industry with a corporate structure that is incredibly professional, extraordinarily innovative and uniquely entertaining. They would focus their attention on the traditions, policies and procedures that have made their theme parks so successful. They would distinguish themselves as the standard bearer for excellence through an unprecedented level of customer service and never-before-experienced ways to celebrate happiness.

Disney's DJs would be individuals that had signed on to the notion that their appearance, performance and behavior are only the foundation to being a professional in their field. They would also undergo extensive training that would provide an understanding and appreciation of their important role in the company's four part service standard; the key components to Disney's best practices for business excellence. And, no DJ would ever be allowed to go before an audience until they have proven their abilities in each element. DJs that fail to reach a certain level of proficiency, would be subjected to additional training and evaluation or let go.

Because of Disney's unquestionable reputation for delivering exceptional entertainment, their DJs would be scrutinized by every party guest and client. There would be zero tolerance for a Disney DJ that didn't perform in a highly ethical, mature fashion or failed to comply with Disney's code of conduct. To truly change public perception, the Disney Corporation would know that image is paramount and that any deviation would be detrimental to long term success. That dedication would be rewarded with a never ending flow of new and return clients

for years and years to come...making it the number one DJ company in the land.

I would further argue that Disney's approach to our industry would take an immediate toll on those DJ businesses that have not treated this profession seriously or have habitually damaged our industry's reputation. In my fantasy scenario, YouTube moments featuring idiotic and unethical DJs would become a thing of the past. As an industry we would realize that changing public perception is a team effort.

The lesson here is that success doesn't come from accepting average or from settling on the status quo. It can only come from a willingness to ignore limitations and by setting a path towards a more innovative future by embracing the knowledge that comes from respected organizations like Disney. By learning what works you may be able to create some new techniques for your company that will help you achieve an unexpected level of accomplishment.

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

## Jukebox Jockey

By Kirk Holslin

Jukebox Jockey is a PC based multi media play back system able to handle music in all major formats, karaoke files in MP3+G and .ZIP format as well as video files in all major formats. The user interface is built around touch screen use but can be used with keyboard and mouse. Jukebox Jockey is designed to fill a void between some of the industry leading music playback back software packages (such as Virtual DJ, PCDJ, Traktor and MegaSeg) and Windows Media Player.

Jay Shoemaker says (Jukebox Jockey is for) "DJs who focus primarily on song selection could use it in their live jobs and quickly find, select, and play songs without the fuss most DJ programs have. Furthermore, it's simplified so much that it's perfect for jukebox rental situations." The list of features is quite extensive. I'll be giving you a few highlights from my limited use of the software.

**Advanced Crossfading:** Jukebox Jockey has four separate cross fader settings. You are able to set the start volume, finish volume, fade volumes and fade in duration. The fade in/out of songs is smooth.

**Sound Limiter:** All of us have experienced the different sound levels between music tracks. Some songs are recorded at a higher db level. You need to be ready to adjust the volume up or down based on the track. Jukebox Jockey ensures that all of the tracks have the same sound level – awesome.

Another feature built into the system is a Player Volume setting. Since this system can be configured for a rental environment you can set a maximum volume level out of computer. If the user exceeds the preset volume level a warning will alert the user to their action.

**Clean User Interface:** The software can be use within rental situations and designed with touch screen controls in mind. The control buttons are larger than you would find on the other play back systems. I prefer the larger controls. It reduces the chances for pressing the wrong control and destroying your music set. (I have personal experience in selecting the wrong control.)

**Quick Music Searches:** If your media files are tagged accurately there are a variety of quick music search options. You can search by artist, album, decade and genre. You can also search your library by key word search. If a guest wants to find a song title or artist with the word "Love" in it just key it in and Jukebox Jockey will display all of results. You can scroll through the options and move the desired track into the request queue.

According to Jukebox Jockey documentation the playback queue will support music files, karaoke and video files simultaneously. Since I only have music files I was not able to test this feature. If you have two monitors connected to your computer the software would automatically detect the file type and place the karaoke lyrics on your external monitor or output or video to your projector. I other programs do this as well. However, keeping is simple for the non-computer techies (like me) is a bonus.

