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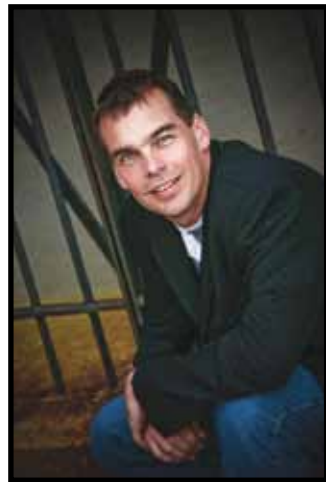
The Monthly Disc Jockey Newspaper

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Q Corner: Where Quality Meets Quantity

By Mike Walter

To write a review of ARM DJs 6.0 (which I attended and spoke at last month in Greeneville Tennessee) and not focus 95% of my attention on the fact that world-renowned sales expert Jeffrey Gitomer presented a 3 and a half hour seminar specifically geared for our industry would be like writing a review of The Titanic and not mentioning the ship. But the problem for me, as the writer of this article, is that I can approach this incredibly historic occasion from a number of different angles. Do I write about the content of Gitomer's talk? Do I sing the praises of Robbie Britton (a man who produces this regional conference every year in the



middle of nowhere and annually beats the snot out of the bigger expos in terms of key-note-speaker-visibility)? Or, do I lament the fact that thousands upon thousands of DJs live within a four hour drive of this conference and yet there were only about 150 tickets sold for the expo?

Fortunately, John Young, who publishes this fine newspaper, gives me plenty of column space so perhaps I can cover all angles.

If you've read my expo recaps in the past you know I evaluate seminars on two levels: content and presentation. If a speaker is solid in one of the two, I'm happy. When I get both, I'm thrilled. Using this criteria, Jeffrey Gitomer hit back-to-back walk-off home runs (and if you've ever seen him speak you know a sports analogy to describe him is very appropriate -- after all the man's business card is a baseball card complete with stats and pictures of Gitomer in his beloved Phillies uniform.)

In terms of content Gitomer has literally written the book on sales. In fact, he told us during the seminar that his book "The Little Red Book of Selling"

Mike Walter Continued On Page 2

Talkin' Bride: An iPod Would Have Been Better

By Tamara Sims

I never thought I would see the day where I would write an article with this title. But a bad DJ can be worse than having an iPod as I recently witnessed while attending a wedding.

Good friends of the bride and groom hosted the wedding reception and also hired the DJ... and believe me I use the term "DJ" loosely, because he was anything but a DJ, in fact he didn't even have a microphone. What he



did provide was a hodge podge of mismatched speakers, cords everywhere, a baseball cap, t-shirt and baggy pants that he felt was appropriate attire at a wedding reception.

During dinner he thought it was a good idea to play "I Gotta Feeling" and "Let's Get it Started" by Black Eyed Peas, which our table all commented on how they would have liked to dance to those songs... why was he playing this during dinner?

No toasts, no speeches, no intros of the first dance or cake cutting because there was NO microphone! As guests we all felt disconnected and missed having a Master of Ceremonies. We sat with a couple that recently became engaged and they mentioned to Jay how they could not picture their wedding without a Master of Ceremonies to preside over of their wedding.

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In The Booth: How Long Is Too Long?

By Brian S. Redd

When I was in my early 20s, I was in my prime as a DJ. That's what I told myself anyway.



My career started in skating rinks at 13, went to mobiles at 17, moved into cocktail lounges at 19 with full-on nightclubs at 21. I didn't want to become that out-of-touch cheesy wedding DJ in a blazer and tie, which I thought was going to magically happen on my 30th birthday.

The closer I got to 30, the less I'd gig. I left my 5 year club residency at 26 and by the time I was 29, the mobile gigs were few and far between. As much as I missed it, I thought at least I dodged that bullet of being the old guy on stage.

My semi-retirement from the business was short lived. By 34, it wasn't back to business as usual. It was actually better than ever. Most of the guys I came up with had dropped out, but some of them were still going strong and were very much in demand. They had knowledge and experience that gave them a huge leg up over the new crop of mobile guys. Everything had gotten smaller and lighter. MP3 was

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Why You Should Pay For Training!

By Mitch Taylor

(You should share all you know for free!)

What do you get for free these days?



It seems this age old debate rears its ugly head every six months or so on some chat board or FB group where someone complains about the "10 or so"

high end DJ/Salesman/Educators who "highly supplement their income" on teaching other DJs to become better. In my opinion this is ludicrous. First off... if one wants to learn anything doesn't one pay for higher education? What do you get for free? Someone else's opinion. You know what opinions are like don't you?

Life is short

Five weeks ago I did an audio interview with Danielle and her father Bill for their Father Daughter Dance. 3 weeks later (two weeks before her wedding) her father's cancer has come on strong and he is now hospitalized in Wisconsin. No one knew if he would make it to the wedding day alive to see his little girl walk down that aisle. I worked long

hours on this edit to make it just so as this wasn't just a Father Daughter Dance anymore.... this was a father saying goodbye to his daughter, a daughter paying tribute to the man that raised her and taught her everything she knows about LIFE.

This is what I discuss with our clients ahead of time in a sales consultation. Everything they do on their wedding day should have meaning and purpose. If it doesn't have meaning and purpose to them then why would they do it? A Father Daughter dance, a Mother Son Dance, even a First Dance as husband and wife has WAY MORE MEANING than to just allow some schmuck DJ whom you've never met before just say to your friends and family in an insincere tone, "It's time now for the father daughter dance" That moment is the summation of twenty plus years of life together for a father and his daughter or a mother and her son. It speaks to skinned knees, report card A's and B's or C's and D's, lost teeth, Christmases and Thanksgivings, first days of school and heartaches over the death of a dog or a loved one. How do you sum up 20 plus years of life in 4 minutes? That's EXACTLY what you are doing as the Master of Ceremonies in that moment.

Fast forward to June 8th, 2013. Danielle's wedding day. Her father was there... in a wheelchair unable to muster the strength to stand for more than a few seconds at best. Taylored Weddings MC Josh Barron introduced the moment (an-

other whole topic for a later article) and a hush fell over the room as Bill Ross wheeled out to the dance floor where his daughter was seated in a chair next to him and held his hand while they listened to the creation we had made for this moment...just for the two of them.

A HUGE thanks goes to Bill Hermann and Jason Jones of BillCreates.com and The Entertainment Experience as it was my educational training with their workshop The Art of The Audio Edit that really helped make this moment special (Did I mention I paid for that workshop?)

Now sure, Bill could have just shared with me the information about what he does... but really, why should he? He's worked tirelessly honing his craft and generating referrals JUST based on his edits. He knows what I know and that is if you pay for something with your hard earned money you appreciate it more, you take care of it better, you cherish it. I cherish the teachings of those who have gone out of their way to share with me in a PAID workshop setting because I know

they care enough to show me and teach me the right way to deliver BETTER weddings for my clients. Your clients are the ultimate benefactor and after all... aren't they worth it? Isn't a lifetime of memories for them, the last dying moments a father and daughter will ever have together worth it? I say UNEQUIVOCALLY YES.

Author's note: Danielle's father Bill passed away on June 19th, 2013, just eleven days after his daughter's wedding. I was honored to have met the man Danielle calls Dad and happy we got the opportunity to create something unique that she will cherish for the rest of her life.

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

is now the best-selling sales book of all time. So, yeah, this guy knows of which he speaks. My iPad was burning up the whole time as I tried to copy down as many nuggets as possible. "Price is not an objection -it's a barrier." "If you want to improve your listening skills take notes while the prospect is speaking." "Tell stories. Stories have hooks - facts are boring." "Listen with the intent to understand (not with the intent to respond)." "Convert your presentation to a performance." He also challenged us with some pretty tough questions: "Does your business card start a conversation or end one?" "Are customers trying to find you or are you still trying to find them?" And, speaking of challenging us, perhaps my favorite moment (which I shared on Facebook) came when Gitomer was talking about price objections and asked us all "Why do you lose a sale over price?" After fielding various answers from us like "because we didn't show value" or "because we didn't build a relationship" he revealed his answer: "Because you suck at sales."

The response that got, a hardy mixture of laughter and embarrassment, was indicative of the responses Gitomer

got all morning. He knows how to talk to people: truthfully, honestly and with a swift kick in the ass. He believes in taking full responsibility for his own successes and failures and assumes you do too. To say he is comfortable on stage speaking is such an understatement it's like saying Pitbull knows how to produce good dance tracks.

All in all, this was the single greatest seminar I have ever attended at any DJ conference. Ever. And I doubt it'll ever be topped. And that's neither opinion nor hyperbole - it's fact. I guarantee anyone in attendance would say the same thing (albeit not as eloquently as yours truly).

Which brings me to Robbie Britton. How does this guy do it? How does he bring the likes of Jeffrey Gitomer and Gary Vanerchuk to his regional conference in Middle-Of-Nowhere Tennessee on what I have to assume is a shoe-string budget while all the bigger "national" conferences (who you would think have a few more dollars to throw around) all try to sell us on the value of retired wrestlers? To find out the answer to that question I went straight to the source and asked Robbie himself. Unfortunately by the time we went to press with this issue he'd yet to get back to me. I have

now doubt it's because he's too busy arranging whatever great speaker he is going to bring in next year. Guys like Robbie don't spend a lot of time basking in their own successes. They don't even spike the football. They take great accomplishments in stride, knowing that every moment they spend singing their own praises is another moment not spent getting the next great accomplishment completed. So even though Robbie didn't spell it out for me, I think I've got my answer right there.

Which brings me, dear reader, to you. Why weren't you there? How could you miss this opportunity? One of the greatest minds in sales (and isn't that an area every one of us could use some improvement in?) presents a seminar not just on selling, but he specifically gears it for our industry -- and you didn't make the trip? What, you thought this type of thing is going to happen again? Or maybe you're already so awesome at sales you couldn't improve one bit? Maybe your calendar is so booked up at such a high price that your bank has called and asked you to stop depositing money, your account is full. If that's the case then you're excused. But short of that, you should be ashamed that you missed

this.

I realize this is a recap of just one of the great moments that happened at this year's ARM DJs 6.0 conference. I don't have room to talk about how awesome the presentations by Randy Bartlett and Big Daddy and Larry Williams and Brandon Lindsey and Jose Castillo were. I can't get into the incredible networking opportunities these smaller, regional shows offer (as opposed to the bigger shows where it is so easy to get lost in the crowd). I don't even have time left to make a joke or two about Greeneville Tennessee (anyway, it's hard to make fun of a town till it gets its first traffic light). So if the singular focus of this recap leaves you wanting for more, good. Make plans right now to attend ARM DJs 7.0. Go to ARMDJS.com and get all the information and then block off the dates and buy your pass. You won't be sorry.

