Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

We launched a brand new website in the beginning of this year. Like almost all good sites nowadays it's done in WordPress which means we can easily make changes and additions without paying $80.00 to my webmaster (a half hour to add two photos? Really?)

With our old site we were non-existent on Google. Any of the key searches for our area (New Jersey Wedding DJ, NJ Wedding Entertainment) would land us about page 7 or 8. And every SEO expert will tell you nobody looks past page 2. Our personal experience probably agrees. When was the last time you did a Google search and went past page 2 of the results? Exactly.

Along with the new site comes a blogging platform and the way we've set it up is each one of my DJs has their own blog connected to their own bio page. These pages are built to be basically an online portfolio for each DJ, including written bio, videos, reviews and photos. And of course, blog posts.

The only problem I'm finding is the disparity of participation on my staff.

WordPress.com

Some DJs have taken to this new assignment with great enthusiasm. They write a piece after almost every event. They try to add photos as well, whether they are collected from the professional photographer at the event or just taken with

Mike Walter Continued On Page 2

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 2: Mitch Taylor
Page 3: Dean Carlson
Page 4: Michael Lenstra
Page 5: Jake Palmer
Page 6: Ron Ruth
Page 7: Rick Brewer
Page 8: Jason Jones
Page 9: Steve Moody
Page 10: Jeffrey Gitomer
Page 11: Matt Anderson
Page 12: Jeremy Brech
Page 13: Mike Kazis
Page 14: Harvey Mackay
Page 15: Rob Peters
Page 16: Top 30 Charts
Page 18: Dave Winsor
Page 18: Top 30 Clean HS

Talkin' Bride: Finding Balance

By Tamara Sims

Order. Design. Composition. Balance. Light. Harmony. These words are from Sondheim's most beautiful musical, "Sunday in the Park with George," and when summer wedding season hits… I often think about his words and the importance of finding balance and harmony between work and personal life.

We all work so hard this time of year and it is easy to forget to take care of ourselves while we are so busy taking care of our brides and grooms. How often do you take a break from your business to find time for yourself and your family? It is difficult, but not impossible.

Wouldn't it be wonderful to have one extra hour each day to do whatever you want? I believe Mike Walter showed us how to do this. It's actually quite simple. Wake up one hour earlier every day! If you are Facebook friends with Mike, Marcello or my husband Jay, you will see that they all make time for themselves every morning by going for a run or a bike ride (or in Jay's case, both!). In fact, I am greeted most mornings by photos of Mike's IPhone Running APP detailing his mileage for the day. He is someone who often has 30 events in one weekend, yet he still makes time to do something for himself. You can too. I know first hand from being married to a runner that your clients, employees and

Tamara Sims Continued On Page 5

In The Booth: A Visual Experience

By Brian S. Redd

Lighting is a visual experience with a real psychology behind it. If we do this properly, we can influence people at our events in ways most of us have never imagined.

A few years back, I was DJing at a wedding reception with a packed dance floor. As usual, I had my video camera in hand hoping to catch some cool footage for a YouTube-style gig log. Shooting from behind the booth between song transitions is my usual method of filming.

From my point of view, everything looked great with the lights hitting the crowd in all the right places. When I decided to get a dance floor shot from the seating area's perspective, it was clear that something was wrong. For instance, the pars aimed at the crowd were painfully bright to look at. The moonflower on my truss looked less like a festive colorful effect & more

Brian Redd Continued On Page 4

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Social, Mobile, And You: Part One

By Mitch Taylor

I got to have dinner with my best friend from high school recently and he is now one of the top CIO's in the United States, in high demand and extremely knowledgeable. His niche is integrating social, mobile and retail together and is in the process of harnessing all 3 together to help his clients win big in business. It got me to thinking about how I use social and mobile avenues to impact my sales and company growth.

What are you doing to harness social and mobile together for your business? Now I'm not going to tell you to completely abandon your print advertising and bridal show campaigns...but it's time to examine your marketing and sales strategies and see how to best capitalize on the ever changing marketplace.

I heard recently that most people have their smartphone or iPad within 3 feet of them at all times. This is verified by the picture shown here. (You can probably guess how I got the picture and yes my iPhone was within 3 feet of me at the time)

This information confirms the fact that we as mobile entertainment companies NEED to be INVESTED in social media and our websites MUST be MOBILE FRIENDLY.

First let's explore mobile. Think like a consumer. What would a client need if they were looking up your information on their smart phone or tablet? First you must ensure your site is mobile friendly. If its not talk to your web developer about how to make it so. If your site is a Wordpress based site this will be much easier. Here are 3 items that MUST be easily visible on your mobile site.

1. Your phone number. They might be trying to find your number to make the call to schedule the appointment. Place this info in the header and make it easy for them to find it. BOLD it as well to make it stand out further.

2. Your email address and/or physical address. A person pulling you up online may be searching for directions of how to get to your place of business for your meeting or they want to know if you serve the area they want to have their event at. Placing your email address here as well only aids in your convenience to your customer.

3. Reviews. Think about the last time you were in a strange city looking for a place to eat. What did you do? If you're like most smart phone toting people you asked Siri on your iPhone or pulled up your Around Me app to see what was near you for restaurants. Then you might have checked your Yelp or Trip Advisor app to find reviews of these places.

Your clients are the same way. They are in a unknown place (looking for entertainment) and would like comfort in knowing they made the right choice or at least to help them narrow down their choices. By placing reviews on your site or video testimonials from past happy clients you're giving your prospect valuable information when they feel they need it the most.

Next month we'll explore the social side of your business and help you get up to speed there as well.

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.

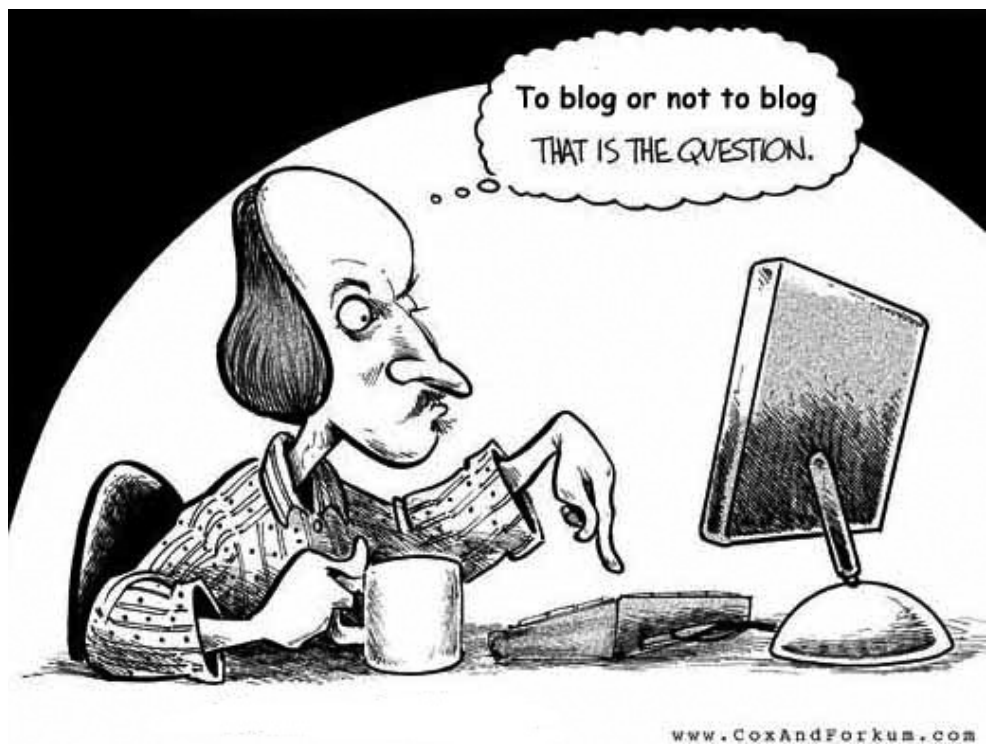
Mike Walter Continued From Page 1

a digital camera or even a cell phone. They understand that adding content to their personal bios not only helps them (as clients who are considering them will spend more time on their bio, reading their recaps and hopefully enjoying their personal "voice") but it also helps the company since the more blogs we add to our site the better we are doing on Google (in 6 months we've already crept up to page 2 and sometimes even 1 for the most common searches).

But then there's the rest of my staff. Some have blogged once or twice. Some haven't ever. I try to rationalize this. Sure not everyone's a "writer" and it's difficult for some people to put their thoughts into words. But that's really just an excuse isn't it? I have one eager MC (you know the type, comes to almost every bridal show, always looking to get involved) who expressed that to me recently. He said "Mike I'd love to blog but when I sit down to write I just draw a blank." I replied, "you obviously have no problem talking (he's Irish) so try some voice recognition software." He just handed me two blogs from recent events done that way. Which shows me once again, in life, if you really want to do something you'll find a way. And if you don't, well you won't. In fact, you'll spend more time looking for excuses than solutions.

So what's a Multi-Op owner to do?

I struggled with this for years because I wanted continuity on my staff. I wanted each DJ to appear equal in the eyes of the prospective client. But years ago I gave that up. I can only do so much. This blogging issue is a perfect example. I've set up the platform; I have an internal guy who will proof read your blog and then put it online... I can't do anymore. So the opportunity is there. Take it and get more events. Don't and...well, you can finish the thought I'm sure.



There are many examples of this in my business and I'm sure in yours as well. Every year we take a group picture which we use in various marketing pieces. I used to spend weeks trying to find the perfect night when everyone on staff could make it and God forbid someone was sick that night I'd even postpone it to have 100% attendance. I gave that up. Now, I set it up a month in advance, notify everyone and then cross my fingers. If you make it you'll be in the shot. If not we'll have to spend the rest of the year explaining that, "Oh no, he's not brand new, he just didn't make the group picture last year." Bridal shows are similar. I pay for the performance slot, I pay to have equipment there and then it's up to my staff to show up and perform (or not). Those that do are easier to book. It's that simple.

Years ago I read Joe Torre's book "Ground Rules for Winners." One of the things Mr. Torre says in his book is it's ok to treat everyone on staff differently. General rules have to apply to everyone but it's ok to base some things on results. That was an eye opener for me when I read it. It was very liberating. I've adopted a similar policy and when I consult with other Multi-Op owners I've advised them to do the same. Look at your staff and pinpoint the DJs who generate the most referrals. Who get involved the most. Who jump at opportunities when they are presented. Those are your stars. And it's ok to treat them differently and book them more. They've earned it.

In a perfect world everyone on your staff would react the same when presented with new opportunities. But the world's not perfect. It's human nature that some people hate change while others embrace it. The problem with that is more than ever business is changing at a rapid pace. A year ago I hadn't even heard of Pinterest. Now, apparently, it's the next social media platform that has to be maximized. So while you react and change with the times, some of your staff will be right there by your side while others will give you nothing but excuses. Take it from me: don't lose any sleep over it. Embrace the DJs who are pitching in and just keep encouraging the others to do the same. It's the fairest way.