I have mentioned a couple of times that Jukebox Jockey can be used as a "rental" system. In order to do this you are going to need some security settings to protect your investment. There are user management functions that allow you to create different configurations depending on the user. (Guest, Host, Administrator) Obviously no security system is perfect, but it will keep your guests and hosts honest. You want to ensure the best

possible experience for your clients. Being able to customize their user setting is a great feature.

Hopefully by now you have noticed that I'm not a writer who only showers praise towards the products that I review. Whenever appropriate, I mention facets that could be improved. Jukebox Jockey is no exception.

One area I hope Jay enhances with future versions is product documentation. Jay has created a Wikihelp section within Jukebox-Jockey.com. It is label as a beta version. This section of his site will continue to grow as this software becomes more popular.

Personally, I would like to see a top 5 (or 10) basic setup and playback tasks within a WikiHelp area. This should also be available in .pdf format. Since Jukebox Jockey can be used as a rental system, the .pdf document could be a user guide for your clients.

The product is not geared for beat mixing or heavy DJ uses. This is definitely a tool I will be using for my more "social" gigs were

basic media playback is required. I will be using Jukebox Jockey at our neighborhood block party later this summer and for a couple of Relay for Life events.

I know that my neighbors would love the opportunity to easily search for and select their favorite songs and add them to the request queue. By creating a user profile I don't have to worry about them messing up the software. (Huge bonus) As I continue to use this software I know I will find more applications to use it. (Music during Cocktail hour)

For a complete breakdown of features please visit JukeboxJockey.com. Take a few minutes to download the trail version of the software. I truly believe that you will discover opportunities within your business where this program will be very beneficial.

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

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# The Referral Coach

By Matt Anderson

## The 8 Qualities of a Winner's Brain – scientific research published in 2010

Two Harvard faculty, Jeff Brown and Mark Fenske, have just published *The Winner's Brain*, their conclusions on how the most effective people get what they want in life. They have connected the latest research on certain areas of the brain with those who have been successful in a wide variety of endeavors.

There are two sections in the book. The authors first list five BrainPower Tools that match the neuroscience with the psychology to high achievers. Then they describe in detail eight Win Factors.

### The Five BrainPower Tools.

**Tool #1: Opportunity Radar:** this is the entrepreneurial skill of putting yourself in the right place at the right time and investigating interesting opportunities. Often these are disguised as problems. Trust your gut on these.

**Tool #2: Optimal Risk Gauge:** meaning is often made from stretching ourselves. When it comes to risk, you need to be good at recognizing what they are, which you can tolerate, and whether you are willing to pay the price.

**Tool #3: Goal Laser:** this is about deliberately taking the steps to go after what you want regardless of the inevitable life distractions you have. "It gives you the patience to delay gratification, often for years, without getting sidetracked along the way."

**Tool #4: Effort Accelerator:** are you willing to push through all the obstacles, work hard, and avoid procrastinating on what you must do whether you feel like it or not?

**Tool #5: Talent Meter:** Know your own competencies and where you need to improve.

Which of these eight Win Factors describe you?

### 1. Self-Awareness

When you are clearer about your strengths and the areas you need to improve on, you can create circumstances that help you succeed. You can become more effective in all areas of your life.

For example, the more you are willing to bridge the gap between your public and real self, it is easier to gauge how others experience you. "You come across as unafraid to share your real self and are more likely to be perceived as a confident, authentic person."

Also, "People who have a very stable sense of self, regardless of their present circumstances, tend to be long-term thinkers."

### 2. Motivation

This is your fuel. Consistency is important when it comes to motivation because this will sustain you through the necessary mundane tasks too. Ideally, find a way to feel inspired by the dull activities too (get in a state of 'flow') since they are helping you reach your goal.

Most motivation needs to come from within you. Recent research on motivation published in Daniel Pink's book, *Drive*, finds that money and material gain rarely drive us – especially with work that is interesting, creative and self-directed.

### 3. Focus

Being clear about what the most important task is and doing it first is what

'winners' do. The challenge is shutting out all the distractions and interruptions. The good news is that getting better in this area is possible with practice, firm boundaries and self-discipline. Practice can also mean making sure you prepare well – for a meeting, presentation or performance.

