

Disc Jockey News

Subscription is valid thru date above on the label

JUNE 2011 • Issue #81

The Monthly Disc Jockey Newspaper

\$16.50 for 12 issues

The Q Corner, Where Quality Meets Quantity

By Mike Walter

I'm writing this in Jamaica during a quick little getaway that Kelly and I planned to recharge our batteries right before the busy wedding season gets underway. We found a great little place in Negril and after reading tons of positive feedback on TripAdvisor.com we booked it. We couldn't be happier.

It's a charming little place. Our walk to the beach every morning is a grueling 50 feet.

Kelly and I use TripAdvisor.com all the time when we plan our vacations. It's filled with real live reviews from actual travelers. Before we decide on a place to stay or a restaurant to eat at we'll hop on and see what others have said about it and how they've rated it. It's very much like WeddingWire.com for our industry. If I were a hotel or restaurant that catered mainly to tourists, I would make sure that I made people as happy as I could, and that those who did rave about me were

directed to TripAdvisor.com. That's what we do at Elite. When a bride fills out our review and gives us compliments, we ask them if they'd share those thoughts on WeddingWire.

That's why I had to smile ear to ear when we were wrapping up a lunch one afternoon at Margaritaville. The hostess approached us to ask how everything was. I noticed she was holding an iPad but I didn't realize what for. When we replied that our lunch was great and our server was extra friendly, she then asked if we'd take a minute to give them a positive review on, where else, TripAdvisor.com. She then handed me the iPad which was already loaded to TripAdvisor and their specific page. Inside of 5 minutes we had given them 5 stars and written a positive review. I thought it was brilliant on their part and the only thing I'd do to improve that is send over a complimentary round of drinks when someone gives a good review (although maybe I was just looking for a free Margarita). I came away thinking, "that Jimmy Buffet, he's one smart guy!"

I took away one more business lesson on this trip and as I so often do, I wanted to share it here in this space. I have joked before about writing these articles simply to write off these trips but I should point out, lest any IRS agents happen to stumble upon this publication, I have never actually written off one of my personal

vacations (other than that one unfortunate time when I had to use my corporate card to pay for parasailing down in Saint Maarten but I can assure you I talked about DJing the whole time up there to justify it.)

First, I have to give much respect (it's a Jamaican thing) to the staff at our resort and all the other resorts we've visited. They've been friendly and cordial and have helped to make our little getaway all the more enjoyable. After our first full day here I had such a great impression of the Jamaican people so you can imagine my surprise when I woke up early the next morning and went out for my run. I passed at least a half dozen locals on the street who ignored my "good morning" greeting. I even tried to say it with a little bit of that Jamaican lilt in my voice ("good morning Mon") but got no more or less of a response.

It was an eye-opener and it told me either of two things: 1) the resorts are excellent at training their staff to be friendly and cordial or 2) the resorts do an excellent job of hiring only the friendly and cordial locals (or probably more realistically some combination of the two).

Now, it could just be that when the locals are off duty they don't feel obliged to be in their happiest mode. But whatever the reason, it reminded me of something I am always telling my staff: It doesn't matter what kind of day you are having,

when you arrive to your event, your game face needs to be on and you need to be as upbeat and cordial as possible.

I don't have any qualms about the locals who ignored me every morning on my run. They probably aren't used to seeing a white guy run so slowly anyway. It simply made me appreciate our bartenders and waitresses even more throughout the week. Each morning I'd head out for a little 4 miler and encounter the brusque and unfriendly Jamaican people, and then the rest of the day I'd be pampered by the resort workers. If it's all an act, I'm ok with that. I'm happy that someone would take the time to act cordial just so I can have a better vacation. I try not to have to "fake it" at my events. I try to be genuinely happy but I'd be lying if I said there weren't some days, and some crowds, that were harder to get up for than others. We're all human and we all have bad days. But it's important to remember when we do have a bad day that we fake it enough so no one would know.

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.

Talkin' Bride With Tamara

By Tamara Sims

Decision Makers

How many times have you walked into a Sales Meeting only to find that the key decision maker/makers are not there? Frustrating, right? Even though we constantly



hear the words 'It's all about the bride,' when it comes to the sales process it really is about the bride AND groom (and in many cases, their parents).

What do I mean by that? Who is footing the bill! When you are scheduling your initial sales meetings, find out who the decision maker/makers are and invite them to the meeting as well. I heard a recent statistic from several wedding planners in my area that 9 times out of 10 a sale is lost when a key decision maker does not attend the sales meeting. I too can back up that figure. If only the bride (or even worse, only the groom...sorry guys but it's true), attend the sales meeting, it is almost impossible for that person to sell your service and exude the passion the way you do. Remember 4 ears are better than 2!

I recently met with a very young bride and groom who were both unemployed and the father of the bride was paying for the wedding. I invited him to come to the meeting and they agreed that it was a great idea. They arrived at the meeting without Dad and said they would relay all of our

information to him. This rarely works. It has now been over 1 month since our meeting and still no decision. The bride is frustrated that Dad still hasn't sat down with her to go over our services and pricing. To top it off...the wedding is only 4 months away. Will they book? Maybe, maybe not.

It is also a smart idea to include the wedding planner if he/she is a key part of the wedding. Or better yet, if they one that referred you to the bride and groom. Many times, the planner is as important as the parents when it comes to hiring vendors. You want to make sure that you and your company are a great fit for them as well. How many horror stories have we heard about wedding planners who make things difficult for the DJ? Most likely, they have had a number of bad experiences with other DJ entertainers. By inviting the planner to the sales meeting, you are letting him/her know that they too are an important part of the wedding and that it is crucial to work together as a team for the bride and groom. Believe me, making a great first impression early on with the planner will make life a lot easier for everyone involved.

What about the many couples who live in different cities? A detailed phone consultation with the bride AND groom has always worked well for me. I prepare for the meeting just as I would for a face to face meeting and have found that most couples are impressed by the amount of time I spend getting to know them over the phone versus simply giving them a quick sales pitch. If you use on-line planning tools, make sure your bride and groom are in front of their computer during the call so you can guide them through the planning process, ensuring that your time with them is interactive and fun. This will also give

them peace of mind, that even though they are planning from a distance, you will be there to assist them every step of the way.

So the next time you receive a call to schedule a sales meeting, don't forget to invite those important decision makers.

Please feel free to share your wedding ideas with Tamara by visiting her Blog: <http://www.something2dance2.com/blog/> or by e-mail tamarasims@discjockeynews.com.

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.

MELO
SOUND & LIGHTING
(Just off Snelling & I-94) 1731 University Ave. W., St. Paul
(651) 647-9342
metrosoundlighting.com

BUY ONLINE
 shopMSL.com

PRO DJ EQUIPMENT:

Live X Speakers

- **UNPOWERED** models, up to 600 Watt, starting at under **\$300.00!!!!**
- **POWERED** models, up to 1000 Watt, starting at under **\$600.00!!!!**

NEW!

PA • LIGHTING • DJ • RECORDING • KARAOKE

Review “Running Your Multi-Op”

By Mitch Taylor

I started out my DJ career after a two year stint with Carnival Cruise Lines in Metro Detroit at a multi-op. After one year of employment with that company I went on to spend the next six years with a different multi-op in Metro Detroit, one that actually spent some time on training their sub-contractors.

Over the last 8 years I’ve grown my single-op company substantially, taken it full-time and worked hard to grow it to its fullest potential. Recently I’ve explored the possibility of growing my company yet again. With that premise I decided to pick up a copy of Mike Walter’s new book “Running Your Multi-Op”, which can be purchased for

a mere \$25 at www.DJMikeWalter.com

I read Mike’s book with interest as I had “been there, done that” before and up until most recently was pretty sure I didn’t want to go down that road again.

You might ask: “How does this pertain to me?” Take a good hard look at your business. Is it where you want it to be? Mike’s book is GREAT and packed full of tips, insights, tricks and information that will help you improve your business regardless of if you are a single or multi system company. I also purchased the audio CD version for only \$15 more and highly recommend that as well....my kids now actually sing a long to the “bah dah bum bum” music in between each section.

The book starts off with an introduction about Mike’s background and why he feels multi is the way to go. I must admit, to this current single-op owner, Mike makes a LOT of sense here. Mike terms it as “adding depth” to your roster and not just placing warm bodies into the equation to fill your “gig”, which is honestly where most multi-ops bad

reputation comes from. If that’s your business model, this book is NOT for you. Mike’s book “Running Your Multi-Op” is based upon adding Quality AND Quantity...hence the title of his monthly column here in Disc Jockey News.

The book is a very easy and interesting read, broken down into three parts.

The first part deals with Finding Talent, which is always one of the more difficult tasks of any company looking to grow and expand their business. Here Mike covers beautifully ways to write an ad to find talent, what to look for, questions for the interview process, monitoring your entry-level position and why someone with no experience may be better

for you. Mike includes MANY other thought processes in this section based on his years of experience.

Part Two covers “Cloning Yourself” – which gets into the meat of the training aspect; which is not necessarily cloning yourself but building a better you. In this section, Mike also covers non-competes and why he doesn’t have one anymore, and how to set up your curriculum to train your employees your way (that’s employees, NOT sub-contractors and yes, Mike eloquently covers that as well). He covers teaching everything from mixing to being the Master of Ceremonies: virtually everything that a multi-system employee would need to know is covered here.

Part Three moves from finding the talent and training phase to the operation side of things with “Running Your Multi-Op”. Here Mike shares the secrets that have helped him to grow Elite Entertainment to one of the most respected DJ companies in North America. This section covers all of the boring legal stuff, equipment (for which Mike has a most interesting take on...I won’t spill it here you’ll have to buy the book to find out), regular staff meetings, his approach on marketing and sales and the ever-so-important ways of keeping your staff happy and employed with you.

Section Three also covers delegation and getting over your fear...something I and I’m sure many other single-ops have a major problem with. Mike’s bucket

of cold water to the face here really hit home and although we may disagree slightly, I still believe he makes valid points here and are definitely worthy of your and my consideration.

What I REALLY liked about the book is actually knowing Mike a bit in person and hearing his voice when reading the book. Maybe it’s the Jersey accent, I’m not sure, but I could hear Mike’s inflection and tone with the words he wrote and having that tone and vocal intonation in my head when reading it really helped to drive the points outlined in the book home.

