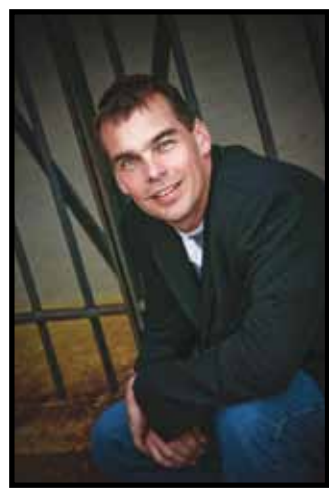


Q Corner: Where Quality Meets Quantity

By Mike Walter

When I was in grade school (or was it High School? – God it seems so long ago!) I remember learning about “Sets”

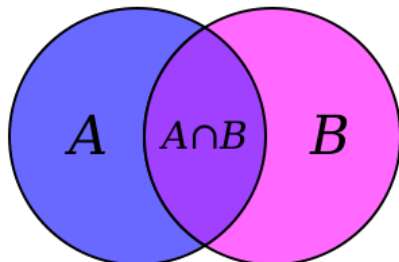


in a math class. I remember those great visuals of circles labeled “A” and “B” and how in some of the diagrams the circles never touched but in others they overlapped like the

Olympic Rings. Those visuals made it easier for me to understand sets. I’ve come to learn that’s because I’m more of a visual learner” than an auditory learner.” In fact, I learn and understand best when I can touch and move things around myself so I’m actually a *kinetic learner* more than anything.

Both of these facts (me vividly re-

membering learning sets and the fact that I’m a kinetic learner) combined one day into a “Voila” moment that has helped many of my DJ Trainees learn programming so much better than they ever could. Plus, the fact that others can purchase my training program (at



www.DJMikeWalter.com) and this is explained therein, this “Eureka Moment” has helped so many others train their DJs as well.

It all happened, like so many of my breakthroughs do, on a run. I was teaching a class and approaching the part about programming. This is where I try to get my DJs to put similar songs together into sets that will work through the night. Thinking of songs in sets (as opposed to each individual song singu-

Mike Walter Continued On Page 2

Talkin’ Bride: A Tale Of Two Audiences

By Tamara Sims

I will continue my musical theater theme once again this month as I began thinking about how “knowing your audi-



ence” is just as important to DJ Entertainers as it is to the actors and actresses on the stage.

Jay and I recently attended 2 very different musicals, both in the northern suburbs of Chicago with similar age and income demographics. The first show was a small autobiographical musical called [title of show] (Yes, that IS the

title of the show!) which tells the story of 4 people in their 30’s creating a new musical. It features a bare set consisting of 4 chairs and a keyboard. No lighting or costumes of any significance. The show played Off-Broadway and briefly on Broadway; it is a very New York insider show with many references only the savviest of New York Theater goers (like us) would understand. In fact, when it was produced in Chicago our programs included a glossary of terms, a guide to understanding the references and a disclaimer about the use of the “F-bomb” in the show. Of course Jay and I loved the show and laughed at almost every line, but we were the minority being 30 years younger than the bulk of the audience...most who left very confused; a perfect example of not playing to your audience demographics.

So exactly one week later in the same
Tamara Sims Continued On Page 5

In The Booth: Bring On The Video!

By Brian S. Redd

Recently, I landed a gig at a video bar. For a few years now, I’ve been slowly building my first mp4 music video library just waiting for an opportunity like this.



This gives me an excuse to have fun with Virtual DJ and a MIDI controller.

To say I’m new to the VJ world wouldn’t be entirely accurate, but it’s been a while. As early as 1991, I did a club with a pair of Hi-Fi VCRs, an A/B video switch, and two 5” black

and white TVs for cue monitors. There was a local music video service called Wolfram that had some great pre-mixed dance and pop programming. We used a lot of video hit collections as well, such as Madonna, Paula Abdul and Club MTV Party To Go.

Cueing VHS took a minute or two. We’re talking about 60 to 120 minute tapes with up to 30+ clips each. We had our monitors to visually search for tracks, but this greatly slowed down the fast forward/rewind process. Once you found your video, you’d hit play/pause at just the right time where you didn’t come in too soon or cut off the first note or two. When you’d hit play, there was lag between the video and audio, so it

Brian Redd Continued On Page 4

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 2: Mitch Taylor
Page 3: Dean Carlson
Page 4: Michael Lenstra
Page 5: Jake Palmer
Page 5: Bill Hermann
Page 6: Ron Ruth
Page 7: Rick Brewer
Page 8: Jason Jones

Page 9: Jeffrey Gitomer
Page 10: Steve Moody
Page 11: Matt Anderson
Page 12: Jeremy Brech
Page 13: Mike Kazis
Page 14: Harvey Mackay
Page 15: Rob Peters
Page 16: Top 30 Charts
Page 18: Dave Winsor
Page 18: Top 30 Clean HS



Driving Sound To Perfection DSP D-Core Technology From American Audio

The New DSP D-Core Sound Engine Has Been Engineered To Create Studio Quality Sound And Pro Stage Microphone Circuitry In Mobile DJ Mixing Console Sound Cards. You Can Find It Only In These American Audio Midi Controllers:



www.americanaudio.us

Get Product Details & User Manuals, Join the ADJ Forums & ADJ Advantage Program & Stay up-to-date with ADJ by signing up for the monthly ADJ NewsWave E-News!

Contact us today for an authorized American DJ Dealer in your area or a free catalog:
800.322.6337

www.americanaudio.us

©2012 American Audio®
Los Angeles, CA 90040 USA www.americanaudio.us
Kerkade, Netherlands www.americanaudio.eu
*Price & Specifications subject to change without notice.
Dealer price may vary. Pricing in U.S. Dollars.
Distributed in Canada by Sounds Distribution
Toll Free: 800-26-SOUND • Local: 905-428-9062
www.soundsdist.com
TRAKTOR® is a registered trademark of Native Instruments GmbH.



VMS4.I Feat. TRAKTOR \$599.99*
4-Channel Midilog Controller
Bundled with: TRAKTOR
AMERICAN AUDIO VMS EDITION 2



VMS4.I \$499.99*
4-Channel Midilog Controller
Bundled with:



VMS2 \$299.99*
2-Channel Midilog Controller
Bundled with:

How Convenient Are You?

By Mitch Taylor

I write this article having just stumbled upon a very cool convenience from a relatively unusual source. Delta airlines. I recently flew on Delta and while waiting to board my plane I saw



recharging stations at about arms length complete with two outlets and two USB ports on either side. I thought to myself of Larry Williams book Customer Service A to Z and how Delta saw a way they could serve the customer better by providing them a place to charge their phone while they wait in line to board. Well done Delta!

How convenient are you for your clients? A fellow entertainer in my area recently forwarded me an email

auto reply he received after emailing a local photographer that went something like this. "Thank you for contacting XYZ studios. As you may know we are now in the midst of our busy season and it may take us 1-2 weeks to reply back to you."

When I saw this I couldn't believe it! I think it's great that this company is that busy in their business but what message is that sending to potential clients? Today's client wants answers instantaneously and certainly doesn't want to wait two weeks. If I were that company I would at least hire additional staff to take care of the inquiries coming in.

So...here's a quiz and action steps you can take to see how convenient you REALLY are to your clients. Answer truthfully, remove yourself from ownership, put yourself in the customers shoes and ask yourself if you would do business with your company. Be honest.

1. Do I answer my phone on a regular basis? If not, are phone calls

and emails always returned within 24 hours?

2. Do you send out surveys after you booked the event? Ask questions such as: Why did you book our company? Did you look at other companies? How did my contacting you through emails, phone calls and mail feel? What did you think of the material I provided for you? How was our In person meeting? Is there anything you think I should change?

Offer a drawing for a free dinner for DETAILED responses as this will only help you grow your business and find areas of customer service of which you can improve.

3. How often do you stay in contact with your clients after they book? Or do you just follow up again when it's time to start the planning process? If you do the latter instead of the former you are missing out on a VALUABLE opportunity to connect with your clients on a much DEEPER level and put your name in their lips when they talk about their planning process with their

friends, which could lead to increased business for you.

4. Do you send a regular ezine or newsletter to your clients? This can be done through a variety of services (my favorite is Ace of Sales for Wedding Pros). Look for next months article where we'll cover more about what to include in your ezine.

In today's day and age of, tweets, texts, cell phone video and instant communication it's more than ever PARA MOUNT to deliver the best in customer service and always place a high priority of customer convenience within your company.

Mitch Taylor is an 18 year veteran of the mobile disc jockey industry, starting out on the cruise ships of Carnival Cruise Lines. He is a member of the American Disc Jockey Association and WED Guild™. Mitch owns and operates Taylored Entertainment in the Upper Peninsula of Michigan and can be reached at 906.786.6967 or via email at mitchtaylor@discjockeynews.com.

Mike Walter Continued From Page 1

larly) is a key in being a great DJ. Not only is it better for the listener to hear songs that logically make sense together, but once a DJ starts thinking of songs clustered together, they stop having to make a decision every three minutes. I

to twelve minutes.

So there I am running and pondering the question "How can I best teach programming so my trainees really get it?" when it hit me: If my DJs could touch and feel a song rather than just see its



usually start a set knowing what the first four songs (at least) are going to be. Now I may and can change my mind halfway through if a variable presents itself, but knowing what the first four songs will be (and having put them in a playlist) alleviates the immediate concern of what to play next. When I start that set, I don't have to make that decision for at least ten

title written down, if they could move songs together in piles (sets) and then within those sets move them around so that the energy increases (like a good set should) then they'd learn better. But how can you touch a song? How can you feel it and hold it and move it around?

A song is sound. It has no substance. And that's when it hit me: if I wrote the

title of a song on a wooden block and then gave my trainees a bunch of those blocks, that would work. By this point I was well into my run and heading home and I started thinking of the easiest way to do this. Was I going to have to take a 2x4 and cut it up into one inch blocks (which sounded like hard and tedious work)? Or did I have something at home that could work? My mind started canvassing my house searching my memory for small pieces of wood. A Jenga game popped into my head. But at that moment I couldn't remember if those little wooden blocks have the "Jenga" logo written on all 4 sides. When I got home I went straight for my games closet and found my Jenga. I pulled out a block and smiled ear to ear. Perfect! The word Jenga is written on each of the skinny sides (which face out when the tower is built for the game) but the broader sides of each block were blank. And they were the right size for fitting a song title and artist when written with a magic marker.

And thus, my Jenga game for programming was born.

So now when I get to programming in training, I start by explaining the energy level of a party and how it should build throughout the night. Then I explain the concept of sets. I want my trainees to visualize programming as clustering songs into similar groups of music to create four to eight song sets. And within those sets, the energy should build just like it should throughout the night. You don't start a set with the highest energy song, you build up to that one.

So this is where my Jenga game (and

kinetic learning) come in. I've taken these blocks and on each one I've written the name of a popular song we use at events. I've varied it so there are a few songs from a variety of genres. I randomly dump 20 to 30 blocks in front of a trainee and give them some time to put these songs into sets. It's a powerful exercise because you can begin to see their thought process and also which genres they are weak on (when a DJ puts "Rock Around the Clock" with a bunch of new dance music you know he doesn't recognize that song).