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Like Clockwork

By Dean C. Carlson

Last week was an exciting week for me. I bought a full album of music from one artist. This is something I haven't done in years. I subscribe to Prime Cuts so I get all the music I can use professionally from them. If you haven't noticed artists like Rihanna and Beyonce have moved away from the album format, and are now just putting out single. This is both a bold and risky move all at the same time. Not one I personally like, but hey I can flow with the music.

Before I go any farther I want to say this isn't a record review, and even if your personal tastes in music aren't the same as mine I still think there are many lessons we all can learn from different recording artists. After all bands are performers just like us, as you will soon see.

Rush just came out with their 20th studio album last week entitled "Clockwork Angels". They have now been together for 38 years as a trio and they are each pushing 60 years old. Not many bands can claim that kind of longevity. This is something I have thought long about as a DJ. Last winter I worked a nightclub for 6 months, and at times I was wondering if it was really still for me (club work). But then wedding season came back along and I was in love again.

Ok let's start right off with some meat. At various times during your DJ career you should ask yourself these simple questions as I have: Do you love what you do or does it feel like a job? When is the last time you pulled gear out and just jammed because you love mixing music so much? Is every event as exciting to you as it was 10 years ago? How would you rate your skill level at this point in your career? If your skill level isn't where you want it to be, why isn't it? What do you put into reaching the next skill level? Are you still playing at a relevant level? When is it time to call it a wrap?

I just hit 46 years old this year and I have to say that I too love what I do, and I know for a fact I am nowhere near as great at DJing or MCing as I could be. Over the last 9 years I have invested thousands of dollars on every kind of training I can find. Even though I practice I don't practice enough. I have no coach or trainer currently, and I will call it a wrap when I no longer love what I do.

Lesson One: Longevity. Obviously the simple answer to that question is you have to Love what you do. In many interviews lead sing and bassist Geddy Lee was asked that question. He said that his band mates are still his best friends, and that they love to just jam together. In fact they do it a lot even when not writing albums or touring. By jamming he means trying to find new things that are cool and relevant.

Can we do the same as DJs? I think there are a lot of great DJs who do just that. In a perfect DJ universe I wish we could all get along well enough, and stop worrying about people stealing our shtick long enough to put together jam sessions where we just practice and try out new stuff together. That my friend creates synergy.

One thing I found interesting was Mr. Lee mention that they don't want to be the elder statesman of the industry that just rest on their laurels. A lot of bands out there stop being relevant long before they quit touring. When was the last great Rolling Stones album, Def Leppard, or even AC/DC? They seem to just put out greatest hit album after greatest hit album then tour.

Now take a deep breath and really examine your complete performance, are they just relying on tried and true shtick from 10 years ago or have you added anything new to your arsenal? You might even what to shrink that down to 2 years. Think about how many repeat clients you might be working for. Don't they deserve something fresh? It doesn't mean you can't play with a bit of the past but for Pete sake shake things up.

Lesson Two: Perform live like there is no tomorrow. As you might know Rush isn't known to put out main stream hits. They have earned the right to fly their own way. And they have done this by perfecting their live performances. I have seen them 13 times now and each show the musicianship is pitch perfect, and their overall production is second to none. In another interview I heard Geddy Lee says that they have earned the right because their performances live are meticulous in detail.

Another live lesson they have learned is how to live in the moment better.(Read Bill Herman's June Article) In fact he credits this to boosting their resent jump in skill. They are taking more risks while performing live and it has paid off in their overall sound.

For us as DJ's I think we need to alter out thinking just a bit when it comes to mentally prepping for our shows. What if for some freakish reason this next show was going to be your last ever? Your swan song as it were. How would you approach it differently than any other show? Would you pull out all the stops? Now if you were willing to do that for that show why don't you do it for every show?

This year I have performed at more referral shows than any year yet. That means people have been at 90% of my wedding that have already seen what I could do, and they were gracious enough to tell someone else they should hire me. Don't they deserve only the best performance I can give? I also need to think that way on non referral shows.

Dean Carlson continued on page 5

The Way I See It: Your Biggest Competition

By Michael J. Lenstra

Who would you say your biggest competition is?

Over the years more than once I have had a friend or relative pull me aside to give me a heads up: I have new competition in the market. They have just heard of someone that is getting into the DJ business. And that got me thinking. Who is my biggest competition? Is it the newbie who has just learned that he can DJ on his tablet or is it the company that has been in my market the longest? Is it the guy that prides himself on being the most affordable entertainer in the area?

Maybe it's the outfit that has the newest, biggest gear? Or maybe it is simply the current economic factors. Even demographics may play a part.

The answer may be no further than looking in the mirror. My biggest competition may be me.

Am I doing what is necessary to stay on top of my business? Am I keeping up with the latest music and trends? Do I know what is currently at the top of the charts, not just on my favorite chart/ genre but others as well? Who are today's hottest artists? Who is the latest teen sensation? What new dance crazes are circulating the country?

What about you? I've heard it said before that the only thing harder than attaining success, may be sustaining success. Have you gotten complacent or are you looking for new ways to increase and improve your business? Have you tried any new marketing ideas? A recent survey released by the weddingreport.com reveals the top dozen or so sources couples use to find products and services for their wedding. Have you looked into any of those?

The only thing harder than attaining success, may be sustaining success

Have you subscribed to any e-newsletters for marketing or professional development? Are you currently reading any business related books? Purchased any industry geared DVDs? Have you ever attended a proficient seminar? There are several disc jockey related conferences available to us, but If you have not been to one yet I'd like to invite you to the Disc Jockey News Conclave November 15-18 at the Mystic Casino in Prior Lake (just minutes from the Mall of America/ MSP Airport). It is both a great educational and social experience.

Where are you at in terms of updated technology? Have you retired those CDs and made the move to a digital platform. Do you have the capability to instantly access a customer's request?

What about your customer service? Are you consistently sending out follow up surveys to get your clients reaction on how they felt about your services and what areas you could improve on? Are you building relationships, making contacts and expressing your gratitude to those that have referred you? Have you joined your local Chamber or gotten involved with a networking or non-profit group?

The way I see it, if I can answer yes to most of those questions above it should not matter who the latest person is to foray into the mobile DJ business in my area. My first concern is to take care of my business. Let the new ones join in, and I'll help educate them along the way. If I continue to try and keep improving, if I never feel that I've done enough, If I not only meet but exceed my customer's expectations, I believe I'll be able to carry on.

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Brian Redd continued from page 1

like what I've seen in my rear view mirror while the police are writing me a speeding ticket. For anyone to enjoy my light show that night, they'd have to be in the DJ booth as well.

It was obviously time to rethink how my effect lighting was being used.

LED par/wash style fixtures were becoming very popular. I started to use these for uplighting behind the DJ booth or for the walls surrounding the dance floor. This not only highlighted otherwise overlooked architecture, but created a color wash on the dance floor as well.

By positioning moonflowers and other projection effects on the floor, I could now aim them at the ceiling. This way I was able to show off all the fun patterns they created while utilizing yet another overlooked area.

Form and function was the next step. By using white lycra scrim material between LED par/wash fixtures and the dance floor can not only help filter out any harsh diode glare these lights produce, but turn table and tripod covers into a visual experience of their own.

These fixtures were no longer blinding anyone. Dancers and seated guests

alike could see exciting things happening all around them. The room itself was given a life and personality of its own. There was also no longer a reason to set up a big overhead truss. This cleaned up the overall appearance of my DJ system and made everything blend in with the rest of the room decor more effectively.

Ben Stowe's DVD on event lighting has helped me understand how light affects us mentally. For instance, bright white light, such as fluorescents puts us in the mood for learning. Think about school and how your classrooms were lit. This makes us express ourselves internally where we tend to think more rationally. Part of the reason for this is everything becomes vivid, including us. We are exposed for all to see as if we ourselves are in the spotlight.

At an event like a wedding, for instance, soft dim lighting in the seating/ dining areas makes us feel more anonymous and less self-conscious. This generally helps us let our guard down so we can express ourselves externally, which is an emotional reaction. Combine that with our dance floor lighting and some pretty cool things start to happen. Something exciting is going on over there with colors and motion. Not only do we become attracted to this place, but we are more likely to become irrational. We are not in the spotlight and just might be more willing to go make fools of ourselves. In other words, it makes us want to dance!

It's probably a good idea for all of us to step out from behind the DJ booth once in a while to evaluate the effectiveness of the visual atmosphere we have created. By improving the effectiveness of our light shows along with the DJ and emcee skills we already poses, we can all take our entertainment experience to the next level.

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

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McGyver....

By Jake Palmer

It's that time of year again… Yes it's wedding season, but I am talking about vacation season. Summer is the time of year when a lot of families strike out on the family vacation, from Mt. Rushmore to the lake cabin to Disney Land.

The reason I bring up vacations is two fold, one, I am about to leave for the family lake vacation of my own so I am a little distracted, (yes, the entire family in ONE giant cabin for a week, after a six hours car ride. Cousins, kids, in-laws, the works…sounds like bliss huh?).

The second reason I bring up vacations is that I think vacations can be similar to weddings. Is that statement a stretch?, sure but not a big stretch…

Think about it like this, for most people, booking air-fare, transportation, and hotel rooms all to coincide with a family vacation for the same week, is the closest thing they will get to planning a wedding. Lots of time, expense, and planning goes into an event that flies by way too fast, and all it takes is over looking one detail to really mess things up.

Now, I have written (along with several other DJN writers), articles about the importance of details when it comes to planning a wedding, but what do you do when all the details have been double and triple checked and things still don't go perfect. Sometimes you have to improvise and get creative to handle an unexpected situation. If you read Bill Hermans articles, you know he likes to say that "great receptions don't happen by accident," but, sometimes things ("happy little accidents" Bob Ross would say) happen. One of the great things about this job (I use the word "job" loosely), is that even with great planning sometimes you never know what you're going to get, the difference between success and failure is of course the planning and details.

See, it's easier to work on solutions to unexpected issues if you're not working on other things. I guess you could look at it like when I used to work for a large multi-op company that made its own custom music library. The idea was that if you are always thinking 3-4 songs ahead, and it's easy and efficient to locate and load those songs, imagine what you can do with the extra time…. same concept. Over the last few weeks I have had some great chances to show off my ability to improvise, adapt, and overcome. While it has been exciting, it makes my upcoming vacation seem that much more earned.

In early June I had an outdoor wedding that really dropped the ball, despite 3 planning meetings with me, and repeated attempts to get them thinking about details that needed to be covered, they just didn't seem that interested. This was second and third marriage for groom and bride (I did brides daughters wedding last summer), so they were very laid back. Therefore, when I arrived (extra-super early), I became Jake the Wedding Planner, as I helped with the layout of the tent, decorations, I even climbed a tree to hang a chandelier for pictures… these things are all fine, I enjoy helping out, (and showing off, duh!)

