

Disc Jockey News

Subscription is valid thru date above on the label

July 2014 • Issue #118

The Monthly Disc Jockey Newspaper

\$20.00 for 12 issues

Q Corner: Where Quality Meets Quantity

By Mike Walter

July is here. Can you believe it? Already. It seems like we were all just shoveling out from the worst winter in anyone's memory and hoping for spring. Now spring has come and gone and we're full on into the second half of the year - which is a great time to take stock of yourself, your company and the goals you set for yourself at the beginning of the year. So let's do this together:

You first. Yourself. Your family. Let's talk about these first. July and August should be great months to focus on these. If you have school-aged children they'll be home a lot more the next two months, so hopefully you have some fun stuff planned with them. If not, make it a pri-

ority. Kids grow up fast, and before you know it they may not want to spend their summers with Mom and Dad. So while they still do, don't miss the chance. Summer is also a great time to focus on your health. It's a natural time to be outdoors anyway as the weather is usually perfect for some kind of activity. So take advantage of this. Go for some bike rides or jog on the beach. Find an outdoor yoga group if that's your thing. Or a softball league. Anything to get active and outdoors. And eat healthier, too. You'll probably want to anyway (who likes to eat heavy on a hot day?) Grill your meats instead of frying them, and instead of heavy pastas and breads try a light cold salad as a side.

Summer is also the perfect time to give yourself a true and honest fitness evaluation. This is something that'll probably happen naturally the first time you put on your bathing suit this season. Forget what the scale says. There's no better test of how you're doing than looking at yourself in a bathing suit. Proud of what you see? Good! Remember what got you here and don't stop. Embarrassed by what you see? Good! Get to work on improving your overall health. You could look a lot better

Mike Walter Continued On Page 2

Talkin' Bride: Be A Mentor

By Tamara Sims

Have you ever received a phone call from a DJ or Wedding Planner who was "new" to the industry and wanted to "pick your brain?" Were you gracious to them on the phone or eager to end the phone call? How do you feel when someone new enters the industry? Are you threatened, or excited to become a mentor to a



budding new DJ?

I recently received a phone call from a former bride who launched her photogra-

phy company one year ago. She was looking for guidance on bridal shows and how to market her new business. She was very impressed by the service that Jay and I gave her during her wedding planning and was hoping she could bounce some ideas around with me. I was more than happy to help, but I was curious to know why she hadn't contacted the photography team that did her wedding. She told me that she had contacted them last year when she started her business. In fact, the reason she started her business was because she was so inspired by their photos and business model that she decided to take photography classes and enter the industry as well. When they found out that she was planning to start her own photography company they wanted nothing to do with her and were unwilling to meet with her or provide any mentoring or guidance.

I could see both sides, but in the long

Tamara Sims Continued On Page 2

In The Booth: Club Culture

By Brian S. Redd

As long as I can remember, I've been in love with club culture.

When I was a little guy, Disco was hot.



There were loads of references to "The Disco" in popular culture as well. Even as a 6 or 7 year old, it seemed if you were a really cool adult, that's where you'd go and be social,

dance, trip out on light shows and jam to the best music.

The closest I could get to this sub culture as an elementary school aged kid were skating rinks I wasn't big on skating, but as soon as a kid at school told me there was a DJ and a mirror ball involved, I wanted to be a part of this activity as soon as possible.

The first time I went to a skating rink was for a classmate's 8th Birthday party. I wasn't a very good skater, but neither were most of the kids there that morning. What struck me as magical was that it seemed no matter who you were in school or even in the neighborhood, for some reason, everyone was equal here. The girl who wouldn't look at me in class

Brian Redd Continued On Page 2

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 3: Mitch Taylor
Page 3: Dan Carpenter
Page 4: Jake Palmer
Page 5: Mike Kazis
Page 6: Ron Ruth
Page 7: Dean Carlson
Page 9: Carr Hagerman
Page 10: Alan Berg

Page 10: Ed Spencer
Page 12: Mike Lenstra
Page 13: Matt Anderson
Page 14: Jeffrey Gitomer
Page 15: John C Maxwell
Page 16: Top 30 Charts
Page 16: Different Spin
Page 17: Rob Peters
Page 17: Stevie Ray
Page 18: Recurrent Hits
Page 18: Harvey Mackay

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Mike Walter continued from page 1

by Labor Day if you work on it.

Now, let's look at your company. June 30th is the halfway point of the year so hopefully you've already run your reports and looked at where you're at. If not, do it right now then come back to this article. It really is that important. Compare those numbers to where you were last year at this time (yes, you should save those numbers every year). Go back a few years if you have those saved too. Up or down? And in what way? Events up or down? Average booking price up or down? Add-ons selling? Who is referring you? These (and more) are important indicators that you as a business owner should be evaluating and reacting to. Maybe it's time to visit some of those banquet halls that aren't referring you as much. And also drop off some gifts at the ones that are. And if your bookings are way up, maybe it's time to implement that price increase you've been thinking about. If you book

weddings, you've probably already got some on the books for 2015. And the rest of the year you'll be booking a lot more. So if you want to adjust prices for next year, now's the time to implement it.

You made some goals in the beginning of the year too, I hope. Now's the time to look those over and see where you're at. If you're on your way to hitting them, then just keep doing what you are doing. But if not, it's time to step things up and make sure you don't fall short. Whether those goals were personal, professional or both, if they were goals for the year, well, it's time to get serious about them. Because as quickly as January became July, July will turn into December before you know it.

There are always a few dates on the calendar that I use as demarcation points in my year. The first day of Spring is always a big one as I personally look forward to the warmer weather, yet hate leaving the heavy booking season of the

Winter (it's my most lucrative time of year since we're flush with deposit money and haven't started paying out the big back ends to my staff yet). The NFL's kickoff Sunday is another one. For me it's the official end of summer (time to put my beach chairs away) and of course the beginning of my favorite sport's new season (and the only time I can guarantee my Cowboys will be in first place). June 30th is another important date for me and Elite as well. If you look at a year like a marathon, then

the halfway point is the best time to evaluate yourself. Are you going to PR this time? Or just grit it out and survive? Both are acceptable outcomes (for years and marathons). It's just good to know where you're at and start adjusting.

Mike Walter is the owner of Elite Entertainment of New Jersey and a nationally recognized expert in the area of multisystem company development and staff training. You can contact Mike at mike-walter@discjockeynews.com.

Tamara Sims Continued from Page 1

run, wouldn't you rather mentor someone along in the industry than have a bunch of unprofessional bottom feeders in your industry? I spent quite a bit of time with her on the phone sharing bridal show tips, asking about her brand messaging and what types of brides and grooms she was targeting, and then I suggested that she join a local Photography Association, ISES Chapter or NACE Chapter so she could network with professionals in the industry who would be willing to share and mentor. She was so grateful as she had no idea that these associations existed.

I started thinking about our journey into the DJ Industry over a decade ago. If it wasn't for Mark Ferrell and his "Getting What You're Worth" CDs from way back in the day, Jay would have never have had the courage to leave his chemical engineering career to follow his passion as a DJ entertainer. I fondly remember Jay and I meeting at a local restaurant with Allen Deneau and Chris Wagner who wanted to start a Chicago Chapter of the ADJA. Years later our chapter is running strong with more than 50 members. I vividly remember meeting Randy Bartlett for the first time when he came to speak at one of our meetings (an early mentor of ours), and I will never forget my first Mobile Beat Convention where I ran out of paper

from taking so many notes. And I fondly remember working at a banquet hall as a waitress where Jay happened to be the DJ in the next room. He came into my room and started talking to the DJ about how important it is to be a part of the ADJA. Jay has always looked at other DJs as "colleagues" and not "competitors" - something he learned from his many mentors in this crazy industry!

To this day many of our mentors have become friends who we not only look up to professionally but personally as well... and I am sure most of you already know that one of my favorite mentors shares this front page with me and I couldn't be more honored.

So don't be afraid to mentor and help an aspiring young artist or even a seasoned veteran in our industry. We are all in this together!

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

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

Brian S Redd Continued from Page 1 for some reason had no reservations at all holding hands and "couple skating" with me. Maybe it was the music or lack of adult supervision or the ambience of that dark rink with a couple of police beacons and pin spots. Whatever it was, I found my new favorite place.

Aside from a shattered wrist and even a knock-out punch one fateful Saturday night, my skating rink years were good to me. It was here I made a lifelong friend or two and at 13, got my first job as a DJ.

From there, I progressed to teen clubs. Besides the lack of alcohol, there was really no difference between these clubs and regular clubs. In fact, they even took place in regular night clubs. It sure felt grown up. Those who attended seemed more mature than the kids at school as well.

I took the social lessons I learned from the skating rink years & applied them here: Dress sharp, get to know everyone, its dark so I'm more attractive than usual, girls like the guys who can handle themselves on the floor, and attend as often as humanly possible.

My full-on clubbing days started earlier than most. Partly because I was DJing in them in my late teens & also because by then, I was seasoned. I carried myself well enough to just walk right in the door most of the time with no questions asked. Some-

times, the door guy would recognize me and usher me thru the velvet rope. Back in those days, that was as close to VIP as it got. It didn't matter if you pulled up in an exotic sports car or took the bus. If you looked like you belonged there, you did and were treated well.

Today, club culture just isn't the same. A few years ago, I was put on the guest list of this big Vegas night spot. The admission price was thru the roof, but we skipped the line and walked right in. Unfortunately, that's where the fun ended. It was sad to see where club culture had gone. I get the concept of a VIP section and bottle service, but now unless you pay for bottle service, you are not even good enough to sit down,

not even at the bar. The attitude of this establishment was keep moving, pay for a table or get out. Just by looking around, it occurred to me that nobody knew each other outside of who they showed up with. I understand its Vegas and most are from out of town, but these people had an entire evening to be social. The trouble was structurally, they were not really being given the opportunity to do so.

The only people who were being social and looked relaxed were those who spent probably \$500 to \$1,000 to get a table. Just by the look of them, they didn't really look like they belonged there. They just simply bought their way in.

It's my understanding that most big

clubs are like this today and unless you have loads of cash to throw around, I really don't see the appeal.

Once upon a time, there was a night-spot on 54th & Broadway. Regardless of how much money you had in your pocket, if you looked like you belonged there, you got in. Once inside, you could see a gas station clerk dancing with a movie star or a multi-millionaire doing shots with a starving artist. This place was the model for the utopian era I was so privileged to be a part of. This, to me, was true club culture.

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

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Deadlines: Advertisement deadlines are the 20th of the month. The publication is distributed on the 1st of every month.

Subscriptions: Subscriptions to the Disc Jockey News are \$20.00/year for US addresses. Subscription forms and foreign rates are available on the website.

Advertising: Our ad takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Press Releases: Press releases can be emailed to the Disc Jockey News at pr@discjockeynews.com

Photos: Photos can be submitted to the Disc Jockey News via email. Photos must be in jpg format with a minimum of 1500 pixels (300 dpi at 5 inches wide) for publication.

Disc Jockey News is published monthly by John Young DBA the Disc Jockey News, 29442 120th St., Grey Eagle MN 56336. Periodicals Postage Paid as Sauk Centre, MN and additional mailing offices.

POSTMASTER: send address changes to Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336.

The Most Important Piece Of Gear You Own

By Mitch Taylor

What's the most important piece of gear you own? The speaker manufacturers say you can't have a party without sound so it's GOTTA be the thump in the room. Lighting companies will argue that nothing can transform a room like their products so you NEED to pay for what they offer and create to ultimately sell your client. Microphone manufacturers will say that nothing compares to their product when it comes to getting people's attention and moving people in a room. Each entity has their points. I would argue that the MOST important piece of gear you own is a mirror.



Uh Mitch...have you gone off the deep end? What are we talking about

here....health and beauty secrets??? NO.

How often do WE take responsibility for what happened to us? I hear (and find) too often of DJs complaining about why that bride didn't booked or why that fellow pro doesn't refer them anymore or why they can't achieve what they want to in their company, why they're having a bad year, why why why. Why why why to me sounds a LOT like WHINE WHINE WHINE.