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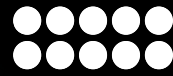
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From The Other Side:

By Jake Palmer

"But Wait, There's More..."

After well over 20 plus years in the mobile entertainment industry, (I started in 1986, yes, that is bragging) one of the things I have noticed is the lack of value DJs put into their product. I have noticed many DJs that get too relaxed or laid back about what they do. Think



about it, if someone asked you how you do a wedding, what would you say? Can you sell your service in a 10-minute

phone call? When a bride calls you, do you say something like, "We play a wide variety of music from Big-Band to Top 40, we'll help you with all the traditional activities, and we bring really cool lights!"? What I mean is any good DJ can play the right music, but where is the value?

To be the best entertainer you can be, you need to do more than simply play

brides and grooms don't care about what kind of speakers you use or how powerful your amp is, so we have to find other ways to add value.

Value is defined and established at the very beginning of the sales process. Retail sales people are pros at adding value; they make their money by Building The Ticket. Building the ticket is defined by the extras they sell you. The extras might be an extended warranty on your computer, or protective covers for your new speakers, having the geek department install the new software that you purchased to go with your new computer. If you look closely you will see this ticket building process everywhere. When you get your oil changed the garage offers new belts or wipers, the restaurant offers you desert before your check, the furniture store offers to stain treat your new couch. To some of us these extras all have a tangible or realized value, but to other maybe not. Any good sales person will tell you that the way to add the extras is to mention them early and often in the sales process,



great music, and you need to let your customers know you do more. This is the age-old question, how do you add value to your product. Ever wonder what it is that makes a \$2000 wedding entertainer so much better than a \$595 DJ? It's presentation, not just a tuxedo and a Bose system, it's presentation that starts with the sales process. Think about it almost all DJs do bridal party introductions and garter toss, but how you sell it to the client is what makes the difference. As DJs we have a limited product to sell to our clients. Most

cess, and to show features and benefits of the product.

This brings us back to the original point, adding value to our entertainment product. Sure you can sell extended sound, or lighting packages, but these have limited potential. We need to sell our show. We have all heard the expression, "sell the sizzle, not the steak". What is your sizzle? Think about it from the other side, what sounds better to you? A DJ who says he does bridal party introductions... or an entertainer who explains in great detail how he will

get all the guests to stand up and clap their hands to the beat of song that you as the client have selected, while the bridal party does hands-springs and cart-wheels off the tables and builds a human pyramid on the dance floor as each couple is announced. This may be a bit extreme, but you see my point. By selling your introductions this way with some enthusiasm and excitement, we are creating and adding value. We are talking about features (the introductions) and the benefits (involving the guests and the wedding party) which all lead to a bigger better event.

I cannot stress enough how important it is for you to take the time with your clients to lay down all of the groundwork for what you are going to do, and exactly how you are going to do it. This will al-

low the client to see the value, and it will eliminate the room for confusion, error, and misunderstandings. Now everything at the event will run smoother for you and the client, which makes for happier clients, more referrals and a higher asking price. If you can sell your service in a 10-minute phone call, think about the details you are missing and how much money it's costing you. Just like we talked about last month, the details are everything. When we think about it, most mobile DJs are natural entertainers and sales people; we just need to make sure we are translating that energy from the dance floor to the sales table. Work on adding value to your sales presentation, and dollars to your bottom line.

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We were all hoping he would redeem himself during the dancing portion, but the entire time he never looked up from his console as he was completely focused on "beat mixing" every single song! At one point he played 2 of my favorite songs: "September" and "I Wish" but he slowed the songs down to match the beat of the previous songs and it felt like we were dancing in slow motion. To make matters worse, he would start playing a popular wedding song and the dance floor would get packed, and then he would change the song midway through with a "mash-up." PYT into Another One Bites the Dust... anybody.... nobody. The dance floor cleared again and he never looked up once to notice! When was the last time you heard Skee-Lo at a wedding? Or my absolute favorite was when he randomly played "Put on a Happy Face." I love Broadway show tunes, but this song had no business being played, and yes, it cleared the dance floor yet again!

So two hours into the wedding he still hadn't played one slow song. But he surely made up for that when he played 5 in a row.

It was clear to all of us that this guy had never done a wedding, but with today's technology he should have taken the time to research popular wedding songs and spent some money on a microphone. The bride and groom de-

served at least that much thought and consideration. If not, then be the bigger person and tell the bride and groom that you don't perform for weddings and refer them to someone who does. As I have mentioned in previous articles, we do not DJ school dances or proms, so we are more than happy to refer those clients to a company we trust and respect who loves doing those events.

The old adage "stick to what you are good at" certainly was clear and I am convinced more and more that the level of service we provide our clients is worth every penny. And I wouldn't have it any other way!

Footnote: Shortly after completing this article a friend of a friend tagged a Facebook photo of this DJ, and as I suspected his entire page was filled with photos of him in a backward baseball cap and headphones mixing music at nightclubs. An iPod would have been better.

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

Tamera 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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Surprise Up Sell

By Dean C. Carlson

I don't know how you all do it, but I set up very early for my events. I don't like any guest or clients to see how the magic happens before they arrive. Not to mention that if I had trouble then I can fix the problem without sweating it.



I would say that well over 50% of the time a freshly engaged couple tours the venue during this period. Typically the buying cycle for freshly minted brides is

Dress, Church, Venue then everyone else. So I am never surprised that after they have had a chance to walk through the hall, something I never interrupt, they eventually stop by and ask for my card. This is another good reason to be set up early by the way.

Last fall this exact scenario happened to me at a venue a little over 2 hours

from my office. After some small talk, I found out that this couple lived a long ways away from the venue, actually they were from my home town. After setting up an appointment for the following week, they asked me if I knew of any wedding officiants from the area.

Here is where the fun begins; flippantly I said I was also an officiant and that I would get the grooms side to go "Hey!" during the ceremony and the brides' side to go "Ho!" The groom loved it. After meeting with them the following week I officially became their officiant and DJ for the night. The only problem, I wasn't an officiant yet.

One immediate take away I would encourage everyone to consider is always keeping your mind open to possibilities. You don't have to already own or have been certified or even ever have had perform something that way in order for you to sell it. What you must have is adequate time, resources, and a skill set that allows you to accomplish this.

You must also step into the risk zone. Business itself is a risk, but if you are unwilling to risk you will never grow to your full potential. Almost to a T and business who has made great strides has taken some kind of risk, and to be quite fair, if you have the previous three things the risk of doing this is actually fairly small.

Ask yourself where do I want my DJ business to be in 1, 5, 10 and 25 years. The thing with this approach is you can sometimes cut the time in half that it would normally take for you to add something new. I have learned from many leadership seminars and workshops that if all of a sudden you have to make something new happen because you have promised or sold it, than your mind has the ability to create it quickly. Nothing like having a deadline to get something done whereas without this, procrastination can stall your progress forever.

Before I uttered those words that I was an officiant to this couple, I knew what it would take to get certified. I also knew people in the DJ world that do this already and I reached out to them after committing to this for some help. I had 6 months to prepare. Not only did I know I could, more importantly I knew I wanted to add this to my repertoire, and then I did it.

One concern I had at first regarded how the changing of hats from officiant to DJ would work out. This proved to be much ado about nothing. We DJs wear many hats already, DJ, MC, story teller, comedian. It wasn't much of a stretch to step from one skill set to the next. I found that everyone was quite accepting of both of my rolls. If anything this strengthened my bond with my clients and I performed better as a DJ in the end as now I was extremely invested in their

lives.

For me once I have actually done something new like this, I get a different confidence when talking about it. It is very noticeable. That confidence is a magic multiplier when it comes to selling this again in the future. Oddly enough I didn't really know when I would get a chance to officiate again. It didn't take very long, because at a bridal show I mentioned it to someone, then she booked me, and then again I mentioned it in passing to another client and they booked me. Now I have 5 weddings this year that I am both DJing and officiating. At \$300 apiece I added a trip to Disneyland this year, and all it cost me what \$30 to get certified for a lifetime. I would say my ROI is very high. In July I am taking a course on pre marital counseling which I will add next.

I have taken this attitude with many different aspects of my shows over the past 10 years. Custom Recordings, I offered a full year before I had someone want it, now I do them at over half my show. Up lighting, I still don't own enough lights to do a full room but I know were to rent them. Instant photos, video montages, I could go on and on about how I have grown my business by offering / selling first then acquiring. It's not nearly as scary as it sound and the payoff can be huge.

Good Luck and Great Shows!

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Review Of The Electro Voice ZLX-12P

By Kirk Rothrum

Every once in a while a new product comes along that is much more than the sum of it's parts. This is a good description for the new Electro Voice ZLX-12P 12" 2 way Powered Loudspeaker. A 1000 watt speaker from a company whose reputation is steeped in quality, at a \$399 Street Price, begs the question: What's the catch??

First Impressions



Each ZLX-12P arrived double boxed with solid foam inserts for protection during shipping. Upon un-boxing, the speakers are easy

on the eyes. With a full-frontal beveled grill, and modern edges throughout, they're arguably some of the most attractive loudspeakers on the market. Their slanted design is less obtrusive and helps them maintain a desirable low profile. Owning a mobile DJ company focused on weddings, the look of one's sound system is important. Until someone invents invisible speakers, the next best thing is either a Bose L1 system, which is famous for lacking "punch", or these. They are simply attractive, modern looking speakers.

Handling

No, I don't mean cornering. I'm actually referring to the handles for lifting and transporting the ZLX-12P. Each speaker is 34lbs, and is outfitted with 3 carrying handles: In the top-rear, in the bottom-rear, and one on the right-hand side when you're facing the speaker. I have a couple other speakers with handles on the top, and they are handy. Due to the way the ZLX-12P's weight is balanced, when using the top-rear handle, the bottom of the speaker swings

out backward. While this might be considered a plus for some; as it somewhat swings



the bottom-rear handle up into position to grab and carry the speaker with 2 hands, I found it cumbersome. It makes it someone more awkward to carry the speaker, albeit lightweight, with one hand from the top handle. Another minor gripe with using the top handle is; the bottom-front of the speaker always (as in, every time) comes in contact with the floor/ground when lifting or setting it down. I can see this area becoming scuffed and worn (or worse) over time, with even the most careful handling.