If you want your new trainees to master the art of programming, try this technique and I can guarantee you'll be happy with it. And the best thing is, if you use a marker (as opposed to a ball point pen where you have to press down into the wood and almost carve the letters in) you won't have bastardized your Jenga game.

I've even heard DJs who implement this to teach their staff and then later when they play Jenga as a drinking game they make each person sing the song they've removed from the tower before replacing it on top. Sounds like a fun wrinkle to me!

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

www.discjockeynews.com

29442 120th St.

Grey Eagle, MN 56336

Phone: 320-285-2323

Fax: 320-285-5264

Published by The Disc Jockey News

Editor/Educational Production Manager:

John Young

john@discjockeynews.com

sales@discjockeynews.com

320-285-2323 office

612-597-4499 cell

Sales:

Rob Drachler

972-325-4470 Cell

robd@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.

Originally Personalized

By Dean C. Carlson

Have you every jumped online and checked out what other DJs are selling? I do it all the time, in fact it has become kind of a hobby of mine. I look at how their website feels aesthetically, but most of all I get a real kick at what DJs are trying to say.



As our means of advertising has changed, so has our ability to say more, and that's not necessarily a good thing. Most websites say way too much, and far too

many things that are probably hard for our target market to understand. Gear, music blah blah blah.

If you look at enough DJ websites, I swear you would think that most of them blatantly plagiarize someone. I mean someone had to come up with these terms first. The term that jumps out the most when I look at DJ websites is that almost every DJ personalizes wedding events. What does that mean to a bride? After all, when they actually do contact us, they always ask about personalization and not price, right?

I believe that if you have to explain something in detail for a potential client to understand what you do on a website then you probably should not use it in that form of advertising. I think I have preached this before, but I believe your website should have one purpose, and that should be for them to contact you, not sell them on everything you do because that is just too big a job for selling a service verses a commodity. For me, I think that the personalization conversation fits better in the face to face sales process.

You see you can give blanket examples to potential clients, and they may or may not strike the cord that makes them get what that means. Let me give you an example. I literally have a ton of different ideas for earning the bride and grooms kiss at weddings. In fact I have a booklet with these types of examples in it. And a lot of times this area is glazed over initially by my clients.

Mostly because clients are overwhelm with wedding information. All they know is that a millions details are being shot at them, and they all sound good. In fact this is typically the first time they have done this so these ideas seem all ready original to them. It is not their job to think outside the box, it is ours.

So how do we get then there? Probably the greatest sales technique is to paint a picture for the bride and groom. Ideas by themselves are just that, ideas. But when you can paint the complete picture of the idea in action, and then the genesis of that idea, you can move any client into that direction. If you aren't good verbally at this, today's video availability works just as good if not better. Show them, they will buy.

One a side note, if you want this technique to work you must have 100% confidence in the ideas you pitch, and you must believe in your ability to pull said ideas off.

So how do you get good at creating unique wedding ideas? The obvious thing is you must be able to think outside the box. The truth is you probably need

to practice this skill, because for a lot of people it is not a natural talent. You must become a student of everything, like current affairs and entertainment things like music and movies. Another common threat of my articles is you should always be reading something, set aside just one hour a day for this and you will become amazed at the things you brain will come up with. Another drill I use to practice, is I write down an idea and then try to come up with 5 different things I can do that would make it different.

Probably the best ways to give your clients diverse ideas come from them. Yes from them. How well do you get to know your clients? Personally I want to know everything about them. What they do, what there hobbies are, where they have lived. You have all heard the two ears and one mouth saying, listen twice as much as you speak. Take notes, record every meeting. There is gold in those thing, and it only takes one great never before seen

idea in order to make any clients dream night become a once in a lifetime event.

Some of my best personalized ideas have come from passing comments. Remember the bride and groom kissing list I mentioned earlier? I have a client coming up in a few weeks that is doing a country themed wedding. When I started digging about cool fun and inventive things to do at their wedding it hit me, why not bring in a fake cow, and have guest lasso it in order for the bride and groom to kiss. For this client it was perfect.

Sometimes the ideas come from the location that your event is going to be at. Also in a few weeks I am working a wedding on a large boat. I love solving problems. There really was no room to pull off a typical grand entrance. After touring the boat this past weekend with the client we were looking for solutions for this and a few other issues, when I thought, 'the wedding party has to come on board, lets pipe them on like they do for bigwigs in the Navy when they come aboard from the dock.' The clients loved it. (Thank you Officer and a Gentlemen)

The last idea is maybe the best one of

all. Form a mastermind group. I belong to two of them, one with other DJs and one with business people. When we chat we throw out ideas and all brainstorm like mad. No ideas are ever off the table in those meetings. My current garter and bouquet toss came from one of those meetings. With a mastermind group it is more idea building. Someone starts with one idea and then we work it up until it is something truly grand.

Each time you build something new and original for a client, you also build your repertoire and confidence in what else you can do until it almost becomes second nature. Then as you build your business you can build new red velvet ropes for the types of clients you want to work with, let all the other DJs have the plain Jane weddings. And of course the ultimate advantage to creating fun memorable moments is people talk about you, and they talk to other people about you thus growing your business with those types of clients.

Good Luck and Great Shows.

Dean Carlson can be reached at dean-carlson@discjockeynews.com.

Dancing in the clouds

NIMBUS™

- Easily upsell an unforgettable first dance.
- Get your clients and their guests talking.
- Smart investment. Rapid returns.

CHAUVET
Value • Innovation • Performance

Facebook Twitter YouTube Google+ Pinterest / ChauvetLighting
ChauvetDJ.com

The Way I See It: Creeping Is A Plus

By Michael J. Lenstra

Facebook creeping that is.

Facebook creeping - The act of snooping into other peoples conversations, pictures, information, etc. when you are using the social networking program Facebook as defined by the Urban Dictionary.

This is probably synonymous with gossiping or being nosey, a 21st century sort of digital eavesdropping.

And although it may be considered a social mis-step, the way I see it, it can have great benefits as a business tool, a

great information gathering source.

Okay I'll admit that I am a Facebook Creeper. The process goes something like this: Once I have secured a meeting with a potential customer I'll do a web search on the name, which most often leads me to their Facebook page. There I can sometimes gather an enormous amount of information on the potential client. This does two things for me: 1) it helps me "get to know" the client before I get to know the client and 2) it helps me pre-determine most often what type of personality I will be dealing with.

In his series of articles from last year colleague Steve Moody wrote of the different personalities that we encounter and how our sales approach should be personalized for that type. By gathering information from Facebook I'm able to get a head start on that process.

Here's an example: I have just set up a meeting with a bride and a Facebook search reveals to me that she is in sales.

I assume that more than likely I'll be dealing with a people person, one who will open up to me when we meet. And if she has put a lot of info on her Facebook page (favorite movies/tv shows/music/artists) I can utilize that to my advantage. Somewhere during our conversation I can slip in a line that leads directly to her "likes." If on Facebook I have noted that one of her favorite artists is, let's say, Damien Rice, during my presentation I can express how, throughout dinner, we try to keep it low key and play music from artists like Jack Johnson, Norah Jones, Damien Rice . . .

You also may find out what NOT to do. If the clients profile indicates that they are a graduate of the University of Wisconsin and a huge Packer fan, it may be time to hide those Hawkeye and Chicago Bear items you have displayed on your desk or mantle.

On the other side of that coin I may have set up a meeting with a company executive planning a corporate event. The info on Facebook is very limited other than to say that he or she is a graduate with a degree in Computer Information Systems or engineering. Experi-

ence tells me I'm more than likely going to be dealing with a more reserved client, a "just the facts please" persona. For this meeting I better be prepared to find out precisely what information he/she needs to make their decision and give them only that information.

Creeping can also help you qualify the person. Are they your ideal client? A while back I had a call from an upcoming groom requesting a price quote and a brochure. A check of his Facebook page led me to his fiancé's page and part of her interests listed were "UFC Fighting, wishing you could punch someone in the face without consequences" and some graphic sexual content that I'll leave out of our G-Rated paper. A review of her posts also led me to believe that she had a lot of family issues currently happening in her life.

Somehow that brochure never made it to the mailbox.

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

Brian Redd continued from page 1

took practice.

When spinning a non-video track, I'd throw on old Popeye cartoons or Little Rascal shorts. Some nights, I'd sit at my parent's house and record foreign TV test patterns or other obscure programming off their satellite dish just to mix up the ambient video breaks.

Today, we have mp4 video files and Virtual DJ with MIDI controllers. Track searching is only a matter of typing in the title you want from your library. We have pitch controls, key adjustment, instant cues, scratching and looping for full-on beat mixing. Affordable flat screen video monitors and 2500+ lumen projectors are available almost anywhere. After the initial set up, it's really no more difficult than mixing music.

Adding video today is easier and more affordable than ever, so why the resistance?

Beyond the club environment, there are concerns most of us share. Who's going to pay us extra to do music videos? If MTV can't make a go of it, how are



we supposed to? Then there's the overall visual content issue. It's hard enough to get clean audio versions of newer tracks let alone non-offensive video edits.

All of the above are totally legitimate concerns, especially if we're trying to do an all-music video performance. It can be done, though. I've seen Chris Bedke of Creative DJs in Rialto California not

only do a school dance, but a wedding reception as well with videos better than most can do with music alone. However, Chris is the exception to the rule.

For the rest of us, maybe the key is to think beyond videos and consider the crazy possibilities we really have with all of this great technology.

Most of us have done video slideshows, but imagine live video shots from an oscillating DMX controllable camera with built-in LED spotlight and zoom.

How about using video screens as message boards or teleprompters? Posting text like "Coming up Next - Jill Throws the Bouquet!" "Now Taking Your Requests." Or a countdown clock during dinner for open dancing could not

only make an event flow a lot better, but boost the excitement level in a big way.

What if a bride and groom could introduce themselves? A DJ in the UK produced a pre-wedding video with the bride and groom where they said a few words, thanked everyone for coming & then said something like "Ok let's do this!" Then, all at once, on-screen bride and groom look in the direction of an actual door in the ballroom, "live" bride and groom walk through the door and their first dance song begins to play. The DJ never had to say a word. Talk about awesome!

With a little imagination, we can create new, exiting and profitable ways to use video technology. All we have to do is think outside the box a bit. Who knows? Maybe we'll even play a music video once in a while.

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

Affordable Lighting For DJs



Electro Strip

192 LED's (64Red, 64 Green, 64 Blue)

4 DMX Channels

\$119.99



Tri Disc 9

9 RGB Tri LED's

\$199.99



Faze Stream 700

650 Watt Hazer

\$249.99

Contact us today for an authorized dealer

Phone: (323) 948-0480 • info@eliminatorlighting.com

www.eliminatorlighting.com • Follow us on Facebook

Real Value
in DJ &
Club Lighting!



You Want Fries With That?

By Jake Palmer

The other day I was at a fast food establishment, ok, it was McDonalds... (But, that's beside the point) as I sat at the booth with my daughter enjoying our lunch, I could clearly hear the conversation taking place behind us in another booth. This conversation was obviously a young employee and a slightly older manager, possibly an off-sight, area manager based on what I heard of the conversation.