Stop it. Take a good L O N G hard look in the mirror. In a mirror you see everything in all of its (hopefully not) naked glory. Your positive attributes...negative connotations....everything exposed to the world. Your mirror is the reflection of who you TRULY are. YOU have the choice of how to react to things. YOU have the choice of what to do about any situation you put yourself in or are put in. (see what I did there... YOU put yourself in the situation.... NOT anyone else.)

Alright....I looked in the mirror.... now what??? Well...what do you see? Be cautious here. This is the time to re-

flect. To really think about where you are at, what you want to be and where you want to go moving forward. If you see positivity give yourself a pat on the back. Too often we get caught up in the daily grind of everything and don't get a chance to even stop and share or soak in our successes. Be careful here too. Too much celebrating and some person with more drive and ambition is bound to steal your spot.

If you see negativity it's time to stop playing the blame game. You need to think objectively about the situation that's troubling you and really open your eyes to others perspectives around it. Are you ready to take responsibility for your actions? Are you ready to admit that it's YOU who put you where you are today and do whatever possibly to take corrective action and better the situation? Start there.

Now let's try to prevent this from happening in the future. Every morning...start with positive thoughts. In my Creative Consultations seminar (available at <http://www.mitchtaylor.net>) we discuss positive affirmations and the

impact they can have on a day. Think about kids. Kids are for the most part positive. They haven't been beat down by society saying that things can't be done. They think anything is possible. We need to go back to being a kid again with our thought process and realize that you CAN make a change for the better. If it helps place sticky notes with positive quotes on your mirror so each morning when you wake up it's the first thing you see. Arrange a good morning text with an accountability partner who guarantees positive quotes will be the first thing you see in the morning. Your future self will thank you.

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.

PTDJ: Finding Time You Didn't Have

By Dan Carpenter

There are many obstacles to overcome with being part-time. This month I'd like to focus on the necessity for organization. This is one of those topics I need to take my own advice about. If you are working a "normal" 40 hour work



week in your "day job", that's 40 hours that you don't have available to waste looking for things, playing around, thinking about making decisions, etc.

As a result, how you organize your work space, your inventory, and your talents become even more valuable.

When I started DJing, it was easy. I took everything I had to every gig and so if I realized last minute that I might need something, I ran to my vehicle and got it. As my business has grown, I've upgraded my equipment and now I don't have the vehicle space to carry everything I own in one trip. While I could buy a bigger vehicle, I think I'll pass. As a result, I need to know what I need to take and what I may want ahead of time, which requires site surveys, communication with the client, and keeping documentation of everything. When I worked in radio, we used a checklist of everything that was to go out on location. With so many different people working on the different events, it helped to make sure

nothing got left behind.

I've incorporated this same technique with my own events. Even though I'm the only one going out to the event, I used to find myself mixing up which events would get certain equipment. I recall one time in particular getting to the event, only to receive a call from my wife letting me know that I forgot my tux at home. Fortunately I have a very understanding wife who was willing to drive the 45 minutes to bring it to me. Now everything I want to have on hand for the event goes on the list. There are the staples that are there for every event; speakers, stands, backup equipment, etc. There are the occasional pieces; type of controller, monograms, uplighting, etc. I've recently started renting out my uplighting for events where I am not the DJ. Without the proper organization I could find myself double booked on my lighting, or forgetting I was booked in the first place, so it's important to keep track of your requirements.

So, you may be saying, "great advice, but how do I start the process of getting organized?" The first thing you need to do is find what works for you, because the key to organization is efficiency. I recommend starting with a day planner, digital or paper, and writing down your event commitments currently on the books. From there, plan a few hours once a week to organize another area of your business. Once you've planned the time, that time is reserved for your project, the same as the events that are on your planner. Maybe the project you undertake, such as tidying your storage area, will be more than one day, and that's ok. Another key to organization is to finish one project before you start another. Trying to take care of too many

projects will only impede the efficiency of any of them.

Some will say that your marketing needs to be the first thing you organize. While there is some truth to that, I feel your working space, your office, your solitude from everything around you needs to be first. After all, being limited in time, you need to make sure when you sit down to work, you can actually work, not look for a place to work, or look for that special pen you like to write with, and not get distracted from the reason you sat down in the first place. I've found that my best weddings came at times when I was the most organized. Maybe it was a coincidence that I worked with a great crowd, or just maybe it was because the extra time I gained by being

prepared allowed me to spend more time getting ready to "rock their reception."

Getting organized will take some time. It's frustrating in that aspect. You feel as though you don't have the time to get organized - but until you do, you don't save any time either. I've found it's easier for me to get organized on those down weeks, or during the slow season. Keep working on the weekends as if you had an event, but instead of being at an event, spend time on organization. Within a couple of weeks, the time you have available will be greater, thanks to the work you put out up front.

Dan Carpenter can be reached at dancarpenter@discjockeynews.com.

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Evolution...

By Jake Palmer

Everything changes, for better or worse. Some things demand to be changed, like safety advancements or technology. Some things change with the taste or fancy of the consumer; New Coke, old Coke, artificial sweeteners vs. good old fashioned sugar. Then there are some things that evolve...



things that naturally and almost automatically change, usually for the better but not always.

We know that the DJ industry is constantly changing, some of it evolves, some of it is pushed to change, and still most of the change comes from client likes and tastes; but have you ever stopped to think about the DJ changing or evolving. I for one catch myself focusing on the industry much more than focusing on myself. But when you stop and think about it, WE are the industry. We (the DJs) are the vehicle of change.

We are the ones who champion the

cause and lead the way. Just think about how changes in our industry (the DJ or even wedding industry) come about.

Many times a bride says something to the effect of, "I don't like the bouquet toss!" or, "We don't want a dull dinner with a bunch of glass clinking." This is when the DJ typically puts on his creative hat and brainstorms and designs a new activity for her and helps her create a better way. Then a guest sees the new version of the bouquet toss and tells her DJ she wants to do it that way also. Meanwhile at the Disc Jockey News Conclave in Minneapolis a presenter (we'll call him Ron Ruth, see page 6) is showing a room full of Midwest DJs how to do a newer, cooler version of the bouquet toss. Which we will then all take home and start implementing as our own idea the very next weekend.

Viola! Change! Part of it evolved, part was demanded for reasons of taste or likes. So back to my original point, as a DJ how do you change? Do you evolve, or are you pushed by technology or likes and dislikes of the client or industry? Hopefully you do all three.

Changing with technology is a no brainer that just makes sense... powered speakers instead of heavy power amps and passive speakers... changing to make your brides happy also makes sense.

Here is a classic example of evolution I saw in myself. Requests: we all get them, some are great and even helpful and some are down right ridiculous. How I handle requests has changed dramatically over the years, these are what I like to refer to as the...

4 Stages of Bad Request Responses

1: YES! "Sure thing, you bet, comin' right up!" When I first started as a DJ, I wanted to please everyone I wanted everyone to like me, so I would do anything to make people happy, including playing their song request. As you can imagine this doesn't go well for anyone, because you paint yourself into a corner where you end up playing the bad song and killing your floor or not playing it and upsetting the requester.

2: I Will See What I Can Do. "If we have time, I'll try to squeeze that in." Now I am leaving myself some wiggle room, but this is still a little vague. I does make you sound better than the empty promise; it helps if you add some empathy or understanding to this

one too. "Oh yeah I love that song I hope I can get it in for you!"

3: NO! "I don't have it, I can't get it, Adele songs are all tragic break up songs this is a wedding." While you do appear to be more in charge, your are definitely running the risk of being down right rude or maybe even offensive. This is especially true when the drunk girls comes back a third time saying it's the brides favorite song, or the bride really wanted to hear it.

4: How About This Instead. "I doubt I can play Free Bird, but how about Sweet Home Alabama, would that work? Buck Cherry's probably not gonna fly but how about...?" You get point, evolution is complete. You are definitely in charge, you are definitely avoiding the bad requests, yet you are being really cool about it, and the guy is going to walk away thinking you rock even though you essentially just told him NO. Remember we are always selling!

I hope you can skip to stage 4 if you're not already there and evolve faster.

Don't be afraid of change.

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

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Beware Of The Scope Creep!

By Mike Kazis



Just as Star Wars has had its Phantom Menace, those of us that manage projects and tasks sometimes have what's known as Scope Creep. No, it's not some creepy guy, perhaps with a telescope, that spies on his unaware victims. Scope creep is a term that's derived from project management methods. In

short, it defines what happens when, in the middle of your project, you or someone else adds or tries to add something to your list of tasks after the planning phase of your project has already been completed.

Why do I bring this up now and why should you even care? Not only that, what is a project scope? How does it help a small business or even relate to what we do in the DJ industry? Well, if you think about it, managing projects is something we have to do from time to time in order to implement innovations and improvements within our work environments. Projects are typically identified as work or tasks that aren't your typical day to day tasks. They are temporary tasks or assignments where there are goals and objectives to be met and within a given period of time – with a start date and end date. This is how projects are defined in the guidebook known as the Project Management Body of Knowledge (PMBOK).

Because projects are not typically day to day tasks, companies generally have to find a preferable time to implement them in between the normal routines of the staff members that are involved in the project. For a DJ company, since

the Summer months are often considered "lighter" months when it comes to many types of events such as Weddings and Mitzvahs to name a few, Summer is typically one of the most ideal times to implement projects. I realize some parts of the nation might be different due to the various reasons but here in the Northeastern part of the country, larger events decrease slightly. Point is, according to many DJ entertainer and companies in the area, the extra time they find from not doing large scale events until sometime after Labor Day, provides them with more time preparing and performing projects in order to reach some type of goal.

To what type of goals am I referring? Well, basically anything that brings some type of innovation or improvement for their next upcoming busy event season. For instance, DJs or managers may want to set a goal of overhauling their lighting equipment and complement or replace it with all new equipment. A project like that often requires not only equipment purchases but initial software configuration and programming to get the lights to do what you want them to do. Others might be preparing to get into the bridal show circuit and preparing their equipment for showcase standards and/or training and preparing staff to properly handle brides to be from the leads that are generated at the shows.

Quite often, no matter when these projects are executed and no matter what the goals being met, standard methods of project management may seldom be practiced in small business environments, which is the typical business size of your average DJ company. For instance, on one end of the spectrum, someone might have the knowledge and experience to develop a work breakdown structure with a Gantt chart on Microsoft Project with milestones and assigned tasks for multiple team members, whereas someone else may simply have nothing more than a checklist, daily planner or calendar to accomplish his or

her tasks.

One reason that smaller companies seldom practice standard project methods is that smaller companies may simply lack the knowledge of these standards and how they could be beneficial. Another reason might be that smaller companies, although somewhat aware of standard project management methods, may not be willing or able to enforce accountability on its staff to abide by them. In other words, it may not matter too greatly how project tasks are done, just as long as they get done.

In cases such as these, it's typically not until something goes wrong and raises enough concern that a manager might ask the question "How could we handle this better next time?" That's where this article comes in handy, even for those that may not have any knowledge of the basic methods of project management. You will gain a basic understanding of what it takes to make a project scope, why you need it, and what you can do to avoid project shortcomings – usually caused by the Evil Scope Creep.

Allow me to elaborate a bit more by telling you how the name came about. When the methods of Project Management were documented, one of the most important aspects of a project came to be known as the project's scope. This so-called scope referred to a statement or series of statements that basically provided an overview of exactly what was going to be accomplished, what the budget was to work with, and specifically how long the project was going to take. This is typically how large sized corporations measure the success or failure of a each particular project. In fact, this phase of project management even has its own category known as Scope Management. If a task is not included in the scope, then it is of no concern to anyone involved with the project.

Scopes officially have to be agreed by all parties involved and finalized by the power of the signatures of those responsible for the success of the project. Afterward, nothing can be officially changed since budgets, schedules, and project requirements could easily be affected.