Connectivity

For most people in the market for a 12" loud speaker, the natural comparison will be between the ZLX-12P and the QSC K12. On the subject's covered thus far, they've been very comparable. In the area of connectivity, the QSC K12 wins with multiple thru's and post-gain mix out, RCA ins and more. The ZLX-12P has an unassuming but very useful set of connections featuring dual XLR-combo inputs with individual gain control, an 1/8th" stereo summing Aux input, a thru output and a Master Volume.

Apples and Oranges

The obvious most obvious difference upon comparing the back panel of the ZLX-12P and almost any speaker, is the presence of the bold blue DSP screen. In the default state, it displays a level meters for inputs

one and two. Upon pressing the Master Volume knob, the magic of the ZLX-12P is un-

the ZLX-12P has arguably tighter, deeper bottom and better overall clarity than the QSC K12. It has plenty of punch for modern dance music, and smooth, crisp detail for lush string arrangements. If a loudspeaker could ever be described as 'articulate', this is it.

Minor Gripes

- The aforementioned awkward balance of weight and slight scraping of the lower front when using the top handle is somewhat clumsy and potentially damaging.

- I find the lack of a dedicated LED Limit light in the back to be a disappointing oversight. While the DSP Screen will display the words LIMIT or SIGNAL CLIP when appropriate, this isn't very useful in real world situations, when a speaker is 20 feet away and you're not using binoculars and a periscope. A simple red LED is a much better attention getter when you're pushing your speakers too hard.

- The cool looking slanted top unfortunately eliminates the ability to store the speakers stacked on top of each other.

- Though I like that there is an indent at 0db, the knobs in the back are ever-so slightly cheaper feeling than those on their ELX line of speakers.

In a nutshell

The fair question is: Where did they cut the corners?

Good luck figuring that out. At \$399, they are less than half the cost of their nearest competition, which they arguably outperform. I've used them at multiple events now and put them through the paces. By all accounts, they sound great, they look great, and they're built great. In my opinion, the Electro Voice ZLX-12P raises the bar by which all other 12" loudspeakers will be judged.

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

leashed. This speaker isn't only beautiful, this speaker is smart. Scrolling through the DPS menu of the speaker the long list of options is follows; MODE: Music | Live | Speech | Club, LOCATION: Pole, Monitor/Floor, Bracket (the ZLX-12P is flyable), BASS and TREBLE Settings, SUB: 80Hz, 100Hz, 120Hz, ELX118P (EV's Live-X Series Subwoofer), LED: On | Off | Limit, LCD DIM: On | Off, LCD CONTRAST, RESET, and FIRMWARE version check.

All settings are saved from the speaker's last use, so if you're often using your speaker for the same purposes, it's a very 'set-it and forget-it, system. An impressive set of features, neatly tucked out of the way until you need them.

What Really Matters

It's a speaker, so let's face it; everything outside of the sound is simply gravy.

The ZLX1-12P sounds pristine, rich, clear, and pleasing to the ear. In two words: clean, powerful. It's tempting to compare it to speakers hanging out in the same general price range, but there really aren't any worthy. The ZLX-12P absolutely competes in a class well above its prices range, and compares very favorably to the venerable QSC K12. Everyone has different ears, and often, folks tend to favor the sound of what they've invested in. That said, to my ears,

The Carousel Of Progress: Securing Your Great Big Beautiful Tomorrow

By Ron Ruth

"There's a great big beautiful tomorrow, shining at the end of every day."

These are the opening lyrics to the theme song of what could well be considered the most historic attraction at the Magic Kingdom inside Walt Disney World, "The Carousel of Progress." I say "most historic" because, as most of you may know, Walt died before WDW was built, yet it is still the only attraction inside the theme park that Walt Disney, himself, personally created. That means



it is also the only WDW attraction that Walt touched. According to Disney lore, Walt deemed it his favorite attraction and stated that it should

never cease operation.

"The Carousel of Progress" is a 21-minute stage show, originally built for the 1964-1965 World's Fair in New York, that entertains guests with a story that depicts the evolution of technology from four different eras beginning with the turn of the 20th century through modern times; from the advent of the gramophone in the early 1900's to the high-def, high-tech gadgetry of today. That story is told in four acts by a family that is actually a cast of very human behaving audio-animatronics figures, one of Walt Disney's greatest and most innovative creations. The most concise summary of the attraction comes from the WDW website and reads: "During each era, learn how the technological marvels of the day have made life more convenient, comfortable and fun—and

helpful cast members, a guest's questions would be addressed by robots disguised as audio-animatronics characters. It might be a novel experience once but would that experience be exceptional enough to make you want to return?

You may think that taking technology to that level sounds far-fetched but think about the last interaction you had with a voice prompt phone system. When I call my local cable company, as an example, the recording that guides me through the maze of prompts practically begs me to hang up and not bother the human that will eventually answer my call. The robotic messenger reminds me over and over again how much they'd prefer it if I were to go to their website to take care of my problem or question. How insane is that when the very reason I might be calling is because my internet has quit working? The sad thing is that by the time a real person answers, the perception I'm left with is that I'm no longer a customer, I'm an inconvenience. That feeling is not one that produces a positive or even an enjoyable experience for the consumer and makes it all so easy to defect to another service provider.

If the technological advancements of the DJ industry were featured in a "Carousel of Progress" attraction, we'd all be amazed at how far we've come over the last 25 years or so. From turntables to digital sound and power draining halogen lighting to energy saving LED effects, we've made the tools of our profession more convenient, comfortable and fun. And, over the next decade, we'll most likely see even more technology come along that will lighten our load while producing an even greater audio-visual experience for our clients and their guests. Where we're doomed to fail, however, is by letting technology remove the human interaction that is the primary delivery system of an excep-



paved the way for even more new and exciting innovations."

Unlike a vast majority of the rides and attractions at Disney World, "The Carousel of Progress" is one of the few that is not based on fantasy or fiction. You see, Walt was a visionary who saw the good of technology but he was also a realist who understood that technology should never be used to replace human interaction. That's why he insisted that cast members be approachable, courteous and pro-active in assisting guests with their needs.

Imagine that Walt or those who have followed in running the organization thought otherwise. With Disney's grasp of technology, a day at the theme parks could be much different. Instead of seeking out assistance from happy and

tional client experience.

Today a number of DJs use on-line planning forms as their prime means of communicating with a client prior to an event. The supposed reason is that it makes the planning process easier for the client. But, let's be real for a minute, for some DJs it becomes an excuse for them to not invest time in actually developing a trusting relationship with the client, as well. Unfortunately, that lack of interaction and relationship building can also lead to serious miscommunication with adverse outcomes that produce a less than desirable experience for the client and the DJ, alike.

I've recently seen more than a few posts on several social media sites from DJs bemoaning how they arrived at the venue to find that they were expected to

set-up in a corner of the room instead of in front of the dance floor. Others have complained of an unexpected need to run long distances of power cords to power their equipment. Some have publicly criticized their clients on-line and during the event for inviting large number of children instead of being pro-active and doing something to keep them entertained. There have even been DJs who object that their client asked them to do something during the event that they were not prepared to do even though they should have been talented and innovative enough to deal with the situation. DJs want the convenience of puck-sized uplighting fixtures but act surprised when people, especially children, play with them.

The list of complaints goes on and on but where does the fault lie? Who should have known the right questions to ask? Who should have taken the time to communicate in advance? Who should have visited the event venue in advance to discuss needs and alternative solutions? Who is ultimately responsible for reducing the need to expect the unexpected? Who should be more cognizant of the fact that what may be convenient for one instance is not practical in every situation? In the end, who is responsible for investing time into creating a rapport with the client that could help avoid these unpleasant circumstances and so many other issues?

Clients want and expect an exceptional experience from you. If you don't provide it, they'll look for it someplace else—and they'll pay more for it. Why? Because they value the experience more.

An exceptional customer experience is based on emotion, how you make the client feel valued; special, as though the experience you provide is exclusive to that individual. That's difficult to do if you rely more on technology than human interaction or if you've made the process one that discourages relationship building.

As we continue to spin on our own "Carousel of Progress," remember that the good that new and innovative technology creates will make it harder for some DJ businesses to survive. We're already embroiled in a battle with the ease of using an iPod. But imagine what technology tomorrow will bring to make it even easier for a client to consider alternatives to fill their entertainment needs. The need to make your client feel as though they are a valued consumer as opposed to an inconvenience is more important now than ever.

We can't nor should we want to stop progress in our industry, but you can't treat it as a short-cut to success either. Doing so will keep you from truly understanding the needs, wants and expectations of our clientele. Those DJs who place great emphasis on creating an exceptional experience for their clients will have a far better chance of securing a "great big beautiful tomorrow, shining at the end of every day" for themselves and their businesses.

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

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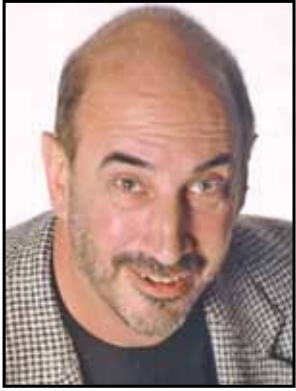
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The Evolution of Social Media Attraction That Leads To A Sale

By Jeffrey Gitomer

I am on it.
I am into it.
It's attracting customers.
It's making sales.
It's free!



What is it?
It's almost
social media.
It's BUSI-
NESS social
media.

It's your ticket to customer and prospect awareness – who you are, how you think, how you serve, what you believe, what your value messages are, and what others think of you. And did I mention? It's free.

But the mere fact you participate isn't any assurance it'll pay off. In fact, the opposite is the norm. Most companies, most business people, and most salespeople have no idea of how to actually ATTRACT customers, potential customers, new followers, and connections. Even fewer companies and salespeople understand that business social media must be combined with, in conjunction with, and in harmony with all other internet and face-to-face marketing outreaches.

The key word to understanding and implementing business social media actions that lead to attraction and connection success is VALUE.

Value in the messages you tweet, post, and share. Value to your customers and prospects so they pass your message on to THEIR connections.

SCENARIO: I tweet to my 65,000+ followers. They resonate with it, and those who believe it's worthy or applicable to their followers RE-TWEET it, or FAVOR it for their followers to see. That allows me to pick up another 100+ followers a day.

SCENARIO: I post a thought, or a quote, or an idea on my LinkedIn home page. It's broadcast to my 15,000+ LinkedIn connections. Many of them

"share" it with all of their connections. It allows me to pick up more than 100 connections a week.