The real twist came when exactly 32 people showed up for a wedding planned for 120! This can be a daunting experience for people like me, that love a big crowd, but it was a very easy situation to overcome. I simply, did the best show I could do, during dinner I approached things differently, got a lot more casual, but did as many of the same fun and interactive things as I could, I just did them on a smaller scale. When we got to the dancing part of the evening,

I decided I would treat it like any other wedding dance, and did all my "normal" stuff; they danced till 12:30am. If I had given up on them, they would have given up on me, instead we all had fun. People want to have fun, and that's why they hire us it to throw a party and help them create memories, doesn't matter if there are 30 or 300, do your best.

Just a couple days ago I had a wedding that was jinxed from the start; first the hall they booked didn't record their booking so they lost their reception site. Then they had to move it to a Wednesday, because the grooms job would not approve his request for a weekend off to get married. So we plan a small (60-70) people ceremony, reception, dinner and dance in her Dad's

back yard (45 min-1 hour from anywhere), and it poured rain, not just a rains storm… thunder, lightning, puddles, mud… beautiful. Not that big of a deal, we had a tent, that kind of held up, but then the wind shifted and the water blew straight into the tent, it got cold, and about 35 people showed up, and after dinner I threw a crazy wedding dance party for the bride, groom, and about 15 of their closest friends, and we had a blast!

The best part about this day was that I was also the officiant for the ceremony, and due to a last minute schedule issue, I had no assistant. So I "McGyver'ed" the coolest fix. I was able to put the ceremony music on my i-phone and run a small wire to the system, then I played the processional, unity candle, and recessional songs from my phone cleverly taped to the inside of my ceremony binder holding my script. I even went so far as to run the wire up the back of my jacket and down the sleeve of my jacket so no-one could see it, worked amazingly well.

You just never know what might happen, so make sure you're ready for the obvious stuff, it will make fixing the un-obvious a lot easier, and maybe even a little fun.

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Dean Carlson continued from page 3

Perform like this and I guarantee you will have rabid fans telling everyone they know about you. Not only that your marketing budget will decrease a bunch.

Lesson Three: Practice. Neil Peart in my mind is the world's number one rock drummer. He rarely give interviews, but from the few I have heard from him I was startled to learn that get this, at 59 years old, arguably one of the top 5 drummers of all time and he still takes lessons.

When is the last time you hired a DJ coach? When is the last time you put yourself in a practice cycle? The reason many DJs don't practice is because they really don't know what to practice, or their ego has kicked in and they think they have already arrived.

As you all know we wear many hats as a performing DJ. Each and every aspect of our performance has something we can practice. Mixing is the obvious one, but there is so much more we can do. Join Toast Masters and work on giving speeches. Got to the library and volunteer as a story reader. Go to your local schools or any youth organization and volunteer doing interactive games. I could go on and on. (In fact I am writing for a DVD on this very subject right now.)

I have to say that I hope to start peaking as a DJ when I hit 60, that's 14 more years. I hope that I never grow tired and stale, only relying on my past shtick . And I hope that practice never seems like work to me, so that I can continue to hone my skills. Ok one plug, Clockwork Angels, Rush's new album might be there best album since the late 70's every song is a winner.

Good Luck and Great Shows.

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

Tamara continued from page 1

family WILL benefit from this. And it doesn't have to be running. Starting or ending your day with a walk, yoga or even an improvisation class will clear your mind and keep you in top performance shape for your brides and grooms both physically and mentally.

Another great way to reenergize this time of year is by attending an industry conference or evening networking event. Last month our local ADJA Chapter planned a weeknight event at a baseball game, and we all had a great time watching the game, enjoying the beautiful weather and reconnecting…it was a nice break from the busy workweek. If you can break away from your business for a few days I would definitely suggest attending an industry conference. There are many to choose from including the DJ Times Convention in Atlantic City in August (I am looking forward to running on the Boardwalk with Mike and Marcello), or the ADJA Conference in September in Las Vegas. If you missed the 2012 ArmDJs conference, mark your calendars NOW for June 17-19 2013.

So what about your other half? And when I refer to the other half…I mean me!!! Don't forget to make time for your significant other, even if it is simply stealing away a few small moments together. I will admit that this past month Jay and I have become 2 ships passing in the night. So for me, the little things go a long way. A few weeks ago I arrived at the office to begin a busy day of sales meetings and Jay was leaving the office for an off-site meeting. He returned a few hours later with 2 yogurt parfaits, knowing that I would be hungry in between meetings. We were able to connect with one another, discuss our day and enjoy each others company, before returning to "sales mode." It made the rest of my day that much better and even resulted in both of my sales appointments signing a contract!

As we recently celebrated "15 Seasons of Love" as husband and wife, I dedicate this article to Jay Sims who always makes time for me. So many possibilities…

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.

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Building A Bridge From Fantasy To Reality

By Ron Ruth

In his book "Remembering Walt," Howard Green writes that "Walt Disney was our bridge from fantasy to reality, challenging our perceptions of both."

Walt Disney once said, "I don't want the public to see the world they live in while they're in the Park (Disneyland). I want them to feel they're in another world." He created the perception that, for at least a short while, his fantasy world was a guest's reality. But, he also knew that he could not leave it up to the rides and attractions alone to create the fantasy. There were other important elements, like costuming, structures, cast member interaction, etc., which would create the perception that the adventure was "real" in the imagination of the guests. The end result allows guests to enjoy a more memorable experience, one that is repeated to others long after they've returned home.

If Walt Disney owned a wedding DJ business, a bride and groom's perception of the service they are provided would be equally important to the actual service that they received.

In other words, Walt would have elements in place within his business that would reinforce the joy of planning for a wedding so that the wedding itself would be more fun, exciting and memorable. He would also assure that the stress and difficulty that sometimes accompanies planning remained in the "outside world," on the other side of the "walls" of his care.

As you absorb the notion of providing your bride and grooms with a "world" where they can come to enjoy a fantasy of wedding planning, consider this simple example. At the top of the list of the most often heard, post-wedding complaints from a bride comes a story about the one wedding professional that was consistently slow in returning her emails or phone calls. Sometimes she had to send multiple correspondences or leave a number of voice mails before she was, finally, contacted.

It could very well be that the wedding professional always had a (hopefully) legitimate excuse. Although I think most of us would have a hard time imagining what it could be. There's also a truth that some business owners just don't grasp the concept of quality customer service and would have no justifiable explanation. Regardless of the situation, the damage was done once the Bride perceived that slow response as a blatant lack of care (service) that caused her undue stress and worry.

Never mind that the same, slow to respond wedding professional may have pulled out all of the stops at the wedding and/or reception and delivered far more in service than was offered or even anticipated by the couple. The perception, real or imagined, that there was a lack of concern, taints the reality of the service the bride received. That negative perception could very well cost the "guilty" wedding professional a favorable review, referrals and a happy client.

The experience would be about the same as trying to feel the joy that comes from the fantasy of a Disneyland ride at a parking lot carnival. Without the added service and escape elements that are found in a Disney theme park, it's just another ho-hum novelty.

Now, how could this situation be avoided? The obvious answer would be to return the call or answer the email as quickly as possible. Or, better yet, respond faster than the client expected. Even a simple acknowledgment of the communication with a promise to respond in more detail within a reasonable period of time is better than making a bride wait. But, sometimes stuff happens and other events or other clients take precedence. Even the best of intentions can be overlooked. It usually happens because we as wedding professionals don't understand the importance of our actions...or inactions.

We have to see every interaction with our clients from their perspective, not ours. Their perception of the service they are receiving is more important than most of us think. When we learn how to manage perceptions, customers sing our praises, and word-of-mouth kicks in.

To impact client perceptions (and thus, satisfaction), good intentions must constantly match up to our actions to assure the client that their best interest is always our primary focus. Doing so also prevents misunderstandings. Build a "wall" that surrounds the comfort and support that only you can provide as a happy place to which a bride and groom can escape.

In the example presented, a pro-active approach to communication, sending the client an occasional and somewhat regular, "How ya doin", "I'm here for you," "What can I do for you today," email, well in advance of the first meeting, creates the perception, "Hey, these people are looking out for me." That pro-active approach also keeps them from wondering if your focus has shifted away from them, especially if it takes you a little longer than usual to respond to their next query.

Even if you are "on top" of every email you receive from a client, being consistently pro-active makes you something of a hero in their eyes. This small gesture helps strengthen your relationship. You will be someone they trust and respected as the one professional they know they can always count on. Plus, your value increases expeditiously. You are also in an excellent position to do something that has been discussed in previous articles.... EXCEED EXPECTATIONS!

The scenario I've chosen for this article regarding communication may seem trite. But the point I'm making is huge. It's easy to let the simple things we do as wedding professionals for our clients become mundane. Sometimes, "simple" can become confused with "unimportant." A question from a Bride may be redundant to our ears, even though she, personally, has never posed that question to us before. How we respond creates the perception, good or bad, of the service provided. She'll carry that view with her throughout the entire wedding process and beyond. That perception should be a happy one!

Get a fresh perspective. If you've never sat down with the couples you've served and asked them to share the ups and downs of their wedding planning experience, you should. You'll be amazed what you can learn from the stories they'll tell you about the missteps and/or

Ron Ruth continued on page 7

Facebook Doesn't Work...

By Rick Brewer, GetMoreBrides.com

Social media has been prostituted. By prostituted, I mean that it has been used in a method that it was not meant to be used for: it has been used for short term gain.

Promise me this: you will stay with me and read this article to the end! I will give you some strategies that will help. I want you to understand that social media has been crammed down our throats to the point that the "experts" have done complete 180s from the selling point of 'how social media will explode your business' to the far side of 'social media doesn't work'. (I am not kidding. I have seen this from a (for the time being) nameless expert)

Let me share what I see happening in successful companies: they are using social media for two things: 1) Content delivery and 2) Conversation driving. They are not going for the immediate result of a sale or even the immediate result of an appointment. The successful companies are using social media to warm up the relationship and start the process of trust.

Here is part of a talk I will be preparing about social media. (I read a quote today about Fred Rogers, AKA Mr. Rogers who said, "I got into television because it was so horrible and I saw such potential") I will give you some of the major points.

Point #1: Therefore what? Businesses are going nuts trying to get to people who will never buy a thing and probably don't even care about the business. I try to get out there with my business so I can be found and in many different social media mediums, I see this constant "like my page" nonsense. I call it nonsense because I am being polite. Suppose you get 500 people to like your page using this tactic, therefore what? How does that get you business. Pretend for a moment that someone in that 500 might refer you; are you posting content that matters to them or at the very least might hold up the idea that you are worth their referral? I haven't seen it happening yet.

Point #2: What is your strategy? Gary Vaynerchuck, (NYT Best Seller) says that you can't be like the 19 year old dude who is going for the quick close with the pretty girl. Social media is not meant for the quick close (the sale) it is meant for building relationships and letting people get to know you.