Bottom line, regardless of what kind of company you are running or where you are at in your career, “Running Your Multi-Op” from Mike Walter is a MUST READ AND OWN for anyone looking to improve all facets of your business. Mike truly uncovers some of the aspects of running a multi-op that have been quite enjoyable for him and ones you may not even think of. The nuggets Mike shares are priceless and well worth the 2 “Andrew Jacksons” that you will spend to glean information from this icon of our industry. Thanks Mike for all that you do in support of our industry and helping to change the public perception yet again of multi-ops everywhere and their business model.

Now it truthfully pains me to say this as a Red Sox fan but “Let’s Go Mets!”

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.

Connecting With Difficult Clients

By Steve Moody

Okay, here it is, plain and simple. We all have clients that we can’t seem to get on the same page. Now, just imagine how wonderful it would be to totally

“c l i c k” with almost every perspective client that contacts us.

A personal break-through for me came in 2009, when I read a

book that started me on an amazing journey. My sales and marketing skills climbed to new heights after reading “The Platinum Rule” by Tony Alessandra and Michael O’Connor. Okay, I know that many books have been written on how to better connect with clients but this book explained the process in simple terms that even I could follow.

“The Platinum Rule” has helped me to make easier connections by breaking down human personality types into four categories. Understanding who I am speaking with has become such an asset. It has given me the insight to alter my sales approach in order to better connect with each specific personality.

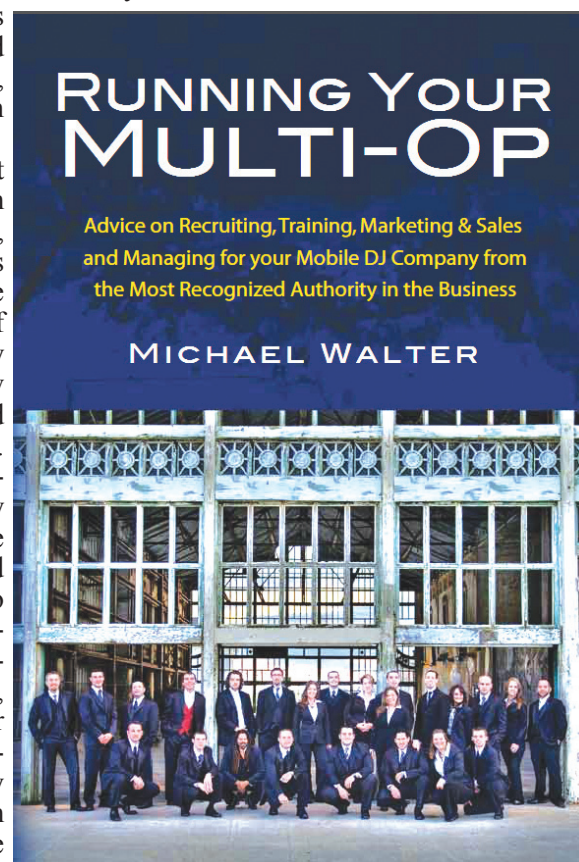
This month I would like to pass along a few nuggets that will allow you to better connect with one of our most difficult clients, “The Director”.

‘The Director’, wow, the name alone sounds intimidating. However, we all deal with this personality type on a regular basis. Think back to the last time you were hired by the no non-sense owner of a company, an extremely demanding mother of the bride, or even an actual bride that felt the need to micromanage every song played during her reception. These types of people fall into this Director category. “The Platinum Rule” describes these folks as usually being accomplished individuals that stand out in a crowd. Most times they are extremely dominant and are out to get the job done as quickly as possible. Furthermore, they often feel the need to be in charge of every situation.

If we were to put one face to this personality type, Donald Trump would be an excellent avatar. Though we may never actually be hired by the real Mr. Trump, we frequently deal with similar people. As we dig a bit further, the Director is also someone who does not have time for small talk, one who is constantly on the go and one who always wants to feel as if they are in charge.

To be honest with you, this personality type is definitely my most difficult

Steve Moody continued on page 4



www.discjockeynews.com
29442 120th St.
Grey Eagle, MN 56336
Phone: 320-285-2323
Fax: 320-285-5264
Published by The Disc Jockey News Corporation

Editor/Educational Production Manager:
John Young
john@discjockeynews.com
320-285-2323 office
612-597-4499 cell

Sales:
320-285-2323 office
320-285-5264 fax
sales@discjockeynews.com

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

Letter to the Editor: Questions can be submitted to the editor or writers of the paper via mail or email. All letters must have complete contact information included for use and publication. Personal information will not be published in the letter areas. Send letters to: editor@discjockeynews.com

Subscriptions: Subscriptions to the Disc Jockey News are \$16.50/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.

Swap Shop Email: Personal ads can be submitted via email with or without photos. We reserve the right to edit or reject questionable ads. Upcoming events must be submitted via email. Banner ads are available for top and side banners on each email blast. Send swap shop items to: swap@discjockeynews.com.

Press Releases: Press releases and photos can be submitted via email or CD to the Disc Jockey News by advertisers. Releases may be edited for content and size.

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.

Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: 10 Hints & Tips for the groom.

Here are more great hints and tips that I have gathered up over my 30 years that I would print out and give to my grooms.



1) Buy it, Don't Rent it!

Don't spend the most important day of your life wearing someone else's pants.

If you are having a formal ceremony you should purchase a Tux and the accessories for yourself. You're old enough to be married; you're old enough to own a tuxedo. There are many places that you can purchase a great quality Tuxedo at a reasonable affordable price. Skip the top hat, tails and cane, these are just over doing a good thing and are not necessary. If you are not having the full formal affair then you should purchase a nice tailored suit for yourself. This suit will look extraordinary on you and you will be able to wear it over and over. A tux or a tailored suit will come in handy later in life if you attend a formal event or are part of another wedding day. Keep your tux jacket on until after all the special dances are finished so that you look your best in the pictures. Later

in the evening you can remove the jacket but it is best to keep the tie on and the shirt tucked in.

2) Hair Cuts: Get your hair cut at least two weeks prior to your wedding day. Never wait until the last minute for a haircut. If you wait and there is a problem, you have no time to attempt to grow it out or have it fixed. Do not get a dramatic haircut that doesn't look like you normally would, just get a cleaned up version of your present hair style. If you decide you want a new look, try this out months ahead of time so that you can get the right look for you before the wedding pictures are taken.

3) Groomsmen: Allow your Groomsmen to add a touch of their own style and personality to their ensemble. You don't want it to look like the march of the penguins on your day so allow them to be a little creative. Make sure that it fits into the overall style and look of the wedding party so this won't upset your bride. Cuff links, pocket pads or a watch can add to the look and show their personality. Most of all remember that you are under a lot of stress and anxiety with all the excitement of your day. Your groomsmen have feelings too and sometimes the simplest things can cause hurt feelings and/or lost friendships. They are there to share in your special moment, be gentle, considerate and thankful for their friendship. If you order them around or ask too much of them, it could mean the end of a friendship.

4) Do not get DRUNK! The reception is a party but remember your guests have traveled from all over, bought you presents and have come to share in your special day with you. Know your limits and stick to them. It is alright to have a

drink or two but you never want to begin slurring your speech or stumbling around. DO NOT Drink at all prior to taking the vows. With picture taking, the waiting, the ceremony and the receiving line, the alcohol may hit you sooner and harder than you expected. This could lead to many possible problems including vomiting and incoherent actions on your part including passing out. Be especially careful if you are taking any kind of medication. The mixing of drugs and alcohol can have terrible side effects. Some people don't handle alcohol very well and become angry, belligerent or ill. This is not a pleasant sight to see and will upset the most important people to you if you become inebriated. Brides really hate it when their husband becomes drunk, ill or just falls asleep on their wedding night. There is nothing worse than seeing a video of a groom who has gotten drunk on Youtube.

5) Eat lightly and keep hydrated. Always have something available to eat during the course of the day. Having a little something in your stomach along with drinking plenty of water will help keep you from becoming ill from heat, exhaustion or dehydration. You want to stick to mild food with no heavy spices to stay away from an upset stomach.

6) The Bachelor Party: An outdated concept but If you are going to have a bachelor party have it one to two weeks prior to the wedding. You never want the bachelor party the night before the wedding day. Don't get drunk at your party. Enjoy it but keep your senses clear. Don't put yourself in a situation that later could be seen as inappropriate by your wife to be. Contact with other females no matter how innocent can lead to jealousy and hurt feelings. This can only cause problems, arguments and possibly a cancellation of the wedding. Be a man, not a neanderthal.

7) New Beginnings: Don't look at your wedding day as an "end" or as "we made it." This is a negative emotion for what is one of the most important days in your life. Look at this as the beginning of the rest of your life. Everything up to this day was just a practice, now is when life really begins. Have fun on the dance floor, talking with your guests and sharing the moments with your new wife. Stay close by her side during the reception. It will look good in the pictures and video as well as make her feel very special. The day will happen so fast and you don't want to miss out on the experience. Don't just hang with the guys at the bar or out having a smoke. Share this night with your new wife. Trust me, she will appreciate it very much.

8) Just have fun! Even with years of planning your big day things are still bound to go wrong. Nothing is perfect so just go with the flow, smile and laugh it off. If the flowers wilt, the food is cold, a bridal party member angers you or the DJ pronounces your name incorrectly, just keep on smiling! If you're not having fun neither will your guests. If you're smiling, laughing and dancing that is what all your guests will be doing. Your guests will immediately know if something is wrong or if you're not happy and this can cause tension amongst your guests causing them to leave early. If something does go wrong, don't worry about it right then and there, take care of it after the honeymoon is over and things have calmed down.

9) Be pleasant to all the wedding vendors during the course of the night. If you have a problem with one that is minor, pleasantly speak with that vendor out of the view of your guests and hopefully everything will be resolved. It is easier to get a vendor to work with

Starting continued on page 4

The Tools You Need to Enhance Your DJ Business Website

Put your website to work for you with DJ Website Tools from DJ Event Planner. Our easy to use, web based system is designed to integrate seamlessly with your site. Give your clients and prospects a host of options, including:

- Check Availability
- Request Information
- Quote Generator
- Music Database
- Make a Payment
- Online Event Planning
- And More!

Try it today! Sign up for a free demo at
www.djwebsitetools.com

Awestruck

By Dean C. Carlson

Do you want to make real strides in your DJing career on both the performance and business side of what you love to do? Well then it's time to STOP being awestruck by the perceived greats in our industry.