SCENARIO: I upload a new video each week on YouTube. It's posted on my ezine, on my blog, in my tweets, and on my Facebook page. Somewhere between 1,000 and 5,000 people will view it, like it, and not want to miss the next one – so they subscribe to my YouTube uploads.

Those are real world examples that represent a small part of my attraction process. They give you a solid idea it's not about what I write, post, or do; it's about the RESPONSE to what I write, post, or do.

It's not about tweeting. It's about being re-tweeted.

I REPEAT: All business social media must be combined with your traditional business and Internet outreach.

Here are the business, internet, AND business social media value-based messaging and marketing elements I use to transfer my messages and posts that attract and connect. Study them.



Implement yours.

- LinkedIn Jeffrey Gitomer – The number one business resource. I post my thought of the day or link of the day. RESPONSE: People like it and share it with their connections. That has lead to more than 15,000 connections.

- Twitter @gitomer I tweet three or four times a day. I usually send out one

link a day. RESPONSE: I am re-tweeted or favored more than 100 times a day, and I gain between 50 and 100 new followers a day.

- Facebook business /jeffreygitomer – Like me, then read a bunch of the posts, then be inspired to comment or post. RESPONSE: All of my followers (likers) read it and all of the poster's connections can see it too.

- YouTube channel BuyGitomer – People watch a few of my 300+ videos, RESPONSE: subscribe

- SalesBlog.com daily posts – Daily value-based posts sent to subscribers and available by search. All emails get you back to the blog. There are lots of offers on the landing page. RESPONSE: People become loyal followers, buy products, and tell others to subscribe.

- Weekly e-zine SalesCaffeine.com – Ten years of weekly, real-world, value-based sales information. E-zine also has several offers to buy products and services. RESPONSE: People become loyal followers, buy products, and tell others to subscribe.

- Bought The Little Red Book of Selling, or one of my other 11 books. RESPONSE: Loved it, bought more books, or bought a book for the whole team, or went online and found more about me.

- Attended one of my public seminars. RESPONSE: Bought a ticket, had a blast, learned a ton, bought more books after the event and subscribed to my full suite of social media offerings.

- Paid to hear one of my webinars. This came about as a result of our inter-

nal electronic marketing. RESPONSE: Person loves it, resonates with it, buys more, becomes loyal.

- Spent some time on gitomer.com reading my free resources. Found me by searching. RESPONSE: Loved my free stuff, browsed my things for sale – and bought something.

- Googled Jeffrey Gitomer to find out more about me. RESPONSE: Said WOW when 500,000+ entries appeared. Clicked around and bought something.

- Googled "sales training" and found me on the first page. That's a real lead. RESPONSE: Clicked. Called. Bought.

You cannot control how people search. You must be findable by company, person, product, topic, and keywords that will get your name to pop up.

It's not one thing that creates attraction. It's a strategic combination of a social, online, and face-to-face outreach MIX to attract interested buyers. It's a confluence of value-based things that are available to customers and prospects.

I just shared 13 of mine so you could see the diversity of my offerings and the multiple opportunities that prospects have to find you, be attracted to you, connect with you, and buy from you.

ULTIMATE RESPONSE: Someone calls and asks if I'm available to address their sales team at their annual meeting. When they do, we ask how they found out about me, and the customer replies, "He's everywhere!"

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

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Creating A Wedding Theme (Part 1)

By Jeremy Brech

Creating a Theme (part 1)

When you sit down with a client whether it be a corporate event, school event and even a wedding you should always ask the questions, "What is your theme?" Most of the time you will hear, "We don't have a theme", but in actuality every single event has a theme. You might remember a couple months ago that DJ Jer Events and Lighting produced and created a huge Alice in Wonderland Theme wedding. Obviously not every event is going to go to that extreme when it comes to a theme, but if you have ever watched David Tutera he always asks the about the Theme. So why as lighting designers aren't we asking that same thing. You might not do flower or décor, but the lighting that you can provide for an event needs to match the overall feel of the environment they are trying to create.



If the client doesn't know what the theme is then ask them what their colors are and ask them about the centerpieces, and the feel they want to create. You might need to do a little homework so you can understand the theme from the answers they give you but it will pay off in the long run. If you convince them they can't create the theme without your lighting then you will see the monetary

benefits, but more importantly they will



understand that you are a true professional and you care about your work.

So here are a couple hints on words you might hear and the theme they are looking for, but they just don't know it.

- Candles, roses, amber, red, gold, warm, romantic, tuxedos = Classical or Classic

- Tulips or lilies, blue, cool colors white, silver, suits, lounge furniture, clubby feel = Contemporary

- Coral, light blue, yellows, lace, ivory, mixed flowers, full length linens, colored suits = Shabby Sheek

- Sticks, burlap, grasses, wild flowers, earth tones, gray, Ivory, simple, outdoors = Rustic

- Purple/Eggplant, Emerald, black, Tiffany Blue, simple flowers, metallic, zebra, lanterns = Modern

As you can see when a bride paints the picture of her wedding she is telling you how to sell the lighting options to

her. Again, if you truly do your homework you will know exactly what their best options are for them and their event. Now if you understand what they want you need to make sure you have the inventory to make it possible. Yes, you might have to do some upgrades and new purchases, but if you truly know what you are doing and you know what you are talking about the return on your investment will come faster than you think and the phone will be ringing for more business.

By creating themes for our clients it has allowed us to expand our portfolio and work with clients we never dreamt of. From a simple wedding creation it



has allowed us to work on large wedding productions, to amazing corporate events because we show the client that there are endless opportunities. This has allowed us to work on lighting productions for events anywhere from \$5,000 to \$22,000. The thing entry level lighting designers need to keep in mind is you don't need a \$4,000 lighting fixture type setup to create these type of events. The main thing is understanding the full potential of the lights you have. Can you create these things with your normal sound active dj lights? Probably not, but you can use high end lighting to enhance to potential of your dance and raise the value of your performance. Can you imagine having a meeting with a client and then asking them, "by the way, do you have your DJ yet?" People will find great lighting designers based on your work. Booking a DJ all depends on how good of a sales person you are and if they have seen you perform in the past.

As you can see there are many Themes and we just touched base on a select few of them. Next month we will discuss the fixtures and inventory that it takes to help you create the perfect theme.

Jeremy Brech is Owner/Entertainer/Lighting Designer of DJ Jer Events and Lighting Design, and WED TM Member. Jeremy can be reached at: jeremybrech@discjockeynews.com.

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The Importance Of Following Up

By Joe Bunn

One of the keys to our success is follow up. We do multiple forms of follow up with three different groups—leads, vendors, and clients. I am going to walk you through a typical system that we use each week here at Joe Bunn DJ Company.

Let's start by talking about leads that come in. The majority of ours come in via email, and I'm assuming this is also true with your business. After a lead comes in, we send them a standard email along with a pricing pdf (whether you want to share your price up front or not is your business). At that point, we create a "task" in eWebmin (the web-based program we use to keep track of our shows). The task triggers a reminder email in three days for us to follow up with that lead if we have not heard from them. It's short, sweet and to the point. We then set up a final reminder for a week later which we send out if they still haven't responded. Chances are after three emails from you they will either say a) "So sorry we have been slammed, let's meet soon" or b) "Leave us alone, we found another DJ". Either way, at least you get an answer! If you want more information about this concept, then hit up BookMoreBrides.com. Jeff and Steph really helped us



out. You also need to follow up with the leads that you actually meet with face to face if they don't book that day. You can wait a day and then simply fire off a quick email saying, "It was great meeting you guys yesterday! I would love to be the DJ for your August 10th reception at Carolina Country Club. Please let me know if you have any further questions." Sometimes this easy task will be the final piece to close the deal.

It's also a great idea to follow up with vendors that you meet or work with. The way that we do this is with branded stationery and/or a simple email. Let's say that I meet a new wedding planner at an ISES or NACE meeting (you are a member of those right?), I will grab her card and then the next day just send out something like, "Hey X, it was great meeting you last night! I hope that you have great success with your new planning business. Please let us know if your clients ever need a great DJ!" It's also a great idea so send a note when you book a show that you know came from a referral from a fellow vendor. Yes, it's old school, but that's the beauty of it! They know that you took a few minutes to sit down and actually hand write them a thank you letter! Was it a really big gig? How about sticking in a gift card to an area restaurant? I know I would. We also try to send vendors that we work with a thank you note after the show if we had a great experience working with them.

The last piece of follow up comes after the wedding and it goes to your client (already book, already performed for them). At this point, we use two different methods of follow up—an automated email that goes out 10 days after the

event (this gives them time to come back from their honeymoon and regroup) and the branded thank you note. The email says this, "Thanks so much for letting us be a part of your event! I was wondering if you could do me a quick favor... Would you please post a review on WeddingWire? If you're feeling really great about your DJ, you can copy and paste that testimonial to Google as well! It will help us out tremendously! Thank you so much! Sincerely, Joe Bunn & Staff." See what I did there? It helps us collect valuable testimonials while at the same time thanking them for using our services.

Of course, we use hyperlinks to make it easy for them. You could also send them a survey from DJIntelligence if you use that, or even just a Microsoft Word document survey. In the hand-

written thank you note, we are just short and sweet thanking them for having us as the DJ at their amazing reception. You'd be surprised how far this goes and how many times it has led to our DJs getting post-event tips in the mail!

Remember, you MUST follow up with your leads, vendor connections, and your clients in order to be successful in the DJ business! Good luck and keep it rockin'.

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

Joe Bunn can be reached at joe-bunn@discjockeynews.com.

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Are You Listening To What I am Saying?

By Jason Jones



I have spent years learning or memorizing what to say in sales meetings, to clients, to my wife and even my kid. I used to play out conversations in my head to prepare my response to every possible reaction to my idea, assertion or question. One of two things would occur. I would get a negative reply that I didn't plan for leaving me stumped as

to what to say next or I would get a positive reply in which I usually stopped thinking about what they might say or what I was going to say and I started listening and reacting to the other person.

It wasn't until I participated in a personal development workshop in 2007 that I realized that my most successful conversations and interactions with other people have been when I listened to them. I also learned that I rarely listened to anyone. I listened to my thoughts, opinions and ideas about what someone

was saying and then I prepared what I was going to say next before they even finished talking. You may have experienced something like this to varying degrees in your life. It's very human thing to do.