Point #3: Social Media is not very social. Just because you have the ability to urinate doesn't mean you should do so as you walk down the street. Control is an issue here. I was watching one of these TV court shows and a guy made the mistake of mouthing off on social media which was then used to rule against him. Use the same exact manners and words you would use if you were face to face with someone you look up to and respect. Don't be a jerk, don't be an idiot, don't be the person who looks like a loudmouth moron.

Point #4: Content used to be king. It is now the time to realize that the new king is relationships. You need to use social media to be social, Have any of you connected with an old high school friend? If so, wasn't that awesome to reconnect and get to know each other in your respective lives? Reach out and thank those who friend you, who comment or make comments and use compliments to bring others closer. Here is a pet peeve: 50 people wish you a happy birthday and you simply write a post, "Thank you for all the birthday wishes!" Take the time and "like" each of their posts then build the relationship by making some comments.

I think that we need to go back to simple manners with social media and use common sense. Arguing, complaining or bullying has no place in the world, let alone our businesses. The point of social media is to use it as the greatest tool ever to begin the process of a relationship, not to close the deal.

Until next week, here's to your success!

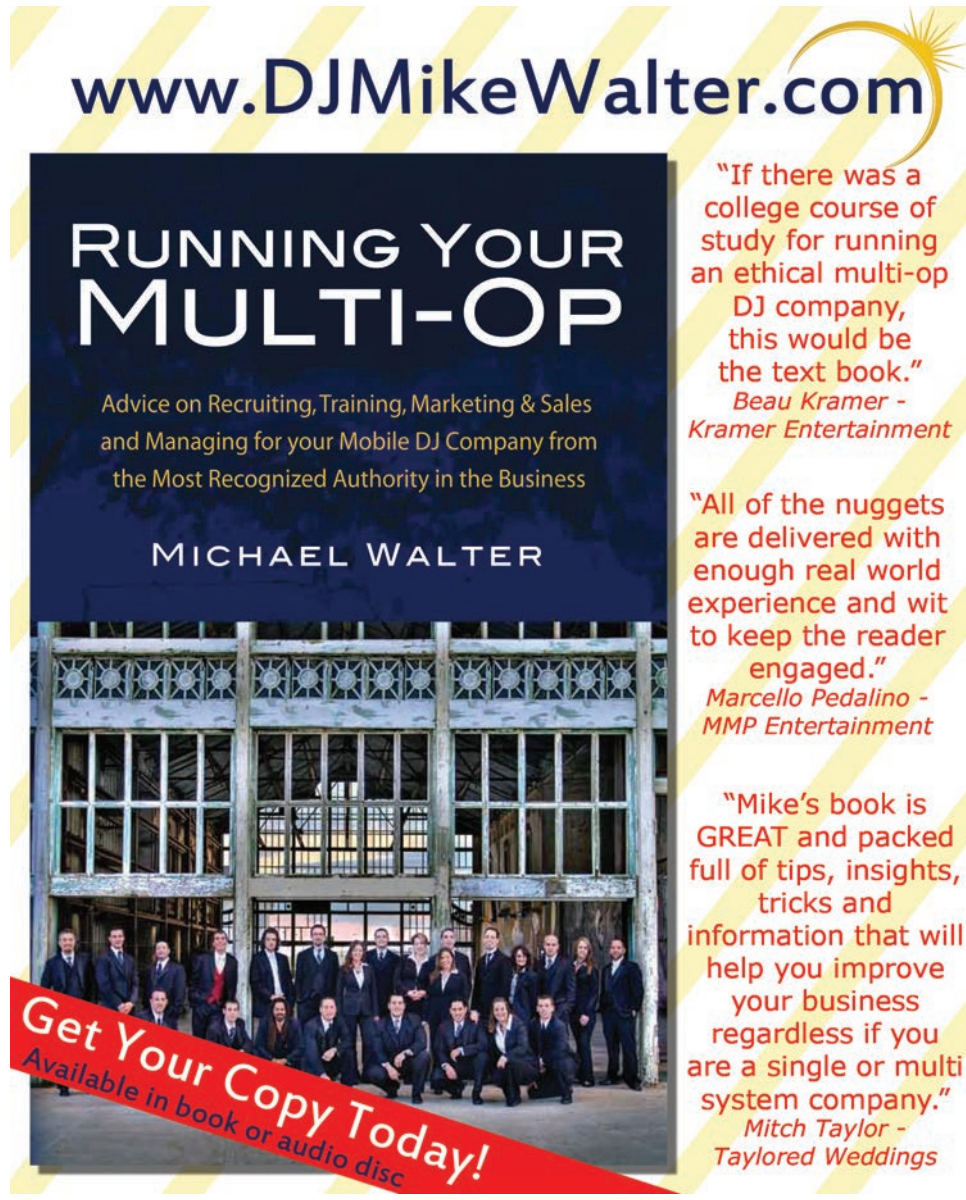
Rick Brewer is the Nation's Foremost expert at Marketing and Selling to Brides. You can sign up for Rick's Free Weekly "Marketing To Brides Tip of the Week" on his website, www.getmorebrides.com

Ron Ruth continued from page 6

extraordinary service from others. Listen carefully and make adjustments in your business that will always set you apart.

Build the highest, most beautiful "wall" you can to create a fantasyland where Brides and Grooms know they can come to enjoy the process of planning a wedding. All it costs is a little imagination and commitment.

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



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Promotions: Sense Of Community

By Jason Jones

I Recently had a meeting with the owner of the Amsterdam Bar in down town Saint Paul to discuss the possibility of housing my show at the venue. He shared a point of view around building his business that really struck a chord with me. He said that all of the activities, promotions and entertainment at his establishment are geared to fulfill one purpose, create community.

It makes perfect sense, because once you establish a community around a venue the promotional costs begin to drop and those who feel connected to the place are inviting others in their life to join them there. The customers no longer need as much reminding that the place is there. It becomes a part of their conversation of life like going to work, going home or any other habit.

So what does this have to do with being an entertainer who performs and presents public events at bars and clubs? Everything! You can build community around your show, your business, your promotions, it's not something that is reserved for venues or physical establishments. Successful radio stations are prime examples of that. Radio stations do not occupy a space yet they build a community around the music, on air personalities and what it says about them to be a consumer of that particular radio format. The talk station identifies it's listeners as smarter than the average person and more well read. Whether that's true or not for every listener is beside the point, if the listener likes being identified that way they will become fans.

So how do you begin to build community around your show, company or promotions? The actions you can take to promote your shows and promotions at public venues come from your intentions. For example my intention around my birthday night bar promotion (featured in the ebook "Bar DJ Secrets") has been to make the promotion fun and engaging so that people will feel special and return. It's a good intention but it limits how big I can make the promotion. When I look at the the kinds of actions I can take from the intention of building a community around the promotion I begin to see new actions I can take to draw a larger audience.

The first action is to get an mailing and or emailing list going so I can be in personal communication with my audience. I look for ways that the clubs customers can take ownership of the promotion so that inviting others to participate is a natural conversation and top of mind when birthdays come up.

I look for ways that I can be more personally connected to customers on an individual basis so my invitations will have more influence like the recommendation of a friend rather than a marketer trying to get their business. Things like learning their names and favorite songs to play when I see them in the bar make a big difference. Friending them on Facebook is good too however I have to take one step further after the request has been accepted. I created a group in my Facebook contacts for those people so I can easily and quickly look at what they are posting and frequently like or comment on their posts. My comments and likes will establish that they matter to me and as a result they will take more interest in my posts and invitations.

A community can be created around virtually anything and anyone who is actively creating it with the mindset of making a difference for those in the community. I have just shared a few ideas in this article. And if you look from the point of view or goal of building community you will see many more creative actions to take. There is one caveat and that is to enjoy the reward of this you must do the work. If you took on any of the ideas presented in this article you will have to make them a habit and part of your regular work flow. Give it a go and let me know what results you get. I'm always interested in new ideas!!

Jason Jones will be presenting the Entertainment Experience Power to Create and Art of the Audio Edit with Bill Hermann at the ADJA Las Vegas DJ show on September 12 and 13, 2012. Reserve your seats at www.billcreates.com.

Jason Jones is a producer, speaker, author and DJ who lives in Saint Paul, MN with his wife Kelly, son Max and a couple of cats and dogs.

You can reach jason at: jasonjones@discjockeynews.com.

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Connections: With Existing Clients

By Steve Moody

Don't you just love hearing praise from your clients? Truly and honestly, this is what my business is all about. I am extremely passionate about going above and beyond for everyone we work with. Yes, the money is great but it 'ain't everyting.'

About a year ago, I began spending a ton of time doing research on the Knot and WeddingWire. I was extremely interested in what brides were saying about other wedding vendors when they gave their reviews. Of course it's great that some company received a 5 Star review… but more importantly.. why did they get it? On the flip side, if a company received a negative review… what did they do wrong? The information was all there for the pickins.'

As you can imagine, I saw a ton of the same comments again and again with nothing really surprising. However, after reading hundreds of reviews form all sorts of companies, I began to notice one specific element that stood out in a great many negative reviews. It was a service flaw that was blatantly obvious but I had never really given it much thought.

Time and again, brides left comments saying that they felt like companies failed to stay in touch with them once they paid their deposit/retainer. It's true. I can't tell you how many brides said that after booking the company, they didn't hear from them again until directly before (or on) their big day. Wow!

I totally get where they're coming from. So many of our couples book 8-14 months out (or more). If they are not hearing from us on a regular basis, their "bridal minds" may begin to crack under all of the planning pressures. It just makes sense that most all of them are looking for a little hand holding now and again.

Now here's the kicker. At the time that I was doing all of this research, we were sort of guilty of the same service crime. After booking our clients we were only checking in with them at 6 months, 3 months and then 2 weeks out. In my mind, I thought that this was much more than most other vendors were doing so I had never given it much thought. Looking back…Totally unacceptable.

Well, after making a few small changes over here, our WeddingWire and Knot reviews now read much differently than they did a year ago. Yes, we are still getting the 5 Star Reviews (Thank The Lord)…but now the comments are much more detailed. In all sincerity, from looking at just a few of our recent reviews, prospective brides can see that our company is extremely helpful during the planning process and that we "stay in touch" from beginning to end. No matter what else is said, most all of our more recent reviews share this trait in common.

Just a quick example from a recent WeddingWire review:

"I can't say enough about Steve Moody! He was so responsive from day 1 and continued to follow-up with me until the day of the wedding. Through-out the whole planning process I could tell that Steve was in it for not only the DJ service but to provide my guests with an amazing time. Steve made my reception that much more memorable and all of my guests raved about him the whole night and still are! He kept everyone on the dance floor. Steve did an amazing job and for a great price as well!"

I didn't copy and paste this testimonial inside this month's article for a pat on the back… but so that you can see what exactly is written from the client's prospective. A review like this says so much more than just "Five Stars-Steve showed up on time and played all the songs we wanted."

The coolest part of the whole thing, is that it really hasn't been any extra work on our part. All of the check ins with the clients are totally automated. The only real work was in creating the templates. Those of you with smaller companies that do not have an administrative program or any other type of software that does this for your dj service, can simply create the templates in a word document and send them out when necessary. Once they are written it only takes a few clicks to send them off.