If you're interested in putting this into practice and wish to view a sample template, the best one I've found thus far online can be found on the web site ProjectManagementDocs.com under the section Scope Management Plan.

Scope creep is the name of such a task tries to "creep" in as one of the project objectives. Suppose for example, you are in the middle of a web site upgrade project and someone on your staff goes to the developer and says, "Can you change the color of the navigation buttons a different shade of blue to match our logo?" That staff member may not realize it but that developer might need to be devoting his time to completing the next task so that all the project requirements are met within the estimated times.

According to the PMBOK standards, if someone tries to creep in some type of change, it should immediately be denied or submitted as what's referred to as a change request as it was not part of the original scope of the project and later revisited for another project that follows the completion of the current project or agreed upon by all party members that the change could be handled within all project constraints.

Scope creep can even occur after work after a long, busy day when you get to manage some home projects such as remodeling, painting, installing home theater equipment, etc. Suppose for instance you intend to finish painting the bedroom only to find out that your spouse, parent, or other loved one might have other plans for the color you've previously chosen together. How would that make you feel knowing that you might have to spend more time painting over what you've already started? Knowing how much over budget you'll be due to the extra paint you'll have to buy on top of the paint you've already bought never to be used. Knowing that the outcome will be entirely different without you having a say in it? Beware the Creep!

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Behind The Mic: Time To Tune Your Voice!

By Dave Winsor



I recently received a VO demo tape from a colleague. He wanted me to hear how much progress he had made with his speech and diction along with his ability to pull off some character voices. The difference was amazing. He was light years ahead of where he was a year ago. He got coached. What about you? What about your voice?

It's your instrument. You need to understand its abilities and limitations. Once you do, you'll truly know what you are capable of. Are you interested in learning a whole new way of speaking? If you are, let's go! By the way, lousy content and diction into a hot microphone only leads to a louder version of lousy content and diction. Garbage in, garbage out.

Where does your voice come from: Stomach, head, belly, throat or chest? Do you have a high pitched voice? Are you a

boomer? Do you have a "noisy" mouth? I can help. All those descriptions come with advantages and limitations.

Here is the key: The relationship between your mouth and the microphone is exactly the same as the relationship between your mouth and the listeners' ear. You wouldn't scream into their ear to get your point across would you? So, don't scream into the mic either. People will listen to you, just get their attention and speak clearly and warmly.

"Uh, how can I speak 'warmly'?" Ok, good question. Think of it this way, when you say "I Love You" to a significant other, I bet your voice is warm. Am I right? Just imagine you are whispering those three words into that person's ear. That's the power of warm. Can you get to warm? Read this line out loud: "When I see you under the moonlight, your beauty takes my breath away!" I bet that was awkward. If it was, I think I know why.

You have to be able to get to a place of emotion mentally in order to you to get there physically. Voice over work involves a lot of that type of thing. Now, ask yourself, "Am I anywhere close to this type of delivery?" Perhaps you are and if that's the case, keep working at it. If you're not, then you really need to work at it...NOW!

For me, this is an art form. Start paying

attention to the voices on commercials that you hear. Really listen to what the person is saying, not with words, but with inflection. Try this exercise: "I really want a slice of that pizza." Read that as a sentence. Now, where was the emphasis? If you can't find it, try reading the sentence several times and each time you do, emphasize a different word. "I really WANT a slice of that pizza." "I REALLY want a slice of that pizza..." and so on. Notice how the structure changes?

My general tone is "friendly, everyday guy." I can create characters ranging from a friendly old man, to a cartoon character. I can make up voices for different occasions too.

Now I have a distinct sound and it has taken years of practice and patience. It's not an easy thing to do. I started with a voice that was coming from the back of my throat, and I've worked hard to get it down into my chest. How did I do that? Practice.

If your voice is located in your head then you need to develop your lower register through practice. If your voice is located in your belly, you'll REALLY need to develop a higher register through practice. But the most important part of this is that you need to vary your delivery to keep people's attention. You've no doubt heard Ben Stein's, "My eyes were dry" in the

monotone delivery? He does that voice and it makes him money, but I wouldn't want to be exposed to it for too long. Richard Simmons is someone who would also cause me to find a weapon if I had to listen to him too long. Love the enthusiasm, but add that to his delivery and POW...waaay over the top.

The two instances I just mentioned are very unique voices, Gilbert Gottfried is another.

So, how do you know where you are in vocal development and just as important, content development? Find someone who will walk you through all the stages of development. You should find a person who will develop a baseline of your voice as it is, and then help to create exercises to work on your areas of weakness.

You can get some great feedback from an independent source. You can't count on your wife, brother or girlfriend to be able to help you develop your own sound. They'll always tell you your voice sounds ok.

I've been broadcasting for over 30 years. I've read a lot of commercial copy, and have worked with some incredible coaches. They have been instrumental in my career. They have been guideposts in my development. You should have one too.

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Three Avoidable Obstacles To Creative Thinking

By Ron Ruth

Last month I promised to share the how-to's for reigniting your creativity and overcoming inspiration burnout by getting around the three greatest roadblocks of imaginative thought and innovation: Avoidable Obstacles, Menacing Naysayers and Needless Self-Doubt.

This month we'll focus on the causes and solutions for the first of those creative blocks, avoidable obstacles. The good news is that these are easy to overcome because they're typically self-inflicted. The hard part is recognizing them as preventable because they've been hiding in plain view so long that they've blended into the background of our day to day



routine. We're so eager to be seen as thinking outside the box that we overlook the valuable lessons the entire box provides in imagination, creativity and, above all, playfulness.

Deepak Chopra says, "Instead of thinking outside of the box, get rid of the box." Get rid of the box? Seriously? It's not surprising that he would say that. That's adult thinking. But remember back to when you were a child. Did your parents ever get a new appliance like a refrigerator or washer and dryer? Do you remember how much fun you had with the box those items came in? Your youthful imagination provided you with countless hours of play as you transformed a cardboard cube into everything from a fort or a castle to a rocket ship or some other form of transportation that whisked you away to explore even more imaginative places. As kids, we didn't think inside or outside the box. We only thought of the incredibly wonderful things we could do with the box.

What this memory suggests is that the power to be inspired and create is not something new you have to learn as an adult. We still carry the traits of our youth within us. Psychologists refer to it as "psychological neoteny," which basically means the kid we were is still present in all of us. That child already knows how to play, imagine and create. It doesn't subscribe to the notion that thinking outside the box is better than thinking inside the box and vice versa and its playful interaction with that corrugated goodness, looking at it from all sides, both in and out, provide key insights to overcoming the three most avoidable obstacles to creative thought: Routine, Resources and Restrictions.

John C. Maxwell wrote, "You will never change your life until you change something you do daily. The secret of your success is found in your daily routine." The adverse affect that routine has on creativity is not simply focused on how we are all creatures of habit and how those habits can rob us of the time to imagine or to seek out inspiration, routine can brainwash us into be-

lieving that what we are and what we do is of greater value than who we are. We weren't born with an inherent need or desire to live within the confines of structure without any room for spontaneity, play or experimentation. Even Albert Einstein acknowledged that "Play is the highest form of research."

Companies like Google and Pixar, just to name two, agree with old Al. If you Google photos of their office spaces, you'll find that they've created environments where play is encouraged. There are brightly colored walls, playground toys and designated spaces where employees can compete with each other in fun activities from ping-pong to karate. These companies and others understand that increased productivity is not found in prison like cubicles or mundane routine. In a Fox News article, Dr. Stuart Brown, founder of the National Institute for Play, says that "Playing engages the creative side of your brain. When you're fully engaged in play, you lose some of your psychological barriers and stop censoring or editing your thoughts. This allows creative ideas to flow more freely."

When you look about your office, what do you see? Is it a creative environment that encourages imaginative thought and play or is it more like the inside of an ordinary box? A child would find a way to bring color and fun to that space and since you now know that child still resides in you, you can do the same. It's fine to fill your walls with photos and placards that boast your accomplishments, but is there any evidence

work environment is equally important. Late last year I experienced a revelation when someone asked if I had any friends who were not involved in the wedding or DJ industries. After a moment of thought, I realized that the answer was "no." I love and respect my industry friends but those relationships alone had me a one dimensional thinker. That's one reason why I decided to get involved in improv training. It has not only given me an opportunity to make new friends, most of them far younger than me and with diverse backgrounds, that training has pushed me out of my professional business comfort zone and has thrown additional fuel on my creative fire through a setting that promotes zany, crazy spontaneous play. What makes improv so special to me is that my new found relationships with others in my class has made me a more rounded individual while, at the same time, the lessons learned have helped me become a better and more relaxed performer.

We're so busy creating for others that we sometimes forget how important it is to do something for ourselves, something that brings us tremendous satisfaction. Make the time to take a break from your daily or weekly routine to play and to experience fun activities that bring you joy and to meeting people who could surprise you with the gift of much needed inspiration. Cut yourself loose from routine and accept the challenge to do something new. Commit to this motivational thought from an unknown source: "Creativity comes from venturing out into uncomfortable places."

dreams and an occasional unexpected response from his guests. And, a great measure of his success was in the way he connected with those he interviewed.

Couples come to us every day with wedding day wants, needs and expectations. Some may even have very clear ideas of how they envision their day. To know "what" they want does little to inspire creative thought. To understand and appreciate the "why" is where a mother lode of inspiration lies and where good ideas are made great. Getting there, however, requires that we learn how to remove the stigma of a client/professional relationship and strive instead to connect on a level that produces a creative partnership.

Without asking the question of "why," your box will remain nothing more than just a box. But, by carefully framing your questions and then listening intently, the answers may reveal a passion and unexpected revelations that become your greatest resource of inspiration, filling your box with extraordinary ideas that can be converted into a creative force that transforms their dream into a reality they never imagined possible.

The third and final avoidable obstacle to creative thought is restrictions. Who hasn't said "if I had a million dollars I would..." or "if I only had the time..." or "if I only had the space to store a yacht in my backyard..."? Granted, most of the time these laments are said in jest but it's also easy to get hung up on the idea that some unseen force is restricting our ability to reach

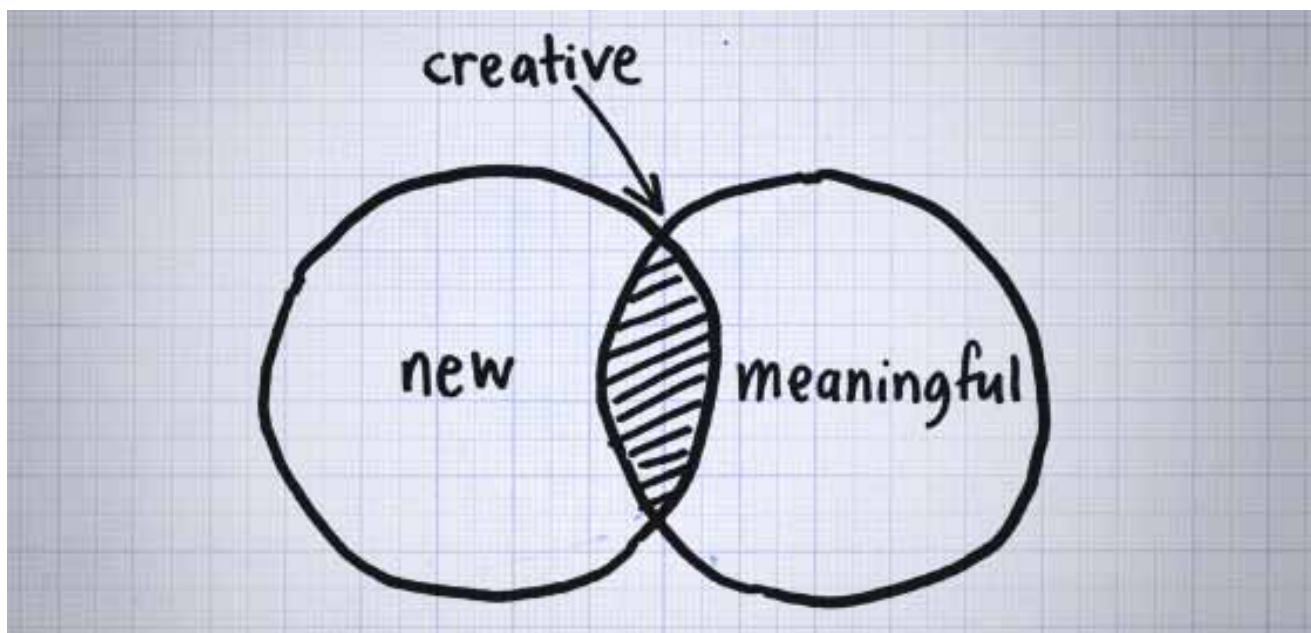
the pinnacle of our potential. Creative thinkers take on restrictions as challenges and find ways to overcome them. We never settle. Instead, we draw energy from the possibilities and make the most of what we've got. We don't look at the box for what it is, we imagine what it can become and set out to make it happen. And, we are further invigorated by what we've been able to achieve.