These two were doing a type of performance review/progress update, the younger employee had obviously been recently promoted to a leadership role, and what caught me off guard, was the way the manager talked to the employee. I heard her ask things like, "have you ever thought about making this more of a career rather than just a job?" "Have you ever stopped to think about how people

interpret you when you talk to them?"

I was amazed; I even slowed our lunch down so I could continue to eaves-drop in these two. She went on to talk about how your body language is so important, what different "body-actions" are telling people. She, of course, talked about not just delegating, but "proper delegation", how important it is to put the right person on the right job. She talked about being a good manager, more than just a boss, and how important it is to work toward something, always setting goals, have realistic expectations of you and your team, never standing still, always advance yourself and your career, with education, don't be afraid to learn new things.

This is management advice to a McDonald's employee that can't be more than 18 or 19 years old! I wanted to turn around, and say "listen to her she is trying to change your life right now!" McDonald's, I guess there is a reason they are currently the second largest fast food chain in the world.

We all know about stereo-types, admit

it, the minute you read "McDonald's employee", you conjured up an image of a stereo-typical fast food worker, an image that was most likely, not that flattering.

Everyone stereo-types, think about the last time you told someone you were a DJ, remember the look on their face? Did they take you seriously? DJs have had a bad image forever... or have we?

Maybe some stereo-types are wrong, maybe there are only a couple bad apples that ruin the bunch, or maybe there are only a couple great stand-outs, in an otherwise accurate portrayal? The point really is, what are you doing to improve your image or stereo-type?

I figure if McDonald's management team is that concerned and invested in their people, why can't we be that invested or more in our own industry and company. Let's face it; you don't have to run a multi-op to want to improve yourself or the people around you. I know a lot of you go to seminars, conclaves, and conventions to try and improve, but are you doing the little things that separate you

from the pack. Do you do the things that separate the weekend warriors from the professionals? I even catch myself making the mistake of not taking myself or my business seriously sometimes, if you know me, you have probably heard me say something like "beats having a real job!"

Now I have said before that not every bride wants her DJ to change the world; some brides just want a great party. That doesn't mean we can't take it seriously and improve ourselves, I mean if McDonald's is working with their people on things like body language, goal setting, continuing education, then we should be able to do the same! I don't think it's too much to expect the entertainer/MC/DJ at an event to know more about body language and confidence, than the guy handing you a number six with a large coke.

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

Stage Present

By Bill Hermann

Do you know someone who seems to have GREAT stage presence? Someone



that seems to command any room they enter... every stage they stand on... every audience they address? It seems like magic. It seems like that particular person must have been born with a gift. And if that's true how could we ever expect to bring that to our performances?

Well, that was a question that was posed to me not long ago because I am one of those lucky people. I have always had a natural presence that seemed to command any room or audience. Funny thing though. I didn't know it until someone pointed it out to me ... and then did the worse thing to me. They asked me to teach them how to do that.

Oh yeah believe it or not ... for me that was a bad thing. Feed the kids ego, tell him he's great at something that he is doing naturally and then make him believe he has the knowledge to teach someone else to do something he is doing naturally.

It was awful. Without a shred of thought I began guessing, "it must be what I'm saying or how I'm standing. It must be the way I hold a mic or stick out my chest to look bigger... like I'm a tropical bird with some kind of special magic plumage that you can get at the magic plumage store." Not only was I giving out bad advice, but I started believing my own drivel and was now trying to wrap my own head around the silly cosmetic rules I had come up with to answer this question that I had not even studied myself. My performances began suffering... my stage presence was awful and I couldn't even command a room to silence.

So what was it? What had I missed. What was it that had made what I was

doing so effortless before and so difficult now?

The answer came in the form of an old acting teacher who had known me for years and pointed out the one thing that I used to do without thinking and now I was actively avoiding:

Being Present!

You see, to have true stage presence you must master the art and zen of actually being present. Being present to the here and now and everything and everyone that it includes.

For most people it's hard to do because most of the time, just before we have to interact with another person, much less an audience of people, we construct barriers to protect ourselves. We fear the eyes upon us or the judgement that may come from the interaction so we get inside our heads... don't look them in the eyes... keep to the script... look above the audience... try to block out their reactions, or worse yet our reactions to them.

It's crazy! We long to have people connect with us and what we have to share, but the moment we are put in a position to really connect... we won't allow it. Being present and connected to other people is a need we all crave, yet so few performers allow it! But, when someone truly opens themselves up to that connection and is present to the eyes, minds and hearts of an audience of fellow human beings and allows that audience to truly be with them... to be with their excitement, their joy, their fear... all of a sudden they are now... powerfully in command of a room of men and women breathlessly anticipating what's next.

Be in command. Be present in your performance... in your life and watch how just a moment of this can change not only your performance... but your life.

Bill Hermann owns Bill Hermann Entertainment in Minneapolis/St Paul and is the creator of "The Entertainment Experience" Seminars and Workshops. Tickets are now available for upcoming workshops in Las Vegas September 12th and 13th during the Las Vegas DJ Show brought to by the ADJA Seats are extremely limited. Go to www.billcreates.com for your tickets.

Bill Hermann can be reached at: billhermann@discjockeynews.com

Tamara continued from page 1

part of town, Jay and I had a very different theater experience. You may not know the musical "A Little Night Music," but I guarantee you have heard the most recognized song from the show: "Send in the Clowns." According to Wikipedia, the song has been recorded over 900 times. The show is one of Stephen Sondheim's masterpieces complete with glorious orchestrations, beautiful lighting, period costumes and a multi-generational cast. It was no surprise that the audience ages 50-80 loved the show. This theater truly played to the demographic of their audience members to rave reviews and sell-out performances.

So why am I telling you these two elaborate theater stories? I've recently had several sales meetings where my couples have been overly concerned about their DJ "reading the crowd" and "knowing the audience." When I address these concerns they begin sharing experiences they have had as guests at wedding receptions mostly stemming from the DJ playing music that they like to hear versus playing to the audience. It might sound "cool" to hire a radio DJ for a wedding reception, but one of my clients recently attended a cousin's wedding where the "radio DJ" only played techno and hip-hop music since that's

what his station was known for. Unfortunately, the audience (guests) at this wedding was heavy in the 50-60 age range and they were not too happy with an evening of Pit Bull and Paul Oakenfold and left shortly after dinner. The DJ may have known the bride and groom inside and out, but he failed to do his homework in researching the demographic of his audience and as a result the reception suffered and a majority of the guests felt excluded.

So the next time you meet with your clients be sure to ask the right questions and take the time to learn about the guest demographic. Believe me, if it were up to Jay, he would be playing Sondheim, Andrew Lloyd Weber and Jonathan Larson at every wedding, but alas, he can only listen to show tunes with me in the comfort of home, for on the weekends he plays to his audience!

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.



Vote For Me! I'm Awesome!

By Ron Ruth

Vote for Me! I'm Awesome!

Readers, I need your help. Actually, I need your vote. There's a web site that has opened a contest for wedding professionals. The more votes I get, the more likely I am to be able to call myself the "Most Awesome DJ in the Universe!"

Some may note that I've broken protocol by leaping over being voted "the best" and going straight for "awesome." The number of personal requests and those seen on Facebook and other forums asking me to vote someone else "the best," leads me to believe that field is already extremely overcrowded. Besides, why settle for being arbitrarily voted "the best" when "awesome" is so much better?

Never mind that you've never seen me perform or that you have no idea as to my actual talent or skill level. Ignore the fact that I admit there are others in the industry that are far better than me in various areas of performance. None of that matters. Like the "best" contests, all I need is enough votes to earn the title of "most awesome." I can tell you right now that I don't have the number of friends needed to make it happen. So, I'm calling on perfect strangers, as well,

to go to the site and vote for me. With that said, please pass this article to everyone you know and ask them to cast a ballot on my behalf. And, if it's not too much trouble, please ask them to vote as many times as they can. No one will know if the results have been skewed or if the votes are valid.

I know what you're thinking. Anyone can enter the contest, regardless of how experienced, professional or ethical they may be. Trust me. It doesn't matter. That's not my problem. Given enough votes, I'll get a really cool badge for my web site and be able to include the reward for winning in all of my marketing materials. And, I know I shouldn't say this in writing, the web site sponsoring the contest doesn't care if I am actually the most awesome DJ in the universe and holds no liability if I fail to live up to the claim. How awesome is that? The contest drives visitors to their site, allowing them to increase the revenues that come from their advertisers. Many of them have absolutely nothing to do with the wedding industry. It doesn't matter! It's a win-win situation.

Since perception is reality, the only downside might be experienced by the clients who mistakenly contract the services of a less than scrupulous, so-called professional who somehow managed to manipulate the number of votes it takes to also become known as "most awesome." Wow! How dumb are they? I'm also a little leery about having my company name listed beside theirs. But hey, I'll still have the title of "the most awesome DJ in the universe." How those other guys con-

duct their business or whether a client gets sc***ed is no concern of mine.

With the title of "most awesome," I'm already thinking about how much money I'll be able to save. Why invest in conferences or workshops for continued growth and improvement when others will believe I'm already "awesome." I'm kicking myself for having spent thousands of dollars over the years. But, heck. Just thinking about being voted "most awesome" makes those misgivings magically disappear.

I'm so glad I don't have to actually prove how awesome I really am. Whoa! Can you imagine me engaged in a real life, side-by-side comparison to other DJs? Having to publicly admit that I may not be as awesome as I claim would be embarrassing to say the least. Humiliating might be a better choice of words. But, since there are no contests for being voted second, third or fourth best and since the contest is based solely on subjective results, I'm sticking with being known as "the most awesome DJ in the universe." Why settle for less? I can't lose...with enough votes, that is!

Thank goodness so many DJs and other wedding professionals participate in these contests instead of investing the same energy into perfecting their craft. If they failed to play along, these contests would have far less appeal and they might disappear. You and I both know it would be a more honest statement to say "My clients think that I'm the best and here's why." But where's the glory in that? That type of honesty doesn't come with all the same perks of having people you've never

met telling unsuspecting clients how awesome we are, even if they have no idea what they're talking about.

In my Disney presentation I say that "being the best is a journey not a destination." Since I'm soon to be known as "awesome," I'm going to take credit for that quote. Because no one will validate the legitimacy of my claim of "awesomeness," it shouldn't be a problem to convince others that I am equally insightful. In that same presentation I also say that those who claim to be "the best" are living in a bigger fantasy world than even Walt Disney could have imagined. How narrow minded is that thinking? I just didn't realize how easy it is to transition from reality to fantasy.

So, don't wait for a reminder. Put down the paper right now and go to TheMostAwesomeDJInTheUniverse.com/contest and vote for me. Doing so will boost my ego and assure brides everywhere that I am the most awesome DJ in the universe. I'm so sorry "the best" will now be considered "second best." But, never fear. Another bogus contest, perhaps to be voted "the most perfect DJ in the cosmos," is just a mouse click away.

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



The Ultimate Mobile Photo Booth!

Three different styles to purchase.

All booths come turnkey with touchscreen operation, room for ten and dye sublimation printing for fast, professional results.

Photos and screens are customizable with logos, text and colors.