Last night I was up particularly late when "Coach" came on. You know the show, Craig T Nelson stars as a semi in-apt Div I-A head coach of the Min-

nesota Screaming Eagles. Well in this episode they get invited to their first national coaches convention because they had their first winning season ever 7-4.

Well as the episode goes on Coach Hayden Fox is so awestruck by the perceived greats that he ends up missing out on every opportunity that presents itself. A party up in Lou Holtz's room, and a small round table discussion with Berry Switzer, George Allen and Hank Stram. In the end he convinces himself that he isn't worthy of attending this event and leaves a day early.

I remember attending my first DJ Conference the keynote speaker was

Mark Ferrell. As I had never attended a conference before I had no idea that there might even be a who's who of DJs. But after Mr. Ferrell spoke that all changed, I became awestruck. It didn't take long after that, other names were added to my list, Scott Faver, Mike Walter, Marcello, Bill Hermann, Randy Bartlett, Todd Mitchem, Larry Williams, John Rozz, Bobby Morganstien, Jorge Lopez and Jim Cerone to name just a few.

Things have changed over the last few years. For one thing I now know a lot of these people rather well now, and believe me when I say all of them might be a bit taken aback for anyone putting them on this imaginary pedestal. I would say that characteristic alone is why I think more of certain DJs in our industry than others. True humility.

First off, I know for me being awestruck was an inhibitor. It caused feelings inside of me like "I could never be as good as," or "why should he or she talk to me I am a nobody!" But really it can paralyze any chance of learning and becoming more than what you are today. It can set a standard in your lives that is dangerously low and completely not accurate.

Rush is one of my favorite all time bands and in one of their songs they quote President Roosevelt's famous quote "You have nothing to fear but fear itself." And I think that is one of the things that stops us from achieving greatness. DJs for the most part are a fearless lot, but that just isn't the case when it comes to the people we should get to know the most. Yes we will shake

their hands, but will we begin to build that relationship that can change our business or even our personal life?

The first question you need to ask is how did they get to how they are perceived today? The truth is at some point we all started out very similar. We all had our first gig, and we have all had bad or mediocre gigs. But for those that have elevated their level, they did something about it with either personal or professional training. They took action!

Next, they didn't let their fears or inhibitions rule them. Granted some people have natural charisma; but really, at some point they had to step up their game. They put themselves into greater spheres of influence. And eventually they all have taken on a leadership type roll in our industry, either education or by example. Some of them didn't want any spotlight at all. They just wanted to make our industry great.

And for that we reward them with awe? The truth I have learned over the last few years is in many ways they are no different than you and I. We all pay bills, we all have to eat; we all put our pants on one leg at a time. The true and only difference is this pedestal we all have placed them on. They deserve respect and they don't want your awe.

It took me a few years to rid myself of awestruck. Truth be told, it got worse as I attended more conventions. The change didn't come because I had started speaking at conventions or that I had started to write for this fine publication. It started because of Jim Cerone.

I remember meeting Jim at my first Mobile Beat convention. Everything about him exuded class. I notice that everyone that mentioned him held him in high regard. He was definitely someone

I became awestruck with.

Soon I noticed something different about him. Every time we met and chatted a bit when he talked to me he made me feel like I was an equal. He always gave me his full attention making me feel like the only person that mattered at that moment. And he was genuinely interested in who I was. Those chats have become full conversations and some dinners and even a Twins baseball game. Now I even have his phone number in my cell phone.

He made me realize just because others had placed him on that imaginary pedestal he is just as human as I am. He didn't want people to be awestruck with him, he wanted relationships with people. I was able to take that lesson on with me and soon I set out to befriend many of the people on my list above.

I also realize I created a false persona for those people, because I never stepped out of my comfort zone and got to know who they really were. Most of our industries who's who are misunderstood, because people would rather create their own view of who they are rather than actually creating a very attainable relationship with them.

We all have greatness inside of us. What is holding you back? Is it that awestruck feeling that someone else's level of achievement is unreachable? Do people put you on a list and if so why are you still there? Humility brings us to humanity. That is the magic of this two way street.

Good Luck and Great Shows!

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

Steve Moody continued from page 2

sale. The Director is almost the polar opposite from my normal demeanor. It takes a ton of extra work on my part in order to change my presentational style to blend with their way of thinking. Needless to say, I am no Donald Trump. Donald Duck might be a bit closer.

When dealing with a Director, the writers of the book remind us to step back and get our thoughts together. As we begin presenting the benefits of our service we should remember to keep it short and totally business oriented. Remember, Donald Trump does not have time to mess around. There is no time or interest for chit-chat or small-talk. It's up to us to show the Director, in the quickest manner, that we are the best choice for their special event. In a short, yet effective, way we need to explain how our dj service can benefit them the most. You know you strong suits. Get them across concretely.

Throughout our conversations with a Director our voices should be clear, direct and confident. We have all seen or heard of "The Apprentice". If Mr. Trump hears any uncertainty in someone's voice they could easily be FIRED! The same is true here. This is our time to shine and be confident in what we offer, while gently reminding the client that they will be "totally in charge" of their event. Don't forget we have to stroke their ego a bit in order to fill that psychological need for dominance. This is not to be confused with flattery. The old saying is true with the Director...flattery will get you nowhere!

Have you ever had an experience where you were told that the price just didn't matter? Good googa mooga! Wouldn't it be great if every client felt

that way? Well, this is true most times with the Director. They only want the BEST. Price is usually not an issue if we display confidence in our presentation.

When selling our service, we may also wish to keep a few key phrases or buzzwords handy. At some point be sure to remind them about the professionalism of your company, the reputation you have garnered over the years and of course the high quality of your performance. It is also a great idea to let them know how easy it is to work with your company and of course, how excited you will be to be working for them. Presenting my service to a Director has really taken on a shape of it's own, as it's totally different from the way that I present our company to any other type of client.

After reading "The Platinum Rule" and learning about all of these key personality types, I took the time to write down some notes for the Director and have kept them right next to my office phone. It has helped more than you can ever imagine. The Director is a tough nut to crack but making that initial connection goes a long way! I will be back next month with the scoop on how to alter your presentation to better match the "Socializer".

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

Starting continued from page 3

you and do it your way if you treat them with respect and kindness. If the problem is a major situation, wait until after the event, possibly the following Monday before expressing your displeasure with them. Humans have a tendency to react in the opposite way than you want when confronted with anger or severe tension. Listen to their reasons for doing what they did. It could be that with their great experience they may have

knowledge about the situation that you are unaware of.

10) DON'T BE A GROOMZILLA. Yes, grooms can become a monster at the wedding too. It's not ALL ABOUT YOU; it's about the TWO OF YOU - along with the ones you love and hold close to your heart.

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

Get the PARTY STARTED!

With VidDisc music video service it's easier than ever to get the party started...what ever the occasion may be!

Featuring 7 formats with all the hottest videos from Hits, Classics, Urban, Dance, Club, Country and Latin. VidDisc is a monthly service available as DVD or as MPEG4.

LOOKING TO BUILD YOUR COLLECTION?

Try our VidDisc bundles, featuring over 1000 music videos on 50 DVDs. Buying the bundle saves you 15% off the regular price for Classics DVDs. We now have a total of 75 Classics Discs available!




primecuts@tmstudios.com | 972.406.6800


[Visit Facebook.com/PrimeCuts](https://www.facebook.com/PrimeCuts)
for the latest updates!

FIND OUT MORE! Visit us online at
www.PrimeCutsMusic.com

Guest Safety Must Be Priority One!

By Ron Ruth

In my presentation, “Disney’s 3 Keys To Success,” I focus on their emphasis of the service elements of Courtesy, Efficiency and Show as a means to exceeding guests’ expectations. Truth be told, there is a fourth service element that Disney considers their number one priority...Safety.

I’ve not included anything in regard to the importance of safety in my presentation for a couple of reasons. First, there are always time constraints



to presenting. Second, since we as wedding professionals are not in the business of thrill rides or dealing with thousands of guests on a daily basis, I’ve not considered it vital to the success of a wedding professional’s business. After the events of this past weekend, I’m reconsidering that oversight.

This past Saturday, May, 21, 2011, my associate and I were concluding the 5th hour of a 6 hour wedding reception at a Kansas City hotel. At almost straight up 11:00 p.m. the banquet captain came to me and said that there was a “situation” and he needed to speak to me in the hall.

Once in the hallway, he told me that the area was under a tornado warning and that the sirens were screaming the alarm for residents to take cover. He went on to say that the hotel guests were being evacuated to the lower level parking garage for their safety. I was then instructed to shut down the reception and advise everyone in attendance to follow the same safety procedure.

For those of us that have grown up in the Midwest, tornados are a fact of life in the spring and summer. Partly because the area’s television stations go into “storm tracker” mode every time

it sprinkles, we’ve become somewhat complacent about tornado alerts. Some locals will even go outside with hopes of being able to “watch” a tornado as it passes by. I’m just as guilty of believing a tornado will never hit my house. No way! It can never happen to me.

So, when I made the announcement regarding the need to put the party on “pause” and told everyone where they were to go, many of the guests did not move from where they were seated or standing. I wasn’t totally surprised that there were a couple, somewhat intoxicated guests that didn’t understand the need to make their way to a safer area. But, there were also a few, not so intoxicated guests with similar attitudes.

It wasn’t until a more forceful tone was used that they headed towards the ballroom exit. Because we were on the lobby level, many if not all of the guests hung out in the lobby, finishing their drinks and creating their own party atmosphere. Of course the lobby was also surrounded on 3 sides by giant windows.

Even my associate and I decided to stay with the sound equipment because...no way a tornado was going to touch down on top of us. It’s just not possible.

We were all very lucky. A tornado did not hit the hotel or anywhere near the Kansas City area that night. And, the wedding reception and fun was able to resume after a 20 minute delay.

But, fast forward about 19 hours, May 22, 2011, to Joplin, Missouri, a city located about 2 hours south of the metro. It was there that a tornado touched ground, wiping out about 75% of the city, killing 125 residents (current estimates) and injuring countless others with winds that reached 198 mph. It is now the deadliest storm on record since 1953 (some say 1948). Many of the stories from victims indicate that they had less than 15 minutes to take cover. That’s not a whole lot of time.