Conversely, "sometimes not focusing during idle moments gives us the solution to problems."

### 4. Emotional Balance

You don't want your emotions to take control of your brain – successful people do things whether they feel like it or not. Recognizing and anticipating the emotional responses of yourself and others means you know when to stop, start and adjust emotions to fit into any given situation.

For example, when musician B.B. King feared a fight might break out at a concert, he would deliberately change the lineup of his songs and play something upbeat to change the mood of the crowd.

### 5. Memory

We all use past experiences to evaluate ourselves; the winner's brain makes sure it is improve performance. In other words, such people don't beat themselves up and dwell on failure. They seek ways to grow and be proactive. They use their memory to make predictions about the future that can help them reach their goals.

Being able to look farther ahead means you can consider better the consequences of your potential actions and adjust your strategy. Practice helps strengthen your memory too – especially useful if you need to recall information when you are under pressure. Ideally you want this to get to automatic pilot - why it is mandatory training for physicians, firefighters, FBI agents and pilots.

### 6. Resilience

Making mistakes is human. We don't get what we want every time. The journey does not always go according to plan. The winner's brain bounces back faster and reframes failures into lessons to work to their advantage.

It's like speed dating: meeting a lot of people makes tolerating failure easier and can strengthen your resilience until a great fit for you comes along. Remember the BEST hitters in baseball only connect on one out of three.

In addition, winner's have an internal locus of control which means they believe they can take charge of much of their destiny – not just blame their past, wait for the phone to ring or to get a sign from a higher power.

Also, you cannot outperform your self-image. But you can build this up stepping out of your comfort zone gradually and consistently and being "willing to take a few blows to the old ego".

### 7. Adaptability

Your brain has plasticity and is always changing. Winners make the most of this by adapting to changing circumstances. Because of the extensive knowledge they need to have covering 25,000 streets and thousands of places of interest, London Black Cab drivers actually reshape parts of their brains.

You can change your thinking and change the shape of parts of your brain: "it is quite literally the secret to molding a Winner's Brain and the backbone of brainstorm tips in this book."

"You can take control of your brain and overhaul your life." With enough repeated thought, new neural pathways can grow denser. Isn't that exciting news?!

Yoga, meditation and cognitive be-

havioral psychology can help the brain adapt too. They can slow down our racing minds, increase calm, awareness and enhance emotional detachment. Brainstem nuclei get thicker which increases serotonin – linked to us feeling a greater sense of wellbeing.

### 8. Brain Care

Cultivating your brain can be helped by getting lots of exercise, giving your brain rich and meaningful experiences, getting enough sleep and eating a proper diet. Increased oxygen and better blood flow help you grow neurons and prevent Alzheimer's. "Living an interesting life full of challenges, relationships and accomplishments" stimulates neural connections.

In terms of food, everything that passes your lips goes to your brain. Essential fatty acids found in fish, eggs and nuts develop brain power. Antioxidants found in apples and blueberries in particular also help stimulate brain regeneration. Lastly, do not skimp on sleep! Seven-eight hours a night is what the authors recommend.

To sum up, there are takeaways for all of us here. Whether we need to think lon-

ger-term about how to get where we want to go, to find ways to follow through better on the less-enjoyable things we must do to reach our goals, or simply to get more sleep, good luck on your journey!

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

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

## From The Other Side...

By Jake Palmer

Lord it's hard to be humble...

"Lord, it's hard to be humble, when you're perfect in every way". Mac Davis sang those words, and I used to think he was right... thankfully my wife has set me straight.

I kid of course, but only a little bit. Those of you that are lucky enough to married, or live with a special someone know what I am talking about. We have all heard the saying, behind every good man is a good woman, rolling her eyes... or something like that. Well, sometimes we need that loved one to keep us grounded, someone to tell us things like, "that's nice dear", or "oh yeah, you're the man... now take out the garbage".

My point, is not to make fun of marriage or to pick on spouses, but rather to point out the importance of being humble. Right now, more than ever, our country and our business climate are changing. This is one of those times we read about in history, where the world changed and some business' adapted and changed with it, and went on to be the giants, and some just slipped away. Now I am not suggesting that you abandon all of your current business practices, and start over, I am asking.... Are you humble enough to take out the garbage?