The booth breaks down to fit in your vehicle and is easily carried into any venue. Create standalone entertainment and lasting memories with a professional booth from

Photobooth2Go!

888-956-9633

PHOTOBOOTH2GO.COM

light up your creative genius

beamz pro

Interactive Laser Controller



play the light®

Control virtually any DJ application and/or lighting control application via MIDI and keystroke mapping.



watch it in action

VIRTUAL DJ

ableton

SHOW X PRESS

beamz
www.beamzdj.com

Getting The Bride Off Of Email

By Rick Brewer, GetMoreBrides.com

Studies are showing that more and more brides are not only setting up separate email accounts for just their wedding, but that they are stepping into non-productive buying cycles.

When I speak of a non-productive buying cycle, I refer to the method of how they buy and how it does not



produce the desired effect for them. In this non-productive buying cycle, there are two major flaws which I want to discuss and some ideas on how to overcome them.

It is my feeling that when used properly, these techniques will allow you (the wedding professional) to gain more brides who will continue onto the next step (typically the phone call) and that the bride may become a customer. This is not a guarantee or a promise that your life will change (I try to avoid these forms of hype and self promotion) but simply that by using these methods, at the end of the year you may have 3-4 more weddings on the books.

The two issues that are present are 1) the bride does not trust us (the wedding professional community) as a whole -this is not personal. But, she has heard from most of her friends/relatives horror stories and she is trying to avoid these. Let's face it -there is no such thing as a "perfect wedding." She is hell bent on getting one and so scared/sensitive in the process that she almost creates an imperfect wedding because of her trying to avoid hiring the wrong person that she often gravitates to exactly that. Issue #2) the bride shops on the one form of measurement that she understands -money. She does not understand the difference between the quality that

vendors offer, the service they provide or the experience they have. Those three measurements are not hard and fast like green dollar bills. In shopping based on money, if we get sucked into that false measurement, and we try to compete on price and price alone, and most times we lose.

In overcoming trust issues, we must first understand the psychology of the bride and what she is attempting to accomplish. Simple enough -she wants a great result for what you sell and what you provide. When we push the end results in our marketing and we talk about the end results when she contacts us, we stand a better chance of pushing her emotional button.

Try to think about what goes right when you have a wedding that is off-the-hook fantastic. Did you please her guests? Her Mom? Did you offer something extra that she was not aware that you were going to offer? Did you provide the exceptional service that maybe your brochure did not mention? Maybe it was that by comparison to her other vendors, you shined as a professional (you know, you showed up early, kept in contact with her throughout the engagement, sent her notes and emails detailing your progress or simply picked up the phone and touched base with her every month). When you overcome the trust issue, she will overcome the price for you. (in other words, she will find more money when she has more trust)

In the challenge of overcoming price, it is necessary that you educate your brides on what goes into building the price. Think about the saying, "you get what you pay for." What is the bride paying for when she gets a higher price? She is getting typically three different features: 1) Quality 2) Service 3) Experience. I teach this often -you cannot sell based on features alone. You must sell her the result of those features.

Homework assignment: write

down the results of those three features in your business and start using them in your marketing and when you get her on email.

For a free report that will outline the three techniques in getting the bride off of Email and on the phone, email me getmorebrides@aol.com and I will share with you how to get that report (Hint: It involves a little -very little, sweat equity)

Rick Brewer is the Nation's Fore-

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

www.DJMikeWalter.com

RUNNING YOUR MULTI-OP

Advice on Recruiting, Training, Marketing & Sales and Managing for your Mobile DJ Company from the Most Recognized Authority in the Business

MICHAEL WALTER

Get Your Copy Today!
Available in book or audio disc

"If there was a college course of study for running an ethical multi-op DJ company, this would be the text book."
Beau Kramer - Kramer Entertainment

"All of the nuggets are delivered with enough real world experience and wit to keep the reader engaged."
Marcello Pedalino - MMP Entertainment

"Mike's book is GREAT and packed full of tips, insights, tricks and information that will help you improve your business regardless if you are a single or multi system company."
Mitch Taylor - Taylored Weddings



Bill Hermann Jason Jones

THE ENTERTAINMENT EXPERIENCE®

Performance Training for Wedding Entertainers

" My first wedding back after EE was a huge success! I had more people come up and give me compliments than any other event I've ever done! Not only that, but the compliments included more WOW than ever! Taking EE was one of the best decisions I've ever made as an entertainer because it makes what I do better and will make bookings easier! I can't wait for the next event to try even more things!"

Kevin Croucher – Lexington, KY

**The Entertainment Experience
Power to Create Seminar & Workshop
& Art of the Audio Edit**

Wednesday & Thursday September 12 & 13, 2012
ADJA Las Vegas DJ Show

Bill Hermann to Present Monday morning !
Prices go up dramatically after this!



www.billcreates.com

Promotions: Opps... Almost!

By Jason Jones

In 1996 I booked a ski resort 2 states away in Michigan for a week long gig so I could get paid to ski every winter. The week of skiing all day and DJing all night during the college week prom



otion was a blast and so I booked it again the next year.

This time I wanted to fill a bus full of college students from North Dakota to join me. I was

going to make a pile of cash and have a great time.

I put together a package that included, what I thought, were attractive features. The trip included bus transportation, hotel room, meals and lift tickets. I put up posters all over NDSU campus and visited countless fraternity and sorority meetings. I just knew that they would be all over this package. I was so confident in what I thought I knew that I fantasized about reserving a second coach and filling the resort.

At the fraternity meetings I began to get questions I wasn't prepared for. They were asking me about how long the ski runs were and what the elevation was. "Long enough," I thought, and "who cares what the elevation is, think about the parties at night and the girls from everywhere." Then I got

price resistance. I almost felt insulted. How did they expect that I was going to send them on a coach with rooms and meals and lift tickets for less. It was already a cheap package for what they got.

They should have loved and it and bought me out. But they didn't. Despite my efforts I sold 2 seats which I refunded and canceled the trip. What went wrong? I didn't know my audience. I didn't create something that reflected what was important to them. I just talked about what I thought was great and tried to convince them that they should too.

This is most difficult way to promote and sell anything and more often than not fails. If I had began by doing some asking around campus to find out what would be appealing

I would have been prepared for the questions and had a completely different package. I would have learned that college students are extremely price conscious. Eight of them will pile into a Pinto to drive to Colorado for 8 hours just to save 30 bucks. I would have learned that putting a keg on the bus would have sold half of the tickets. Behold the power of beer.

Half the risk of failure can be

averted by knowing your audience. That applies to the audience I promote my comedy variety show to, the audience in the bar, the audience at the wedding and our clients. We get really confident in what we think we know about an audience and too often forget to keep asking questions to find out what matters to them. When you're speaking to what matters to specific audience then you will catch their interest. The internet makes this especially easy with applications such as survey monkey.

Want to find out what additional shows or services to offer that have value to your audience? Ask your clients what they were most challenged by in planning their event. Ask them what annoyed them the most. This will be much more telling than all the

things that they like the most, though that can be valuable too. Our audience is dying to tell us what they love and what they hate and they really value you when you listen and get it. Keep asking your audience and your competitors will be asking you, "How do you do it, you're always booked and you charge more than me."

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

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

You can reach Jason at: jason-jones@discjockeynews.com.

Can You Afford to Let Customers Slip Through Your Fingers?



In today's tough economy, finding new leads is more challenging than ever. DJ Event Planner makes it easy to keep close track of all your leads – no matter where you are – with one simple, easy to use Web-based system.

• Appointments	• Venue Info	• Leads
• To Do Items	• Expenses	• Documents
• Client Contacts	• Contract Details	• Mail Templates
• Emails	• Planning Information	• Equipment Lists
• Client/Employee Info		• Music Lists

To find out more and to get a FREE 30 Day Trial, visit our web site at: www.djeventplanner.com



ArmDJs 5.0

2012 DJ Conference

June 19th / 20th - Greeneville, TN

Use The
Promo Code
DJN70
To Save \$70
ArmDJs.com



Danny Phillips
a.k.a. D.J.P
(Performance Keynote)



"DJ's Have Found A Summer Home!"

It's Not Being Best, It's Setting The Standard!

By Jeffrey Gitomer

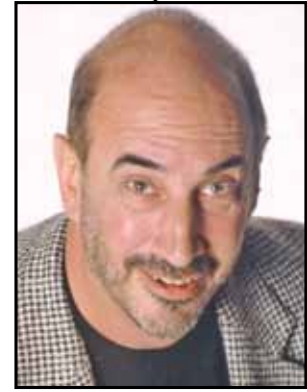
When I say the words, "set the standard," what comes to your mind?

Is it personal standards of yours?

Is it standards that your business sets?

Is it standards you have in your mind about other people?

Is it standards you have in your mind about other products?



When you go to a restaurant and order your favorite steak, you'll always recall the one restaurant (especially if it's the one you're in) that had the best steak

(or whatever your favorite food was). That restaurant set the standard. All other steaks you will ever eat will be compared to the standard bearer, until one day you may get a better steak, and then that restaurant will become the new standard bearer.

You know and recognize dozens of standard setters in your life – especially if these products or people are amazing and have your undying loyalty and especially if you proactively refer them. It could be as simple as the best ice cream or the best apple pie. It could be the best dentist or the best chiropractor. It could be the best financial planner.

And it could also be your own brand loyalty. The best car. The best cloth-

ing. The best computer. The best phone. Things that you would never consider doing without.

Whatever those products are, whoever those people are, they set the standard. Your standard.

There are third party standards...

• Wilt Chamberlain scored 100 points in a single basketball game. He didn't just set a record. He set the standard.

• Abe Lincoln delivered the Gettysburg Address. It wasn't just a speech. He set the standard.

• At the steps of the Lincoln Memorial, Martin Luther King, Jr., gave a speech to 500,000 people. It wasn't just a speech. He set the standard.

The Beatles. Elvis Presley. They set the standard and paved the way for others.

When Wilt Chamberlain set the standard for scoring, it was on March 2, 1962. That standard has endured more than 50 years. Kobe Bryant's 81 points were good, but not as good as Wilt's 100 points – the standard.

Accomplishments are always compared to standard. Quality is always compared to standard. Products are always compared to standard. You know what the best products in your industry are. If you work for that company, you love it and vice versa.

MAJOR CLUE: Now that you get the idea of what I'm talking about, let's talk about your business and your career.

What standards are you setting and who are the people involved in setting those standards – not just in your company, but also in the mind of your

customer and in the reputation of your business in your community and in your industry?

If you're not setting the standard, you're fighting price. Reputation trumps price.

Your reputation stems from what others think about you and say about you. In today's world, it's what others post online about you. Reputation comes from setting standards in service, quality of product, consistency, and availability.

You may think of it as "best." But there's a big difference between bragging about the fact you are the "best" and "we set the standard."

There are many products in which you can argue "who is best." There's often an obvious winner. German automobile engineering has set the standard. Many computer products are best. Microsoft set the old standard and Apple set the new standard. There are many social media sites that can be argued as better than others, but Facebook set the standard.

As a salesperson, I'd like you to take a moment and evaluate (or should I say self-evaluate) where you are on the standard-setting scale. Are you just a rep? Are you one of the top 25% of reps? Or have you achieved the status of trusted advisor, who is setting standards not just in sales numbers, but also in customer loyalty, profitability, and relationships.