Since I want to be a great listener and really connect with people I started practicing listening. I realized that it takes effort to really listen to others without thinking about what I am going to say next. I'm not very good at listening or very consistent. I find myself apologizing a lot for not listening to the person talking to me and then focusing my attention on getting what they are telling me. And though I recognize that I am not good at this I can also see that my awareness and practice has made me a 100 times better listener than I was



sultations. I was present, I listened to what was important to them and then after having confirmed what I thought I heard was important to them I spoke to their priorities. Listening this way is rare and extraordinarily powerful. It also takes practice and intention.

The best way to show the people in your life that they really matter is not by telling them. It's by listening to them like they really

before the workshop.

I keep practicing because it's so gratifying when my prospects, clients, wife, son and friends experience that I really got what they are communicating. Being completely present with someone, hanging on their every word as if it were life or death makes someone feel amazing, like they really matter.

I have found a big common denominator in all my successful sales con-

ally matter.

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. He also does a weekly podcast at: <http://billandjason-show.com>

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

Brian S Redd continued from page 1 making everyone's life a lot easier too.

Then, a month before my 40th birthday, I had my stroke. I went from being an active 39 year old DJ to a blind paraplegic, literally overnight. There was a period of a few days in ICU where I wasn't sure if I was going to live or die. One thing I knew was that if living was an option, somehow I was still going to be a DJ. In fact, the night after I was transferred out of ICU, I laid down a mix on my laptop for one of the late shift nurse's work out classes. I couldn't see, but I could hear and still had a good left hand to mix.

Two months later, I was back to

work with an assistant. My eyesight was back, but I still had limited use of the right side of my body. My first gig was a 5 day run at the world's largest music festival.

Speaking of stroke and DJs, Dick Clark had one when he was 75 and continued to work until he died last year at 82. Was he really a DJ, though? Mr Clark thought so. Here's a quote from my friend Alan Au:

"Dick Clark was a client of my family's and he knew I was a DJ. While he did stop doing radio a while back before he died, he told me producing his New Year's Rockin' Eve show was still DJing, because he was still picking the

tunes and the programming. The only difference was instead of the record, he was picking the artist and their live performance. He already knew which songs they were going to perform. So he DJed pretty much until he passed away."

One of my viewers, Marcel Dubois told me a story last week. He's been a DJ for, well quite a while and went semi-retired until a few years back when his sons got interested in the business.

"...we are into karaoke but are taking DJ gigs when asked. We aren't looking for jobs but they seem to keep coming in. (No we aren't one of those cut price DJs). This old fart is still right in with the younger generation and loving

every bit of it."

Marcel celebrated his 80th birthday last month.

So here I am, at 42, asking the question, "What is the life span of a DJ?" Personally, I've ruled out 30, near death, and disabled. It doesn't look like any age has anything to do with it. So, as long as you are determined, positive and can stay current, you can do this for literally the rest of your life.

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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2013 Semi-Annual To-Do List

By Mike Kazis



For those of you that have been following my “Year of the Recovery Initiative”, we’re halfway there! It’s the time of year where we take a look at what we’ve accomplished so far in comparison to what we’ve planned over six months ago in our business strategies in order

to help our grow and succeed a little more than last year. Some of you will find that you’re meeting or exceeding your goals and objectives, while others might have found some additional challenges. In either case, after you assess your semi-annual or second quarter results, here’s a small business “To-Do List” for helping you to re-align your goals and objectives for the rest of the year. Here’s your Semi-Annual To-Do list:

1. Revise your business plan.
2. If you don’t have a business plan, create one

Yes, there are only two items on the list and they both pertain to writing a business plan. You might be asking yourself, “What kind of list is this? Why do I need a business plan when I’m not applying for a loan or looking for investors? Why are there only two items on this list that apply only to a business plan?”

First, allow me to explain by busting the myths of the infamous business plan. Many people often associate a business plan as just a well-written document for financing a start-up company. I also often speak with people that think a business plan can only be prepared by a company that offers such a service. I can assure you that a business plan is not just for applying for a bank loan or for trying to win over a potential investor. It has many more uses than that. Plus, you can indeed prepare your own business plan. Think of it as your company’s road map or blueprint to becoming a successful organization. Would you build a house without the architect’s blueprints? Why risk your future? Your business plan should contain information pertaining to everything there is to know about your business - mission statement, marketing plan, sales forecasts, financial information and much more. Who knows about this information more than the person that founded and runs the company?

Truth be told, business plans can be quite an undertaking. The finished product can be very extensive, can sometimes take weeks to prepare, and can sometimes be difficult for first-timers. For this reason it’s no wonder that many small businesses owners opt out of creating one. I was recently at a seminar last month conducted by Chris Evans, of Bridal Business Boot Camp where he asked for a show of hands of how many people had business plans. My hand was among approximately three or four hands in a room of over one hundred. Evans then proceeded to ask, “How many people are lying?” In fact, About.com conducted an online poll and found that only 56% percent of the participants had some sort of formal business plan.

Hopefully, that means that over half the business owners reading Disc Jockey News have a business plan. Good for you! If you don’t have one, start one



right away.

Despite being lengthy and time consuming, business plans are very beneficial. The time you invest in preparing one will greatly be repaid as it will help you in many different ways. For instance, you’ll likely discover many different things about yourself and your business that you wouldn’t realize otherwise. You may also discover a new way of telling people about your business other than just telling them that you play music at parties.

Some business experts believe that the act of planning itself creates the greatest benefit. Planning provides a clear a direction for people to follow which encourages people to work harder with greater efficiency and greater effectiveness. This in turn, will increase your company’s productivity and profits. Companies that plan are also more prepared for contingencies. If something goes wrong, a company with a detailed plan will have anticipated the issue and will have prepared a solution for that particular issue.

If you don’t know how to start a business plan, don’t despair. There are plenty of resources out there in books and online. One that really helped me was “Successful Business Plan: Secrets and Strategies” by Rhonda Abrams. What’s great about it is that it has many different writing and thought provoking exercises to help come up with the best information to add to your plan. There are many more books to choose from but, for starters, here’s an outline with the basic categories of a business plan:

1. Executive Summary
This is a short introduction and synopsis of what the document is about. Not much more than that.
2. Company Description
This section is for explaining a little bit about your company including: history, vision, philosophies, mission statement, etc.
3. Products or Services Offered
This is pretty self explanatory. Be descriptive when explaining the products and services you offer and include some sales literature at the end of the section.
4. Market Analysis
This is very important. Don’t skimp on this section, especially when presenting the plan to lenders and investors. They want to see whether or not you have a clear understanding of the market for which you’re trying to sell. Include the following: regional statistics, demographics, and other important information about your target market. Also include what makes your business stand out from the competition and what your expected share of the market will be.

tion about your target market. Also include what makes your business stand out from the competition and what your expected share of the market will be.

Gather this information and I guarantee you that you will find many other uses for it.

5. Marketing and Sales Strategies

This information is also very important. This is where you’ll include information on how you’ll promote your products and services. It will also include the operations and costs involved with getting your services to your customers. This is also where you’ll show your sales forecasts and how you expect to meet those numbers. One topic that’s very important in your sales forecast is your channels of distribution – how you’ll sell your products and services.

6. Organization and Management

This section explains how your business will operate (sole proprietorship, partnership, corpor, LLC), who the managers are and the roles they’ll play.

ness will operate (sole proprietorship, partnership, corpor, LLC), who the managers are and the roles they’ll play.

7. Financial Data

This section contains historical and future financial statements such as income statements, balance sheets, cash flow statements, and breakeven analysis charts.

8. Funding Request

Include this section if you’re seeking funding from lenders or investors.

9. Appendix

This section is a place for resumes of executives, market research details, and any other document that supports information in the previous sections.

I’ve seen and created business plans in various orders but stick with the one above as it is the most standard and least difficult to follow. As I’ve mentioned earlier, I will elaborate on some of the sections of the business plan in the following months including: preparing financial data, planning for a stable year-round cash flow, generating a sales forecast, and developing or revising a business strategy.

I hope that you can now see why I made such a short small business to-do list and why I focused it only creating and maintaining your business plan. If you have any questions or wish to see some sample business plans that I’ve created in the past, please feel free to email me. Have a prosperous Summer.

Mike can be reached at mikekazis@discjockeynews.com.

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The Way I See It: It's The Secret Ingredient

By Michael J. Lenstra

I can still see him, peering over his glasses as he looked through my brochures and business synopsis. After a prolonged, uncomfortable silence he finally spoke.

"So you want to be a hot shot DJ," he asked?



"Well, I'm not sure I want to be a hot shot," I countered and then explained to him that, after 15 years of being a part-time DJ, I was ready to try to make it as

a full time entertainer.

"Why would you want to leave [your current employment] after 15 years to pursue THIS," he inquired?

"Because this is my passion," I confessed to him. "This is what I love to do."

"WRONG ANSWER," he stated.

So I took a second attempt. "Well, I've maxed out as far as I will go in my current employment," I explained of my job at a family run weekly newspaper. "I just think I have much more potential here."

"WRONG ANSWER," he stated emphatically again.

"Then I guess I don't know what the right answer is," I confessed.

And he put it to me simply: "To make money! That is the only reason to be in business."

The man's name was Terry and he was a representative of the Small Business Development Center, a government agency designed to provide a vast array of technical assistance to small businesses and aspiring entrepreneurs. And over our next three or four sessions he taught me a lot on what is necessary to sustain a successful business. There are great mechanics, wonderful cooks and fantastic photographers, he noted, but that does not make them great business owners. Now in my fifth year as the owner and opera-

tor of this mom and pop shop I call Alexxus Entertainment I understand what he was telling me. And I've learned a lot along the way. I've learned first and foremost that owning your own business is not much different than farming because you are never finished. There is always something more that needs to be done. I've also discovered that balancing your commitments between work, family and home projects is a never ending struggle.

But of all of the things I've learned there is something I mentioned to him when we first met that I still believe is the cornerstone of which a small business is built on, and that is passion. Now that I have had the opportunity to be around so many other entrepreneurs over the past five years I find that to be the common denominator among those that have been truly successful. "There is joy in work. There is no happiness except in the realization that we have accomplished something," Henry Ford once said. And true enough, the way I see it, those that have been most giving of themselves look to be the ones that go the furthest. I've always believed that talent will only take you so far, and intelligence will only take you so far, but drive and perseverance is what takes you over the top.