I would like to share the basic style of our check ins so that you can see how they are formatted. I am being 100% honest with you here. Though these e-mails are all automated and set up to be sent out at a specific time, many brides actually take the time to reply to the e-mails and thank us. In fact, I believe that some folks don't even realize that they are automated e-mails.

Okay, here we go. Once the client locks in the date with a retainer, the very first e-mail they receive from us includes their login information so that they can begin filling out their on-line planning forms whenever they like. This particular e-mail also includes a custom made video with helpful hints on how to use the planning system. This short video is one of the best things we have ever made. I hardly ever get questions on how to use the planning system any more.

From this point on, the clients receive short e-mails from us on a monthly basis. All of the e-mails let them know that we are checking in on them to see if they need any help with their planning but also share other helpful wedding information.

One e-mail includes a list of our preferred wedding vendors in order to fill any voids that they might have in their wedding planning, another e-mail has helpful honeymoon tips, while yet another has secrets to putting together a successful seating chart. I guess the key to the whole thing is to let them know that we are here for them and that their wedding is on our mind.

The goal is to make a much better connection with the clients well before the wedding day. In fact, one of the earliest e-mails actually invites them to become a personal friend on my Facebook page as well as our Business Page. I know that this may not work for everyone but my personal Facebook page is totally clean and family friendly. I guess to some folks it may look like I never have any fun. Ha ha ha Again, I know that we all use our pages differently. This is just one technique that works for me.

As all of our automated e-mails are set up to come alternately from me and from my wife Lori (our events coordinator) they also receive a request to friend her on Facebook as well. This little move has been a huge asset. The full potential of Facebook still has not even begun to be examined.

Both Lori and I have created lists of our current and previous clients within Facebook so that we can keep tabs on them for about 10 minutes, once a week. Saying anything at all is better than doing noting, even if we just to go in and give them a thumbs up on a picture that they posted. Again, just another way to build the connection. We are always surprised that we find so much in common with many of our clients, especially those who are dog lovers, or those with interests in music and dancing ,or even those who watch the same television programs we watch. There are so many ways to find common ground.

Steve Moody Continued On Page 11

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Championship Aftermath

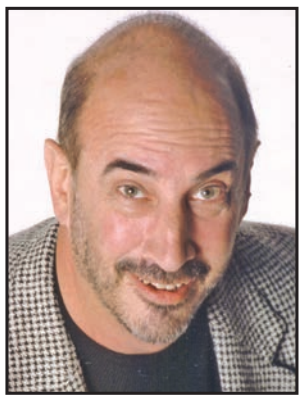
By Jeffrey Gitomer

The Miami Heat just won the NBA title, and LeBron James, aka "King James," won the most valuable player award.

He completed a nine-year mission.

A reporter asked him what his first thoughts were. He instantly replied with a HUGE smile, "It's about damn time."

As most know, the game of basketball is a team effort and a team victory, but



LeBron James' individual performance ranks as one of the all time greats.

For the next week or two, there will be euphoric celebrations by players and fans alike. Parades, interviews, t-shirts, hats – you name it.

Then it's time for the reality of "next year."

Think about LeBron's first eight years. Season after season, no championship. He made the finals twice, but got beat.

Fan discouragement pales in comparison to LeBron's personal discouragement and frustration from not winning a championship. Pile on the media. Until finally last night…VICTORY!

It seems as though the entire sports world was relieved. Sure, there are plenty of people who don't have LeBron James on their "like" list, but that's predominately the result of petty jealously or envy.

In his postgame interview, LeBron talked about his trying to prove others wrong mentality during the finals loss last year, versus his mentality that lead to the win this year. He said, "I just got back to being who I am, just got back to enjoying the game I fell in love with and why I fell in love with it."

QUESTION: How do you think LeBron is going to play next year?

ANSWER: With the quiet confidence of a champion.

MAJOR CLUE: The first championship is the hardest. (Just like earning the first million is the hardest, and just like winning the first sale is the hardest.)

It's important for you to understand the confidence that's instilled in your soul after you make that first big sale. It's easy to see in others, it's difficult to see in yourself. The only way you can gain it is to take the responsibility to make it happen – for you.

The Heat won as a team, but I guarantee you LeBron James is sitting there with a personal feeling of accomplishment that can never be explained, only felt.

There's an old adage that says "there's no 'I' in 'Team.'" WRONG THINKING! A winning team is made up of superior individuals. Jack Ramsay, one of the greatest coaches of all time, says, "You coach the game and you coach the player." He left out the word team and won championships because of it.

I have watched Jack Ramsay coach since 1963. From the time he was a coach at St. Joseph's College, I have never seen a coach get more out of individual players. When the Portland Trailblazers won the 1977 championship, they had two great players, Bill Walton and Maurice Lucas, coupled with a bunch of mediocre players. They beat the Philadelphia 76ers (one of the greatest teams of all time), and beat them handily. Jack Ramsay was the primary reason. He coached those players to victory and as a result the team won.

Have you reached "championship mentality and qualification?" Ask yourself these questions…

- What is your confidence level?
- What is your skill level?
- How strong is your love of the sales game?
- How intense is your desire to win? (Or are you still taking the first "no?")
- What is your anger and or frustration level?
- How good is your coach?

HERE'S A CLUE: Win one. Win a BIG ONE. Win a big sale, and your confidence level to win the next one cannot be measured. It's off the chart.

Champions do not start out that way.

First they work their ass off.

Then they win.

You?

(LeBron's postgame interview – an interview I believe every salesperson on the planet should download and put on their playlist once a day, can be found here http://bit.ly/L48nq7)

Jeffrey Gitomer is the author of The Sales Bible, CustomerSatisfaction is Worthless Customer Loyalty is Priceless, The Little Red Book of Selling, The Little Red Book of Sales Answers, The Little Black Book of Connections, The Little Gold Book of YES! Attitude, The Little Green Book of Getting Your Way, The Little Platinum Book of Cha-Ching, The Little Teal Book of Trust, The Little Book of Leadership, and Social BOOM! His website, www.gitomer.com, will lead you to more information about training and seminars, or email himpersonally at salesman@gitomer.com.

Moody Continued From Page 10

Without exaggeration, many brides actually develop a great online relationship with Lori. Over this past year, she has actually been invited as a guest to several weddings and one bride in particular asked Lori if she could borrow something from her (for her something old, something new, something borrowed and something blue tradition) SHUT THE FRONT DOOR! I am not joking!

Once we are friends on Facebook, the clients are very eager to see our video logs, read our 5 Star Reviews, see pictures from events and anything else that we post. They know they are paying for us to be at their big day and they love to see what they'll be getting. It's almost like saving up to buy a pool and looking at the brochure in the months leading up to the installation. We begin to see comments on our video logs and reviews from up coming clients that say things like "can't wait for our wedding too!" Priceless.

Okay, back to the automated e-mails. Once we get within two months of the wedding date the e-mails go out more frequently, from twice a month to once a week. This entire time the e-mails are filled with reminders on final payment options as well as reminders to complete the planning forms. However, they still continue to have those helpful planning tips for last minute items that need to be addressed.

I guess that you can get the point. I can write about all of this to you NOT as some random suggestion but as a technique that has proven it's self within my company. Current clients have begun referring us to their friends and family members even before the actual performance because they are so impressed with the quality of service leading up to their receptions. You just can't ask for more than that!

Setting up these automated e-mails was a small project over here that only took a bit of effort,,, but they have really made a huge impact. Just thought that I would share. See you next month.

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

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The Referral Coach

By Matt Anderson

11 Ways to Add Value to Key Relationships

It's highly likely there are people in your network that could open important doors for you but they aren't and you're not quite sure what to do. Unless you have sufficient water in the well in that relationship, nothing will change. Usually you need to give before you get. It took me many years to understand this. I was too needy and always hoping I could find short cuts.

Ironically, you will often find you get what you want much faster by extending help to others first. Here are some ways to make that happen for you:

1. Answer the question:

How can I MOST add value to this person?

This may seem like an odd suggestion to make first yet it is the single most valuable question I know that allows your brain to think of ideas.

Sooner or later, something creative will pop into your head. It might be a business introduction, something of personal interest, or relating to a hobby/passion, or relating to their family (think children!)?

Keep thinking!

2. Refer them business.

One in four of your centres of influence (COI's) will MOST want referrals from you.

Here are some questions you'll want to use and model:

a) "What do you want to accomplish over the next 12 months?

b) What kind of business are you looking for? Who's your ideal client?

c) How do I transition a conversation from what I do to recommending you?"

"What's the best way for me to refer you?"

d) What do I say to get permission for you to call?"

3. Introduce them to your COIs or find them groups where they could get business.

Put them in a room full of prospects: invite them to other groups/service clubs/trade associations that you belong to or know of.

Better yet, get them a speaking engagement in front of these people.

Position yourself as a community resource beyond your livelihood. Be someone who knows more people and more about your community than your competition not least because it will make it easier for you to bring value to a wider variety of people.

4. Be an information broker.

Share valuable information and ideas that help them professionally. A great business-building idea might be worth a lot more than one referral.

And most people don't read so you will have little competition.

What have you read recently or what seminar/webcast did you attend that has nuggets in it worth sharing?

5. Be extremely interested.

Even if you can't think of an immediate way to help them, being genuinely interested in who they are and what they care about can go a surprisingly long way.

Really, how often in a typical day do you meet someone that you felt was really interested just in learning more about you and what you care about? How do you feel about that person on the rare occasion when it does happen?

6. Acts of service above and beyond your vocation: impact their personal life.

Some of the best examples of how a relationship was impacted come in this area: volunteering time for a charitable cause important to that potential COI, helping them run for political office, or opening doors for them personally or professionally.

After one of my referral workshops last year, I remember an attendee, Michelle, who came up to me and shared how one of her best referral sources had started. The lady was a gatekeeper to a big prospect and had just lost her father. So Michelle sent her a card and included her favourite Bible passage.

As it turned out, this woman had read the exact passage at her father's funeral; obviously it meant a great deal. Since then she has not only opened the door to business with the prospect but referred her to many others and they have become quite good friends.

7. Get involved in a cause that matters to them (or your target market).

Ask your prospective COI:

a) "Are there any projects that I can volunteer for?

b) Are there any workshops or seminars I can put on? Any opportunities to write for your publication/newsletter?

c) Are there any boards I can serve on?

d) Are there any events I could sponsor?

e) Are there any causes that the members consider to be important that I can donate money to?"

8. Get them some local media coverage.

People love positive recognition. Has anyone ever done that for you?

9. Send an unexpected gift.

While there is no 'technique' that is going to work all the time, I've heard some fabulous stories over the years from clients of mine who landed some great business doing this.

PEOPLE LOVE UNEXPECTED GIFTS!

What matters is that they are personalised and significant to them.