The great Michael Jordan said, "If you're trying to achieve, there will be roadblocks. I've had them; everybody has had them. But obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it." Ralph Marston, writer and publisher of The Daily Motivator says, "Let the possibilities inspire you more than the obstacles discourage you."

The only true restrictions or obstacles of any sort to creative thought are those you place on your imagination. Don't think inside or outside the box. Focus on the incredibly wonderful things you could do with the entire box. Dream big. Play hard. Have fun.

To be continued...

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



of items that bring you the greatest joy, things that make you smile and dream of happy times that have nothing to do with your daily business routine? As you might imagine, my office is filled with Disney memorabilia. A good part of it is wedding related but there's still tons of toys and figurines that I look at that immediately take me inside the gates of my favorite vacation spot, a place where my inner child is never afraid to come out and play. A little desktop sign contains my favorite quote from Walt Disney that provides daily inspiration and a constant reminder that "If you can dream it, you can do it." These colorful and playful trinkets not only inspire me to be more creative, clients who visit my office find the fun surroundings relaxing, removing a great deal of the stress that comes with wedding planning while they're in my company. Besides, everyone has a Disney story to share, even if they've never been to one of the parks before.

Breaking from routine outside of the

The second, avoidable obstacle to creativity is resource, or for the purpose of this article, inspirational resource. From where do you draw your inspiration? For some it may be in poetry, literature, music or nature. For others it may be in quiet moments when they clear their minds and rejuvenate their bodies. Parents might find inspiration in disconnecting from the digital world to spend time in play or conversation with their kids. We all look for inspiration in different ways. That's just the nature of creativity itself.

There are two areas, though, in which every creative can discover a wealth of inspiration; questioning and listening. Noted radio and television interviewer, Larry King, said, "I remind myself every morning: Nothing I say this day will teach me anything. So if I'm going to learn, I must do it by listening." No doubt Mr. King was also an expert interviewer who knew how to ask probing questions that brought out the passions,

Anatomy Of Interaction Part 4

By Dean C. Carlson

I hope you have been sticking with me this year, as we are covering the Anatomy of Interaction. The entire Anatomy of Interaction consists of 8 parts; The Brain - know your audience, attention to detail and putting it all together. The



Eyes - see it and use it. The Lips - what and how you say it. The Lungs - breathes life into it, drives it. The Hands - what we practice is what we perform. The Legs

- putting it into motion. The Heart - love it or leave it. The Soul - Purpose.

If you look back you will find that we have covered 3 parts, so far; The Soul of Interaction, which at its' most basic level can be defined as knowing the purpose of any piece you do, for the outcome you want to achieve. Next we delved into The Brain, which is the information center. If you ever have seen those PSA announcements, it's 'the more you know', the better it becomes. And last month we looked at The Eyes of Interaction. Once you have purpose and you know as much as possible about your venues, clients, guests, and the components of interaction, it opens up a new level of living in the moment. See it and you could use it.

This month we are going delve into The Lips of Interaction. I am sure we can all agree that without clear communication any interaction is going to suffer, if not fail. Some of you know that I have been a Youth Pastor for the last 3 years, and every week we do an interaction which the students lead. There are about 5 teens that run these games and the one that has the most energy is

from the Czech Republic. Good English, horrible pacing, and sketchy overall description of the games we play. This leads to confusion and slow starts to any interaction. We have had many training sessions working on these details.

I am going to state the obvious here - hopefully. First and foremost you should know your style of communication. Knowing this will tell you what types of interactions are going to work best for you. Are you peppy or formal? Do you speak fast or do you have a methodical approach. Knowing your style can also lead to knowing your weaknesses. Personally I am a comfortable speaker, who has the ability to add humor to most situations. I am great at games, but have to work hard at things like Love Stories.

There are a lot of resources to help you improve yourself as a communicator. One of the best is Toastmasters. If you lack humor and you would like to add that, take some improvisation classes. I personally volunteer at different places that allow me to exercise my skills.

When I am teaching brand new DJs I make them script everything out at first. This isn't an attempt to control their words, because I will let them write whatever they want to fit their style. It's more a matter of being sure that they cover everything they need to announce.

This brings me to my second point about speaking. Too many of us like to hear our own voice. We will take longer to say something than is necessary. When working with interactions it is vitally important to say what you need to say, in the least amount of words. I have heard it said that we need to "speak in headlines". Headlines tell you everything you need to know about an article in a few words. Let's face it - the attention span of people today is less than it was 5 years ago, even before you add alcohol.

That is why you script out what you're going to say on every single

interaction. This way you can cut it down to its most compelling elements. The other reason for scripting has to do with The Brain of Interaction. Knowing what you want to say so well frees you up to use things happening around you, enhancing the interaction. You see, the Anatomy of Interaction isn't individual parts, but the sum of the body. You add it all together to create something that elevates not only your shows, but the experience for your clients and their guests.

Not only does scripting help you break it down to headlines and add to the overall success of interactions, it lets you tweak pacing, or the rhythm of it all. I know this sounds like a weird idea, but have you ever heard a top notch DJ on the radio? In the Twin Cities on WCCO we have a guy by the name of John Williams, who in my opinion is a master of pacing and rhythm. Without these skills things like a Love Story and Custom Intros are just words being read. They have no life. This is what gives life to your interaction. This is what makes your chicken dance different than anyone else's.

Although each interaction has a slightly different form, communication wise, most can be broken down 3 pieces. Intro, Body, and Transition. The Intro gets people interested in what you are doing. It sets the stage for what is about to happen, it is directly connected to The Body of your interaction. With the proper word craft you should be able to build genuine excitement or anticipation for what is about to happen. Let's look at the Chicken Dance, for example. It has gained a stigmatism that has drawn people away from it, even though when they do it they typically have fun. Instead, I have changed the intro into getting kids to play some games with me, one of which is the 'Siamese' Chicken Dance. My intro doesn't even directly mention the Chicken Dance. It simply says we are about to have a lot of fun, who wants to join me? That is what the Intro should do

The Body is the meat of the interac-

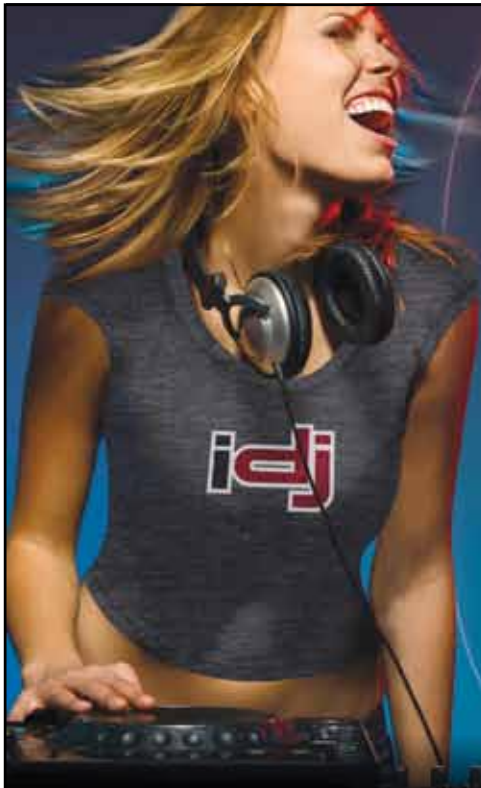
tion. Once you have the pieces in place, now it's time to break down the mechanics of the interaction. Here is what you are now going to do, and these are the rules, and you might win a prize. Now, the Siamese Chicken dance is different than the regular Chicken Dance and they never know how to do it. This is the point where I get them going. This section is less about hype (unlike the intro), it's more about getting the people involved up to speed so they don't embarrass themselves - unless that's what you want. The Body is easier to do because although it would be nice to get everyone in the room on board with the interaction, the most important people are those that are playing. The job of the observers can still be accomplished without knowing every detail, unlike the players.

Last is The Transition which moves people into what you are doing next. There can be a lot of energy in the room after you finish an interaction and you need to do something with it - if not, it fizzles out and actually can have a negative effect. Take the Grand March, for example. Even in its simplest form, with just upbeat music and people walking in, the audience is clapping, hooting and hollering. I make sure that I have a transition in place. Interestingly enough, it isn't usually me. It's the Groom or the Bride, and I have them welcome their guests. Transitions are a must if you want to keep the flow of your night going.

The Lips of Interaction can be either a deadly weapon if not used properly, or it can be yet another piece of the puzzle that separates you from average DJs. I suggest developing your style, scripting everything you do (initially at least), breaking things down to only the most essential ingredients and being sure that you understand The Intro, Body and Transitions. This will speed your journey to a mastery level of interaction success.

Good Luck and Great Shows.

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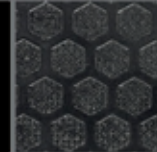
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The Being Of Selling

By Carr Hagerman

Over the weekend I had a couple of portrait sessions with two young women. It was a terrifically lovely day to shoot out of doors, but I knew once my camera was focused they would feel the need



to smile, pose, or do something. The camera seems bring out a fear that somehow who - ever we are isn't enough to fill the frame.

Though it took awhile for them to relax and forgo the need to do something for the camera,

eventually they calmed down and we were able to capture some truly love images.

I think a similar impulse exists for just about every job, a normal tendency to focus

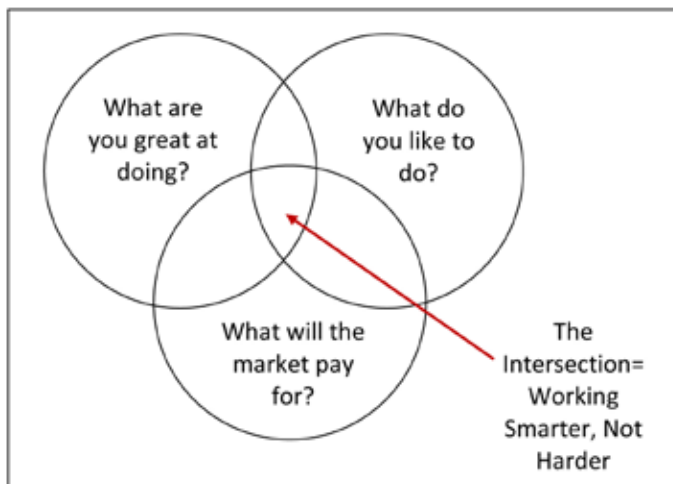
only on the mechanics of the job, on what

we do rather than also reflect on who we are while we're doing that job. It's easy to work on planning and processing, moving and shaking, but we forget to "tune in" to who we are being while we're doing all of these things. When we add in the distractions of texting-facebooking-angrybirding-emailing and the like, our focus on things like connection and reflection are woefully vacant from daily life. Analyzing, strategizing and doing are the hallmark of any professional and certainly are necessary to get the job done, but overlooking our more creative, intuitive and reflective self is, according to some researchers, one reason levels in engagement are so historically low. Tasking will only get us so far.