As I was driving home Saturday evening, unable to foresee the tragic event yet to take place in Joplin, I reflected

on how badly I responded to the need to evacuate the ballroom. Sure, I told the guests where to go to be safe, but I didn’t tell them how to get there. I didn’t direct them to the nearest staircase. I didn’t know where it was, anyway. I didn’t advise anyone not to use the elevator. I didn’t follow them out the door to make certain they all found their way. And, among those oversights and more, my associate and I set a lousy example by not evacuating with everyone else.

In essence, I reinforced the notion that tornados happen to everyone but me. And, in my 20 years in the DJ industry, I have never been placed in this situation before. Safety (beyond not having anyone trip over my stuff) has never been priority one to me. After seeing what happened to Joplin on the evening news, I am replacing my complacency with a plan of action.

As the guy or girl on the microphone at an event, we have a certain responsibility to know how to evacuate the guests, if needed. Because of our status as master of ceremonies, we are (or should be) in control of what is taking place within the walls of a ballroom. Guests look to us for information. In some respects, we have a similar responsibility to airline attendants to know how and what to do in an emergency.

As of today, I plan to add the safety and well being of guests to my event checklist. As I perform in different venues, even those I’ve performed in before, I will be asking managers what procedures they have in place to evacuate in the event of a tornado, fire or even earthquake. I want to see the route that guests are to take and plan to walk it at least once to make myself as familiar as possible with the protocol.

I am writing an evacuation script with bullet points to remind me to remind guests that using elevators are not an option, to advise them to stay away from glass and to give them the direction needed to protect them from injury and to keep them safe. I’d really rather not have to recite these details from memory while under stress.

For some readers, this step may seem totally unnecessary. I can certainly understand that line of thinking. Until it happened to me, I would have never

thought it important. That’s why I encourage you to learn as I have from this experience. Be honest with yourself. Would you really know what to do and what to say if you were placed in a situation where danger is eminent? Can you say without hesitation that you would know the proper direction to convey?

There’s no doubt that we would rather not think about the unthinkable. Wedding days are supposed to be beautiful and perfect. Our job as DJs is to provide fun and happiness. Our best performances are free of incident. I would argue that our best performances are those where we know how to deal with any incident...even if they do not occur.

Since May, 22nd was a Sunday, my hope is that there wasn’t a wedding reception taking place in Joplin at the time the tornado touched down. How awful it would have been to have a large number of people gathered to celebrate in one place that was in the path of the giant storm.

How sad it would have been if the circumstances of the wedding reception where I was performing had not had such a happy ending. I’m not sure that anyone would have been able to forget such a tragedy.

As I conclude, I ask you to email me (address below) a short story of a situation you may have experienced where an evacuation of guests was necessary. Tell me how you responded and what measures you’ve taken to assure that guest safety is your number one priority. If you have a checklist that includes evacuation procedures or a script you follow, please include them, as well. With your permission, I’ll share a few of those stories in next month’s article.

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

It’s Not Rocket Science

By Jake Palmer

So this month, I decided to take a different approach to writing this article. D.J.N. is always full of fantastic articles, stories, and reviews, that are designed to help you become a better



DJ, Entertainer, Salesperson, ect. Which is really important: you should always be open minded enough to be willing to accept tips, advice, and training to get better at whatever you do.

I recently saw a great quote on facebook from Ben Stowe that said, “You will find every DJ market in America saturated, but there is always room at the top.” I couldn’t agree more, great advice. It’s no secret, that I have always been the first guy to say that “there is a need for \$495 DJs with a ton of lights, the same way there is a need for \$2500 Entertainers”, and regardless of which one you are, just be the best at it.

Sometimes, I think some of us, (yes, myself included) tend to get a little too carried away, with ourselves. What I mean is, not

every client wants their DJ to change the world, not every client is looking to their entertainer for the guidance or direction for their event. Some people don’t even care that we are there playing music, or doing games, or saving the world from the evils of the Chicken Dance. Some people just want to hire a guy to play some cool music so their guests can dance. I DO realize that this is not always the case, some clients do want all those things, I’m just saying not EVERY client wants that.

Then why is it that most DJs I talk to, or read posts from on forums and facebook, ect... all seem to talk like they are the most important part of any event? I get that what we do IS extremely important, and since we are ego-driven people, (who are clearly the best) it seems even more important to us than anyone else. How important? That’s the question I am tiring to get at. Is it rocket science?

The reason I wanted to touch on this topic this month, is that so many times I think we get a little carried away with our own attitude and start to elevate ourselves to a place that is not necessarily realistic. I mention this because, I think it’s important

to keep everything in perspective. DJing or entertaining is just one part of our world, we still have our own families and lives to think about, just like the dance is just one part of the day to our clients. Whether it’s a wedding, or private birthday party in a garage, we are simply one part of the event. I thought of this recently while sitting in the emergency room with my 13 year old son, who had just broken his hand in a little league game.

When you are sitting at DQ and having an ice cream cone with your son and his new cast, he doesn’t care if you are a \$400 DJ, a \$3000 entertainer, or a part-time ditch digger. He only care’s that you are DAD, and you are there.

Some of you might be fans of Brian S Redd on facebook and youtube, his video tutorials, and gig logs have been a great tool for so many people over the years. Brian had been a contributor to the DJ industry on youtube since 2007, recently Brian had a stroke. This is very surprising, considering Brian was under 40 at the time and in pretty good health. Suddenly his whole world has changed, as he works to recover full use of his right arm and leg.

Unfortunately, it always seems like it takes some sort of tragic event for most us to stop and prioritize our lives.

When something like this happens, to you or a friend or loved one, you suddenly realize that DJing is really just a small sample of your life, just a part of your week? If it’s not, then I would encourage you to prioritize your life and business. Remember it’s not rocket science, that doesn’t mean you should take it lightly or not take it seriously, but I often think of something I heard Bryan Dodge say at a seminar... he said, something to the effect of, when you are at work, work efficiently, effectively, and hard, so that when you are home, you are home.

Like I said, what we do is important, but not rocket science, so your best, take care of your client, then take care of you, your family, and your friends. I encourage you to check out Brian S Redd on youtube and facebook, he would love to hear from you, and could use the encouragement, practice & N joy Brian. .

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

**“Bring Energy Home!
You had it for others
that don’t really care,
so make sure you have
it for your family”.**

-Bryan Dodge

The 100-Year Path To A Sale Is Over: Road Closed?

By Jeffrey Gitomer

We are in the year 2011 and it's amazing to me that people are still cold calling, leaving voicemails, asking for appointments, and, in general, trying to pull out their Felix the Cat tricks that were dead and gone the moment the Internet reached awareness.

(No offense, Felix.)

Why on earth would someone let you in to see a decision maker on a cold call?

Why on earth would someone return your cold call voicemail?

Why on earth would someone grant you an appointment to make a sales pitch from a cold call?

Why on earth would someone listen to your time-worn sales pitch/tricks without a hint of value coming from you?

Why on earth would you look for your prospect's pain when he or she is looking for pleasure?

Why on earth would you try to sell your prospect, when all they want to do is buy?

Every day I receive sales questions via email, on my website, through my social media platforms, and from phone calls to

my office. ALL of them focus around how to do something new with a strategy that is 100 years old.

- How do I overcome objections?
- How do I make a better cold call?
- How do I leave a better voicemail on a first call?
- How do I close a sale?

Most of the people asking these questions only have nine Twitter followers. Maybe less. Maybe none. Or maybe they aren't even on Twitter – and that's why they're stuck on the old path where the road is blocked, forever.

And worse, you get angry at me when I tell you what to do, and how to win.

If you're stuck in the '80s, the best answer I can give you is to buy (or invent) a time machine, set it for 1980, and go back and live there. You'll have ten years to hustle and struggle.

REALITY: The days of selling the old way are not only gone, they're annoying! Not to me. They're annoying to your customer and your potential customer.

- Ever hear of referrals?
- Ever hear of testimonials?
- Ever hear of networking?
- Ever thought about speaking at civic organizations?
- Ever thought about writing a column for the local business weekly or your industry trade publication?

If you spent the same amount of time earning referrals as you do making cold calls, your numbers would increase, you'd

close more sales, your aggravation factor would drop to zero, you'd make more money, you'd be infinitely happier on the job, and your job happiness would skyrocket (in spite of your boss).

And those answers require ZERO technology.

Now, take a look at what's new. Here are some of the new attraction and value-based strategies from the past ten years:

- Your personal website with your philosophy of how you treat customers
- Your personal blog with posts of interest
- Your business Facebook page with customer interactions
- Your video testimonials on YouTube
- Your LinkedIn connections
- Your once-a-day value tweet
- Your weekly value email magazine

BIG PICTURE: Attract leads, earn referrals. They are 100 times more powerful and more profitable than the common cold call.

ACTION PLAN: Study your customers one at a time. It's the first step to understanding them and their needs. Let them Google you and be impressed.

CAUTION: If you go into a sales appointment sounding like you know everything, it can only embarrass you (and exclude you). If you haven't done the research, you'll look like an unprepared fool. When you have information from the Internet about the person and his or her

business it will help you formulate questions and generate ideas – the real elements of selling in today's world.

THE NEW WORLD OF SALES: The Internet and business social media are the new order of selling. They're the new frontier. BUT first, you have to believe it's worth it, resolve to make a plan, dedicate yourself to hard work for a year, and discipline yourself to daily execution.

RESULT: A value-based sale, not a "lowest price – lowest profit" transaction.

And just to be clear, these strategies are not new. All of them are already being used. Hopefully not by your competition.

Jeffrey Gitomer is the author of *The Sales Bible* and *The Little Red Book of Selling*. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on selling and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com

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

Answering Machine Marketing?

By Steve Beck

Many people, who are far more expert in sales and marketing than I am, have talked about a sea of change in marketing over the last decade or so. I've read statements claiming the cold call is dead, that traditional marketing tools like print media have lost their effectiveness, that marketing is now all about relationship building, thanks largely to the enormous growth and influence of social networks on the internet.

In his recent book "The Thank You Economy", Gary Vaynerchuk makes the point that many of the technological advances we've seen have actually lead, in a way, back to older traditional ways of marketing.

Word of mouth is again king, just as it was in your parents' or grandparents' day, when people asked trusted friends and family members where they bought meat or had their car repaired or purchased insurance. In such an environment two things occur. Customer service takes on supreme importance. While providing excellent products or service is always paramount, how you deal with customer problems and complaints is equally important. Many companies shy away from establishing a strong social networking presence because they fear having customers post negative things about them.