What about your company? What standards are they setting? What high ethical ground have they achieved?

If you look at the example of Bank of America, you see a century-old com-

pany who had set many standards and achieved global greatness. All that was destroyed by indiscriminate greed and a total lack of understanding of social media in general. Standard bearers can fall quickly. Just ask Tiger Woods.

I'll admit this is pretty high-level thinking and for many of you reading this. You may believe that setting the standard is out of your personal control – especially standards that your company sets. But in the new world of transparency, thanks to the internet, mothered by Google and social media, you now have the opportunity to build your personal brand, create your personal reputation, and set your own personal standards – standards that will remain yours even if you change companies or careers.

I challenge you that the key word in standard setting is endure. Set standards that will last. Many have come and gone quickly. Don't be one of them.

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



music trends.com

the DJ's toystore



- NY Showroom with Multiple Working Displays
- Worth the trip from anywhere!
- Knowledgeable & Friendly Staff
- The Best Brands & The Lowest Prices!
- The Largest Selection of Lighting Effects & Uplights on Display







music trends.com

2947 Hempstead Turnpike
Levittown NY, 11756
1-888-621-DJ (3535)
(516) 796-7755








- Authorized Dealer for ALL MAJOR BRANDS •
- Serving Pro Audio & Lighting Community Since 1980 •

Connections: Industry Conventions Pt 2

By Steve Moody

Okay, here's my final attempt to get you to attend an industry event this year. In order to drive my point home, I'd like to share an extremely personal story with you this month.



After attending a really powerful seminar during the 2008 International DJ Expo (Atlantic City, NJ), I had asked the seminar's presenter if we could spend a few minutes further discussing his insights.

To my excitement, he seemed genuinely eager and suggested that Lori and I join him for breakfast at 7 am the next morning. Wow! Sounds great...right?

Well, to make a long story short.... we were stood up. I'll never in a million years mention his name...but DUDE you know who you are! If you are reading this article, shame on you. All these years later...still...shame on you. LOL.

As one might imagine, Lori and I were both disappointed. But...then it happened, the moment that changed my life! How little did I know that being stood up for breakfast was one of the best things that could have ever happened to me. (I truly believe that sometimes God DOES work in mysterious ways folks!)

As I looked over Lori's shoulder I caught a glimpse of a fellow DJ walking

into the restaurant alone. Now, we had seen him perform on stage at the previous year's convention... but had never really spoken to him. Being new to all of this convention stuff we really didn't know many people. Looking back, I am so glad that such a "minor detail" didn't stop us from waving him over to our table.

Without a doubt this was one of the best "business" decisions that I had ever made, which also happened to become one of the most valued personal relationships in my life. I don't remember exactly what we had for breakfast, or all of the topics of conversation. In fact, as I remember, it was basically just one of those "getting to know you" kind of chats.

There was no in depth talk of business, no need to put up any walls and certainly nothing to feel uncomfortable about. It was just REAL. To be honest with you, the thing that stood out the most was his love for his sons Casey and Desi and his passion for performance. Lori and I both really enjoyed his company, as we all laughed and carried on just like old friends.

When we finished our meal, we exchanged business cards, began saying our good-byes and he even offered to treat us. There's a new one folks! When was the last time a stranger offered to buy you a meal? A class act all the way.

I clearly remember that Lori gave him a hug and I offered a handshake which also turned into a hug. (What can I say...you all know that I'm a Hugger!) Before we walked out, I asked what his real name was... since I only knew of him as "Big Daddy". Little did I know

that Sean McKee would eventually become such an important part of my life.

Big Daddy's first phone call came about 3 weeks after that convention. I was in total shock to think that this busy busy fella had time in his day to call me. He made it a point to check on me, in order to see if I was implementing new ideas from the convention. Wow! I had never really spoken with another DJ about my company like that. Sadly, to that point, most of the other DJs that I associated with were in my own market and had never really been ones to share information or try to help each other.

Phone calls between us went on to run the entire gambit, from performance techniques to business strategies and eventually went from once a week to just about everyday. Now here's the kicker... he never once called without asking about Lori and our kids. He had made an honest effort to get to know them through me. Though my parents and grandmother have never met him, they speak of him like he lives down the hallway. Now that says something!

Here's a quick question. Can you strive to be an amazing entertainer and an intelligent business person, while still having compassion, empathy and love for others? Without a doubt, YES! Sometimes the nice guys DON'T finish last! When Sean roars his battle cry of "Big Daddy Loves You" on stage, he honestly means it. You know, as well as I, that it is a very rare thing within our industry. Those that don't know him may think that his signature slogan is just a gimmick. I am here to tell you that he is the real deal my friends.

Now, here's an even bigger question

for you. Do YOU have a "rock" in your business life? Honestly, someone that is there to help you with your business who truly and honestly cares about your success? I ask because this "rock" is such a difference maker.

Is there currently someone in your corner that is able to totally empathize with your ups and downs? Is there someone that knows the internal emotions of having an awesome event or one that just doesn't live up to expectations? Is there someone that sincerely gets the sense of thrill that comes with booking a large event, or understands the disappointment in losing an event to a cheaper competitor?

Do you have someone in your life that you can't wait to talk to after an event? I am blessed to have several people like this in my life. Big Daddy and my wife Lori being at the top of the list. Yes, even my wife. In recent years, as she has become more involved in the day to day operations of my company she has developed a much deeper understanding of what goes on inside of my unique mind where my DJ Service is concerned.

On a normal Saturday night when my weddings are over, I call Lori to check in first and immediately follow it up with a phone call to Big Daddy (if he happens to be wrapping up around the same time). Additionally, there is hardly ever a Saturday that goes by that I don't get some sort of text from him as well during my event in order to cheer me on. That little bit of encouragement goes a long way! There is nothing like a short text during an event to encourage you

Steve Moody Continued On Page 11

ARE YOU A VIDEO DJ?

DO YOU HAVE THE RIGHT TOOLS?

VJ·PROSERIES™

PROMO CODE: DJNEWS

The Professional's Standard in Music Video Programming

INTRODUCING SmashVision The Newest Featured Playlist On VJ-Pro



- Eight Different Genres
- Monthly, Weekly and Daily Updates
- The Largest Selection of Extended Mixes, Versions and Tools
- DVD, Data-disc or Direct To System Downloads
- 50,000 + Title Archive Library
- Hundreds of Record Labels Represented
- The Top Artists. The Top Releases... and More!
- Fully Licensed For Pro DJ/VJ's & All Public Performance Displays

SIGN UP TODAY AND USE PROMO CODE "DJNEWS" TO RECEIVE 10% OFF DOWNLOAD CREDITS

www.VJ-PRO.com

607.988.9866

NOTICE: VJ-Pro is an "industry only" resource for programming pros only. Public inquiries into our products and services are not accepted.

The Referral Coach

By Matt Anderson

Is your life a success now or are you too busy and too tired to notice?

When I heard this question in January, I didn't know the answer. My brain was too full with busy thoughts, my schedule was too packed with busy activities and my body was too sleep-deprived from jet lag and working all weekend.



It was quite a relief to think this through and say: 'Yes, lots of good things have been happening' – but it took significant time!

This crucial insight didn't come from reading one article between meetings or listening to 20 minutes of an audio programme in my car between destinations. It is something that slowly dawned on me because I took FIVE DAYS to sit through a success intelligence coaching course run by Robert Holden. In other words, it was because I was immersed in this topic that, during the third full day of thinking, reflecting and processing, it 'hit' me: I was too tired to enjoy my already rich and rewarding life.

I had a sense of these things but I was moving too fast. I was always thinking ahead to the next thing rather than taking pleasure in the present moment. Always thinking about the next business opportunity, the next meeting, the next thing I was looking forward to, and what time I might get home so I could

start planning ahead even more!

I think I've been wired that way for as long as I can remember. And it's madness. This way of thinking has caused me only partial enjoyment from much of my past because my mind has almost always been elsewhere.

Last year I recall setting a vague hope of a goal about 'feeling less harried and more calm.' After January it 'disappeared' off my list because I had no idea where to start and what to do with it and it was demoralizing to look at and feel a sense of failure!

When do you work in time to pause so you notice present moments more?

I have missed much of what's been good in each moment by constantly having one eye on what was next. And I know I'm not alone. I haven't read Eckhart Tolle's book *The Power of Now!* but this topic is something we will consistently hear more about as the pace of our culture gets ever busier.

A similar experience of taking a multi-day course three years ago helped me get a breakthrough insight into why I'd been single for most of my 20's and 30's. It was only after being 'confined' to a long weekend seminar that my brain was given the opportunity to think and process long enough that a light bulb went off. It also held me in an environment where I had no escape from sitting with my pain. I couldn't get busy and do something to avoid thinking about it – which is what I've generally done in the past.

Actually having myself feel this pain and not wanting to feel it any more is what pushed me to take new, positive action.

Do you schedule time to reflect?

I've started keeping a diary (journal) again to ask better questions such as:

What inspired me today?

What am I grateful for?

And completing sentences such as: If I were really honest with myself, ...

I re-explore my definition of success. It seems pretty silly that I was running around madly chasing 'success' without being clear on what that was for me. And, no, I'm not going to say I'm 'there' yet. But I do feel much more on track – I also hired a new coach and that has helped too.

I also believe that the happier I am

now and the more conscious I am that I am enjoying what I do for a living, the better it will be for business.

Ironically, enjoying the present is about being aware and about allowing solutions into your life ('when the student is ready...'). For me it will take time to rewire my brain with constant reminders so that increasingly I enjoy the richness of the present and avoid letting more of life pass me by.

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

Moody Continued From Page 10

to "rip-em limb from limb" or to "beat the snot out of them on the dance floor"! LOL

If you don't already have your "rock", I would encourage you to find that person. You will be amazed of how far your business and personal life can expand. Though Big Daddy is not my "boss", it makes such a difference having someone to "report" to, someone to help keep me on task, someone to challenge me and someone to help me set goals, while all at the same time being a true friend as well.

It all boils down to this...If I would not have stepped out of my comfort zone at the DJ Expo and asked this guy to sit down for breakfast, I can't even imagine how differently things would have turned out. Though he lives hundreds of miles away, Sean has become such a wonderful mentor, advisor, motivator and most importantly a member of our family. No one else has ever called and

left singing voice mails for my children. No one.

In closing...it's time to take the leap of faith and get out to an industry event this year! Use this unique experience to make amazing connections with whom-ever you have an opportunity to speak with. Your "rock" may be waiting for you. And.... for those of you who already have your "rock", it may be time to step up and be that kind of support to someone else who is up and coming.

Oops, I almost forgot....Love you back "Big Daddy"!

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

THE LAS VEGAS DJ SHOW.COM

BOOST YOUR SPIRITS, BOOST YOUR BUSINESS

- Seminars From Leading DJs & Presenters
- Top Name Gear Manufacturers
- Networking, Entertainment & Parties
- Historic Las Vegas Hilton Atmosphere
- Biggest Show Floor Ever

September 10–12, 2012
Las Vegas Hilton

Seminar Passes Starting At:

\$49

Open To ALL DJs!
(You Don't Have To Be
An ADJA Member To Attend!)