Thank you's - especially LAVISH ones – can also go a long way. I remember an association president proudly telling me last year how he took his best referral sources out to very nice restaurants as a thank you and how well such royal treatment worked.

10. Quality time

Some people feel most loved when you spend quality time with them. Since most of us are in the relationship business and there are no short cuts, the odds are high that includes someone in your network too.

11. Words of affirmation

Everybody appreciates positive recognition and acknowledgment. When you pay a sincere compliment or recognise your COI for even a modest accomplishment, you can have a significant impact on them. This is another area where some people feel most loved.

Don't forget physical touch:

Clearly, discretion is advised with this area (!) But a past client of mine in Louisiana, Jason, told me that he had several senior female clients who hugged him at the end of meetings.

Touch in appropriate places can express a great deal to someone who most feels loved this way: a hand on the shoulder or a brief grip of the forearm or even a mock fist to the shoulder can all mean a lot.

Bringing more value to important relationships is something you want to master for your success in business and life. Try to avoid being a one trick pony always using the same strategy because you will not reach many people that way. Start with number one on this list and have faith that your brain will come through with some good ideas.

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

Creating A Theme With Lighting

By Jeremy Brech

Have you ever watched American Idol, Dancing with the Stars, or big screen motion pictures and wondered how do they make that stage or scene look so amazing? Did you know that you can make your weddings and events look just as amazing with simple lighting techniques that really don't cost a lot of money? This article will give you the tips and techniques to make your weddings an amazing production that your clients and their guests will never forget.

The first thing you want to keep in mind is the effect you are trying to create. Make sure you understand the theme. Every event and wedding has a theme! I write about this in my blogs all the time. Most couples say, "We don't have a theme. We just want it to be elegant, traditional, and…" Okay, that is your theme. Yes, believe it or not elegant is a theme.

Now how do you create elegant? Easy, it doesn't matter what their colors are, you can make it elegant with the techniques you are about to learn. I have been fortunate to works with particular clients who truly have an actual theme. What I mean by this is, we basically get to create a movie! We are working on Alice in Wonderland, Hollywood, and Masquerade Weddings this fall. We just finished a wedding that had a tree/outdoors theme which we created tree shadows and textures. These clients are spending thousands of dollars on our expertise and techniques in production lighting which any great lighting designer can do with the right equipment and an imagination.

As you may remember from past articles I am a strong believer in the Source Four Jr. Zoom series by ETC. They are a very diverse, light weight, nice color temperature and simple to use.

The first techniques which are used in movie and theatrical productions are textures. Textures are created by breakup patterns and can create a pretty amazing ambiance. These gobos can be purchased for around $12 a piece no matter what kind of light you are using. Breakups are very cool effects because the trick is not to use the pattern in focus. A breakup does exactly what it says. It breaks up the light so it isn't just a harsh edge spot. Breakups look great behind head tables, on dance floors, on walls, etc. Breakups can also create an amazing cloud effect. The pattern of a cloud is what gives it the shape of a cloud, and the breakup pattern gives it the texture of a cloud. Yes, believe it or not, you can use more than one gobo in a fixture at a time. By using multiple gobos, you can really get creative and make some amazing creations. You may be asking how you create the movement in the clouds. There are a couple ways to do this. You can get a gobo rotator for a Source Four which we love, or the other thing we use is a moving head light fixture with multiple gobo wheels. The Chauvet Q-Spot 260 has a zooming feature which allows us to create a focused image on one gobo wheel and a texture effect with a rotating gobo wheel.

Patterns are my favorite and couples love them because you can turn a boring room into something with style. Again, the important thing is to make sure you understand the theme of the event. Patterns can be purchased for $12 for steel and $69 for glass. One of our most impactful effects is a moon glass gobo. Telling your couple they can dance under the glow of the moon during their first dance will be your easiest sale.

While we are on the subject of the moon, you can see in the picture a tent lighting we did a

Brech Continued On Page 13

(R)Evolution of DJ Training: Finding Success With Your Internal Training

By Mike Kazis

OK, so in my last article I stated that I was going to visit or interview a training facility for the next several months.

Well, the busy season didn't allow for time for another interview but what I realized this month is that although outside training establishments are highly beneficial, it's equally important for you to consider facilitating your own internal training program for you and your staff.

Whether you're a multi-op with dozens of entertainers or a single-op with that consists of you plus one assistant that MCs or DJs for you, training your people properly is the key to the future success of your business. According to Inc. Magazine's Business Owner's Hiring Toolkit 2011, most companies they've interviewed over the past decade and a half claim that one of the biggest benefits of internal employee training is greater employee retention. From greater employee retention come other benefits, such as greater efficiency and productivity, better customer satisfaction, and ultimately greater quality for your customers.

Last month, after observing the training methods of Scratch DJs in New York City, I was greatly motivated to change the way I train my own staff. With just a few changes, we were able to improve customer satisfaction and greatly reduced the risk of operational errors during the May "communion party rush."

Based on what I learned this month, here are a few things to consider when establishing a solid training plan for your business:

- Create a basic curriculum.
- Stick to a schedule.
- Create lessons topics that are relevant to the upcoming work that you have.
- Don't assume that everyone knows what they're doing, including you.

When creating a basic curriculum, my suggestion to you is don't just include specific DJ or MC skills. Look toward a more professional-based curriculum. Learn about topics that could be considered a high risk of liability for your business. For instance, most mid-size to large-sized companies have mandated that their employees participate in anti-harassment and anti-discriminatory training. If you think that just because you can't be liable for a sexual harassment or racial discrimination charge just because you have two employees, think again. You could indeed be sued by someone outside your company such as an employee. Therefore, make sure you and your employees know the proper way to behave at events where there are lots of people just waiting to sue someone.

When sticking to a schedule, one of the greatest challenges may be getting everyone to be available at the same time. My suggestion to you is pick day that works best for "you" and stick to it, and not the other way around. If you move dates around just for one or two people because they can't make it that day, you're going to find that the inconsistency in your training schedule will eventually fail. If one of your guys can't make it because he has a karate class on the same night, make sure they realize that they are going to miss out on valuable training which could therefore jeopardize his future with your company.

As a smaller business, I found it much more efficient to select training topics that were relevant to upcoming events. For instance, when we needed video screens for one particular weekend, I made sure that the prior week's training involved setting up and operating video screen equipment. For another lesson, in order to make sure that my DJ's learned the importance of music literacy, and event preparation, I made sure that my DJ's knew how to create playlists using the DJ mixing software.

Stating that anyone is above training is a dire understatement. Take me for example. I've been DJing for 22 years this May and, while at a school during a music mixing class, I was able to observe a few things that greatly improved my DJ mixing at my own parties. That with continuous practice and training of my staff, we gave out more business cards this month than I can remember.

In a nutshell, the training of you and yourself should start with your organization internally. Afterward, if you need improvement in other areas that might be outside your abilities, look to outside help. Maybe a mix of internal and external training sessions or courses might be the perfect combination.

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Brech Continued From Page 12

couple years ago the effect it can create. We washed the inside of the tent with blue LED tent lighting, added the moon and created a moving texture of stars with our Q-spot 260s. The effect of moving textures which can create floating clouds, falling waters, falling snow, and twilight stars can be breathe taking. The stars on the tent would slowly rotate and shimmer through the entire tent creating their dream theme of having their wedding under the stars.

The two best places to find great gobos are http://www.internetapollo.com/ and http://www.rosco.com/gobos . There are so many options to create the theme your client is looking for. Once you have the theme figured out, start doing some homework. For me it was watching Alice in Wonderland. I took 5 pages of notes on how the light reflected on trees, the color tones that were used, along with the overall feel that was being depicted. We will be posting images from our themed events and we would love to see any of the work that others have to share. Also keep checking discjockeynews.com for videos on how to create simple patterns and textures using different lights and patterns.

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Making You Goals Means Making A Plan

By Harvey Mackay

Okay, all you golfers-ever played a skins game? In simple terms: players during a round of golf wager on the best score for a single hole. If there's a tie, the "pot" rolls over to the next hole. One result of a skins game can be to up the ante on each hole. The backlash is taking your eye off the long haul. In a

skins game, you play for short-term stakes. As a result, strategy goes out the window.

Unfortunately, some people run their businesses that way.

They muddle along in a never-ending skins game. This doesn't just happen in tiny companies. An insider at a famous blue-chip giant once quipped: "Our idea of long-term planning here is deciding what we'll do after lunch."

Anyone who has participated in a skins game on a golf course knows the painstaking attention paid to the line of every putt. It's a lot like what Peter Drucker describes as "the last of the deadly sins" of business, which he defines as "feeding problems and starving opportunities."

Peter Drucker has long been considered the definitive authority on business planning. His principles are still widely used decades after his revolutionary writing on the concept of "Management by Objectives." Drucker sorted out a baffling world.

Planning boils down to two fundamental processes: goals and objectives. It is important to distinguish between the two. Goals are considered the purely quantitative and mostly financial targets. Objectives are more qualitative and elusive.

Make your goals, and you stay in business. Advance your objectives and you build a business worth having. The distinction between goals and objectives is hardly pure. Often objectives have quantitative measures attached to them as well. But they are rarely just numerical yardsticks.

At the age of 85, Drucker wrote Managing in a Time of Great Change. A key premise: "Uncertainty - in the economy, society, politics - has become so great as to render futile, if not counterproductive, the kind of planning most companies still practice: forecasting based on probabilities."

Translation: Things no longer rest on a predictable base. How would I describe this sort of uncertainty? We live in a world where: "Computers make very fast, very accurate mistakes." And, "Artificial intelligence usually beats real stupidity."

Companies spend days, if not weeks, agonizing over their mission statement and business plan. How much precious, misspent time goes into the process? Get the business model right. Then accessorize it with the details. You may not need more than a few action plans focused on very restricted areas.

In real estate, it's location, location, location. In management, it's preparation, preparation, preparation. But, be very, very careful. It's not the sheer magnitude of the preparation that matters. It's the relevance of what you do. Is it clear? Will it change behavior? Does it sizzle?

Business can take some lessons on preparation from world class athletes. For a recent seminar on goals and planning, I invited Peter Vidmar to be my guest. Peter is the highest scoring American gymnast in Olympic history and was the star of the 1984 Olympic Games in Los Angeles. He captained the USA men's gymnastics team to its first ever Olympic gold. He is now chairman of the board of USA Gymnastics and a broadcast commentator.

Peter understands goal-setting in a very tangible way. Preparing for the Olympics is a life quest for these athletes.

He offered this advice: "Goals have to be realistic. I really take issue with any of those people who say you can be anything you want to be because that's really not true. I'm 5' 5" and 130 pounds. There is no way I'm going to end up in the NFL. I think goals need to be measured and clearly defined. They also need to be time sensitive. You should give yourself deadlines.

"I think a goal should answer some questions," he continued. "In other words, be specific. It should answer 'what' - what is it that you want to accomplish? It should answer 'why' - why is it important to you? It should answer 'when' - when are you going to get this done by? It should certainly answer 'how' - how are you going to do it? Make sure your goals are meaningful for you."