Today's reality is people are going to talk about you online. They're going to post reviews on Wedding Wire or The Knot or Yelp whether you're there or not.

You can't stop it, but you can engage with them. If your reviews are primarily positive and you respond to negative issues in a positive way, potential clients will be attracted to you. Handled well, a negative situation can be turned into a positive one.

Another marketing reality today is that little things again mean a lot and there are many free or inexpensive ways we can market ourselves that are easy to overlook.

Here's one example. What does the message on your voice mail system (or answering machine, for you dinosaurs) say when your clients or potential clients call? Something like this? "Hi, you've reached ABC Entertainment. We can't take your call right now, but your call is very important to us. Please leave your name, number and a short message and we'll get back to you as soon as we can."

Sound familiar? ZZZZZZZZZZ.

When a caller gets your voice mail message, he or she immediately knows two things. One, you can't answer the call. Two, they should leave a message after the beep. They don't need you to tell them that. We've had answering machines for fifty years now, and voice mail for about forty. We've figured it out by now!

Why not use that voice mail message as a free advertisement? Why not add potential value to your service for those potential clients listening to your message? Let your callers hear something like this: "Hi, you've reached Bill at ABC Entertainment. I can't take your call right now because I'm attending the Disc Jockey News Conclave, learning how I can better serve my customers." Or this: "Hi, you've reached Bill at ABC Entertainment. I'm with clients right now helping them plan their unique wedding reception. It's going to be a great day for them! I'd love to explore how I can do the same for you."

You get the idea. Tell people WHY you can't take their call right now, and do it in a way that sets your business apart, that shows you're always training and improving and providing unbelievable customer

service. If you're out doing a weekly karaoke show, promote your show AND the venue! Cost to you: nothing but the time it takes to change your voice mail message.

Let's look at another small thing. Pens. If you do karaoke shows, do your pens or pencils have your company information on them? Why not? The cost above using blank pens or pencils is very small, and you just KNOW they're going to end up in people's pockets and purses. If you're going to give away pens and pencils, make sure they continue to work for you after they're gone!

Here's another idea I've started using, so far to great effect. When I'm meeting with new clients to sign a contract for their event, I get a pen engraved with their information. For a wedding the couple's

first names and wedding date, for a corporate event the name and date of the event... whatever information is appropriate is engraved on a nice pen. The pen is in a presentation case, with my business card in the case. We use the pen to sign the contract, then I present it to the client. It doesn't cost much, but believe me... it makes a huge impression. And it's a life-long keepsake.

These ideas are just the tip of a very big iceberg! Do some brainstorming. Include your staff and trusted colleagues and you'll discover dozens of ways you can promote your business at little or no cost both in traditional ways or marketing and in the social networking environment.

Steve Beck can be reached at: steve-beck@discjockeynews.com.



SAVE PLAY ENJOY
DJ ★ STAGE ★ SOUND ★ LIGHTING

idjnow
PRO AUDIO | LIGHTING | VIDEO

VISIT OUR 2 NEW YORK LOCATIONS OPEN 7 DAYS

BABYLON, NY

QUEENS, NY

FREE CATALOG!
AVAILABLE ON OUR WEBSITE

**+VISIT OUR WEBSITE
+JOIN OUR EMAIL LIST
+RECEIVE A FREE CATALOG**

**1-800-355-7746 OUTSIDE NY
631-321-1700 NY CUSTOMERS**

The Kids Are All Right: A Monthly Column About Entertaining Kids

By Rob Peters

Well, the time of year for kids events is here. Springtime is normally very popular for First Communions, christenings, family cookouts, and graduations, just to name a few. As an established kid's performer, this means that you have events booked for clients who are planning celebrations for their kids. It also can mean that you may even be receiving last minute inquiries for your services.

This month, I want to focus on several "little things" that you should remember as a kid's performer. Some of this may seem common sense to you, but there are many aspects of performing for kid's events that are important to remember. Some of this information can even be applied to more formal events like weddings and corporate events.

Hopefully by now, if you have been marketing and promoting yourself as a kid's entertainer, you have been booking events and preparing for your show. You should also have rehearsed your "kid friendly" persona and even maybe ran through the format for your show. You probably have made purchases of supplies such as costuming, party props, batteries and hula hoops. But have you looked ahead for certain things that could impact your event, such as any special events that may impact your arrival and set up time? Springtime does not only mean increased business and performances of the events I described above, but also events that could cause traffic delays and detours, such as major construction projects on the roadways and road races with runners and bicy-

clists. Knowing where and when these events will take place and having a backup plan such as alternative directions to your destination can avoid a headache on the day of your show. Checking your local newspaper or "community calendar" online can help you discover more information about community events or road construction that may impact your ability to be on time.

One of the news stories that has impacted different parts of the country has been the disastrous weather and tornadoes. Even if you are not in an area where tornado warnings are common, I recommend that keeping an eye to the sky, meaning watching the weather forecasts the evening before and the morning of your show, especially if you are performing an event that would be occurring outdoors. If adverse weather is forecast on a day where you will be performing an outdoor kid's event, contacting your client on the morning of your event to discuss the circumstances is essential. Hopefully your client has a backup plan in case their outdoor event is impacted. Some may have another option for their party, such as a tent or garage. Some may need to postpone their event to another day, otherwise known as a rain date.

Speaking of which, one of the most popular questions I am often asked by DJs is about rain dates and how to handle them. It is not uncommon for some events to have a rain date and for your client to ask you about your policy. However, the conflict you will run into as a kids performer (and even as a business owner) is about holding rain dates, especially if the event date or the rain date falls on a date where you may be busy with other events. After all, it can be difficult to hold a rain date because if it does NOT rain on the original event date, you have lost an opportunity to book the day and time of the rain date. If you are a multi-op, having a clause on your agreement that covers you and al-

lows you to provide substitute talent to perform the services of your event can help. But again, you are faced with the situation of holding the services of one of your DJs for a rain date that may fall through, thereby putting you in the position of having to pay a DJ or performer for an event that does not bring in the revenue to cover their pay.

Having a rain date policy is important when booking events as a kid's performer is important. The policy we use at my company is that we do not hold rain dates and do not schedule rain date performances until it is determined that the original event date is cancelled due to the weather. In such cases, the client is informed that the date we re-schedule their event to is subject to our availability at the time they call to re-schedule. Because my company is a multi-op, we also inform them that they may not receive the performer they originally were scheduled to have to fulfill the services we will provide. This policy generally works with our customers, as we explain that holding their rain date does not allow us to fulfill another client's request for services. As far as our entertainers and performers go, they are partially compensated for holding their services for an event that is cancelled due to the weather, and they are given first opportunity to accept the date that their original event is re-scheduled for.

Another consideration for outdoor kid's events is your health. Working in the extreme heat and performing for kids can cause some "wear and tear" on you, especially when performing outside during the warmer, summer months. I am not a doctor or nutritionist, but I can share that staying hydrated before and after you perform for kids is common sense advice. I normally purchase bottled water by the case and load it into an ice-filled cooler, along with several pieces of fruit or granola bars. Having this available after your show will help your body restore what it lost during the

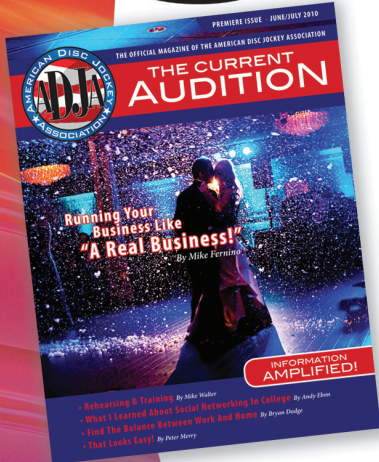
show, and keep you going for whatever you have planned after your show. During certain weeks of the summer, my kids entertainment services are booked multiple times during the same day. Keeping cool, hydrated and energized is important as a kids performer.

One last thing to prepare for is the fun you will have performing for young children. I have mentioned in previous articles that being children's entertainer has been a fun and profitable part of my mobile DJ career. Remember that even though it may be excessively humid and hot, that you are hired to entertain the kids. Have fun and treat the kids to a fun experience with your kid's entertainment services. A great performance can be the best marketing you will do, especially as a kids entertainer. If the kid's liked your show, they will mention you to their parents, especially if their birthday party is upcoming. Be sure to have plenty of business cards available and leave a dozen with each client you work with, as they often will be asked about you by others who want to book you!

Remember "don't strive to be the BEST at what you do...rather be the ONLY one who does what YOU do!"

Rob is also known as "The Bubble Music Man" throughout the greater Boston area and performed over 180 children's events in 2010. In 2010, The Bubble Music Man was a finalist for a Parent's Pick Award from Nickelodeon for Best Kid's Party Entertainer in Boston.

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



Join Today, Work More Tomorrow!

The ADJA Offers MORE
EDUCATION • NETWORKING
SUPPORT

WeDo! The first app for the iPhone, iPad, & iPod Touch that allows you to completely plan your wedding.



Get A Free Subscription
to "The Current Audition,"
the ADJA's Official Publication.
Sign Up At: www.currentaudition.com

BECOME A MEMBER TODAY!

Visit our web site for detailed information and membership application: www.adja.org
ADJA • 20118 N. 67th Ave., Suite 300-605 • Glendale, AZ 85308 • 888-723-5776 • office@adja.org

**"We Help DJs
Build & Grow
Their Business"**

We Offer More!

- ✓ Real local chapters provide "more" education, networking and support.
- ✓ "More" benefits that "benefit" you.
- ✓ "More" education to you, your employees and your clientele.
- ✓ "More" ADJA members in "more" places.
- ✓ Exclusive streaming media in HD
- ✓ Exclusive online Webinars.
- ✓ One-of-a-kind "DJ in need" program (see www.adja.org for more details).

**"More" Unity –
the ADJA is bringing together
"more" DJs, in "more" parts
of the world, than any other
DJ association!**

What To Do, What To Do...

By Kelly Suit

I've been keeping my ear to the ground listening and looking for signs that the recession is over. Checking what this prognosticator and that talking head is predicting and, while I'm an optimist by nature, the outlook is still not good. Housing values are going to take another hit when the banks steadily release the foreclosures this summer that they have been holding on to.