Show Passes Are 100% FREE To Anyone!

Preferred room rates for attendees and exhibitors: When making reservations, please ask for **Global Entertainers Guild** or Block Code: **GEG2012**
\$99 per night (single occupancy); **\$109 per night** (double occupancy).

**Reserve Your Show Pass
& Room Today!**

Sign Up At:
www.LasVegasDJShow.com



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

Steel, Glass, Transparencies OH MY

By Jeremy Brech

The debate has been going on for years about what are the best gobos. I am here to help lay some of these questions to rest.

There are great things about each style of gobo but they all have their flaws as well. The three main gobo options are steel, glass, and now transparencies. This article will give you insight on the three options and help you



figure out which is the best solution for you. I will also give you some great manufactures that create gobos and

what their price points are along with the service you can expect.

Steel – Steel Gobos are probably the most common that you will see. There are some great features and cost effectiveness to using a steel gobo. First a steel gobo is going to hold up really well in all conditions. What I mean is when you are using a high heat output light such as a Source Four, steel is going to be the most durable. Along with the durability you don't have to worry about transporting it like you would with a glass gobo or transparency. Steel also allows you use certain gobo rotators such as the Apollo Smart Move Gobo Rotator to create a rotating effect.

With some thicker materials such

as glass this can be difficult. Steel is cost efficient and can help your bottom line when selling them to your clients. The biggest downside to using steel is



the “bridging” that has to be present in the pattern. As seen in the picture from Apollo Design Technology, the A, P, and the O would not be possible without “bridging” since the line cutting into the text or pattern is what is holding in the center part of the lettering. Some people don't care about the “bridging” and some font styles look fine with it. Steel gobos do eventually wear down if you have high detailed cuts in the gobo. It will weaken the gobo but for a one time use monogram, this shouldn't be a problem. To get some good cuts in steel I would recommend finding a dealer that uses Apollo Design or Rosco International.

Glass – If you ask me, glass is the way to go. The details and perfection that glass can give you is amazing. With glass gobos you don't have to worry

about “bridging” and the glass can give you a much higher level of detail compared to steel. You have to remember you are projecting an image the size of a racquet ball to make a six to ten foot image. You will see every little detail and then some. I would recommend using glass for higher end clients who aren't afraid to spend the extra money on details. The versatility with glass is you can do grayscale images, and also precise colors or full color within the image.



Glass is great but of course there are always things that aren't so great. First, glass is very fragile and can crack from heat, when putting the gobo into the light and even transporting the gobo. The costs are going to be a little higher as well but I truly feel is worth the upgrade. If you are working with a corporate company which you will be doing repeat business with, I would recommend going glass! Sometimes the production can take a little longer on glass gobos as well so if you are in a hurry;

it might not be your best solution. I have had recent luck with glass gobos through thegobo.com. Keep in mind that this is a Canada based company and delays may occur due to shipping.

Transparencies – Wow talk about cost efficient! You can print 16 gobos on one sheet of transparency and it might only cost you \$1.25. Remember, you get what you pay for. Yes it is cost efficient and quick but it will also reflect in your total outcome. I wrote in past articles on the poor quality of a transparency and I think the brighter the LED bulbs get with the fixtures the worse transparencies will get. The details in the gobo will be lost and what is supposed to be blacked out will turn out to be a bluish gray color. Plus transparencies are only good with certain LED fixtures and will melt in any fixtures that give off heat. Make sure you have a good quality transparency. Most people think that LEDs don't give off any heat. An LED bulb gives off just enough heat to turn your perfectly clear transparency into a frosted white filter. Which means it will diffuse the image and make it cloudy and harder to see.

All in all if you are looking for a quality image then use glass on your projection. Steel gives you the cost efficient option and transparency gobos are just a cheap way out. Next issue we will talk about patterns and textures and how these can have a bigger impact at your event and your bottom line. Please contact me with any questions regarding other great

Jeremy can be reached at: jeremybrech@discjockeynews.com.

TURN LIFE'S QUESTIONS INTO CASH!

Use Your DigiGames System For:
 Bar/Pub Trivia
 School/Class Reunions
 Fundraisers
 Corporate Events
 Wedding Rehearsal Dinners
ANYWHERE THERE IS A PARTY!

With DigiGames YOU CAN:
 Stand Out Over Your Competition
 Book More Shows
 Have Fun Hosting Trivia Parties
 Increase Revenue

www.DigiGames.com Toll-Free 1-888-874-8427

It's All In The Message - Blogging With Authority

By Mike Kazis

In this new era of social networking and blogging, there are a lot of new authorities in various industries. According to the US Department of Labor, there were approximately 151,000 writers and authors in the United States and they estimate that this number will increase by almost 15 percent in 2018.

Paid bloggers that make up part of this category are greatly contributing to the growth in the media industry amongst traditional newspaper and magazine columnists and staking their claim to fame and expertise. Although this number only includes those who are paid to write blogs, there are countless others that blog for many other reasons.

One reason to publish a blog is to show you are an expert in your particular industry. Showing yourself as an expert is a popular marketing strategy advised by many public relations and marketing experts. According to marketing expert Laura Lake of About.com, "Personal branding can single an individual out as an expert in their field." People following the advice of Lake and other experts has been contributing to the blogging craze.

Another factor that drives bloggers is search engine optimization. Massive

search engines such as Google and Bing create algorithms that search web sites for content. Sites that are visited more often are ranked higher on the search engines. Having a blog with interesting topics will therefore generate more traffic to your site and gradually move your site higher in the search order. Also keep in mind that Google recently announced that they've further modified the algorithm to account for how long visitors stay on a particular site. They figure that if you're staying on there for a while, the content must be interesting.

If I've convinced you that your website needs a blog to gain more visitors then you'll want to make sure that the content you add is interesting enough to draw readers. If you do much web browsing now you've probably noticed that much of what's on the internet today consists of "How-To" information by self-proclaimed experts in their industries. Many are recognized and many are just starting to become recognized for their contributions.

For those that wish to be recognized as authorities in their fields and share their information, their ideas, their experiences, or their secrets, here are a few things to consider in your methods of communication:

Have a Role Model

Do you know someone in your industry or someone in another industry whose opinions or advice is valued greatly? Carley Roney, the editor-in-chief of The Knot, for instance is well sought after by brides-to-be for her advice on planning weddings. Information on The Knot is so sought after, that according to reports on MSN Business News, The Knot had

reached their 20 millionth registered bride to their web site. Gary Vaynerchuk of the Wine Library in New Jersey, famous for his online wine advice has made several appearances on many popular television talk shows including late night with Conan O'Brien. Let's not forget Suze Orman who, for years, has been giving financial advice for those that wish to live financially happy. In addition to having a popular web site, Orman has had her own television show for many years on the CNBC Network, has made millions of dollars from her bestselling books, and generates sellout crowds when she makes live appearances.

Has someone ever given you advice by telling you to find a successful person and then do what they have done? Well, that statement applies here too. The people that you choose will be your role models. They have figured out how to be successful in doing what they love to do and they have now laid out the ground work for you to follow. Once you select your role model, I want you to notice how he or she writes or speaks to their audience. You'll notice that it's often direct and authoritative. They absolutely want you to do what they're telling you to do. This is the way I want you to learn how to write whether or not it's the way that you're used to or the way that you prefer. Writing more directly will display the confidence you have in your content.

Know your audience:

Have you properly assessed who your audience will be? Knowing who your audience is will greatly shape the content of your message. For instance, it will help you decide upon what stories to tell to keep readers interested in what you're

writing. If you're appealing to a younger audience then think about the types of stories that might interest them and what they'd be able to relate to. Also consider whether or not your audience is made up of professionals in your industry that will understand any "buzzwords" that you choose to use.

Knowing your audience will also help you financially if you're interested in drawing sponsors to your blog or web site. Companies may find it beneficial to post a banner ad on your blog because of the type of readers you draw. You'll likely draw advertisers if you have a clear analysis of the demographics of your readers.

Choose Your Words Carefully

Choosing the right words has a lot to do with how confident you feel about that information. When you're writing or speaking with authority, there are two factors to consider - the way you form a sentence and the words you use in that sentence. When forming a sentence, choose a more direct stance as opposed to a passive stance. There are many times when I write a first draft of an article or blog and I find many sentences in the passive stance. Upon rewriting, I go back and rewrite them so that they demonstrate more confidence.

Be Truthful and Ethical

Understand that you will quickly lose credibility if you present false information.... CONTINUED ONLINE

Read Mike's full article at: <http://www.discjockeynews.com/its-all-in-the-message-blogging-with-authority-by-mike-kazis>

Mike can be reached at mikekazis@discjockeynews.com.



Gear Giveaway!

Subscribe to the NLFX Professional Email Hotline for your chance to win a system worth thousands!



Ev Hercules ROCK N ROLLER ULTIMATE OMniSISTEM

Contest winner will be announced November 1st, 2012 via the NLFX Hotline email so make sure you're on the list!

You can't win if you don't play... sign up today!

win.nlfxpro.com



Invest and protect with OmniSistem!



OmniSistem introduces their new ThinPar Plus, a 12x10W quad RGBA/RGBW low profile par, perfect for uplighting your events. To help protect your investment they have designed a flite ready rolling case that holds 12 pars each in their own compartment. Get it all from NLFX Professional at a great price! Ready to ship now! Make set up and tear down a breeze by just rolling in and rolling out with this great package deal!

\$2299.00



**Case and lights also available separately.



OMniSISTEM

NLfx
PROFESSIONAL

www.NLfxpro.com • 888.660.6696
sales@nlfxpro.com

Knowing Something About Your Customers Is Just As Important

By Harvey Mackay

On a national sports radio program recently, the two talk show hosts were discussing star quarterback Peyton Manning and the enormous impact he is having in his new football home, Denver. They mentioned that Manning had already learned the entire playbook, but even more interesting was the fact that he learned the names of the entire press group and knows as much as he could about them and their families. One show host opined how "brilliant" that was of Manning, and what is most impressive is that he took the time to read and find out as much information as he could.

Perhaps he does this because he knows the value of scouting reports, which colleges and major sports leagues use to assess their competition and draft choices.

I don't know if Peyton Manning is familiar with the Mackay 66-Question Customer Profile, which I wrote about in my book, "Swim With The Sharks Without Being Eaten Alive."

However, Manning certainly knows the power that it yields when used properly to build relationships.

I have been preaching about the power of the Mackay 66 for my entire career. It's a tool to help you humanize your selling strategy. To be successful in life - and especially in sales - you must have a deep-down burning desire to help people. Studies show that you can't talk business all the time. Your customers are people first!

I developed this 66-question customer profile when I was 21 years old. (The Mackay 66 is available for free on my website - www.harveymackay.com.) At MackayMitchell Envelope Company we require all of our sales people to fill it out about each of their customers.

You wouldn't believe how much we know about our customers. The IRS wouldn't believe how much we know about our customers.

And I'm not talking about their taste in envelopes either. We want to know, based on routine conversation and observation, what our customers are like as human beings. What they feel strongly about? What they are most proud of having achieved? Any status symbols in their office? In other words, we want to know the person behind the desk.

And remember ... this is not just for our customers. It's also for our suppliers. We want the best paper suppliers in the country. We want the best ink suppliers.