It's hard to be successful, it's hard to have all the right answers, it's even harder in an ego driven business like ours. Every weekend people look to us for the fun and entertainment, people tell us we rock, they give us money to do what we love. Where's the humility in that? Like in the Mac Davis song, it's hard to be humble when you are headlining the big club, and staying in the star suite. How do we find humility? And what do we do with it when we do? And why do we need it in the first place? Being humble or having humility isn't just having a wife around to remind you about the garbage, or a couple kids to bring you back down to earth. Sometimes it's more about being able to admit that you don't have ALL the answers, or more importantly, all the RIGHT answers. Sometimes we might not even know there are questions that need answers. Part of being humble is the ability to ask for help, then listen, and accept the help... not something we are very good at, most men won't even ask for directions.

Humility is sometimes as much about your surroundings as it is about anything else. Where you go and who you associate with have a big impact on your thoughts and outlook. If you are always surrounded by "yes men" who never challenge you to think harder or come up with better ideas, you never will. Ever notice in our industry, the like minds tend to cluster together? You will see this a lot on the DJ chat boards and forums. There is sometimes an underlying theme of only two schools....My school, and the wrong school. If we all think the same way how will our industry change or adapt? How will we be able to clearly see if we even need to change or adapt? I think we need the humility to ask for help.

First, diversify, it's a good idea in investing, and it's a good idea in life. Diversify your reading, diversify your friends, and associates. Instead of always reading the sports section of the paper (or web site), look at the business or the travel section also. Instead of joining DJ only organizations or attending DJ Meetings, look at other clubs or organizations, like a Toastmasters, Lions, or Rotary. This will help you make new friends and new business contacts. It will also give you new perspectives.

Get a different point of view, look for more than one solution and more than one idea. This is where a lot of DJs get in trouble, because they hang around with other DJs and entertainers who think and act the same way... not a lot of new ideas there. If you want to test a wedding sales or marketing idea, don't call your DJ buddies down the street... ask your wife, or teenage daughter. They will give HONEST answers, from a female (bride) perspective. Get outside perspectives.

GO... yes go. Go everywhere you can and take in everything you can. Get new ideas and perspectives. If there are workshops, or seminars, or classes available to you...GO. Not just entertainment, wedding, or DJ, type events, but all types of events. These are the places we can get the tools that help us help ourselves, but you have to have the courage and humility to admit that you might get something usable from these events, and GO with an open mind. These events are not always expensive and sometimes they are free. They can be educational, and fun, but you we have to go. We just need the humility to admit we don't have all the answers... or, a good

*Jake Palmer can be reached at [jakepalmer@discjockeynews.com](mailto:jakepalmer@discjockeynews.com).*

# Monthly Music Charts

By TMStudios.com

## Pop

|    |                 |                      |
|----|-----------------|----------------------|
| 1  | Katy Perry      | California Gurls     |
| 2  | Ke\$ha          | Your Love Is My Drug |
| 3  | B.o.B.          | Airplanes            |
| 4  | Usher           | OMG                  |
| 5  | Lady Gaga       | Alejandro            |
| 6  | Taio Cruz       | Break Your Heart     |
| 7  | La Roux         | Bulletproof          |
| 8  | Travie McCoy    | Billionaire          |
| 9  | B.o.B.          | Nothin' On You       |
| 10 | Mike Posner     | Cooler Than Me       |
| 11 | Train           | Hey, Soul Sister     |
| 12 | Black Eyed Peas | Rock That Body       |
| 13 | Shontelle       | Impossible           |
| 14 | Jason Derulo    | In My Head           |
| 15 | Rihanna         | Rude Boy             |
| 16 | Miley Cyrus     | Can't Be Tamed       |
| 17 | Jay-Z           | Young Forever        |
| 18 | Jason Derulo    | Ridin' Solo          |
| 19 | Justin Bieber   | Somebody To Love     |
| 20 | 3OH!3           | My First Kiss        |