The trick isn't to try and do more, but to leave time open for us to do less, to engage in reflective activities such as walking, pointless conversations, writing, reading or meditation. We can plan less and be

more, and give our mind over to activities that can expand our capacity to engage and connect with others. We can try to give our planner pages more white space, have fewer items on

our to do page and more time spent in-



dulging the creative and quiet.

-Invest no less than 15 minutes every day on reflection, stillness and silence. While it is a healthy way to lower stress, it is also a useful habit to engage our creative self and to hear ourselves think.

-Have a journal, or planner pages dedicated to insights gained while we're engaged in professionally pointless activities

-Make connection part of your daily activities, slowing down the velocity of conversations and doing in favor of listening and engaging those you contact.

-While you're busy doing your job

and being fantastic, think about who you are being while you're doing all of those things, after all that is likely what people will remember most about you. Clients and colleagues with both respond positively to the natural energy that emerges when we show up refreshed, fully engaged, and happy to be.

Carr Hagerman is the author of "Top Performer: A Bold Approach To Sales And Service." (Hyperion). You can contact Carr at: carrhagerman@discjockeynews.com Or visit his website at http://www.carrhagerman.com

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Are You A Thought Leader Or A Follower?

By Alan Berg

I was attending and speaking at a Wedding conference in Cancun and I had the pleasure of meeting and hearing Michael Nolte (noltesbridal.com). He spoke about the difference between Brains and Bluster (my word, not his). Those people that come up with new ideas (brains) versus those that purport



to be industry experts, when all they're really doing is talking about what others are doing in the industry (bluster). The bluster often gets attention, while the brains are busy creating new ideas and getting it done.

That got me thinking about each of you. Are you a thought-leader or a follower? Put another way, are you the shepherd or a sheep? It's OK to get ideas and inspiration from what you see others are doing. That's natural. What you want to do is make it your own. At

your speech. Rather, find a story of your own that brings your audience to the same meaning or conclusion.

Stealing or Research?

Wilson Mizner said "To steal ideas from one person is plagiarism, to steal ideas from many is research." I agree with the premise. Taking inspiration from many different people and then coming up with your own version of that "stew" is not only acceptable, it's inevitable. I even use these words on my "About Me" page on my website "We're all a product of our experience and mine has been quite varied".

It's impossible to forget all of the things you've seen others do when creating your products and performing your services. Composers can't suddenly forget every song they've ever heard when writing a new song. Floral designers can't forget every centerpiece they've ever seen others do when creating a new design. Chefs can't erase the memory of everything they've seen other chefs make when creating a new dish.

The idea is not to forget the past, it's to use what we've seen and learned and put our own spin on it. Come up with your own "signature style", "signature dish", "signature story". Your experi-

from a unique archive for the raw materials we can use to create something new and unique. The question is not "can" you do it, it's "will" you?

We want action

As I say in the beginning of my speech and book, "Your Attitude for Success", the difference between those who succeed and those who do not is not ideas, it's action. Coming up with an idea doesn't make you any money. The only way you can profit from your ideas is to act on them. If you've ever seen a new product or service and said "I thought of that years ago", then you know what I mean. The reason you're seeing that product on a store shelf is due to the actions of one or many people. The reason it doesn't have your name on it is due to your inaction.

There's another analogy for this: "If you're not the lead dog on the dogsled team... the view never changes." So, what's it going to be for you? Are you going to keep doing the same things you've already done? Are you going to sit on a bunch of new ideas while someone else acts on them? Or, are you going to decide to evolve and grow, to take tangible steps to see your ideas come to fruition. I know you have it in you... do you?

Alan Berg has been called "North America's Leading Expert and Speaker on the Business of Weddings & Events". Find out more about his speaking, website reviews, consulting, books, DVDs and audio presentations at <http://www.AlanBerg.com> - email or call Alan, 732.422.6362

Where Is Your Focus?

By Ed Spencer

As I've scanned through and read multiple posts over the last month, my heart has sunk to an all-time low. More and more I see an industry wide obsession with the tools (equipment) of the trade, and less and less to what I consider



the three most important factors in what we do. Take a look around the industry and I'm sure you'll see that as a whole the focus has been lost.

The quest for 'bigger' and 'bigger' and 'more' and 'more' has become an obsession. The idea that a DJ needs to maintain a full production company just to do a wedding for 100 people, or even 400 people, is INSANE (Hint: Equipment for 80-90% of what you do - rent the rest).

DJs, as a rule, aren't hired for their PA, their truss, or photobooth. They're hired for their TALENT. They're hired for their knowledge of MUSIC. But DJs have forgotten that. As I look around I see more and more DJs who don't even have an appreciation for the MUSIC. How can you call yourself a DJ and not even know the music you're playing? How can you not even CARE about the music you're playing? Have we forgotten so much about where we've come from, and what it means to be a DJ, that now we just need to ask other DJs for a list of music for this weekend's party/wedding/club gig/prom/pool party/whatever - and know that someone is going to come save our proverbial butts from failure?

Personally, I say we NEED some DJs who play this game to fail. They're getting good reviews playing what others are telling them to play. And for the most part I'd bet they're playing it blindly. They don't listen to the music in advance to know what will mix well. They don't care enough about their clients, their craft, their industry, their company - or even about being able to not suck - enough to pull their proverbial remora selves off the side of the shark and swim for themselves. The people who pull this crap aren't DJs. They're LEECHES. They suck the life-blood out of this industry and the knowledge-

able people who take pride in what they do.

I'm not talking about the guy who asks for some direction to learn something new - I'm talking about the guys who do this week in and week out. They're too lazy to type it in google, where they might actually have to read or learn something about the music they're being asked to play. These people are too lazy to actually know something about the tools of their trade. It's like a surgeon walking in and asking for the 'knife-thingy'. Well, I'm making a request for a wake up call. Stop letting your ego push you to show off by pandering to these leeches and let them FAIL. MISERABLY. After a few bad reviews where their 'mad skillz' aren't propped up by people who give a damn, maybe they'll either step up or step out. Either way, the industry and their clients win.

And just in case you're wondering what are those three things, the ones that I consider the most important factors in what we do as DJs? Simple. TALENT. MUSIC. PEOPLE. And not necessarily in that order. And I'm sure this article will stir something up in some people. Some will say that my idea to let them fail is crazy. Chances are, if you think this, then you're one of the remoras or leeches I was talking about. Some might say that they're doing it for those DJs clients. Well, I think you're lying to yourself. If you want to REALLY help those clients - let them fail a few times, get some reviews that are poor, and people will hire someone with real talent.

Of course then there are those who will say they're just wanting to 'help out' some poor DJ who isn't even in their market - what can it hurt? Hint: There's a DJ across the country saying the same thing about one of these guys who might just be in YOUR market. If they want a steppingstone or a compass to put them on the right path - go for it. But a 150 song playlist isn't helping them. Let them do their own work. Last time I checked, when you put in the work, the results are better because you might actually learn something. Well, that's my rant for this month.... Let me know what you think about the systematic propping up of these DJs, and what you think it does to the industry. I'd love to know if I'm a Canadian \$2 coin... or if I've hit the nail on the head.

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



the National Speakers Association, we have a saying "Adapt, don't Adopt". That means you can take inspiration from something new and unique that someone else is doing, just find a way to make it your own. If you hear me speak and tell a story, don't use my story in

ence is unique. No one else in the world has ever had the same experiences as you. Sure, you've usually shared each experience with one or more people. But those other people haven't been there for every experience your entire life. Therefore we all have the opportunity to pull

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The Way I See It: Spread The Word

By Michael J. Lenstra

First he e-mailed. Moments later he called and left a message. Even though I was on my way to an event, I sensed his urgency and called him back. His name was Terry. He was working on final plans for a birthday party for one of his



relatives and had just gotten a call: the DJ, who he had booked at the beginning of the year, had just cancelled—with less than a week to go before the

party—and now he was in panic mode. Unfortunately, I was unavailable to do the event, but I did give him a couple of names and sent him to a Facebook page of local wedding vendors. He posted his dilemma there and received a couple more names and numbers. I'm hoping everything turned out well.

HOUSTON, WE HAVE A PROBLEM

Terry's dilemma brings up an issue that I have been seeing a lot lately, particularly in our local area: the lack of professionalism in the DJ business. For years people like Mark Ferrell, Peter Merry, Randy Bartlett, Bill Herman, and Jason Jones have been crusading to upgrade the integrity of our industry, but still there are hundreds who never get the message. From what I understand, Terry's DJ cancelled because of medical reasons (broken ribs). I assume this wasn't just some excuse, and hope that the DJ exhausted every effort to find another person or company to cover the event before he made that phone call. Some on the Facebook page were not as willing to give him the benefit of the doubt, though. "Please reveal the name

of the jerk that did this to you," posted one DJ.

Whatever the circumstances, it is not the first instance of a less-than-professional approach that I have seen in the past year. For instance:

- A bride and groom, who had hired another DJ for their wedding, called me and asked if I was able to make a custom mix for their wedding song, kind of like one of those Evolution of Dance mon-

for which I was generously tipped.

- A couple told me about a family member's recent wedding. When the bride asked for a particular song for her father/daughter dance, her DJ informed her that he did not have it—but he could download it for her for an additional \$5.00. At least he offered to download it.

- Another couple recently asked me if I could guarantee that I would have the songs they requested for their special moments. It seems this bride's sister had gotten married last year and on her wedding day the DJ informed her that he did not have the father/daughter song she requested. He reminded her that he was doing this wedding at a discount rate as a favor, so she needed to pick another song!

- Finally, there's a DJ who just recently went digital and loves it. He loves it so much, in fact, that he has learned to make a nice long playlist, program the music to crossfade, and then heads to the bar, takes a seat, and watches the football game while the system runs on auto-pilot (this same guy is also, I've heard more than once, fond of preprogramming the music at dinner time, then asking the photographer to watch his equipment while he runs er-

rands)!

The point is simply this: The image of our industry has come a long way in 20 years, but yet not far enough. There will always be those who prefer to charge less and cut corners to justify their price. That is probably true in any industry, but what can we do?

SPREAD THE WORD

Educating the public is always a good answer. Rather than commenting

on others' shortcomings, outline what your services provide and highlight testimonials on your brochure and website. This will allow potential clients to see what they should expect from their DJ, but you can also educate your competitors as well. Personally, I welcome all the newbies that enter our market. I converse with them, as well as direct them to our paper, magazines, and many of the DJ related chat boards and Facebook pages. And then I tell them my dilemma, which is: Every time I raise my prices I get busier, which has been true. Of course each time I raise my prices I also try to improve my services to warrant the increase, but I'll let them figure that out.

You might wonder how I could give away so much information to someone who may use it against me, but I believe educating our fellow DJs can only help them get better, and when they are better the whole image of our industry improves. When that happens, the bottom line increases for everyone. It's true that we will always have those who never want to advance, but if we can help keep that to a minimum we will all be better for it.

I did leave a message with Terry to see how everything turned out for him. As of yet I have not heard back. I'm guessing that if someone was able to step up at the last minute he will be showered with gratitude—and referrals, unlike the DJ who cancelled on him. I'm also hoping that he remembers me as well and my willingness to help out in a tough situation. Because truthfully, although packing someone's dance floor is great, in reality, the way I see it, making a difference is what this is all about.

Until next month

~ Mike ~

Michael J. Lenstra is a 20-plus-year veteran of the Mobile Disc Jockey Industry, a full-time entertainer, and owner of *Alexxus Entertainment* in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com



tages you see on YouTube. Apparently their DJ tried to discourage them from doing it, telling them no one really pays attention to the first dance anyhow. That may have been the DJ's true feelings. It's also possible that the company did not have the programs or the knowledge to take on the endeavor, or they may have felt it wasn't worth the extra effort. Whatever the reason, I was happy to take on the project for the young couple,

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The Referral Coach: No More Excuses

By Matt Anderson

Can you picture a day where you make no excuses? Where everything that happens – good and bad – you can honestly look in the mirror and say: “That was



something I either created or allowed. That outcome rests on my shoulders. No one else’s?”