Use the Mackay 66 for employees and competitors - anyone whom you can benefit from knowing more about. Each time you encounter those persons, you learn a little bit more about them and keep building your list. You will probably never fill out all 66 items, but 30 are better than 20, and 15 are better than 10, things like education (high school and college), family (married, kids and names), anniversary, hobbies and interests, favorite sports teams, vacation habits, previous employment, professional and trade associations, clubs, and so on.

Question number 66 - Does your competitor have more and better answers to the above questions than you have?

The Mackay 66 is a concept, philosophy and tool. You still must perform. But perform and build a good relationship and you not only get the order, you get all the reorders.

You simply cannot know enough about your customers, employees, suppliers and competitors.

Here's a story that dates back about one hundred years that illustrates the importance of noticing the little things and knowing your audience.

Sir Arthur Conan Doyle, the creator of Sherlock Holmes, was quite impressed with the observational powers of a cab driver who picked him up at the train station after a vacation in the south of France. As he stepped into the cab and put his suitcase on the seat next to him, the driver surprised him by asking him, "Where would you like to go, Mr. Doyle?"

Doyle was surprised that he knew his name, and asked whether they had ever met before. The driver said no, which prompted Doyle to ask how he knew who he was.

The driver replied, "This morning's paper had a story about you being on vacation in Marseilles. This is the taxi stand where people who return from Marseilles always come to.

Your skin color tells me that you have been on vacation. The ink spot on your right index finger suggests to me that you are a writer. Your clothing is very English, and not French. Adding up all those pieces of information, I deduce that you are Sir Arthur Conan Doyle."

"That, and your name is on your suitcase."

Mackay's Moral: People don't care how much you know about them ... once they realize how much you care about them.

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."



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: ____ July 2012 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



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 Kids Are All Right: Changes

By Rob Peters

Well, the tide is changing...summer is just about here!

With the upcoming summer, most DJs and kids entertainers are finding themselves with increased bookings for "field days" and end of the year events for schools. June can be one of the busiest months in the kids and school markets.

Last month, we talked about "kid proofing" your DJ system. Based on recent events that have taken

place in the Northeast over the past few months, this month's article is going to deal with safety of a different nature. This month, we are going to talk about a trend that appears to be changing the industry and discuss things you should be prepared for.

In April of 2012 (not too long ago), a Connecticut DJ company was investigated for allegations of illegal activity involving children. Because of the accusations and charges, has basically stopped performing at proms and school events throughout New England. I first learned about this news from a school that contacted my company at the last minute looking for a DJ for their prom. Since then, I am noticing that there are changes coming in my area, some of which involve some national companies that I do business

with. Take notes on these changes because I truly think they will be impacting our industry as a whole over the next weeks and months.

The first change is an increased request for background checks from my clients for my performers. As a company that performs events for children, we perform annual background checks for all of our employees and contractors and keep their information on file for our purposes. This should be something that ALL DJs and entertainment companies should be doing, especially if they perform for children's events. You generally can get background checks done online; however, I HIGHLY recommend that you consult with an attorney to develop a policy with your DJs and employees about background checks and confidentiality about such information.

Most of my clients and schools use a database for the background checks that they need that is different than the service I use for my company. To keep things consistent, I have authorization forms on file for every employee and contractor, so when my clients ask for it, their release form is readily available. I think that over the next year, our industry will begin to see an increase in the amount of background checks that are needed to perform school events. When events like what happened last month in Connecticut occur, it becomes an eye opening experience for our customers, and a wakeup call for our industry.

Because of increased requests for background checks seem evident, we

should prepare for increased paperwork needing to be filled out. As I said before, most of my schools and clients who utilize our kid's entertainment services usually use the same system, which means the same form can be submitted to most of these schools. However, there probably will be some instances where a client may be using a private service to run their background checks, and may need their own form completed. So be ready for MORE paperwork!

Another change that seems to be trending are requests for liability insurance. Whether or not this has anything to do with the incidents in Connecticut in April is unknown, but I have seen a trend, especially when it comes to kid's entertainment. In some cases, you are performing in the homes of your clients, so having a liability insurance policy is something that should be on your "MUST HAVE" list.

There's one more thing that is important when it comes to this subject... how you are perceived in the eyes of your clients and their parents can help create or avoid any potential misunderstandings when it comes to this area of your performance. Believe it or not, your actions and reactions around children can have an impact on how you are perceived. A hug from a young child who enjoyed your performance may seem innocent at that moment because they want to show some appreciation toward you. However, some adults are going to perceive that action differently, and how you handle it could be impactful to the child. Being "accessible but appropriate" can be a

positive way to ensure that your actions are perceived properly. Instead of a hug, I always insist that a high five or a "fist bump" from a child is appropriate when they want to express their appreciation, and I allow all of the kids at a performance the opportunity to give me a "high five" at the end of the show. Once the children understand that I like "high fives", they generally all will give me a "high five", thereby allowing some positive appreciation in a manner that is appropriate.

Child safety is one of the most important things when it comes to our clients, and it is unfortunate that there are inconsistencies in the system. However, being prepared and "accessible but appropriate" are two steps to making sure that your services as a kid's entertainer become popular among your clients!

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

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

iDJPool

MP3 MUSIC AUDIO & MP4 MUSIC VIDEO
Servicing DJ Promos Since 1985

NEW!! - We Now Service MP4 Music Videos
Urban - Dance - Rock - Pop - Country - Latin

PACKAGE PLANS:

DANCE PACKAGE

Includes: All Mixes - Club Mix, Radio Mix, Dub Mix, Instrumental Mix

URBAN PACKAGE

Includes: Radio Edit, Dirty, Instrumental, Acappella & DJ Intro

VIP PACKAGE

Includes: Everything (DANCE, URBAN, ROCK, POP & COUNTRY)



Servicing DJs Since 1985

MP3 Music Audio

MP4 Music Video

For DJs Only

High Quality MP3 & MP4

Download Music Legally

We Service All Genre / Formats:
URBAN - DANCE - ROCK
POP - COUNTRY - LATIN

New Releases Added Daily

Unlimited Downloads

No Membership Startup Fees

No Contracts

1-800-508-6630 (Toll Free)

email: info@idjpool.com

Website: www.idjpool.com

Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Gotye	Somebody That I Used To Know	1	Kip Moore	Somethin' 'Bout A Truck	1	Adele	Set Fire To The Rain
2	Fun.	We Are Young	2	Jason Aldean	Fly Over States	2	Kelly Clarkson	Stronger (What Doesn't Kill You)
3	Flo Rida	Wild Ones	3	Zac Brown Band	No Hurry	3	Colbie Caillat	Brighter Than The Sun
4	Nicki Minaj	Starships	4	Carrie Underwood	Good Girl	4	Lady Antebellum	Just A Kiss
5	One Direction	What Makes You Beautiful	5	Eric Church	Springsteen	5	Onerepublic	Good Life
6	Wanted	Glad You Came	6	Luke Bryan	Drunk On You	6	Adele	Someone Like You
7	Carly Rae Jepsen	Call Me Maybe	7	Tim McGraw	Better Than I Used To Be	7	Katy Perry	The One That Got Away
8	Maroon 5	Payphone	8	Miranda Lambert	Over You	8	Kelly Clarkson	Mr. Know It All
9	Adele	Rumour Has It	9	Brantley Gilbert	You Don't Know Her Like I Do	9	Maroon 5 & C.Aguilera	Moves Like Jagger
10	Katy Perry	Part Of Me	10	Eli Young Band	Even If It Breaks Your Heart	10	Train	Drive By
11	Justin Bieber	Boyfriend	11	Toby Keith	Beers Ago	11	Adele	Rumour Has It
12	Kelly Clarkson	Stronger (What Doesn't Kill You)	12	Chris Cagle	Got My Country On	12	Lionel Richie	Endless Love
13	Karmin	Broken Hearted	13	Craig Morgan	This Ole Boy	13	Christina Perri	A Thousand Years
14	Train	Drive By	14	Josh Turner	Time Is Love	14	Jessie J	Domino
15	Usher	Scream	15	Band Perry	Postcard From Paris	15	David Guetta	Without You
16	Calvin Harris	Feel So Close	16	Gloriana	(Kissed You) Good Night	16	Rihanna	We Found Love
17	Rihanna	Where Have You Been	17	Dierks Bentley	5-1-5-0	17	Fun.	We Are Young
18	Pitbull	Back In Time	18	K.Chesney & T.McGraw	Feel Like A Rock Star	18	Gotye	Somebody That I Used To Know
19	Ellie Goulding	Lights	19	Jana Kramer	Why Ya Wanna	19	Katy Perry	Part Of Me
20	Drake	Take Care	20	Love And Theft	Angel Eyes	20	Hot Chelle Rae	Tonight Tonight
21	Jennifer Lopez	Dance Again	21	Keith Urban	For You	21	Whitney Wolanin	Honesty
22	Demi Lovato	Give Your Heart A Break	22	Dustin Lynch	Cowboys And Angels	22	Wanted	Glad You Came
23	David Guetta	Titanium	23	Farm	Home Sweet Home	23	Jason Mraz	I Won't Give Up
24	Havana Brown	We Run The Night	24	Thompson Square	Glass	24	Maroon 5	Payphone
25	Gym Class Heroes	The Fighter	25	Thomas Rhett	Something To Do With My Hands	25	Daryl Hall	Eyes For You
26	Chris Rene	Young Homie	26	Andy Gibson	Wanna Make You Love Me	26	Taylor Swift	Eyes Open
27	Rita Ora	How We Do (Party)	27	Alan Jackson	So You Don't Have To Love É	27	John Mayer	Shadow Days
28	Taylor Swift	Eyes Open	28	Easton Corbin	Lovin' You Is Fun	28	Cobra Starship	You Make Me Feel É
29	B.o.B.	So Good	29	Kenny Chesney	Come Over	29	Wilson Phillips	Good Vibrations
30	Neon Hitch	Love U Betta	30	Kelly Clarkson	Mr. Know It All	30	Norah Jones	Happy Pills
Urban			Rock			Alternative		
1	Rihanna	Birthday Cake	1	Soundgarden	Live To Rise	1	Gotye	Somebody That I Used To Know
2	Ca\$h Out	Cashin' Out	2	Chevelle	Hats Off To The Bull	2	Black Keys	Gold On The Ceiling
3	Usher	Climax	3	Linkin Park	Burn It Down	3	Grouplove	Tongue Tied
4	Young Jeezy	Leave You Alone	4	Halestorm	Love Bites (So Do I)	4	Fun.	We Are Young
5	LoveRance	Up!	5	Theory Of A Deadman	Hurricane	5	Linkin Park	Burn It Down
6	Kirko Bangz	Drank In My Cup	6	Slash	You're A Lie	6	Of Monsters And Men	Little Talks
7	J. Cole	Nobody's Perfect	7	Shinedown	Bully	7	M83	Midnight City
8	Trey Songz	Heart Attack	8	Pop Evil	Boss's Daughter	8	Neon Trees	Everybody Talks
9	Fat Joe	Another Round	9	Godsmack	Rocky Mountain Way	9	Silversun Pickups	Bloody Mary
10	Future	Same Damn Time	10	Nickelback	This Means War	10	Imagine Dragons	It's Time
11	DJ Khaled	Take It To The Head	11	Volbeat	Still Counting	11	Offspring	Days Go By
12	Big Sean, Kanye West É	Mercy	12	Offspring	Days Go By	12	Red Hot Chili Peppers	Look Around
13	Elle Varner	Refill	13	Seether	No Resolution	13	Soundgarden	Live To Rise
14	Travis Porter	Ayy Ladies	14	Black Keys	Gold On The Ceiling	14	Dirty Heads	Spread Too Thin
15	Nicki Minaj	Beez In The Trap	15	Adelitas Way	Criticize	15	Jack White	Sixteen Saltines
16	Tyga	Faded	16	Foo Fighters	Bridge Burning	16	Shins	Simple Song
17	Nicki Minaj	Right By My Side	17	Red Hot Chili Peppers	Look Around	17	Walk The Moon	Anna Sun
18	Drake	Crew Love	18	Art Of Dying	Sorry	18	Garbage	Blood For Poppies
19	Chris Brown	Sweet Love	19	Deuce	America	19	Switchfoot	Afterlife
20	Usher	Lemme See	20	P.O.D.	Lost In Forever	20	Florence + The Machine	No Light, No Light
21	Waka Flocka Flame	I Don't Really Care	21	Shinedown	Unity	21	Metric	Youth Without Youth
22	Wale	Bag Of Money	22	Five Finger Death Punch	Coming Down	22	Chevelle	Hats Off To The Bull
23	Beyonce	Love On Top	23	Pantera	Piss	23	Fun.	Some Nights
24	T.I.	Love This Life	24	Charm City Devils	Man Of Constant Sorrow	24	Civil Twilight	Fire Escape
25	Mary J. Blige	Why	25	Marilyn Manson	No Reflection	25	Alabama Shakes	Hold On
26	Drake	HYFR	26	Aranda	Satisfied	26	Eve 6	Victoria
27	Trey Songz	Sex Ain't Better Than Love	27	Staind	Now	27	Shinedown	Bully
28	Frank Ocean	Thinking About You	28	Dead Sara	Weatherman	28	Foo Fighters	Bridge Burning
29	Kendrick Lamar	The Recipe	29	Rush	Headlong Flight	29	Twin Atlantic	Free
30	Wale	Sabotage	30	Otherwise	Soldiers	30	Lumineers	Ho Hey