And finally, Peter said: "When you work with a team, and when this goal is going to take a team effort, you've got to figure out a way to get each member of the team to take ownership of the goal themselves."

Mackay's Moral: You'll never reach your goal if you don't have one.

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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ARMDJs 5.0 Recap

By Rob Peters

Five years ago, Robbie Britton of Greenville, Tennessee introduced the first ever ARMDJs conference to the mobile DJ industry. His motivation behind this concept was simple: bring quality education for DJs to his market.

It's been five years, and the most recent ARMDJs Conference was a success. On June 20th and 21st, 2012, DJs from as far away as California gathered in in Greeneville, Tennessee at the General Morgan Inn to attend and learn from many great speakers, the majority of which had very little involvement with the mobile DJ industry.

Day one started with what most DJs know as "Breakfast With The Game Master" featuring Scott Faver. Scott helped kicked off the day in a manner that allowed for networking, the sharing of ideas, and his own unique brand of enthusiasm and personality, as well as moderated some sharing of tips and ideas amongst attendees.

Once we were all fed, it was out of the hotel for Day 1 of ARMDJs, combined with a new idea developed by Robbie Britton called "Ready Set Boost," which was a one day symposium open to businesses and merchants local to the Greeneville area. Held at the spacious Niswonger Performing Arts Center, ARMDJs attendees and local businesses gathered to hear a spectacular lineup of education.

The keynote address featured author and social media expert Gary Vaynerchuck, who is best known for many business ventures. His story was very unique, sharing stories from his youth about how he got started in business by running several lemonade stands in his neighborhood, and how he got into the wine business and made it successful. Gary's insight and thoughts inspired the crowd to look at the next level.

Following a quick break, self proclaimed "geek translator" Jose Castillo took the stage for a presentation about effective communication and technology. Alan Bracken spoke about leadership and its role in business and life and how it adds value to your customers and business. Closing out day one was Todd Mitchem, who took the stage for a motivating and inspiring presentation about getting what you want. Anyone who has seen Todd speak knows that his presentations are energy filled, with made attendees leave charged, inspired and ready for some fun, which included a karaoke party and mixer at the General Morgan Inn,

The second day of ARMDJs started with another fun filled breakfast, complete with a questions and answer segment that featured Scott Faver, Todd Mitchem, Dr. Drax of the ADJA and Peter Merry. Attendees were able to ask about a variety of topics, and the four panelists gave some pretty insightful, and even humorous insight as part of the answers. Patrick Henry, a professional speaker, Gitomer sales trainer and musician started Day 2 off with some songs, great information and even some humor. I was very honored to be part of ARMDJs by presenting my "Mobile DJ Marketing Calendar" presentation.

Following a lunch break,attendees were treated to some bizarre magic with a message courtesy of Brian Brushwood. Brian's performance and presentation was especially insightful as he could relate to attendees in the entertainment business. The second day wrapped up with a performance from DJP, winner of "Master of the Mix' DJP's performance showed true diversity and appeal as he enjoys creating what we call "mash ups" using old school beats and technology.

OK....so what did I like? Well, I think Robbie Britton is onto something that is becoming a trend among most conferences and conventions for DJs...he is bringing in people from outside the industry and having them present ideas and concepts that will work in our businesses, regardless as to what types of events we specialize in. Of the 8 seminars at ARMDJs, 4 of them were presented by business professionals and trainers who had very little experience in the mobile DJ industry. In addition to myself, Brian Burhswood, Todd Mitchem and DJP were the only other seminars that were presented by people within the entertainment industry. I find it refreshing that experts from outside the mobile DJ industry were invited to speak at this conference. As a mobile DJ and business owner, it was refreshing to see.

Another element of ARMDJs 5.0 was the intimacy of the event. Greeneville, Tennessee is nestled not too far from the Appalachian Trail, and carries the essence of what most people would imagine to be "Small Town U.S.A." Don't get me wrong about the shows in Las Vegas and Atlantic City...I think they are great way to learn hard and play hard. However, being in an area that is so relaxed and not so "hustle and bustle" allows for better networking, better learning and a great overall experience to a regional conference. Most DJs who have been to any DJ conference knows that the hallway talk outside the seminar rooms can be a great opportunity for the flow and exchange of ideas, which was another reason that the intimacy and setting of this event.

The organizer of ARMDJs 5.0, Robbie Britton, was a gracious host. Robbie was always accessible to make sure attendees were happy and even made sure that the squirrels were no where to be found! (That's another story…ask Robbie Britton!) In my opinion, he provided bang for your buck by bringing in quality speakers and even including breakfast on each day of the event. Performances by DJP and "Bizarre Internet Magician" Brian Brushwood make me look forward to next year.

Speaking of next year, the rumors are TRUE! Sales expert and author Jeffrey Gitomer is the keynote speaker for Arm DJs 6.0, to be held next June in Greeneville Tennessee. Get your passes NOW at the ARMDJs website, www.armdjs.com. The ads are true: Based on the keynote AND the momentum I have observed over the past few years, I have a feeling that ARMDJs 6.0 will be an event that is NOT to be missed. I know I am going to plan on being there!

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

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Pop

1	Carly Rae Jepsen	Call Me Maybe
2	Maroon 5	Payphone
3	Gotye	Somebody That I Used To Know
4	One Direction	What Makes You Beautiful
5	Rihanna	Where Have You Been
6	Nicki Minaj	Starships
7	Fun.	We Are Young
8	Ellie Goulding	Lights
9	Usher	Scream
10	Katy Perry	Wide Awake
11	Flo Rida	Wild Ones
12	Justin Bieber	Boyfriend
13	Karmin	Broken Hearted
14	David Guetta	Titanium
15	Pitbull	Back In Time
16	Gym Class Heroes	The Fighter
17	Calvin Harris	Let's Go
18	Demi Lovato	Give Your Heart A Break
19	One Direction	One Thing
20	Katy Perry	Part Of Me
21	Havana Brown	We Run The Night
22	Rita Ora	How We Do (Party)
23	Cher Lloyd	Want U Back
24	Adele	Rumour Has It
25	B.o.B.	Both Of Us
26	Calvin Harris	Feel So Close
27	Wanted	Chasing The Sun
28	Neon Trees	Everybody Talks
29	Kirko Bangz	Drank In My Cup
30	Jason Mraz	I Won't Give Up

Country

1	Luke Bryan	Drunk On You
2	Eli Young Band	Even If It Breaks Your Heart
3	Brantley Gilbert	You Don't Know Her Like I Do
4	Eric Church	Springsteen
5	Dierks Bentley	5-1-5-0
6	Kenny Chesney	Come Over
7	Toby Keith	Beers Ago
8	Gloriana	(Kissed You) Good Night
9	Band Perry	Postcard From Paris
10	Josh Turner	Time Is Love
11	Love And Theft	Angel Eyes
12	Keith Urban	For You
13	Jana Kramer	Why Ya Wanna
14	Blake Shelton	Over
15	Dustin Lynch	Cowboys And Angels
16	Thompson Square	Glass
17	Thomas Rhett	Something To Do With My Hands
18	Farm	Home Sweet Home
19	Hunter Hayes	Wanted
20	Easton Corbin	Lovin' You Is Fun
21	Kelly Clarkson	Mr. Know It All
22	Big & Rich	That's Why I Pray
23	Zac Brown Band	The Wind
24	Alan Jackson	So You Don't Have To LoveÉ
25	Jerrod Niemann	Shinin' On Me
26	Chris Young	Neon
27	Rascal Flatts	Come Wake Me Up
28	Lady Antebellum	Wanted You More
29	Lee Brice	Hard To Love
30	Little Big Town	Pontoon

Adult Contempory

1	Kelly Clarkson	Stronger (What Doesn't Kill You)
2	Adele	Set Fire To The Rain
3	Train	Drive By
4	Colbie Caillat	Brighter Than The Sun
5	Lady Antebellum	Just A Kiss
6	Katy Perry	The One That Got Away
7	Adele	Rumour Has It
8	Gotye	Somebody That I Used To Know
9	Lionel Richie	Endless Love
10	Rihanna	We Found Love
11	Christina Perri	A Thousand Years
12	Carly Rae Jepsen	Call Me Maybe
13	Fun.	We Are Young
14	Norah Jones	Happy Pills
15	Maroon 5	Payphone
16	Jessie J	Domino
17	Hot Chelle Rae	Tonight Tonight
18	One Direction	What Makes You Beautiful
19	Wanted	Glad You Came
20	Katy Perry	Part Of Me
21	Jason Mraz	I Won't Give Up
22	John Mayer	Shadow Days
23	Daryl Hall	Eyes For You
24	Whitney Wolanin	Honesty
25	Margo Rey	Between Us
26	Cobra Starship	You Make Me FeelÉ
27	Katrina	So Eden
28	Neon Trees	Everybody Talks
29	Katy Perry	Wide Awake
30	Karmin	Broken Hearted

Urban

1	Big Sean, Kanye West	Mercy
2	Trey Songz	Heart Attack
3	J. Cole	Nobody's Perfect
4	Ca$h Out	Cashin' Out
5	DJ Khaled	Take It To The Head
6	Usher	Lemme See
7	Nicki Minaj	Beez In The Trap
8	Usher	Climax
9	2 Chainz	No Lie
10	Elle Varner	Refill
11	Wale	Bag Of Money
12	Rihanna	Birthday Cake
13	Drake	Crew Love
14	Young Jeezy	Leave You Alone
15	Waka Flocka Flame	I Don't Really Care
16	Chris Brown	Sweet Love
17	Future	Same Damn Time
18	Rick Ross	Touch ÔN You
19	Wiz Khalifa	Work Hard, Play Hard
20	Mary J. Blige	Why
21	Drake	HYFR
22	Chris Brown	Till I Die
23	Kendrick Lamar	The Recipe
24	Lil Wayne	My Homies Still
25	Driicky Graham	Snapbacks & Tattoos
26	Tyga	Faded
27	Yo Gotti	I Got That Sack
28	Nicki Minaj	Right By My Side
29	Meek Mill	Amen
30	Trey Songz	2 Reasons

Rock

1	Linkin Park	Burn It Down
2	Slash	You're A Lie
3	Volbeat	Still Counting
4	Chevelle	Hats Off To The Bull
5	Soundgarden	Live To Rise
6	Offspring	Days Go By
7	Godsmack	Rocky Mountain Way
8	Shinedown	Unity
9	Adelitas Way	Criticize
10	Black Keys	Gold On The Ceiling
11	Five Finger Death Punch	Coming Down
12	P.O.D.	Lost In Forever
13	Staind	Now
14	Art Of Dying	Sorry
15	Deuce	America
16	Foo Fighters	Bridge Burning
17	Serj Tankian	Figure It Out
18	Aranda	Satisfied
19	Aerosmith	Legendary Child
20	Saving Abel	Bringing Down The Giant
21	Otherwise	Soldiers
22	Charm City Devils	Man Of Constant Sorrow
23	Hellyeah	Band Of Brothers
24	Redlight King	Comeback
25	Marilyn Manson	No Reflection
26	Rush	Headlong Flight
27	Dead Sara	Weatherman
28	Stellar Revival	The Crazy Ones
29	Black Stone Cherry	Like I Roll
30	Red Hot Chili Peppers	Look Around