In our industry that seems so evident to me, that those with a passion are those that thrive. I see it in our publisher John as he criss-crosses the country attending expos and seminars to promote our paper to potential advertisers. I hear it in Mitch Taylor's voice when he answers a phone call from a potential client, or when he has to cancel dinner plans in Vegas just because duty calls, or watching Ken Day and Ed Spencer compare the apps they have discovered on their new i-pad in a hotel room in Minnesota (how do you weight your sound?). It's in every one of Brian Kelm's social networking posts and Brian Redd's videos, and so obvious in Peter Merry, who not only strives to continually improve himself but to see the disc jockey industry - particularly the wedding DJ - be better as a whole from coast to coast. It is plain-as-the-nose-on-your-face in my conversations with Ron Ruth [and a sidebar: Ron takes a lot of grief about his age and/or love of Disney, but my conversations with him have been inspiring and a joy. He is a resource as deep as an off-shore oil well]. In my twenty plus years as a part-time-turned-full-time-DJ I have seen many come

and go in the wedding profession. Some blame economics, others reason it's because of the attitudes of the customers they've had to deal with. Or some simply because they set their price point too low and did not have enough capital to reinvest in their business when new technology came along or when doing a pair of bridal shows and placing an ad in the Yellow Pages was no longer the answer for marketing. But what I really have seen in those that call it quits was the loss of their passion.

It was not long ago that that was me. I began to feel our weddings were reruns. I was struggling to motivate myself to get out of my office chair and network. But in a span of six months I attended a pair of DJ related conventions and participated in a business core strengthening program through our local chamber. Nothing reinvigorates you like being around successful individuals and sharing ideas.

If your passion has begun to wane, if you've ever asked yourself what do you need to do to get more leads, to close more deals, to up your price then I suggest you attend one of the many DJ related conventions or conferences that are out there, that you participate in one of the disc jockey designed workshops that are available, or at the very least take advantage of the educational opportunities in your local area, join a networking group or even buy and read a business related book. I cannot think of anyone who has undertaken those activities and felt it was a waste of their time and money.

Rediscover your passion and prepare for the success that it will bring.

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

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We Help DJs Build & Grow Their Business!

The Referral Coach

By Matt Anderson

Give and Take: The Book That Could Double Your Success

Reading Adam Grant's new book, *Give and Take*, has been a humbling experience for me. Unlike numerous business books in the past decade that have highlighted the importance of helping others first, this is all based on research.



The two most striking points in the book are:

1. Most people are not givers; they are matchers.

And there are significant limits to having a lifetime of tit-for-tat relationships.

2. Givers achieve the most success in every field but can also achieve the least amount if they fail to draw boundaries and consider their own needs too.

The main reasons to care about this book if you're in business development are twofold:

1. You'll probably make quite a bit more money: "The top performers were givers and they averaged 50% more revenue than the takers and matchers."

2. More people will want to help you: "People have a predictable, patterned response to givers – it's not luck – others are much more likely to want to plot your success."

Caution: Give for the right reasons

"Giving first is a promising path to succeeding later... But if you do it only to succeed, it probably won't work."

To fully understand Grant's powerful case, let me define the three types of people:

Givers:

Value: helpfulness.

They contribute value without worrying about what they receive in return.

The attitude/belief of a giver in business development: "My mind-set is not to sell. My job is to help. My main purpose is to educate and inform on what's important."

They keep their own interests/wellbeing in sight to avoid exhaustion.

Givers are almost always looking to help others – who can most benefit.

Takers:

Value: Wealth, power, pleasure, winning.

They are self-absorbed and have big egos.

Takers give very strategically with an expected return.

They tend not to trust people because they assume most people are takers.

They focus on who can help them in the near future.

Note! Takers can be perfectly pleasant people and TALK a great game.

Matchers – most people are matchers

Value: fairness, equality, reciprocity

They focus on who can help them in the near future which dictates how they give.

I'm now embarrassed to admit that I thought reciprocity (matching) was the highest goal. It had been a light bulb moment for me many years ago reading Robert Cialdini's work on the Rule of Reciprocity. His research found that people feel obligated to reciprocate when you do good deeds for them. That's when I understood why it was important to help people first but that's where my growth got stunted. Grant explains the downsides to this reciprocity-only style:

a) Others can feel manipulated.

When you buy other people meals or golf games or tickets to events, they may be wary about you having an ulterior motive. Even more so in this day and age, it seems like almost every interaction we have puts us on guard for being sold something. I think we are close to a time when the only people we will

want to do business with and trust in business are those who:

i) Fully understand our goals

ii) Only try to help us based exclusively on what we want and need

iii) Have no ulterior 'win' for doing so.

b) It narrows your network if you seek only to build relationships with a quid pro quo/tit for tat expectation.

This is what hit me most in this book. It forced me to concede that I have been this person for over 10 years. I have ONLY chosen to build relationships with people that I thought could help me. While you cannot be successful trying to help everyone on the planet, my mistake was that I ONLY tried to help people that fitted that description.

I was too calculated and scarcity-minded. I did not make much (any?) effort to help people because it was the best way to be or the right thing to do. Short term this can work better but over time it severely limits your network, the quality of most of your relationships, and it means that there's next to no water left in wells once that mutually beneficial relationship has run its course. OUCH!

c) Dormant ties are weak.

When you want to reach back out to those you've been out of touch with, there's little or no water in the well. You really can't ask for anything you might want. Grant argues that dormant ties can be more helpful than those in your current network because they know you but have had new experiences and insights since that time.

Six Hints:

1. How do you maintain productivity by being so giving all the time?

According to the author: "give more" AND "keep your own interests/wellbeing in sight – use your interests as a guide for choosing when, where, how and to whom you give."

2. Givers negotiate better when they are advocating for others rather than themselves.

For example, consider that your asking for business or referrals benefits your family rather than helping you make your sales goals.

When Adam Rifkin, Fortune's 2011 best networker, asks people for help, "He's usually asking for assistance in helping someone else" (such as finding a job for someone or helping them fund a project).

Can you phrase your ask in terms of its benefits to others? E.g, "Would you be interested in the pre-transaction planning we do with business owners because we have been getting a lot of excellent feedback about it? Our clients in that situation have said they like a, b and c about it..."

3. Useful things to SAY as a giver:

"Why don't you tell me a bit more about yourself and I'll see if there's anything else I can help with?"

"Where do you need help?"

Seek advice more:

"If you were in my shoes, what would you do?"

4. Avoid being an unsuccessful giver:

They have an unhealthy focus on others to the detriment of their own needs (they probably don't think they deserve to receive anything either). Selfless givers exhaust themselves.

5. If you manage others, know that your givers need feedback on the positive impact they are making.

Otherwise they are prone to burnout.

6. Most of our giving is based on a mixture of motives that benefit others and ourselves.

And people may have different reciprocity styles for different parts of their life.

Ultimately the message Grant makes is that more success in any field comes from BEING a more giving, caring and helpful person to others. Avoid burnout by taking care of your own needs. DON'T keep score in relationships and avoid being helpful to specific people just because you have a hidden agenda that requires that you get your pound of flesh from them in return.

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



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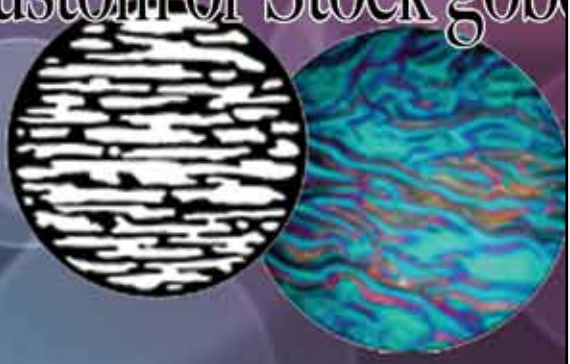
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Connections: With Your Audience

By Steve Moody



Just a few quick questions for you this month... Do you know what the five most common mistakes made by an MC are? Do you know how to kick off the dancing portion of the night with a bang... even it looks like it's going to be a dead crowd? Do you have a handle on getting your personality to come through on the microphone while pushing the envelope.... without going too far? Do you understand the psychology of getting guests to applaud at different points of the evening without verbally asking for it on the microphone? Well...I am here to help you find the answers to all of these questions... plus much, much more!

The most successful MCs and DJs all have one thing in common...they have chosen to continue to educate themselves in order to better their craft. Think about it this way...committing to better your microphone technique leads to better performances. Better performances lead to higher demand. Higher demand leads to larger paying events. Who doesn't want that?

This all being said, if you have not yet decided on attending this year's DJ Expo (Atlantic City, NJ) here's one more (shameless) attempt to get you

there. I am talking about a jam packed two hour seminar featuring several of the most successful MCs in our industry. In all sincerity, "All Star MC Secrets Revealed 2013" has shaped up to be fast paced and chocked full of gold nuggets for all of those in attendance.

This year's cast will include DJ Times Magazines two-time DJ Of The Year Jack Bermeo - professional MC and voice over artist Tony Tee Neto - multi-time co host of the DJ Of The Year Competition Dominic Sestito - the mobile DJ industry's one and only Sean "Big Daddy" McKee - nationally recognized speaker Jerry Bazata.....and announced here before anywhere else..... Industry Icon Randy Bartlett! (plus a few added surprises) This one time only event has the potential to take your MC performances to a whole new level.

I don't know about you... but it took me years to find my niche in my market. Without guidance, finding "your voice" and creating your own style on the microphone is something that can take years. In fact, many DJs have been performing for decades and have still not differentiated themselves in their own market. It is not an easy task. That being said, it is something that Jack Bermeo has just about perfected over the past two years and he's willing to share! Jack's portion of the seminar will help you to open your mind, see yourself a bit differently and then follow it up by showing how to market it all through social media. Jack will provide you with the tools you need to be seen as one of a kind on all social media outlets. Let's face it... each of us... not matter how successful...can always afford a boost

where social media is concerned.

I have to ask you...am I the only DJ that gets a tough crowd every once in a while? Nope, I would venture to say that it happens to the best of us. Wouldn't it be great to hear a few special tricks and techniques to fill the floor? Well, we've seen Big Daddy do it again and again, and he's going to take the time to explain the psychology behind it. In all honesty, if you have not seen this man's unbelievable personality ...he could probably get people on the dance floor even if it was on fire and covered in shattered glass. Very few of us have mastered the art of getting people to follow our lead as well as Sean McKee. I am so excited to have him on the panel this year.