Clearly it’s not easy for anyone to admit:

I chose this difficult relationship

I allowed this health problem

to develop

I created this debt

I accepted this frustrating project

Start by evaluating your results

On a scale of 1-10: How well are things going in each area of your life?

Your loving relationships (significant other, children, family)

Your business

Your health

Your finances

Your friendships

Fun time and recreation

Personal projects and hobbies

Contributing to the larger community

Your spiritual life

Then ask, how would I rate my responsibility in each area?

How could I take more ownership for that outcome and improve it?

No More Blaming

And, don’t forget, if you are tempted to blame something outside yourself and say “it’s not my fault x isn’t going well”, ask

yourself: what have I allowed to happen to create this outcome? Because rarely does something ‘just happen’ in life. Relationships don’t ‘suddenly’ go bad. They deteriorate over time and we are often guilty of letting that happen. We don’t get out of shape suddenly. We exercise less and less and we take less and less care about what we eat.

Life Can Be Hard At Times

Then it’s time to accept that you are not entitled to a good life. Remember that at least one third of the people on our planet live on less than \$2/day. As Scott Peck starts out in his book *The Road Less Traveled*, “Life is difficult.” The only people without problems are in the cemetery. I would qualify that life does not always have to be difficult – otherwise we run the risk of expecting the worst all the time and never enjoying our journey. Peck argues that you can only be liberated by facing your problems and working on them. No more procrastination. No more perfectionism. No more excuses. After all, the alternative is to do what many do: blame outside circumstances for the things not working well. Is that really the person you want to be for the rest of your life?

You Produce Your Results

I’ve been re-reading Jack Canfield’s *The Success Habits* recently. He feels so strongly about the topic of taking complete responsibility for your life that out of 64 success principles, it is THE FIRST ONE:

“It is time to stop looking outside yourself for the answers to why you haven’t created the life and results you want, for it is you who creates the quality of the life you lead and the results you produce. You

– no one else!”

The Responsibility Scale

In my book, *Fearless Referrals*, I tell the story of when I met Brian Tracy, whose work has had a huge positive impact on my life. He’d spent 90 minutes speaking on success habits that morning and when I spoke to him at the break, I just sort of blurted out, “You have an amazing story. How did you do it?” He looked a little exasperated as if I hadn’t been listening to anything he’d said, but he quickly collected himself and told me a fabulous story about how when he was 21 he realised no one was going to rescue him and that his miserable existence was all his doing.

He then went on to say: “I believe that we all operate on a Responsibility Scale in all areas of our life and most people live at about a 6 out of 10. If you want to be a high achiever, you must work every day to get to a 10 out of 10.”

I wish I could write that ever since that day I have moved towards a 10/10 in all the important areas of my life, but I have not. Since then there have been periods of time when I have been sloppy with my money, my health and certain relationships. We all need to be reminded from time to time not to get sucked into complacency, blind busyness, or into tolerating complaining, negative environments (including our own heads!).

Sometimes you’re in stormy season.

This is a good time to become introspective and ask yourself how you are doing in the key areas of your life – without instantly making any excuses. We are all thrown off at times by life changing events such as raising a newborn (guess why the topic of this article is near to my heart right now!), taking care of an ailing

parent, or recovering from a serious accident or injury etc. These seasons happen to us all. That’s why one of the biggest success clichés is that your results are determined not by what happens to you but how you handle them.

Ask Yourself Better Questions

Get clear on:

What are you doing that’s working?

What are you doing that’s not working?

Then take one step towards the 10/10 NOW!! (Otherwise the odds are you will not change anything.)

How can you respond differently to your current challenges? Often it is our hard-wired ways of reacting that get us into trouble – eating junk food when we’re tired, snapping at loved ones because business is slow, numbing our brains in front of a TV or book instead of facing necessary conflict.

Why don’t most people act on their problems?

Because there’s a risk: of failing, of being judged, of confrontation, of being alone, of being wrong or becoming unemployed.

Ask yourself the most important question:

Are you willing to take the risk of creating your life exactly as you want it or not?

Canfield summarises: “Successful people face facts squarely. They do the uncomfortable and take steps to create their desired outcomes.”

Matt Anderson is the author of *Fearless Referrals* at: <http://www.thereferralauthority.com> or at: Matt.Anderson.intl@gmail.com

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The Old Way Or The New Way? It's Really Not A Choice Anymore

By Jeffrey Gitomer

My sales perspective flies in the face of traditional selling. And it's not just a disruption – it's the new way of sales. What's your perspective?

Last week (in part one) I discussed the worthlessness of the old way of selling – everything from cold calling and finding the pain to overcoming objections and closing the sale. I referred to “the old ways” as manipulative, insincere, and aggressive and cautioned that customers and prospects are not only against it, they're insulted by it! Ouch.

Me? I prefer being assertive. And there is a huge difference between assertive and aggressive. Here are the four majors:

- Aggressive salespeople tell. Assertive salespeople ask.
- Aggressive salespeople try to “close.” Assertive salespeople use testimonial proof.
- Aggressive salespeople go for the sale. Assertive salespeople go for the customer.
- Aggressive salespeople think “quota.” Assertive salespeople think “relationship.”

Which one are you? It's the difference between the old way and the new way.

Here's my list of what's happening NOW in sales. The New Way. UPDATE: Sales will be happening the new way for the foreseeable future:

- Value attraction. A marketing ap-

proach that tells me how I win, not who you are.

- Social attraction. A social presence that's value-message based. Social messages that your prospective customer can find. NOTE: It's time to rethink and revamp the so-called “law of attraction.” If you're looking to identify and attract willing buyers, value attraction and social attraction are the new laws. Value attraction and social attraction are the new way of selling.

- Find the pleasure. Things you both know about and like will make the sale easier and faster than painful things (that are likely none of your business) that make the prospect uncomfortable.

- Ask emotionally engaging questions. Ask questions about them (the prospect or customer), that make them respond in terms of you. Uncover their experience, their wisdom, and their knowledge.

- Discover the customer's motive to buy. Why people buy his one billion times more powerful than how to sell.

- Give perceived value beyond price. As a customer, I don't need justification to make a purchase. I need a perception that the value you offer me in exchange for my money is greater than the price you're charging. I need to know how I win, produce, and profit as a result of purchase. I already know what it is, I already know what it does, I already know how it works. I don't need you to tell me you're the greatest. I just need you to tell me how I win after I take ownership.

- Confirm the urgency of your offer. Once you understand the customer's motive to buy, their urgency becomes apparent. If you haven't uncovered their motive, you will never know when they intend to purchase.

- Provide “voice-of-customer” proof. Video testimonials are the new black. When you say it about yourself, it's bragging. When a customer says it about you, it's proof. Take advantage of your best salespeople – your loyal customers! Testimonial videos can be offered as sales proof during a presentation and can also be posted on every form of your social media outreach. One of the most interesting aspects of testimonials is they also reinforce the belief of salespeople in their own product.

- Be both available and easy to do business with. 24.7.365 is the new 9-5. I want a friendly, intelligent, live human being to answer the phone when I call, and so does EVERY HUMAN BEING ON THE PLANET.

- Give “after the sale” value. Once I purchase, show me more and tell me more about how I can use, produce more, and profit more from what I own. Give me a weekly value message, not another sales message. Serve me, WOW me, and surprise me.

- Earn customer loyalty. Loyalty is earned slowly over time. (Just like trust.) Loyalty is gained with quality of product, ease of doing business, availability of people, online alternatives to both purchasing and service, speed of response, and value received. Loyal customers purchase time and time again without regard to price. Loyalty is defined in two parts:

Part one: Will the customer do business with you again? Part two: Will the customer refer you? If they do both, that's loyalty. Any other measurement is bogus.

- Earn referrals. Asking for referrals has been replaced by earning referrals and giving referrals. Think about the last time you GAVE a referral. Oh wait, maybe you never have! That's because giving refer-

als requires work. I didn't say the new way of selling was easy, I just said it was a new way. Ask before you tell. Give before you get. Earn before you ask.

- Build online and word-of-mouth reputation. What are you known as? What are you known for? What is your image? What is your Google image? What is your social image? These five elements comprise your reputation. No asset is more valuable.

- Build relationships. Everyone talks about being relationship oriented. But my findings show just the opposite. A quick review of the elements above will let you see exactly where you are on the “solid relationship” scale. I don't want you to be relationship oriented, I want you to be relationship building. Every day.

Review this list and rate yourself between 1 and 10. Anywhere you score less than a seven in is telling you you're not near the new way yet. Work at it!

The new way will pay.

FREE GITBIT. I'll be writing more about the new way of selling, but for now if you would like to get both part one and part two that I've written, go to Gitomer.com and enter the words NEW WAY in the GitBit box.

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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The Law Of Awareness: 4 Questions To Help You Know Yourself

By Dr. John C. Maxwell

"If you want to change and grow, then you must know yourself and accept who you are before you can start building."



The Law of Awareness says you must know yourself to grow yourself. What that means is that in order to achieve growth, leaders must hone in on who they are and

what they desire to do.

Have you ever sat down and reflected on your life and the person you are? In *The 15 Invaluable Laws of Growth*, John Maxwell presents 10 questions to

help you through the process of learning about yourself, accepting who you are and taking the next step to achieve growth. To begin on that journey, check out a few of his questions here:

1. Do you like what you're doing now?

"If you're not enjoying what you do for a living, you need to take some time to examine why."

So many people go through life doing a job merely to make a living. They never pursue what lights their fire. It might be because they don't know their passion. It might be out of fear. Whatever it is, it's important to find out why and tackle it full force.

2. What would you like to do?

"When you tap into your passion, it gives you the E & E factor: energy and excellence."

Working on what you're passionate

about gives you an advantage over others who are doing work they despise. Listen to your heart and take note of what brings you joy and excitement. Pursue what you want to do and what you love, and you'll never work a day in your life.

3. Can you do what you would like to do?

"You have to have some kind of criteria for knowing if the desire you have matches the abilities you possess."

We all have dreams and passions. The question is: do your skills fit in those dreams and passions? Think about what you want vs. what you are good at. Do they align? It's important that you do what you are good at in order to be successful.

4. Do you know why you want to do what you would like to do?

"Doing something for the right rea-

sons also keeps life less cluttered and your path clearer. Not only is your vision clearer, but you sleep well at night knowing you're on the right track."

Motives matter. As leaders, we must look inside our hearts to determine the why behind the what. Satisfaction and success come from doing things you are meant to do and doing them for the right reasons.

You have the chance to pursue your life calling. However, you must reflect internally before moving forward. When we know ourselves, we grow ourselves.