Alternative

1	Grouplove	Tongue Tied
2	Black Keys	Gold On The Ceiling
3	Linkin Park	Burn It Down
4	Imagine Dragons	It's Time
5	Of Monsters And Men	Little Talks
6	Gotye	Somebody That I Used To Know
7	Fun.	Some Nights
8	Silversun Pickups	Bloody Mary
9	Offspring	Days Go By
10	M83	Midnight City
11	Walk The Moon	Anna Sun
12	Dirty Heads	Spread Too Thin
13	Alex Care	Too Close
14	Jack White	Sixteen Saltines
15	Metric	Youth Without Youth
16	Switchfoot	Afterlife
17	Florence + The Machine	No Light, No Light
18	Alabama Shakes	Hold On
19	Lumineers	Ho Hey
20	Chevelle	Hats Off To The Bull
21	Gaslight Anthem	45
22	Red Hot Chili Peppers	Look Around
23	Passion Pit	Take A Walk
24	Gotye	Eyes Wide Open
25	Wombats	Jump Into The Fog
26	Shinedown	Unity
27	Awolnation	Kill Your Heroes
28	Foo Fighters	Bridge Burning
29	Soundgarden	Live To Rise
30	Morning Parade	Headlights

A Different Spin by Jason Nocera www.nichecartoons.com

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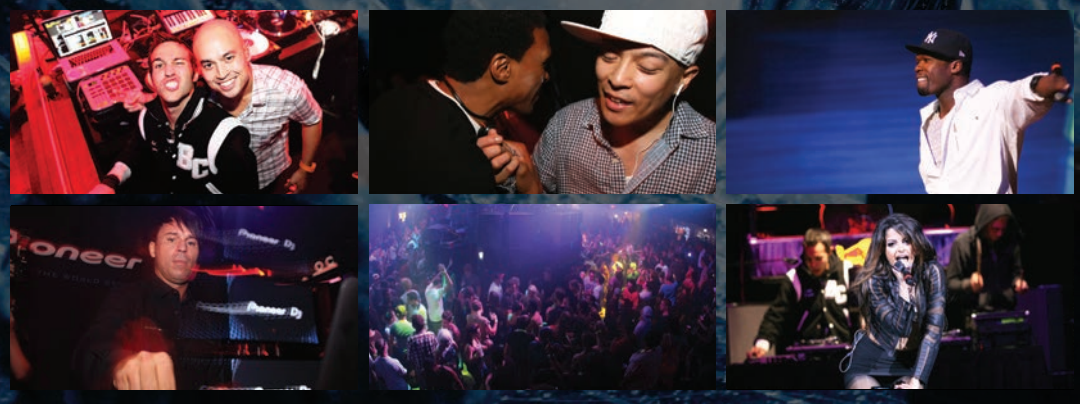

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Top 30 Clean High School Songs

SchoolDanceNetwork.com

TW	Artist	Title	Featuring	PC Disc	BPM	
1	Justin Bieber	Boyfriend		201214	97	
2	Nicki Minaj	Starships		201209	125	
3	The Wanted	Glad You Came		201134	128	
4	One Direction	What Makes You Beautiful		201213	129	
5	Gym Class Heroes	Self Back Home		201203	130	
6	Kelly Clarkson	Stronger		201201	116	
7	Goyte	Somebody that I used to Know			201205	129
8	Pitbull	Back In Time		201214	127	
9	Drake /Rihanna	Take Care		201150	122	
10	Maroon 5	Payphone	Wiz Kjalifa	201217	111	
11	David Guetta/Nicki Minaj		Turn Me on			
12	Katy Perry	Part of Me		201210	130	
13	Carly Jepsen	Call Me Maybe		201210	120	
14	Rihanna	Where have you been?		201216	128	
15	Calvin Harris	Feel So Close		201131	64	
16	Rihanna	You Da One		201147	127	
17	Chris Brown	Turn Up The Music		201206	130	
18	Young Jeezy	Leave you alone	w/Neyo	201208	95	
19	B.O.B	So Good		201209	86	
20	J. Jessie	Domino		201135	127	
21	David Guetta	Titanium				
22	Karmin	Broken Hearted		201207	120	
23	Flo Rida	Good Feelin		201137	128	
24	Pitbull/w Chris Brown	International Love		201140	120	
25	Calvin Harris	Lets Go	w/Neyo			
26	Jennifer Lopez	Dance Again		201215	128	
27	Katy Perry	Wide Awake		201223	80	
28	Havana Brown-Pitbull	We Run The Night		201216	128	
29	Trey Songz	Heart Attack		201214	75	
30	Taylor Swft-B.O.B	Both Of Us		201220	63	
Recurrents- (Still popular)						
	Rihanna	We Found Love		201140	128	
	Chris Rene	Young Homie		201209	80	
	LMFAO	Sorry for Party Rockin		201201	134	
	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101	
	Bruno Mars	It Will Rain		201140	75	
	David Guetta	Without You	Usher	201136	128	
	J Cole	Workout	Edit N**ga, S**t	201126	93	
	Selena Gomez	Love you Like a Love Song		201131	119	
	Dev	Naked	Enrique Iglesias	201201	125	
	Outasight	Tonight is the Night		201142	120	
	Foster the People	Don't Stop		201146	133	
	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91	
	Drake	Headlines		201132	76	
	Jason Derulo	It Girl		201133	92	
	LMFAO	Sexy and I know it		201133	130	
	Lady Gaga	Marry the Night		201145	131	
	Nicki Minaj-Rihanna	Fly		201132	120	
	Maroon 5/Aguilera	Moves Like Jagger		201132	128	
	Britney Spears	I Wanna Go		201124	131	
	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128	
	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131	
	Cobra Starship	You Make Me Feel		201120	132	
	Alexandra Stan	Mr. Saxobeat		201119	127	
	New Boyz	Better with the Lights on		201120	112	
	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90	
	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71	
	Nicki Minaj	Super Bass		201115	127	
	Karmin	Crash Your Party		201144	96	
	Sean Paul	Got 2 Luv		201129	92	
	David Guetta	Where them Girls at	FloRida-Nicki Minaj	201119	130	
	T-Pain	Best Love Song	Chris Brown	201108	81	
	Lady Gaga	The Edge of Glory		201120	128	
	Chris Brown	She Ain't You		201114	91	
	Bruno Mars	Lazy Song		201108	87	
	Beyonce	Best Thing I Never Had		201124	100	
	Lupe Fiasco	The Show Goes on		201045	72	
	Black Eyed Peas	Just Can't Get Enough		201106	94	
	Jennifer Lopez	I'm Into You	Lil Wayne	201115	84	
	Wiz Khalifa	Roll Up		201106	94	
	Adele	Rolling in the Deep		201048	105	
	Britney Spears	Til The World Ends		201111	133	
	Katy Perry	ET			105	
	Tinie Tempah	Written in the Stars	Eric Turner	201104	93	
	Hold it against Me	Britney Spears		201103	134	
	Lady Gaga	Born This Way		201102	120	
	Usher	More		201047	125	
	Enrique Iglesias	Tonght	Ludacris	201047	126	
	Ke$ha	Blow		201102	120	
	Pittbull	Rain on Me	Marc Anthony	201125	128	

Behind The Mic: Attitude Is King

By Dave Winsor

As we get into the "dog days" of summer, it really starts to grind us down. Heat, humidity, tough load-in and outs and clients affected by the heat who are cranky make things tough to take. So, how do we react?

I always take the positive side of things, it's harder to maintain this outlook, but the results are far better than anything negative.

If I've got a nervous bride coming up to me during set-up and she's expressing negative things to me, do you know what I'm actually hearing beyond the words she is speaking? Fear. She fears the unknown. You know what my job is then? To reassure her that everything will be fine. She looks beautiful and then I start asking her non-threatening questions. "How was the rehearsal?" "Are you excited?" I just start her thinking about things and how good they are. It works almost all the time, unless the bride is a diagnosed neurotic.

If you don't think every day is a good day, just try missing one. ~Cavett Robert

So, when everything is grinding on you, how do you react? I've read some posts on various DJ sites and frankly I find them kind of disturbing. I've seen DJs just go postal on unwitting clients. If you stop and think about it, the client deserves to be nervous, they are getting married! They don't know how things will turn out, but it's the biggest day of their lives so far. You know what's really cool? We get to be part of it. I LOVE THAT!

Attitude is a little thing that makes a big difference. ~Winston Churchill

If there is any way to take pressure off of me, I always look for it. Here's one way: If you're nervous at the start of an event say this to yourself: "I'm here because they chose me to be here. I made the cut. I was their choice!" Now think about that for a minute. It really does help change the nervous, undirected energy into a focused, positive outlook. So you no longer have fear, but only nervous anticipation. Once the first few words come out of my mouth, I'm all in.

Here's another fun thought: "We really don't have to work that hard!" Here we are, invited to their biggest day. We're paid very well to be there. They feed us. They are supportive of us because they want the party to be great. It's NO FAIL. Oh yeah, they will be drinking. That amount of alcohol usually breaks down barriers of inhibition and people let loose! That all good, right?

The only disability in life is a bad attitude. ~Scott Hamilton

So, which do you choose? Nervous or competent? Happy or cranky? It's all up to you.

I've also read some amazing posts about people who are doing unbelievable things for their clients. Live video, specially created, artistic layouts. Beautifully written and delivered celebrations of family and love. There are some very talented people in this industry. They don't rely on gear (although they use the best) and they don't rely on technology to make them great. They rely on the ONE thing no other person can copy: Talent. It's given to you and you have an abundance of it. It just takes someone to help mold it.

If you aren't fired with enthusiasm, you will be fired with enthusiasm. ~Vince Lombardi

Who is your coach? Who is your mentor? We all have one or two that tell us the truth. Don't ask for help in a public forum. The feedback you get will be general, non-specific to you and most likely won't help. It also won't be CRITICAL feedback. I read a post where a DJ DIDN'T SHOW UP AT A WEDDING because there was some confusion about a cancelled date. The feedback was generally supportive, and for the most part constructive. They should be commended for even mentioning it, but you're "private" coach will really lay it all out for you. There is NO excuse for missing a wedding….none.

To be wronged is nothing unless you continue to remember it. ~Confucius

Get a coach. Develop a "winning" attitude. Have someone guide you. Have someone tell you the truth. You'll start to believe more in you and your ability. You'll become a better person when you begin to trust someone else…with your livelihood!

The only difference between a good day and a bad day is your attitude. ~Dennis S. Brown

If I can help you in ANY way, please don't hesitate to contact me. I've got a resume as long as 1,000 sheets of Scott paper and I know how to use it.

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

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