## Urban

|    |                    |                        |
|----|--------------------|------------------------|
| 1  | Alicia Keys        | Un-Thinkable           |
| 2  | Drake              | Find Your Love         |
| 3  | Usher              | OMG                    |
| 4  | Young Jeezy        | Lose My Mind           |
| 5  | Usher              | There Goes My Baby     |
| 6  | Ludacris           | Sex Room               |
| 7  | DJ Khaled          | All I Do Is Win        |
| 8  | Drake              | Over                   |
| 9  | Ciara              | Ride                   |
| 10 | Nicki Minaj        | Your Love              |
| 11 | Dondria            | You're The One         |
| 12 | Cali Swag District | Teach Me How To Dougie |
| 13 | Rick Ross          | Super High             |
| 14 | Diddy-Dirty Money  | Hello Good Morning     |
| 15 | T.I.               | I'm Back               |
| 16 | Trey Songz         | Neighbors Know My Name |
| 17 | B.o.B.             | Nothin' On You         |
| 18 | Rihanna            | Rude                   |
| 19 | Robin Thicke       | It's In The Morning    |
| 20 | Ludacris           | My Chick Bad           |

## Country

|    |                  |                          |
|----|------------------|--------------------------|
| 1  | Miranda Lambert  | The House That Built Me  |
| 2  | Jason Aldean     | Crazy Town               |
| 3  | Brad Paisley     | Water                    |
| 4  | Luke Bryan       | Rain Is A Good Thing     |
| 5  | Clay Walker      | She Won't Be Lonely Long |
| 6  | Carrie Underwood | Undo It                  |
| 7  | Reba McEntire    | I Keep On Loving You     |
| 8  | Jerrod Niemann   | Lover, Lover             |
| 9  | Keith Urban      | I'm In                   |
| 10 | Martina McBride  | Wrong Baby               |
| 11 | Zac Brown Band   | Free                     |
| 12 | Lee Brice        | Love Like Crazy          |
| 13 | Blake Shelton    | All About Tonight        |
| 14 | Jaron            | Pray For You             |
| 15 | Little Big Town  | Little White Church      |
| 16 | Gretchen Wilson  | Work Hard, Play Harder   |
| 17 | Uncle Kracker    | Smile                    |
| 18 | Craig Morgan     | This Ain't Nothin'       |
| 19 | Lady Antebellum  | Our Kind Of Love         |
| 20 | Josh Turner      | All Over Me              |

## Rock

|    |                     |                                 |
|----|---------------------|---------------------------------|
| 1  | Ozzy Osborne        | Let Me Hear You Scream          |
| 2  | Godsmack            | Cryin' Like A Bitch             |
| 3  | Three Days Grace    | The Good Life                   |
| 4  | Alice In Chains     | Your Decision                   |
| 5  | Stone Temple Pilots | Between The Lines               |
| 6  | Shinedown           | The Crow & The Butterfly        |
| 7  | Breaking Benjamin   | I Will Not Bow                  |
| 8  | Puddle Of Mudd      | Stoned                          |
| 9  | Slipknot            | Snuff                           |
| 10 | Drowning Pool       | Feel Like I Do                  |
| 11 | Vince Neil          | Tattoos And Tequila             |
| 12 | Scorpions           | Raised On Rock                  |
| 13 | Saving Abel         | Stupid Girl (Only In Hollywood) |
| 14 | Rush                | Caravan                         |
| 15 | Tom Petty           | I Should Have Known It          |
| 16 | Deftones            | Diamond Eyes                    |
| 17 | Rolling Stones      | Plundered My Soul               |
| 18 | Avenged Sevenfold   | Nightmare                       |
| 19 | Disturbed           | Another Way To Die              |
| 20 | Slash               | By The Sword                    |

## Adult Contemporary

|    |                 |                       |
|----|-----------------|-----------------------|
| 1  | Lady Antebellum | Need You Now          |
| 2  | Train           | Hey, Soul Sister      |
| 3  | Michael Buble   | Haven't Met You Yet   |
| 4  | Uncle Kracker   | Smile                 |
| 5  | Kelly Clarkson  | Already Gone          |
| 6  | Rob Thomas      | Someday               |
| 7  | Kris Allen      | Live Like We're Dying |
| 8  | Adam Lambert    | Whataya Want From Me  |
| 9  | Daughtry        | Life After You        |
| 10 | Script          | Breakeven             |
| 11 | John Mayer      | Heartbreak Warfare    |
| 12 | Taylor Swift    | Fifteen               |
| 13 | Lifeshouse      | Halfway Gone          |
| 14 | Owl City        | Fireflies             |
| 15 | Colbie Caillat  | I Never Told You      |
| 16 | Sarah McLachlan | Loving You Is Easy    |
| 17 | Nickelback      | Never Gonna Be Alone  |
| 18 | OneRepublic     | All The Right Moves   |
| 19 | Miley Cyrus     | When I Look At You    |
| 20 | Phil Collins    | Going Back            |