There will be something for everyone. No matter whether you're an industry veteran or brand new to the biz, we all would love to have better control over our event guests. Right? Well, Randy Bartlett's portion of this fun and fast paced seminar is guaranteed to have your guests eating out of the palm of your hand. You will never have to ask for applause again. The correct vocal inflection combined with proper timing will ensure that you and your clients look like rock stars in front of all of their family and friends! Randy's MC skills are only matched by his ability to coach others and he is coming with both barrels blazing! This "ain't" even the half of it you guys! I have to leave some things for surprises! So much info to be shared...no fluff...just gold!

Though this is a brand new cast for 2013, this will be my 4th year hosting this seminar and I am even waiting with baited breath. Truly, in all sincerity, I

plan on taking as many notes as possible. For those that may not know... my whole reason for starting this seminar back 2010 was because I had been dying to see and learn from as many respected leaders in our industry as possible.

DJ family, this is the only time you will ever be able to see this particular group of entertainers in one spot and hear what they have to share. This up beat and interactive seminar has proven to be a highlight of the DJ Expo over the past few years... and this year already looks like it could blow the roof off the Taj Mahal! I really hope that you will consider joining us. Ooops and one final note...if you plan on coming... please be sure to stop in on my seminar entitled "How The DJ Expo Has Helped Me To More Than Double My Prices and Quadruple My Business". I will be opening the show Monday morning and need as much support as possible...you know how shy I am. LOL

The DJ Expo is being held August 12-15 at the Trump Taj Mahal in Atlantic City, NJ. For more info and registration details visit www.DJTimes.com and click the Expo button.

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

Paul van Dyk Logo Made of TRUSST®

For a fiery performance of German Grammy Award-winning DJ, musician and record producer Paul van Dyk, Managing Director for DMX Productions SJ Grevett used various pieces of TRUSST®, CHAUVET® DJ and CHAUVET® Professional lights in creative combinations to build the "PVD" logo at a grand scale on stage. Paul Van Dyke performed at the HMV Institute as opening act during a Godskitchen event.

"TRUSST® is very solid, I find it very handy and easy to assemble, and offers great flexibility in the many ways you can combine it," SJ said.

To build the V-shaped structure at the center of the stage, SJ used four one-meter TRUSST® sticks, two three-meter TRUSST® sticks for the cross section, a single scaffolding bar, one TRUSST® book corner and single poles.

Four 2-meter TRUSST® sticks were flown above the audience in the mid-section of the venue and each carried three CHAUVET® Professional Legend™ 412 pixel-mapping moving yokes for captivating eye-candy effects. "I love the pixel mapping function the Legend™ 412 offers," SJ said. "I use them at various events because they are bright and deliver a huge impact with a tiny footprint."

SJ placed 12 CHAUVET® DJ COLORband™ PiX linear lights on the DJ booth, for video effects and animations when multiple units are used together. COLORband™ PiX also features individual control over 12 flicker-free tri-colored LEDs, which allows for custom looks. "COLORband™ PiX is a phenomenal fixture," SJ said. "It's incred-



ibly bright, I enjoy pixel-mapping it, and brings a lot of value to the show each time."

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A close-up portrait of a man with a shaved head, looking directly at the camera with a serious expression. He is wearing a black jacket with a patterned lining. The background is a plain, light-colored wall.

Add on to this I've been subscribed to

Let's admit it, if we aren't likely going to play these tracks, in the end, do we RE-

First, it means that I prep more thoroughly for events, thinking and spending more time on song selection and what should work. It means that I'm better prepared for my client's event. I've put in time thinking about what mixes with what, what songs they're going to want, and what are the 1 to 2 hidden gems that I might be able

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

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3	Selena Gomez	Come & Get It	3	Luke Bryan	Crash My Party	3	Maroon 5	Daylight
4	Justin Timberlake	Mirrors	4	Blake Shelton	Boys O'Round Here	4	Lumineers	Ho Hey
5	Daft Punk	Get Lucky	5	Band Perry	Done.	5	Kelly Clarkson	Catch My Breath
6	Robin Thicke	Blurred Lines	6	Zac Brown Band	Jump Right In	6	Rihanna	Stay
7	Florida-Georgia Line	Cruise (Remix)	7	Brantley Gilbert	More Than Miles	7	Pink	Try
8	Imagine Dragons	Radioactive	8	Tim McGraw F/ Taylor Swift	Highway Don't Care	8	Michael Buble	It's A Beautiful Day
9	Pink	Just Give Me A Reason	9	Kip Moore	Hey Pretty Girl	9	Taylor Swift	I Knew You Were Trouble
10	Fall Out Boy	My Songs Know What You'É	10	Hunter Hayes	I Want Crazy	10	Emeli Sande	Next To Me
11	Jason Derulo	The Other Side	11	Randy Houser	Runnin' Outta Moonlight	11	Phillip Phillips	Gone, Gone, Gone
12	Bruno Mars	Treasure	12	Carrie Underwood	See You Again	12	Justin Timberlake	Mirrors
13	Zedd	Clarity	13	Brett Eldridge	Don't Ya	13	Jewel	Two Hearts Breaking
14	Ariana Grande	The Way	14	Easton Corbin	All Over The Road	14	Fun.	Carry On
15	Mariah Carey	#Beautiful	15	Keith Urban	Little Bit Of Everything	15	Mumford & Sons	I Will Wait
16	Calvin Harris	I Need Your Love	16	Justin Moore	Point At You	16	Hunter Hayes	Wanted
17	Maroon 5	Love Somebody	17	Gary Allan	Pieces	17	Alicia Keys	Girl On Fire
18	Demi Lovato	Heart Attack	18	Lady Antebellum	Goodbye Town	18	Rod Stewart	She Makes Me Happy
19	Anna Kendrick	Cups	19	Tyler Farr	Redneck Crazy	19	Whitney Wolanin	Wrong Guy
20	Ed Sheeran	Lego House	20	Billy Currington	Hey Girl	20	Maroon 5	Love Somebody
21	Capital Cities	Safe And Sound	21	Lee Brice	Parking Lot Party	21	Of Monsters And Men	Little Talks
22	Ke\$ha	Crazy Kids	22	Sheryl Crow	Easy	22	Imagine Dragons	It's Time
23	Avril Lavigne	Here's To Never Growing Up	23	Kenny Chesney	When I See This Bar	23	Kelly Clarkson	People Like Us
24	Macklemore & Ryan Lewis	Same Love	24	Florida-Georgia Line	Round Here	24	Ed Sheeran	Lego House
25	Rihanna	Right Now	25	Kacey Musgraves	Blowin' Smoke	25	Villains	(My) Rainy Day Girl
26	Britney Spears	Ooh La La	26	Charlie Worsham	Could It Be	26	Demi Lovato	Heart Attack
27	Nikki Williams	Glowing	27	Craig Campbell	Outta My Head	27	Taylor Swift	22
28	Emeli Sande	Next To Me	28	Thomas Rhett	It Goes Like This	28	Mariah Carey	#Beautiful
29	Miley Cyrus	We Can't Stop	29	Chris Young	Aw Naw	29	Florida-Georgia Line	Cruise [Remix]
30	Austin Mahone	What About Love	30	Little Big Town	Your Side Of The Bed	30	Bruno Mars	Treasure
Urban			Rock			Alternative		
1	J. Cole	Power Trip	1	Alice In Chains	Stone	1	Neighbourhood	Sweater Weather
2	Ciara	Body Party	2	Volbeat	Hangman's Bodycount	2	Capital Cities	Safe And Sound
3	Wale	Bad	3	Pop Evil	Trenches	3	Imagine Dragons	Radioactive
4	Kendrick Lamar	B**ch, Don't Kill My Vibe	4	Shinedown	I'll Follow You	4	Imagine Dragons	Demons
5	Lil Wayne	Rich As F**k	5	Stone Sour	Do Me A Favor	5	New Politics	Harlem
6	DJ Khaled	No New Friends	6	Five Finger Death Punch	Lift Me Up	6	Muse	Panic Station
7	Rich Gang	Tapout	7	Deftones	Swerve City	7	Thirty Seconds To Mars	Up In The Air
8	Miguel	How Many Drinks	8	Stone Temple Pilots	Out Of Time	8	Fall Out Boy	My Songs Know What You'É
9	Rihanna	Pour It Up	9	Beware Of Darkness	Howl	9	Alt-J	Breezblocks
10	B.o.B	We Still In This B*tch	10	Imagine Dragons	Radioactive	10	Daft Punk	Get Lucky
11	Rocko	U.O.E.N.O.	11	Nine Inch Nails	Came Back Haunted	11	Vampire Weekend	Diane Young
12	Fabulous	Ready	12	Skillet	Sick Of It	12	Nine Inch Nails	Came Back Haunted
13	Chris Brown	Fine China	13	Sick Puppies	There's No Going Back	13	Fitz & The Tantrums	Out Of My League
14	Fantasia	Without Me	14	Device	Vilify	14	Atlas Genius	If So
15	Tamar Braxton	The One	15	All That Remains	Asking Too Much	15	Linkin Park	Castle Of Glass
16	Nicki Minaj	High School	16	Slash	Anastasia	16	Frank Turner	Recovery
17	Drake	Started From The Bottom	17	Black Sabbath	God Is Dead?	17	Grouplove	Ways To Go
18	Wale	LoveHate Thing	18	Filter	What Do You Say	18	Phoenix	Trying To Be Cool
19	Kelly Rowland	Dirty Laundry	19	P.O.D.	Beautiful	19	Mumford & Sons	Babel
20	Robin Thicke	Blurred Lines	20	Halestorm	Here's To Us	20	Macklemore & Ryan Lewis	Same Love
21	August Alsina	I Luv This Sh*t	21	Papa Roach	Leader Of The Broken Hearts	21	Of Monsters And Men	King And Lionheart
22	Mariah Carey	#Beautiful	22	Heaven's Basement	Fire, Fire	22	Lorde	Royals
23	Kelly Rowland	Kisses Down Low	23	Three Days Grace	Misery Loves My Company	23	Stone Temple Pilots	Out Of Time
24	Mario	Somebody Else	24	Devour The Day	Good Man	24	Cold War Kids	Miracle Mile
25	French Montana	Ain't Worried About Nothin'	25	Soundgarden	By Crooked Steps	25	Queens Of The Stone Age	My God Is The Sun
26	Alicia Keys	Fire We Make	26	Rob Zombie	Dead City Radio	26	Portugal. The Man	Purple Yellow Red And Blue
27	Justin Timberlake	Mirrors	27	Soundgarden	Halfway There	27	Jimmy Eat World	I Will Steal You Back
28	Problem	Like Whaaat	28	Thirty Seconds To Mars	Up In The Air	28	Tame Impala	Elephant
29	Hustle Gang	Memories Back Then	29	Escape The Fate	You're Insane	29	Pepper	FKARND
30	Sean Kingston	Beat It	30	Asking Alexandria	The Death Of Me	30	Dirty Heads	Cabin By The Sea

A Different Spin by Jason Nocera



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Behind The Mic: Technology And Talent

By Dave Winsor

Technology has certainly lead the world into a different era. It has allowed us to move data at the speed of light and not the speed of fax. Cell phones will let you watch full length, 1080p video and keep track of most everything important in your life. You can make yourself out



to be an ass in a heart-beat also!