Gas prices are falling slightly, but not enough to get anyone breathing a sigh of relief. Prices of goods are going up (coffee especially which is out pacing the price of gas).

All this and as business people we are paralyzed with fear because if we raise our rates even more (and this is especially true for DJ businesses that are already at or near the top of their markets) we worry we will see a dramatic down turn in business. I know that many of us have already struggled with significant drops in events and profits so I'm totally in the same boat as many in this regard. So what are we to do? If the ride that was the nineties and early two thousands are over (which is what I keep hearing from many sources) and not expected to come back for a long time -if ever, how are we to keep making a living at this business that many of us love dearly?

Well, I'm glad you asked! Like I've mentioned, I'm not a doom and gloom guy. I believe that this is a cycle like others the world has seen, and it will come to an end. I don't know when and I'm not going to mortgage my future with hopes of the unknown, so here are a couple strategies that are currently working for me and I hope that if you aren't doing them, that you'll reconsider. Even during the Great Depression there were people that thrived and businesses that started and succeeded while so many struggled.

Are you diversifying? I understand that many DJs don't want to take on extra expenses of starting another division of their

businesses, but every good financial planner will tell you that you shouldn't put all your financial eggs in one basket. Many DJ companies add additional revenue with services such as, but not limited to, lighting, photo booths, slide shows, karaoke, game shows, temporary tattoos, and such. If you don't currently offer any of the above services, I highly implore you to consider at the very least adding lighting options for your clients. It's easy and affordable to add up lighting, monograms, spotlighting, and pin spotting to your DJ business. Our company does most of what I've listed and while our quantity of events have gone down, our average booking fee is up because of being able to add these additional services.

Are you running leaner? Several years ago we were doing lots of print advertising, this was one of the 1st things we dropped when the recession started. Print advertising is dead; if you are wasting any money with it I highly recommend you stop. Eliminate unneeded expenses if possible and if you deem an expense necessary, try to find a way to make it more affordable. We were leasing a very nice office/storage space, but when the prices of property fell it became much more affordable to buy a space then to continue to lease. If you are paying full coverage on your work vehicles, consider dropping full coverage or raising your deductible. This is also a way to save money on your homeowner's policy as well as your health insurance.

If you have employees, as painful as it will be, consider if your business can really afford them and, if not, figure out how to absorb their workload. Letting staff go is easily one of the most difficult things as a business owner to do, but that is how lots of businesses are staying afloat. Just check out unemployment rates in your area. If you can't afford to let them go because of your workflow, then consider lowering their hours. Hopefully things turn around for your business, but in the short term this is something you need to consider.

Are you making changes in your personal expenses? There are many ways to trim personal expenses. I'd recommend if you are making car or truck payments, sell the vehicle! Buy something in cash that is as fuel-efficient as you can afford. Gas is

not being predicted to come down significantly so try to make your driving more efficient. Do your errands as part of your normal daily driving. Consider taking vacations (assuming you can afford them) at home or at the very least close to home. Look for ways to make your home more energy efficient. Raise your thermostat a degree to two in the summer and lower it a degree or two in the winter. You won't notice a huge difference in comfort, but you'll have lower electric bills. If you are deep in debt, I'd highly recommend trying to find a Financial Peace University class in your area. Many churches are now offering Dave Ramsey's course and it is potentially life changing. Here is the website to find one near you: www.daveramsey.com/fpu

Finally, are you couponing? My family has recently begun the effort and I can tell you that if you follow the plan correctly you can start seeing a dramatic savings in your food, personal, and household items. It's truly like getting a part time job, but if you are willing to invest the time and discipline, it's very rewarding. There are plenty of great recourses out there, but here is one that I recommend to get you started: www.thekrazycouponlady.com

So there are some ideas to help make your ends meet. Pick one and get to work, then the only thing you have to loose is your money for waiting.

Kelly Suit can be reached at kellysuit@discjockeynews.com.

Subscription Form

You can subscribe to the newspaper and have it delivered to your mailbox each month along with the E-Edition! Or, you can subscribe online at: www.discjockeynews.com

**1 year (12 issues & E-Edition): \$16.50
2 year: \$33.00; 3 year: \$49.50**

Please mail this form with a check to:

Disc Jockey News

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

email: _____ Amount Pd: _____

Start with: ____ March 2011 Issue ____ Extend Subscription

Mail This Form In To Subscribe To The Disc Jockey News

Contact Phone Number: ____ - ____ - ____

Or Subscribe Online by PayPal at www.discjockeynews.com



**THE LARGEST & MOST SUCCESSFUL
ENTERTAINER ASSOCIATION IN THE USA**

WE PROVIDE MORE PROFESSIONAL ENTERTAINERS ACCESS TO...

**The Best Insurance Benefits
(Discount Liability, Equipment & Medical)**

Comprehensive Business Benefits

Member Marketing Campaigns

National and Local Networking

**Referrals, Seminars, Conferences
& Education**

A FULLTIME STAFF DEDICATED TO YOUR BUSINESS NEEDS

VISIT WWW.NAMEENTERTAINERS.COM CALL 800 434-8274

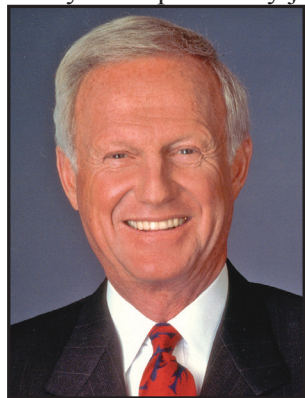
Don't Be Fooled By Other Associations Slick Presentations



The ABCs Of Negotiating

By Harvey Mackay

As a kid, I practiced the art of negotiating daily with my parents and teachers. I continued to hone my skills as I grew, eventually buying a small struggling envelope company. Over decades as a business owner and salesman, I've probably spent as much time in negotiations as any other part of my job. I know you



can't negotiate anything unless you absolutely know the market. And I always let the other person talk first.

Those valuable lessons have become my ABCs of negotiating:

A is for authority. Always, before you start any negotiation, look beyond the title and make sure that the person you're dealing with is in a position of authority to sign off on the agreement.

B is for beware the naked man who offers you his shirt.

If the customer can't or won't pay what the deal is worth, you don't need the sale.

C is for contracts. The most important term in any contract isn't in the contract. It's dealing with people who are honest. Whenever someone says, "Forget the contract, our word is good enough," maybe yours is, but his or hers usually isn't.

D is for dream. A dream is always a bargain no matter what you pay for it.

E is for experience. When a person with money meets a person with experience, the person with the experience winds up with the money, and the person with the money winds up with the experience.

F is for facts. Gather all the facts you can on both sides of the negotiation. Remember, knowledge does not become power until it is used.

G is for guts. It takes plenty of guts

to hold firm on your position, and just as many to know when to make concessions.

H is for honesty. Not only is it the best policy, it is the only policy. Your reputation for honest dealings will keep doors open that get slammed in others' faces.

I is for information. In the long run, instincts are no match for information.

J is for judgment. If a deal sounds too good to be true, it is.

K is for know about no. If you can't say yes, it's no. Period.

L is for leaks. The walls have ears. Don't discuss any business where it can be overheard by others. Almost as many deals have gone down in elevators as elevators have gone down.

M is for maybe -- the worst answer you can get.

N is for never say no for the other person. Make them turn down the deal, not you.

O is for options. Keep your options open, because the first negotiation isn't usually the only negotiation.

P is for positioning. They can always tell when you need the sale more than they need the deal.

Q is for questions. Question every angle, motive and outcome. Not out loud necessarily, but so that you are satisfied that you understand the opposition's strategy and can respond.

R is for reality check. In any negotiation, the given reason is seldom the real reason. When someone says no based on price, money is almost never the real reason.

S is for smile -- and say no, no, no until your tongue bleeds. If the deal isn't right for you, stay calm, stay pleasant and just say no.

T is for timing. People go around all their lives saying, "What should I buy? What should I sell?" Wrong questions: "When should I buy? When should I sell?" Timing is everything.

U is for ultimatum. Never give an ultimatum unless you mean it.

V is for visualization. If you can visualize your presentation, the objections

that will be tossed back at you, and your response to those means you are already ahead of the game.

W is for win-win. A negotiation doesn't have to have a winner and a loser. Everyone should come out winning something.

X is for (e)xit strategy. Decide in advance when you will withdraw from negotiating, when you can no longer achieve what you need or when the other side cannot be trusted to negotiate fairly.

Y is for yield. What will this deal yield for you? What will you have to

yield to make it work?

Z is for zero in on what you want, what you need, and what you are willing to concede.

Mackay's Moral: Agreements pre-vent disagreements.

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

Press Release

AMDJ Micro Wash RGBW

American DJ Introduces Micro Wash RGBW Mini DMX Par Can With RGBW LED Color Mixing

Now it's possible to splash a brilliant wash of colors in even the tiniest nooks and crannies, allowing you to light up your performance, display or event in places where space is at a premium. American DJ has unveiled the Micro Wash RGBW, a mini par can with a big attitude that's powered by 7 bright 1-watt LEDs (2 red, 2 green, 2 blue, and 1 white).

Although it measures just 6.9"L x 4"W x 2.6"H/ 175 x 101 x 66mm and weighs a mere 1.6 lbs./ 0.74 kg., there's nothing "small" about the Micro Wash RGBW when it comes to emitting dazzlingly bright colors. This petite powerhouse produces a super-high output, along with satiny smooth RGBW mixing, to give you the kind of intense color wash you'd expect from a much larger professional LED stage par. Plus, the Micro Wash RGBW is loaded with pro-style features and effects typically found on bigger units, such as DMX control, 32 built-in color macros, a color strobe, 0-100% electronic dimming, and selectable fast or slow color change operation.

Easy to transport and pack in a vehicle, the pocket-sized par can go virtually anywhere a color wash is desired. Featuring a 6° beam angle, it comes with a dual bracket system that allows it to be hung from overhead or set on a floor or surface, making it great for performance stages, DJ booths, table spotting, uplighting and retail displays. With its flicker-free operation, it's also ideal for studio and video production use. The Micro Wash RGBW's portability, along with its extremely affordable price tag, make it well-suited for DJs, bands and mobile entertainers who want to add a splash of vibrant color to their acts.

"The Micro Wash RGBW is a scaled-down -- but not scaled-back -- version of a larger LED color-mixing par can," said Scott Davies, General Manager of the American DJ Group of Companies. "It's got all the features and amenities that you'll find on a professional LED stage par, only it's mini sized -- and mini-priced."