## Alternative

|    |                        |                           |
|----|------------------------|---------------------------|
| 1  | Dirty Heads            | Lay Me Down               |
| 2  | Thirty Seconds To Mars | This Is War               |
| 3  | Cage The Elephant      | In One Ear                |
| 4  | Phoenix                | 1901                      |
| 5  | Rise Against           | Savior                    |
| 6  | Three Days Grace       | The Good Life             |
| 7  | Neon Trees             | Animal                    |
| 8  | Silversun Pickups      | The Royal We              |
| 9  | Muse                   | Resistance                |
| 10 | Phoenix                | 1901                      |
| 11 | Civil Twilight         | Letters From The Sky      |
| 12 | Muse                   | Uprising                  |
| 13 | Shinedown              | The Crow & The Butterfly  |
| 14 | Temper Trap            | Sweet Disposition         |
| 15 | Jack Johnson           | You And Your Heart        |
| 16 | Muse                   | Neutron Star Collision    |
| 17 | Against Me!            | I Was A Teenage Anarchist |
| 18 | Deftones               | Diamond Eyes              |
| 19 | Stone Temple Pilots    | Between The Lines         |
| 20 | Broken Bells           | High Road                 |

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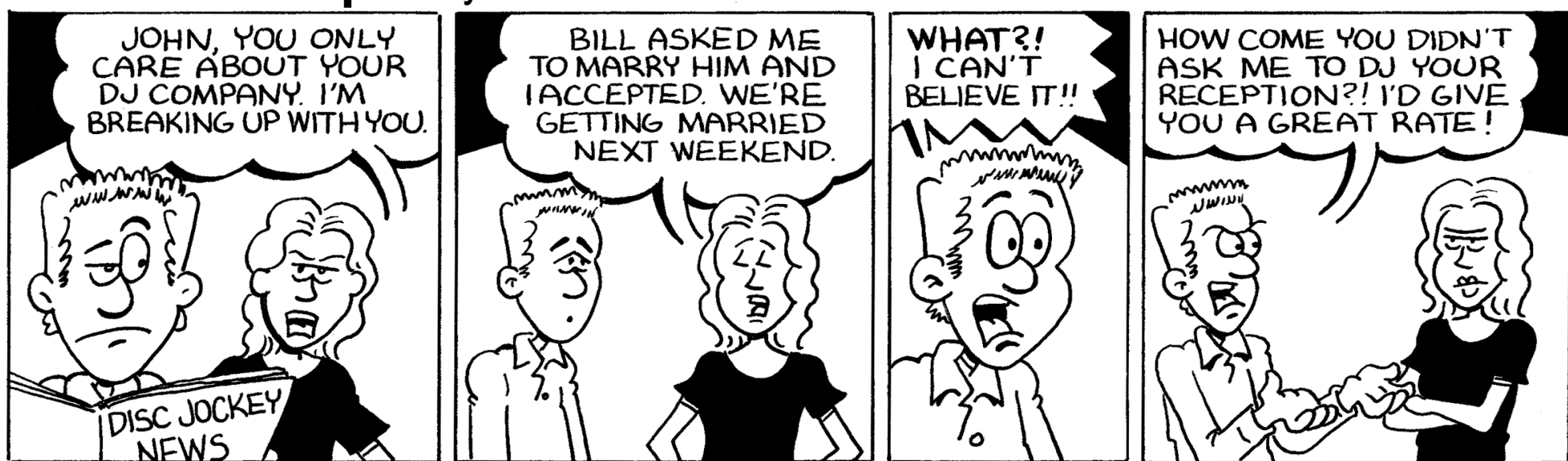
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