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



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Pop			Country			Adult Contemporary		
1	Iggy Azalea	Fancy	1	Justin Moore	Lettin' The Night Roll	1	John Legend	All Of Me
2	Ariana Grande	Problem	2	Blake Shelton	My Eyes	2	Pharrell Williams	Happy
3	Calvin Harris	Summer	3	Jake Owen	Beachin'	3	OneRepublic	Counting Stars
4	Nico & Vinz	Am I Wrong	4	Brett Eldredge	Beat Of The Music	4	American Authors	Best Day Of My Life
5	Paramore	Ain't It Fun	5	Tyler Farr	Whiskey In My Water	5	One Direction	Story Of My Life
6	DJ Snake	Turn Down For What	6	Chris Young	Who I Am With You	6	Avicii	Wake Me Up
7	Magic!	Rude	7	Craig Campbell	Keep Them Kisses Coming	7	Katy Perry	Dark Horse
8	Katy Perry	Birthday	8	Joe Nichols	Yeah	8	Michael Jackson	Love Never Felt So Good
9	Rixton	Me And My Broken Heart	9	Billy Currington	We Are Tonight	9	A Great Big World	Say Something
10	John Legend	All Of Me	10	Band Perry	Chainsaw	10	Justin Timberlake	Not A Bad Thing
11	Disclosure	Latch	11	Brad Paisley	River Bank	11	Bastille	Pompeii
12	MKTO	Classic	12	Lee Brice	I Don't Dance	12	Phillip Phillips	Raging Fire
13	Justin Timberlake	Not A Bad Thing	13	Eric Paslay	Song About A Girl	13	Ellie Goulding	Burn
14	Sam Smith	Stay With Me	14	Miranda Lambert	Automatic	14	Sam Smith	Stay With Me
15	Ed Sheeran	Sing	15	T. McGraw & F. Hill	Meanwhile Back At Mama's	15	Rixton	Me And My Broken Heart
16	Jason Derulo	Wiggle	16	Dierks Bentley	Drunk On A Plane	16	Sara Bareilles	I Choose You
17	OneRepublic	Love Runs Out	17	Dustin Lynch	Where It's At	17	Cher	I Hope You Find It
18	Pharrell Williams	Come Get It Bae	18	George Strait	I Got A Car	18	Christina Perri	Human
19	Maroon 5	Maps	19	Brantley Gilbert	Small Town Throwdown	19	Paramore	Ain't It Fun
20	Kongos	Come With Me Now	20	Lady Antebellum	Bartender	20	Ed Sheeran	Sing
21	Demi Lovato	Really Don't Care	21	Eli Young Band	Dust	21	Bruno Mars	Young Girls
22	Jennifer Lopez	First Love	22	Swon Brothers	Later On	22	Sarah McLachlan	In Your Shoes
23	Afrojack	Ten Feet Tall	23	Cole Swindell	Hope You Get Lonely Tonight	23	Margo Rey	Colours
24	One Direction	You & I	24	Chase Rice	Ready Set Roll	24	Nico & Vinz	Am I Wrong
25	Lorde	Tennis Court	25	Zac Brown Band	All Right	25	Magic!	Rude
26	Katy Tiz	The Big Bang	26	Eric Church	Cold One	26	Ingrid Michaelson	Girls Chase Boys
27	Sia	Chandelier	27	Miranda Lambert	Somethin' Bad	27	Katy Perry	Birthday
28	Trey Songz	Na Na	28	Big & Rich	Look At You	28	Neon Trees	Sleeping With A Friend
29	Michael Jackson	Love Never Felt So Good	29	Parmalee	Close Your Eyes	29	Danny Gokey	Hope In Front Of Me
30	Becky G	Shower	30	Frankie Ballard	Sunshine & Whiskey	30	David Guetta	Titanium
Urban			Rock			Alternative		
1	K Camp	Cut Her Off	1	Three Days Grace	Painkiller	1	Black Keys	Fever
2	Chris Brown	Loyal	2	Royal Blood	Out Of The Black	2	Bastille	Bad Blood
3	Young Money	Trophies	3	Seether	Words As Weapons	3	Kongos	Come With Me Now
4	Usher	Good Kisser	4	Pop Evil	Torn To Pieces	4	Bleachers	I Wanna Get Better
5	Beyonce	Partition	5	Nothing More	This Is The Time (Ballast)	5	Arctic Monkeys	Why'd You Only Call Me When...
6	Lil Wayne	Believe Me	6	Avenged Sevenfold	This Means War	6	Big Data	Dangerous
7	Future	Move That Doh	7	Godsmack	1000hp	7	Fitz & The Tantrums	The Walker
8	Jhene Aiko	The Worst	8	Adelitas Way	Dog On A Leash	8	Bear Hands	Giants
9	Wiz Khalifa	We Dem Boyz	9	Theory Of A Deadman	Drown	9	Vance Joy	Riptide
10	Jay-Z F/ Beyonce	Part II (On The Run)	10	Volbeat	Dead But Rising	10	Jack White	Lazaretto
11	Yo Gotti	I Know	11	Chevelle	Take Out The Gunman	11	Cage The Elephant	Take It Or Leave It
12	Tinashe	2 On	12	Starset	My Demons	12	Coldplay	A Sky Full Of Stars
13	Ca\$h Out	She Twerkin	13	Linkin Park	Until It's Gone	13	Dirty Heads	My Sweet Summer
14	Schoolboy Q	Studio	14	Black Keys	Fever	14	Wild Cub	Thunder Clatter
15	Iggy Azalea	Fancy	15	Linkin Park	Guilty All The Same	15	Bad Suns	Cardiac Arrest
16	Kid Ink	Main Chick	16	We As Human	Take The Bullets Away	16	Foster The People	Best Friend
17	Future	I Won	17	Black Stone Cherry	Me And Mary Jane	17	Lorde	Tennis Court
18	Anthony Lewis	Candy Rain	18	Kongos	Come With Me Now	18	Rise Against	I Don't Want To Be Here Anymore
19	Migos	Fight Night	19	You Me At Six	Room To Breathe	19	Coldplay	Magic
20	DJ Khaled	They Don't Love You No More	20	Hellyeah	Sangre Por Sangre	20	Tove Lo	Habitats (Stay High)
21	Rich Homie Quan	Walk Thru	21	Of Mice And Men	Would You Still Be There?	21	SomeKinda Wonderful	Reverse
22	Trey Songz	Smartphones	22	Rise Against	I Don't Want To Be Here Anymore	22	Magic!	Rude
23	Ne-Yo	Money Can't Buy	23	Powerman 5000	How To Be A Human	23	Linkin Park	Until It's Gone
24	DJ Snake	Turn Down For What	24	Pretty Reckless	Messed Up World	24	twenty one pilots	Car Radio
25	Mila J	Smoke, Drink, Break-Up	25	Crobot	Nowhere To Hide	25	Capital Cities	One Minute More
26	Rico Love	Be Like	26	Sevendust	Black	26	J. Roddy Walston	Take It As It Comes
27	Ty Dolla Sign	Or Nah	27	Alter Bridge	Cry Of Achilles	27	Pretty Reckless	Heaven Knows
28	Nicki Minaj	Pills N Potions	28	Mastodon	High Road	28	Broods	Bridges
29	Rick Ross	Thug Cry	29	Queens Of The Stone Age	Smooth Sailing	29	Milky Chance	Stolen Dance
30	Jennifer Hudson	Walk It Out	30	Kyng	Electric Halo	30	Thirty Seconds To Mars	Do Or Die

A Different Spin by Jason Nocera



The Kids Are All Right: The Busy Time!

By Rob Peters

Well, it has been a while since I contributed...it's that time of the year where we are all busy, but this month I wanted to share some ideas on how entertaining kids can help you book other events, beyond kids' entertainment.

One of the big questions I often get about doing kids' entertainment usually comes from other DJs who ask if performing at kids' events impacts my ability to book weddings, corporate events



and other higher paying events. My answer is always the same...NO! In fact, I have been able to book MORE weddings, corporate events, etc. because I do perform for kids. This month I will share a little bit on HOW I do it.

Step One: Performance

Scott Faver of The Party Favers once told me that every time you perform for an audience, you are exposing your talents and services to a new group of prospective customers. It's true. My performance and professionalism when I provide kids' entertainment services usually attracts the attention of someone who wants my business card for a future event.

Step Two: Cross promotion

Your marketing materials can help cross promote the other services you offer. I have different business cards: One for when I am performing at kids'

events, and one for when I am performing at weddings, corporate parties and other events. My "kid friendly" business card is a colorful, two-sided business card that provides information about all of the services that my company offers. I use the front side for the information about my kids' entertainment service, and use the backside to promote the other services offered by my company, including DJ entertainment for adult oriented events, such as weddings, corpo-



rate events and more.

Step Three: Separate but equal

If it is done right you can successfully brand your existing DJ company and kids' entertainment services, and still keep separate identities. Using separate websites with cross promotion is a good start. Having a business card that provides information about your entertainment services can help cross promote your services. One of the biggest things

I feel has helped in our branding process is that my kids' entertainment brand is different from my brand that offers entertainment for weddings and special events.

But there's more to it. Our websites are separately branded, but openly promote the other services we offer. By being reciprocal in promoting these services, we are generating additional revenue because people are taking the time to check out the other services we offer.

Step Four: Getting to know WHO is hiring you

I recently received an inquiry from a mom who was planning her twin daughter's birthday party. She found us on the internet and contacted us to book our services. In discussing this party with her I discovered that she was not only a mom of twin daughters, but worked as a wedding and special event planner.

Since her party, she has utilized our entertainment and photo booth services for several corporate events she has worked on. We are now her "go to" company for anything that her clients need for entertainment.

Some of the parents who have hired me have been people who work for companies that have corporate events. The cross promotion and branding we have done has yielded us referrals for holi-

day parties and company appreciation events.

Step Five: Clients who could book you again

Take a look at who you may have worked for in the past that could use your services. I have been a wedding DJ for more than 20 years, and often will see my wedding clients again because they know that we offer kids' entertainment. They will call to book us for their kid's birthday party, or they may know someone who is planning a kids' event. As I said before, it is a reciprocal opportunity when you cross promote.

Lastly: Be prepared for someone to recognize you!

As a wedding DJ, I market at bridal shows and it almost always happens: A teacher from a school I have worked at recognizes me in my booth and instantly comes over and says "I thought you just did kids' entertainment!" They relate to the experience they had when I performed at their school, and instantly become interested in learning more about our services for their wedding.

With the concepts above, and a good marketing plan, you can cross promote successfully for your business to use kids' entertainment as a stepping stone to more referrals for your business. Good luck and remember to be the BEST at doing what YOU do!

Oh yeah....do you have a question about kids' entertainment? I will be happy to feature your question in an upcoming article in the Disc Jockey News....just email me!

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

The More You Give, The More You Get

By Stevie Ray

I was reading an inflight magazine recently (yes, I had run out of real things to do) and saw a quote by an executive that reminded me of the one of the oldest business lessons around. A woman was asked for one piece of advice she would offer busy executives. She



said, "Be generous with your time. It will always pay you back in spades." I use that sentiment to compare experiences I have had with two different companies in the past month. One was with a tree service. After years of letting the tree in our front yard grow unchecked, my wife and I decided we didn't need flora that reached the stratosphere. Being typical consumers, we got bids from several tree companies. We didn't go with the cheapest one, we went with the one that was responsive to our call, reasonable in their price, and had an air of professionalism.

One of the tree companies used e-mail to provide the bid (it seemed appropriate that a tree service would try to limit the use of paper). For reasons not important, we went with a different company. A couple of the companies called later to ask if we needed their

service and, when we declined, that was that. We never heard from them again. The company that used e-mail didn't bother us for future business, they did something smarter. They added us to a list to receive occasional e-mails that include tips on taking care of plants, trees, and gardens. The notices do not promote their services or advertise special deals;



they simply provide timely and helpful advice for the home gardener.

The most recent e-mail saved us from making costly mistakes when preparing our garden for winter. I was surprised that not once in any of the e-mails have they promoted something for sale or asked for a referral. Then it dawned on me, of course they are promoting their

company, they just are not pushing their company down my throat. They are providing simple value and letting human nature take its course. Because this company has been so generous with their knowledge, not only do I feel guilty for not using this company for our recent tree project, you can bet they will be the first call I make the next time, and the first recommendation I make to friends.

Compare that to another tree service that left a flier in my door promoting a "Fall Special." They would be happy to come out and inspect my tree and make an expert recommendation! When I called, they quote a fee that they charge simply to provide a bid. They explained that they get so many calls, and providing quotes takes so much time, that they have to charge for even providing a bid. I explained to them that I get so many requests from companies who want to sell me their services that I have to charge for my time on the phone with them. They didn't see the humor. They also didn't see my tree, if you know what I mean.

When a friend had some questions about a legal issue, I suggested she call an attorney's office and simply ask if anyone could offer a bit of advice. She was surprised. "Won't they want to charge me for the advice, or for the

call?" she asked. I said, "Sure, there are some lawyers who track every second of every billable second, but most are quite generous in giving quick advice over the phone; as long as it is not too complicated and doesn't take too much time away from their work." I told her I can remember the law offices who have been generous with their time and help, as well as those who don't have the time of day for that kind of thing. The ones that give of their time are making more money.