"With lighting being more widely used today in entertainment, decorative and display applications, we're finding that there's a growing demand for professional-style fixtures that are smaller in size than conventional units," added Davies. "The Micro Wash RGBW fits right into this trend. Its compact size makes it great for spaces and applications where standard par cans would be too large, yet you get a full-featured unit with a powerful output and smooth RGBW mixing, that produces a top-quality color wash."

Users are also given a lot of pro-style options when it comes to operating the Micro Wash RGBW. The fixture can be run in 6 operational modes: Manual Color Mode, Color Change Mode, Color Fade Mode, Auto (Program Run) Mode, Sound Active Mode, and DMX-512 Mode. Operators can further choose from 6 DMX modes: 1, 2, 4, 5, 7 or 8-channel modes. A 3-button LED display on the rear panel makes it easy to scroll through the various options and select the desired settings. Additionally, the Micro Wash RGBW can be linked in multiples via 3-pin XLR cable.

As an LED-powered unit, the Micro Wash RGBW provides the advantages of being low on maintenance and energy consumption. Its long-life LED lamps are rated at 10,000 hours, and it draws just 15W of power at maximum use, despite its bright output. Additionally, its LEDs generate very little heat compared to conventional halogen lamps, keeping performers more comfortable on stage, allowing the lights to be run all night without duty cycles, and giving entertainers the convenience of being able to pack up right after their performance without having to wait for a cool-down period.

Sporting a sleek black case, the Micro Wash RGBW includes multi-voltage operation (100-240V, 47/63 Hz). It is "mini" in price too, with an MSRP of just \$139.99.



BILL HERMANN PRESENTS

THE **ENTERTAINMENT** EXPERIENCE

Performance Training for Wedding Entertainers

Learn tools to create original performances

Workshop leaves you able to apply those tools immediately

Never have a predictable Event again

Leave guests surprised and delighted at every turn



**The Entertainment Experience
Power to Create the Experience Seminar &
Workshop**

June 13 -14, 2011

Monday: The Entertainment Experience

Tuesday: The Art Of The Audio Edit

Chicago, IL (Location TBA)

Check out www.billcreates.com for up to the minute workshop information, testimonial videos, and free content!!

www.billcreates.com

LW	TW	Artist	Title	Featuring	PC #	BPM	Notes							
7	1	Black Eyed Peas	Just Can't Get Enough		201106	94			Bruno Mars	Just the way you are		201030	109	
9	2	Katy Perry	ET			105			David Guetta	Memories	F/Kid Cudi	201012	130	Edit
3	3	Lady Gaga	Born This Way		201102	120			Ditty-Dirty Mon	Coming Home		201047	84	Edit
5	4	Hold it against	Britney Spears		201103	134			Nicki Minaj	Right Thru You		201040	81	
12	5	Tinie Tempah	Written in the Stars	Eric Turner	201104	93			Jay Sean	2012 (It ain't the end of the world")		201032	127	
4	6	Enrique Iglesias	Tonght	Ludacris	201047	126	Edit Sh*t		Eminem	Love The Way You Lie	Rihanna	201027	87	Edit
14	7	Jennifer Lopez	On the Floor	Pitbull	201104	130			Taio Cruz	Dynamite		201020	120	
2	8	Usher	More		201047	125			3OH!3	Double Vision- Dance Edit		201035	120	
1	9	Ke\$ha	Blow		201102	120			Sean Kingston	Letting Go (Dutty Love)		201025	92	
15	10	Nicki Minaj	Moment for Life	Drake	201050	98	edit		Travie McCoy	Need You		201037	74	
20	11	Bruno Mars	Lazy Song		201108	87			Flo Rida	Club can't Handle Me	D Guetta	201024	128	
22	12	Britney Spears	Til The World Ends		201111	133	Small edit		Taio Cruz	Dirty Pictures (clean)	Ke\$ha	201038	120	EDIT
6	13	Katy Perry	Firework		201041	124			New Boyz	Break My Bank	Iyaz	201028	91	Edit
8	14	Far East Mvmnt	Rocketeer	Ryan Tedder	201047	96			Katy Perry	California Gurls	Snoop Dog	201020	125	
24	15	Lupe Fiasco	The Show Goes on		201045	72			B.O.B	Airplanes	Hayley Williams	201016	94	Edit
11	16	Chris Brown	Yeah 3X		201044	129			Travie McCoy	Billionaire	Bruno Mars	201011	88	
10	17	Keri Hilson	Pretty Girl Rock		201042	80			Usher	OMG	Will I am	201012	130	
21	18	Mike Posner	Bow Chicka Wow Wow		201107	74	edit sh*t		Mike Posner	Cooler Than Me		201014	130	
13	19	Taio Cruise	Higher	Travie MacCoy	201102	128	Radio Edit		Tao Cruz	Break Your Heart		201004	122	
28	20	T-Pain	Best Love Song	Chris Brown	201108	81	Edit		Black Eyed Peas	Rock That Body		201013	125	
19	21	Nelly	Gone	Kelly Rowland	201101	73			Ready Set	Love Like Woe		201020	90	
29	22	Wiz Khalifa	Roll Up		201106	94	Edit		3OH!3	My First Kiss	Ke\$ha	201019	138	
16	23	Bruno Mars	Grenade		201044	111			Nicki Minaj	Your Love		201013	95	
30	24	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131	Edit		DO NOT PLAYLIST ADDS					
-	25	Lady Gaga	Judas		201117	131	Read lyrics	New	Waka Flocka Flame		Grove St. Party	Kebo Gotti		
17	26	Chris Brown	Deuces		201031	74	EDIT	New	Travis Porter	Bring it Back				
-	26	Pitbull	Give Me Everything	Ne-Yo & Nayer	201114	129	Lyrics		Chris Brown	Look at me Now				
18	27	Rihanna	What's My Name		201043	100	H.S Only		Nicki Minaj	Did it on em			Nasty	
-	27	New Boyz	Backseat		201103	124	Edit "A**"		Big Sean	My Last	Chris Brown		Glorifies Alcohol	
-	28	Kanye West	All of the lights	Kid Cudi	201050	71	Use edit		Snoop Dog	Wet/Sweat				
-	29	Beyonce	Run The World		201118	127			Kanye West	H*A*M	Jay-Z			
-	30	T-Pain	Best Love Song		201108	81			Rihanna	S&M				
		Recurrents- (Still popular)							Pink	Fr**kin Perfect				
		Edward Maya-Mia Martina		Stereo Love	201013	127			Twista	Make a Movie	Chris Brown			
		Pink	Raise Your Glass		201041	122	EDIT		Lil Wayne	6 foot 7 foot	Cory Gunz			
		Flo Rida	Who Dat Girl		201046	125			Problem	My Ex				
		Nelly	Just a Dream		201032	90			No Hands	Waka Flocka Flame	Rosco Dash			
		Enrique Iglesias	I Like It	Pitbull	201019	129			Birdman	Fire Flame	Lil Wayne			
		Rihanna	Only Girl (In the world)		201037	126	EDIT		Jeremih	Down On Me	50 cent			
		Pitbull	Hey Baby		201037	128			Wiz Khalifa	Black and Yellow				
		Black Eyed Peas	The Time (Dirty Bit)		201045	128			Kanye West	Runaway				
		Mann	Buzzin		201050	104	Edit		New Boyz	Spot Right There				
		Will.I.am	Check it Out	Nicki Minaj	201037	130	edit		Waka Flocka Fl	No Hands				
		Kesha	Take It Off		201028	125			Kanye West	Monster	Jay Z -Rick Ross			
		Katy Perry	Teenage Dream		201031	120			Eminem	No Love	Lil Wayne			
		KE\$HA	We R Who We R		201043	120	Edit		Trey Songz	Bottoms Up	Nicki Minaj			
		Mike Posner	Please Don't Go		201034	121			Bumpy Ride	Mohombi				
		Usher	DJ Got Us Fallin In Love	Pitbull	201029	120	Edit		F**K You	Cee Lo Green				
									Right Above It	Lil Wayne	Drake			

Monthly Music Charts

By TMStudios.com

Pop

1	Katy Perry	E.T.
2	Black Eyed Peas	Just Can't Get Enough
3	Britney Spears	Till The World Ends
4	Adele	Rolling In The Deep
5	Jennifer Lopez	On The Floor
6	Ke\$ha	Blow
7	Rihanna	S&M
8	Bruno Mars	Lazy Song
9	Tinie Timpah	Written In The Stars
10	Jeremih	Down On Me
11	Script	For The First Time
12	Jessie J	Price Tag
13	Cee Lo Green	Forget You
14	Pitbull	Give Me Everything
15	Pink	F**kin' Perfect
16	Lupe Fiasco	The Show Goes On
17	Lady Gaga	Judas
18	New Boyz	Back Seat
19	Lady Gaga	Born This Way
20	Selena Gomez	Who Says

Urban

1	Miguel	Sure Thing
2	Kelly Rowland	Motivation
3	Chris Brown	Look At Me Now
4	YC	Racks
5	Nicki Minaj	Did It On 'Em
6	Wiz Khalifa	Roll Up
7	Kanye West	All Of The Lights
8	Big Sean	My Last
9	Marsha Ambrosius	Far Away
10	Chris Brown	She Ain't You
11	Ace Hood	Hustle Hard
12	Lil Wayne	6 Foot 7 Foot
13	Diddy-Dirty Money	Your Love
14	Trey Songz	Love Faces
15	Nicki Minaj	Moment 4 Life
16	Lloyd	Cupid
17	Lil Wayne	John
18	Jamie Foxx	Best Night Of My Life
19	Keri Hilson	One Night Stand
20	Waka Flocka Flame	Grove St. Party

Country

1	Miranda Lambert	Heart Like Mine
2	Brad Paisley	Old Alabama
3	Sara Evans	A Little Bit Stronger
4	Rascal Flatts	I Won't Let Go
5	Keith Urban	Without You
6	Taylor Swift	Mean
7	Band Perry	You Lie
8	Ronnie Dunn	Bleed Red
9	Blake Shelton	Honey Bee
10	Chris Young	Tomorrow
11	Justin Moore	If Heaven Wasn't So Far Away
12	Luke Bryan	Country Girl (Shake It For Me)
13	Toby Keith	Somewhere Else
14	Easton Corbin	I Can't Love You Back
15	Jerrod Niemann	What Do You Want
16	Jason Aldean	Dirt Road Anthem
17	Dierks Bentley	Am I The Only One
18	Ashton Shepherd	Look It Up
19	Martina McBride	Teenage Daughters
20	Eric Church	Homeboy