Tech-nology: a scientific or industrial process, invention, method, or the like.

Technology advances so quickly

that the playing field you are on today, may be somewhere else tomorrow and you'll get caught standing still. So how are technology and talent connected? In a few different ways. Some good, some not so good.

If you offer lighting, chances are you are no longer offering PAR cans that run on incandescent bulbs. It's old technology, right? You most likely upgraded to RGB LEDs because of the advance technology and ease of use. So, with the power of the dollar coupled with the advance of technology has allowed you to create an entirely different look to your show. Technology is leading the way in broadcasting also. No longer do we handle albums or 45s, although that's ALL we use to handle. (All you TT DJs, if you were around in the 70's and 80's, that's ALL we used). When I first started working in a nightclub, I had 2 TTs and a bunch of crates filled with vinyl. The PA system was 6 bass bins with double 18's

in each (located under the stage) and the midrange and high range were handle by Bose speakers and 2 Phase Linear amplifiers. The microphone was wired and Shure. I was the talent and I was green. The technology was old and I was new. We had some interesting nights for certain. What's the path you've taken?

In broadcast, we left vinyl behind and transferred over to a cart system. If you don't know what a cart is, it's like an 8 track tape with a hole under the front right corner where the transport wheel would pop up and into the cart to start the

technically speaking. If you got the razor cut wrong, you didn't have a "ctrl z" to press to make it go away, you had to re-record it all over again. It was a fabulous teacher of the moment. So how has technology affected talent?

In most cases it likely has leveled the playing field when it comes to music. You can get music almost everywhere on the internet and it can be shared so readily that it makes planning your gigs much more of a "short range" time frame than before. What about those hard to find titles? Before you'd have to drive to the



tape moving. Tape? It's what we used on reel to reel machines and use to cut with razor blades to cut out errors or splice to part together to make a seamless transition between two cuts of music. It was a lot of work and it wasn't very friendly,

record store and HOPEFULLY they had it. If not, you'd call around to friends and if you're lucky you'd find it. Now? Just record it off Youtube, right? Maybe have a friend email an MP3 to you or dropbox a wav.

So, we know technology has really vaulted us into the future with technology and really tiny, powerful processors that make iPad DJing a reality. Heck, I even use my iPhone as a back-up for critical songs. Lighting is evolving so quickly and lights are becoming more powerful and artistic. My question is: Has technology made us better talent? I say no and here's why.

Talent: a special natural ability or aptitude

The focus of many forums that I read seems to be lighting, flashy blinky things, fogged dance floors and "I'm doing this kind of gig for the first time, what music should I have?" Gear is great, don't get me wrong, but what about spending some dollars on training? What would be the ideal source of training for you? Seriously, I'm asking. What would benefit you so that your performance will be as impressive as your lights? (I'm wedding centric here, BTW) As entertainers, have we fallen behind the pace of technology or have we at least kept up?

You can go online and establish a relationship with a vendor and BOOM, great sound system, solid lighting package, music (legal?) and away you go into business. Look, I know we all started somewhere so save your breath, I get it. How to you learn to be better? By watching someone else's client Youtube vids and adapting? Or are you leading the way? What makes YOU different?

Technology vs. Talent.

Technology is winning the overall battle. That's too bad, because talent is much more powerful than any LED or AMP. Do you have talent?

What do you think?

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Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM			
1	1	Justin Timberlake	Mirrors		201314	78	Trey Songz	Heart Attack	201214 75
4	2	Macklemore/Ryan Lewis	Can't Hold Us		201310	73	Usher	Numb	201233 125
8	3	Demi Lovato	Heart Attack		201309	88	Future	Turn on the Lights	201226 66
3	4	Krewella	Alive		201305	128	Ellie Goulding	Lights	201109 120
2	5	Pitbull-C Aguilera	Feel This Moment		201302	136	Nicki Minaj	Pound the Alarm	201227 126
16	6	Chris Brown	Fine China		201314	104	One Direction	Live While we're young	201240 126
6	7	Macklemore-Ryan Lewis	Thrift Shop		201246	95	David Guetta	Titanium	201230 125
5	8	Justin Timberlake	Suit annd Tie		201303	103	Calvin Harris	Lets Go	201212 128
9	9	Justin Bieber /Wil I am	#that Power		201312	128	Katy Perry	Wide Awake	201223 80
17	10	Ariana Grande / Mac Miller	The Way		201314	83	Kelly Clarkson	Stronger	201201 116
19	11	Selena Gomez	Come & Get it		201315	80	David Guetta/Nicki Minaj	Turn Me on	201231 128
7	12	Maroon 5	Daylight		201247	126	Justin Bieber	Boyfriend	201214 97
10	13	Calvin Harris	Sweet Nothing	Florence Welch	201238	128	Taylor Swift-B.O.B	Both Of Us	201220 63
23	14	Mariah Carey/ Miguel	#Beautiful		201319	107	50 Cent/Dr. Dre/Alicia Keys	New Day	201232 98
25	15	Daft Punk	Get Lucky		201317	116	Katy Perry	Part of Me	201210 130
14	16	Emeli Sande	Next to Me		201230	95	Flo Rida	Good Feelin	201137 128
28	17	Sean Kingston	Beat it	Chris Brown/Wiz	201316	98	Pitbull	Back In Time	201214 127
11	18	Swedish House Mafia	Don't You Worry Child		201234	129	Gym Class Heroes	Self Back Home	201203 130
29	19	Avril Lavigne	Here's to never growing up		201315	83	Nicki Minaj	Starships	201209 125
12	20	Olly Murs/ w Flo Rida	Troublemaker		201250	106	Chris Brown	Turn Up The Music	201206 130
13	21	Imagine Dragons	It's Time		201208	105	Goyte	Somebody that I used to Know	201205 129
15	22	Will.I.AM-Britney Spears	Scream and Shout		201248	129	Rihanna	We Found Love	201140 128
*	23	Robin Thicke	Blurred Lines	clean	201322	120	The Wanted	Glad You Came	201134 128
18	24	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127	One Direction	What Makes You Beautiful	201213 129
22	25	Flo Rida	I Cry		201238	126	Drake /Rihanna	Take Care	201150 122
*	26	Bruno Mars	Treasure		201320	116	Calvin Harris	Feel So Close	201131 64
*	27	Zedd / Ft Foxes	Clarity		201305	128	Rihanna	You Da One	201147 127
*	28	Maroon 5	Love Somebody		201314	120	Young Jeezy	Leave you alone	201208 95
20	29	Justin Bieber	All Around the World		201307	128	B.O.B	So Good	201209 86
21	30	Kelly Clarkson	Catch My Breath		201243	124	J. Jessie	Domino	201135 127
Recurrants- (Still popular)							Karmin	Broken Hearted	201207 120
24		Taylor Swift	I Knew you Were Trouble		201248	77	Pitbull/w Chris Brown	International Love	201140 120
26		Ed Sheeran	The A Team		201205	86	Jennifer Lopez	Dance Again	201215 128
27		Ke\$ha	C'mon		201252	126	Chris Rene	Young Homie	201209 80
		Maroon 5	One More Night		201229	93	LMFAO	Sorry for Party Rockin	201201 134
		Rihanna	Diamonds		201241	92	Hot Chelle Rae	I Like it Like That	201139 101
		Pitbull	Don't Stop The Party		201238	127	Bruno Mars	It Will Rain	201140 75
		Baauer	Harlem Shake		201309	70	David Guetta	Without You	201136 128
		Trey Songz	Simply Amazing		201250	100	J Cole	Workout	201126 93
		Ne-Yo	Let me Love You		201229	124	Selena Gomez	Love you Like a Love Song	201131 119
		Ke\$ha	Die Young		201240	129	Dev & Enrique Iglesias	Naked	201201 125
		Pink	Try		201243	105	Outasight	Tonight is the Night	201142 120
		Alecia Keys	Girl Unfire		201237	93	Foster the People	Don't Stop	201146 133
		Justin Bieber	As Long As You Love Me		201227	71	Gym Class Heros	Stereo Hearts	201125 91
		Alex Clair	Too Close		201115	63	Drake	Headlines	201132 76
		Taylor Swift	We are never getting back together		201234	86	Jason Derulo	It Girl	201133 92
		Psy	Gangnam Style		201237	132	LMFAO	Sexy and I know it	201133 130
		Chris Brown	Don't Wake Me Up		201221	128	Lady Gaga	Marry the Night	201145 131
		Pink	Blow Me One Last Kiss		201228	114	Nicki Minaj-Rihanna	Fly	201132 120
		Owl City-Carly Rae Jepsen	Good Time		201227	126	Maroon 5/Aguilera	Moves Like Jagger	201132 128
		Maroon 5	Payphone		201217	111	Britney Spears	I Wanna Go	201124 131
		Carly Jepsen	Call Me Maybe		201210	120	Enrique Iglesias	I Like How it Feels	201139 128
		David Guetta/ Chris Brown	I Can Only Imagine		201230	127	LMFAO	Party Rock Anthem	201102 131
		Rihanna	Where have you been		201216	128	Cobra Starship	You Make Me Feel	201120 132
							Alexandra Stan	Mr. Saxobeat	201119 127
							New Boyz	Better with the Lights on	201120 112

Photos from ARMDJs 6.0



1. Mike Walter presents at ARMDJs 6.0. 2. Peter Merry paying close attention while Mike driving home a point during his presentation 3. ARMDJs' speakers - From left to right Mike Walter, Brandon Lynsdey, Sean McKee Randy Bartlett, Jeffrey Gitomer, show producer Robbie Britton, Larry Williams, Mike Anderson and Jose Castillo 4. Jeffrey Gitomer takes the stage at ARMDJs 6.0 5. ARMDJs last seminar, a Q and A with the speakers 6. Big Daddy Sean McKee kicking off ARMDJs 6.0

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