Companies have the right to charge for services, but once a customer gets the feeling that you are nickel-and-diming them to death, they lose all trust in you. Once that happens, they don't fully believe your recommendations, and will question every move you make on their behalf. When the executive said, "Be generous with your time," she wasn't saying you will be able to track the impact on your business dollar for dollar. She was relying on a practice that has been proven for generations, the more you give, the more you will receive. Think of some way that you can take what has been given to you and pass it on to someone else. It not only pays off in the long run, it is just the right thing to do.

Stevie Ray is a nationally recognized corporate speaker and trainer, helping companies improve communication skills, customer service, leadership, and team management. He can be reached at www.stevierays.org or stevie@stevierays.org.

Recurrent Hits For The Dance Floor for July 2014

New charts weekly on <http://www.discjockeynews.com/weekly-music-charts>

Pop Recurrents			Urban Recurrents			Adult Contemporary Recurrents		
1	DJ SNAKE & LIL JON	Turn Down For What	1	JAY Z	Part II (On The Run) f/Beyonce	1	AMERICAN AUTHORS	Best Day Of My Life
2	LANA DEL REY	Summertime Sadness	2	AUGUST ALSINA	I Luv This Sh*t	2	IMAGINE DRAGONS	On Top Of The World
3	CAPITAL CITIES	Safe And Sound	3	M. JACKSON & J. TIMBERLAKE	Love Never Felt So Good	3	LUMINEERS	Ho Hey
4	IMAGINE DRAGONS	Demons	4	SEVYN STREETER	Next	4	PHILLIP PHILLIPS	Gone, Gone, Gone
5	MACKLEMORE & RYAN LEWIS	Can't Hold Us f/Ray Dalton	5	RICH HOMIE QUAN	Type Of Way	5	PINK	Just Give Me A Reason
6	AVICII	Wake Me Up	6	K CAMP	Money Baby f/Kwony Cash	6	IMAGINE DRAGONS	Radioactive
7	IMAGINE DRAGONS	Radioactive	7	J. COLE	Crooked Smile f/TLC	7	LORDE	Royals
8	DRAKE F/MAJID JORDAN	Hold On We're Going Home	8	J. COLE	Power Trip f/Miguel	8	BRUNO MARS	Locked Out Of Heaven
9	ZEDD	Clarity f/Foxes	9	DRAKE	Hold On We're Going Home	9	FUN.	Some Nights
10	JUSTIN TIMBERLAKE	Mirrors	10	RIHANNA	Pour It Up	10	MAROON 5	Love Somebody
11	DAFT PUNK	Get Lucky	11	WE ARE TOONZ	Drop That #NaeNae	11	PITBULL	Timber f/Ke\$ha
12	LORDE	Royals	12	DRAKE	All Me f/2 Chainz & Big Sean	12	KATY PERRY	Roar
13	ONE DIRECTION	Story Of My Life	13	BANDO JONEZ	Sex You	13	LORDE	Team
14	AMERICAN AUTHORS	Best Day Of My Life	14	SEVYN STREETER	It Won't Stop	14	IMAGINE DRAGONS	Demons
15	JASON DERULO	Talk Dirty f/2 Chainz	15	KID INK	Show Me f/Chris Brown	15	BASTILLE	Pompeii
16	JOHN LEGEND	All Of Me	16	T-PAIN	Up Down (Do This All Day)	16	KATY PERRY	Dark Horse f/Juicy J
17	KATY PERRY	Dark Horse f/Juicy J	17	TY DOLLA \$IGN	Paranoid f/B.o.B	17	PHARRELL WILLIAMS	Happy
18	BASTILLE	Pompeii	18	TREY SONGZ	Na Na	18	ONEREPUBLIC	Counting Stars
19	PHARRELL WILLIAMS	Happy	19	YG	My Hitta f/Jeezy,RichHomieQuan	19	AVICII	Wake Me Up
20	PITBULL	Timber f/Ke\$ha	20	JOHN LEGEND	All Of Me	20	ELLIE GOULDING	Burn
21	ONEREPUBLIC	Counting Stars	21	PHARRELL WILLIAMS	Happy	21	CAPITAL CITIES	Safe And Sound
22	LORDE	Team	22	BEYONCE	Drunk In Love f/Jay Z	22	ONE DIRECTION	Story Of My Life
23	ELLIE GOULDING	Burn	23	YOUNG THUG	Stoner	23	SARA BAREILLES	Brave
24	EMINEM	The Monster f/Rihanna	24	RICO LOVE	They Don't Know	24	PASSENGER	Let Her Go
25	ZEDD	Stay The Night f/H. Williams	25	JAY Z	Tom Ford	25	MUMFORD & SONS	I Will Wait
26	KATY PERRY	Roar	26	CIARA	Body Party	26	A GREAT BIG WORLD	Say Something w/C. Aguilera
27	CALVIN HARRIS F/ELLIE GOULDING	I Need Your Love	27	A\$AP ROCKY	F**kin Problems f/Drake	27	KELLY CLARKSON	Stronger (What Doesn't Kill ..
28	MAROON 5	Love Somebody	28	FRENCH MONTANA	Pop That f/Rick Ross	28	MAROON 5	Daylight
29	ALOE BLACC	The Man	29	JANELLE MONAE	Primetime f/Miguel	29	NEON TREES	Everybody Talks
30	ICONA POP	I Love It f/Charli XCX	30	JAY Z	F*ckwithmeyouknowigotit	30	ADELE	Rumour Has It
31	TAYLOR SWIFT	I Knew You Were Trouble	31	FUTURE	Turn On The Lights	31	ALEX CLARE	Too Close
32	MARTIN GARRIX	Animals	32	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	32	KELLY CLARKSON	Catch My Breath
33	KID INK	Show Me f/Chris Brown	33	RICH GANG	Tapout f/Birdman, Lil Wayne	33	BRUNO MARS	When I Was Your Man
34	BRUNO MARS	Treasure	34	LIL WAYNE	Love Me f/Drake & Future	34	FLORIDA-GEORGIA LINE	Cruise
35	FLO RIDA	Wild Ones f/Sia	35	FRENCH MONTANA	Ain't Worried About Nothin'	35	IMAGINE DRAGONS	It's Time
36	TIESTO	Red Lights	36	RIHANNA	Loveeeeeee Song f/Future	36	TRAIN	Drive By
37	SELENA GOMEZ	Come & Get It	37	KENDRICK LAMAR	Poetic Justice f/Drake	37	PINK	Blow Me (One Last Kiss)
38	FALL OUT BOY	My Songs Know What You Did...	38	MIGUEL	How Many Drinks? f/K. Lamar	38	MAROON 5	One More Night
39	RIHANNA	Stay f/Mikky Ekko	39	KENDRICK LAMAR	Swimming Pools (Drank)	39	PINK	Try
40	BRUNO MARS	Locked Out Of Heaven	40	CHRIS BROWN	Love More f/Nicki Minaj	40	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
41	JAY Z	Holy Grail f/Justin Timberlake	41	DRAKE	The Language	41	GOTYE	Somebody That I Used To Know
42	DEMI LOVATO	Neon Lights	42	LORDE	Royals	42	OF MONSTERS AND MEN	Little Talks
43	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	43	MIGUEL	Adorn	43	NEON TREES	Sleeping With A Friend
44	LADY GAGA	Applause	44	KENDRICK LAMAR	B**ch, Don't Kill My Vibe	44	TAYLOR SWIFT	I Knew You Were Trouble
45	MACKLEMORE & RYAN LEWIS	Thrift Shop f/Wanz	45	JAY Z	Holy Grail f/Justin Timberlake	45	DAFT PUNK	Get Lucky
46	SWEDISH HOUSE MAFIA	Don't You Worry Child	46	SNOOTIE WILD	Ayo	46	ANNA KENDRICK	Cups (Pitch Perfect's When...
47	5 SECONDS OF SUMMER	She Looks So Perfect	47	K. MICHELLE	Can't Raise A Man	47	PHILLIP PHILLIPS	Home
48	DAVID GUETTA	Titanium f/Sia	48	WALE	Bad f/Tiara Thomas	48	JUSTIN TIMBERLAKE	Mirrors
49	NAUGHTY BOY	La La La f/Sam Smith	49	DRAKE	Started From The Bottom	49	RIHANNA	Stay f/Mikky Ekko
50	CALVIN HARRIS	Sweet Nothing f/Florence Welch	50	B.O.B	We Still In This B**ch f/T.I.	50	FUN.	Carry On

Don't Worry About It

By Harvey Mackay

I recently received a cartoon from a friend that showed a psychiatrist having a session with her patient. She says, "You worry too much ... It doesn't do any good ..."

Several years ago I saw a survey that says 40 percent of the things we worry about never happen, 30 percent are in the past and can't be helped, 12 percent concern the affairs of others that aren't our business, 10 percent are about sickness – either real or imagined – and 8 percent are worth worrying about. I would submit that even the 8 percent aren't really worth the energy of worry.

I wrote a column about the Second Ten Commandments in 2009 and guess what was number one: "Thou shall not worry, for worry is the most unproductive of all human activities." You can't saw sawdust. A day of worry is more exhausting than a day of work. People get so busy worrying

about yesterday or tomorrow, they forget about today. And today is what you have to work with.

Robert Leahy, author of The Worry Cure, says people worry for a variety of reasons, but one big reason is that worriers are intolerant of uncertainty. Leahy says worriers believe that they are being responsible by worrying because they believe they are preparing to avoid something bad. They think that by worrying they are taking control of their lives. But in fact, the reverse is true. Too much worrying causes people to lose control, and only builds their anxiety.

Worriers believe that they need to know what the outcome will be – or there could be some kind of catastrophe awaiting them. Leahy says that worriers almost always overestimate the negative outcome.

At the same time, they underestimate their ability to handle what does happen. He further reminds us that worriers often forget that their worries in the past have mostly turned out to be futile.

I can attest to that finding. Instead of worrying about bad outcomes, I have adopted a different strategy. When I am faced with a big business decision or challenge, I ask my team to think about two things: What are we trying to accomplish, and what is the worst thing that can happen? We plan for the best, but we also prepare for the worst. That way, we avoid most

surprises by anticipating disappointment.

Perhaps we would be wise to take some advice from folks who have been around long enough to have mountains of problems to worry about – and yet, their longevity is credited largely to the right attitude.

Researchers at the Institute for Aging Research at Albert Einstein College of Medicine questioned 243 people age 100 and older. They found that centenarians tend to share certain personality traits, in addition to other factors, like genetics. In general, those traits included:

- Outgoing
- Positive-minded about other people
- Full of laughter
- Open with their emotions
- Conscientious and disciplined
- Unlikely to obsess about anxieties or guilt

The scientists did point out that these characteristics don't necessarily represent the reason for the long life spans. But they did notice that in many cases the personality traits they observed weren't necessarily lifelong tendencies, but behaviors their subjects learned as they grew older.

Focusing on the positives and not worrying about the negatives may have a favorable impact on overall life expectancy. So maybe it is never too late to adjust your thinking. And please, don't worry if that change doesn't happen overnight. Old

habits die hard.

The true futility of worrying about things reminds me of the story about Herbie, who worries all the time. He worries so much he can't sleep. He paces in the bedroom all night. His wife wakes up and asks him what's on his mind.

"I can't pay the rent," he says. She says, "We'll talk about it tomorrow. Go back to sleep."

He tries to go back to sleep, but he just keeps tossing and turning and soon he's up pacing again.

Suddenly his wife picks up the phone and dials the landlord. "Hello," she says. "Herbie can't pay the rent this month." And she hangs up.

Herbie says, "What did you do that for?"

"Let them worry all night about the rent," she says.

Today is the tomorrow we worried about yesterday.

Mackay's Moral: Worrying casts a dark shadow that blocks any glimmer of hope.

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



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