Rock

1	Foo Fighters	Rope
2	Seether	Country Song
3	Sixx A.M.	Lies Of The Beautiful People
4	Shinedown	Diamond Eyes
5	Stone Sour	Say You'll Haunt Me
6	Sick Puppies	Riptide
7	3 Doors Down	When You're Young
8	Three Days Grace	World So Cold
9	Jonathan Tyler	Gypsy Woman
10	Avenged Sevenfold	Welcome To The Family
11	Alter Bridge	Ghost Of Days Gone By
12	Five Finger Death Punch	Far From Home
13	Skillet	Awake And Alive
14	Saving Abel	Miss America
15	Buckcherry	It's A Party
16	Black Stone Cherry	White Trash Millionaire
17	Three Days Grace	Lost In You
18	Papa Roach	Burn
19	Rise Against	Savior
20	Rush	BU2B

Adult Contemporary

1	Bruno Mars	Just The Way You Are
2	Katy Perry	Firework
3	Daughtry	September
4	Train	Marry Me
5	Plain White T's	Rhythm Of Love
6	Taylor Swift	Mine
7	Pink	F**kin' Perfect (Perfect)
8	Onerepublic	Secrets
9	Michael Buble	Hold On
10	Christina Perri	Jar Of Hearts
11	Bon Jovi	What Do You Got
12	Pink	Raise Your Glass
13	Adele	Rolling In The Deep
14	Bruno Mars	Grenade
15	Cee Lo Green	Forget You
16	Taylor Swift	Back To December
17	Script	For The First Time
18	Rihanna	Only Girl
19	Matthew Morrison	Summer Rain
20	Bob Seger	Downtown Train

Alternative

1	Foo Fighters	Rope
2	Black Keys	Howlin' For You
3	Rise Against	Help Is On The Way
4	Mumford & Sons	The Cave
5	Foster The People	Pumped Up Kicks
6	Incubus	Adolescents
7	Death Cab For Cutie	You Are A Tourist
8	Airborne Toxic Event	Changing
9	Beastie Boys	Make Some Noise
10	Cage The Elephant	Shake Me Down
11	Young The Giant	My Body
12	Awolnation	Sail
13	Seether	Country Song
14	Naked And Famous	Young Blood
15	Linkin Park	Waiting For The End
16	Sick Puppies	Riptide
17	Sublime With Rome	Panic
18	Adele	Rolling In The Deep
19	Redlight King	Old Man
20	Three Days Grace	Lost In You

The Game Show Entertainment System...

Game Show Mania® is bigger than ever, and now you can offer your guests complete show productions using our popular games or inventing your own!

- **Digital Scorekeeping**
- **Fast Electronic Lockout**
- **Zany Sound Effects**
- **Rugged and Portable**
- **Sets Up in Minutes**

The Original
Game Show®
MANIA

Creative Imagineering
4153 SW 47th Ave, #146
Ft. Lauderdale, FL 33314

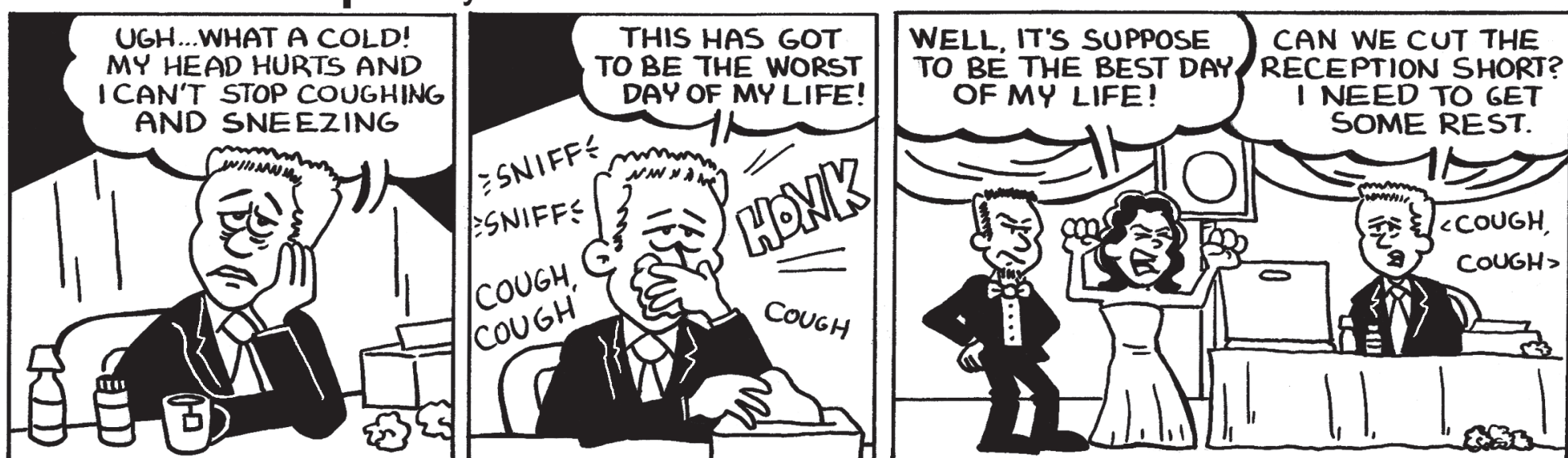
800-644-3141
www.gameshowmania.com
954-316-6001 / Fax 316-6005

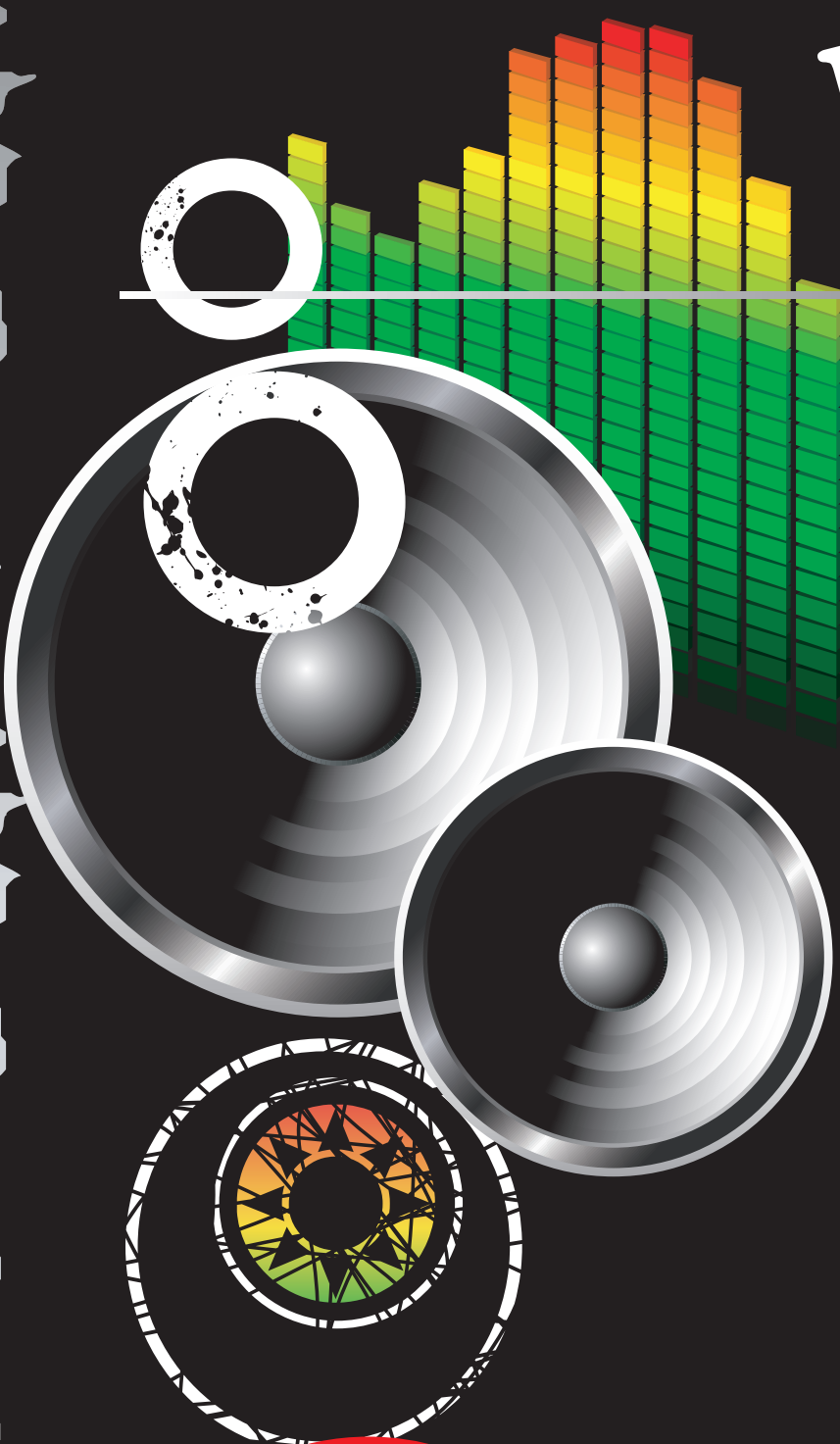


Ask about our
economical
Mini-Game
Show System,
too!

A Different Spin by Jason Nocera

www.nichecartoons.com





PROMO ONLY

We could tell you that Promo Only is the best. But we don't have to...

Right now, just as they've been doing for the past 17 years, Promo Only subscribers are telling other professionals that Promo Only is the best legal music and music video service around.

With 18 different formats on CD, 8 formats on DVD, the largest collection of video classics in the world, the industry's only weekly DVD service, personal media consultants, attentive customer service, and **NEW DIGITAL FILE FORMATS** available...

We'd have to agree.

IDMA
BEST RECORD POOL/
PROMO SERVICE
2006, 2007 & 2008

PROMO ONLY

The Industry's Most Complete
Source For Music And Music Video

Licensed for use by industry professionals.
Proof of eligibility required.

407-331-3600
www.promoonly.com