A Different Spin by Jason Nocera

www.nichecartoons.com





THE DJ EXPO IS IN ITS 22ND YEAR

08.13
MON

08.14
TUE

08.15
WED

08.16
THU

2012

TRUMP TAJ MAHAL
Atlantic City, NJ



REGISTER TODAY @ thedjexpo.com

ADVERTISE | MARKET | EXHIBIT • marketing@thedjexpo.com | 1.516.767.2500 Ext.507

Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM					
1	Nicki Minaj	Starships		201209	125	Drake	Headlines	201132	76	
2	The Wanted	Glad You Came		201134	128	Jason Derulo	It Girl	201133	92	
3	Gym Class Heroes	Self Back Home		201203	130	LMFAO	Sexy and I know it	201133	130	
4	Justin Bieber	Boyfriend		201214	97	Lady Gaga	Marry the Night	201145	131	
5	Drake /Rihanna	Take Care		201150	122	Nicki Minaj-Rihanna	Fly	201132	120	
6	Kelly Clarkson	Stronger		201201	116	Maroon 5/Aguilera	Moves Like Jagger	201132	128	
7	Katy Perry	Part of Me		201210	130	Britney Spears	I Wanna Go	201124	131	
8	David Guetta	Turn Me on	Nicki Minaj			Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128
9	J. Jessie	Domino		201135	127	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131
10	One Direction	What Makes You Beautiful		201213	129	Cobra Starship	You Make Me Feel		201120	132
11	Rihanna	You Da One		201147	127	Alexandra Stan	Mr. Saxobeat		201119	127
12	Chris Brown	Turn Up The Music		201206	130	New Boyz	Better with the Lights on		201120	112
13	B.O.B	So Good		201209	86	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90
14	Calvin Harris	Feel So Close		201131	64	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71
15	Pitbull	Back In Time		201214	127	Nicki Minaj	Super Bass		201115	127
16	Flo Rida	Good Feelin		201137	128	Karmin	Crash Your Party		201144	96
17	Goyte	Somebody that I used to Know		201205	129	Sean Paul	Got 2 Luv		201129	92
18	Pitbull	International Love	Chris Brown	201140	120	David Guetta	Where them Girls at	FloRida-Nicki Minaj	201119	130
19	Rihanna	We Found Love		201140	128	T-Pain	Best Love Song	Chris Brown	201108	81
20	Chris Rene	Young Homie		201209	80	Lady Gaga	The Edge of Glory		201120	128
21	LMFAO	Sorry for Party Rockin		201201	134	Chris Brown	She Ain't You		201114	91
22	Jennifer Lopez	Dance Again		201215	128	Bruno Mars	Lazy Song		201108	87
23	Maroon 5	Payphone	Wiz Kjalifa	201217	111	Beyonce	Best Thing I Never Had		201124	100
24	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101	Lupe Fiasco	The Show Goes on		201045	72
25	Karmin	Broken Hearted		201207	120	Black Eyed Peas	Just Can't Get Enough		201106	94
26	Rihanna	Where have you been?		201216	128	Jennifer Lopez	I'm Into You	Lil Wayne	201115	84
27	Carly Jepsen	Call Me Maybe		201210	120	Wiz Khalifa	Roll Up		201106	94
28	Young Jeezy	Leave you alone	w/Neyo	201208	95	Adele	Rolling in the Deep		201048	105
29	David Guetta	Titanium				Britney Spears	Til The World Ends		201111	133
30	Calvin Harris	Lets Go	w/Neyo			Katy Perry	ET			105
Recurrents- (Still popular)						Tinie Tempah	Written in the Stars	Eric Turner	201104	93
	Bruno Mars	It Will Rain		201140	75	Hold it against Me	Britney Spears		201103	134
	David Guetta	Without You	Usher	201136	128	Lady Gaga	Born This Way		201102	120
	J Cole	Workout		201126	93	Usher	More		201047	125
	Selena Gomez	Love you Like a Love Song		201131	119	Enrique Iglesias	Tonight	Ludacris	201047	126
	Dev	Naked	Enrique Iglesias	201201	125	Ke\$ha	Blow		201102	120
	Outasight	Tonight is the Night		201142	120	Pitbull	Rain on Me	Marc Anthony	201125	128
	Foster the People	Don't Stop		201146	133	Far East Movement	Rocketeer	Ryan Tedder	201047	96
	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91	Chris Brown	Yeah 3X		201044	129
						Katy Perry	Firework		201041	124
						Chris Brown	Deuces		201031	74

Behind The Mic: Social Media

By Dave Winsor

Social media is steadily increasing its grip on the way we communicate. I remember when it first became cool to shop online and the bank online. I was really hesitant to try it. I mean, I didn't get a credit card receipt so how the heck would I know if I ACTUALLY bought something. Now, it's the way we do business and I believe that we will continue along these lines for many years to come, unless the grid collapses or becomes so corrupt that we lose trust. Today, you have to be for brides to find you. So, do you have a meaningful presence on the internet?

Foursquare, Google Places, Google +, Twitter and FB (fan and personal pages) are just a few of the places you need to be and with your FB fan page you may be missing out on opportunities.

Do you have a landing or "like" page? It's a way to require someone to actually have a meaningful contact with you, even though you aren't there. Once a prospective bride lands on your FB FP so they can learn more about you, don't just let them have complete access, give them something in return for their "liking" your page. I offer a free document to them about planning. I give it to them if they give me a name and email address. That simple exchange begins a long term relationship where I "drip" free information on them for a month.

It's an essential interaction in today's social environment. It offers you a way to become the expert in your area and that's priceless.

So, how did I create a FB fan page? I didn't. Mike Stedman did it for me. It's what he does and he's really good at it.

It's Mike's business, "Custom Fan Pages for Wedding Vendors" on FB and it's totally worth the cost to get this for your business. My fan page is MaineWeddingDJ on FB. Go poke around and see how it works for you. The graphics are bright and bold and inviting. I really like the way he thinks about how to create something unique and eye catching. So, what does your FB page say about you?

You could set up something like "Click Like for my FREE planning guide" and once they click like and supply a name and email address, you've created a contact that your competition can't match. You've taken the first step in showing that you care BEYOND the cash you may get from them. You care about them on a personal basis.

So, how tough is it to do? Call or email Mike and get the conversation started. How about this? Hook up with another local vendor and offer the visiting bride a discount from the other vendor. Have the other vendor feature something you can offer.....that's works for me.

One of the reasons people use Facebook is for interactions. Use your fan-page NOT just to post your stuff, but talk to your fans. Encourage interaction in many ways, such as:

- Hold small contests.
- ASK for comments
- Contact people directly and ask for input and responses. It's also probably a good idea to give them some special deal, discount or bonus for doing so.
- Offer things that get people think-

ing.

Though it may not seem like it, but people respect quality information. So, after a little while you'll see people joining your fan page because they find it useful and great.

Starbucks, Red Bull, Coca-Cola and others use FB FPs to their advantage by allowing users to "like" their way into the inner workings of each page. You give something of value in return and allow access to even more, useful pertinent information.

How about it? Big enough for them, should be big enough for you, no?

Can you build one yourself? Perhaps, but the learning curve is pretty steep. If you know HTML you most likely can

make it work, but if you're not good at that, or graphic arts, better to let someone else do it for you. I mean, this is your business were talking about. I guess it's kinda like your white shirt you wear to the reception. You can either press it yourself OR pay to have it dry cleaned and starched. They both look like white shirts, but one of these choices looks WAY better. I know I've tried both.

Call Mike Stedman at 407-434-1797 for your fan page. <https://www.facebook.com/Fan.Pages.for.Wedding.Vendors> He's a really nice guy too!

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

Before You Rock The House, Let Us Rock Your World.

I DJ NOW Delivers Everything You Need To Work The Crowd.

Wireless Mic System

- Includes 2 wireless handheld mics.
- UHF 100 selectable channels for crisp, high-quality sound.



List Price: \$319.99
\$197

LED Wash Light Sys.

- Sound active patterns.
- Bonus carry bag & extra stand.
- Foot pedal control



List Price: \$459.99
\$329.99

Self-Amplified Speaker

- 400W / 800W Peak.
- Great for PA & DJ applications.
- Made in Italy.
- Lightweight and powerful.



List Price: \$1009.99
\$747

Fast Free Shipping • Order Now

Queens, NY (718) 762-0100
181-24 Horace Harding Expy. (L.I.E. Exit 25)
Fresh Meadows, NY 11365

Long Island, NY (631) 321-1700
1015 Sunrise Highway
West Babylon, NY 11704

**idjnow.com** 1-800-355-7746 Se Habla Espanol

**idjnow**
PRO AUDIO | LIGHTING | VIDEO

pure LIGHTING EXCITEMENT



Trusted lighting products designed to entertain
the crowd & help you build your business.

Quality, Affordable & Reliable Products
From A Company You Can Trust!



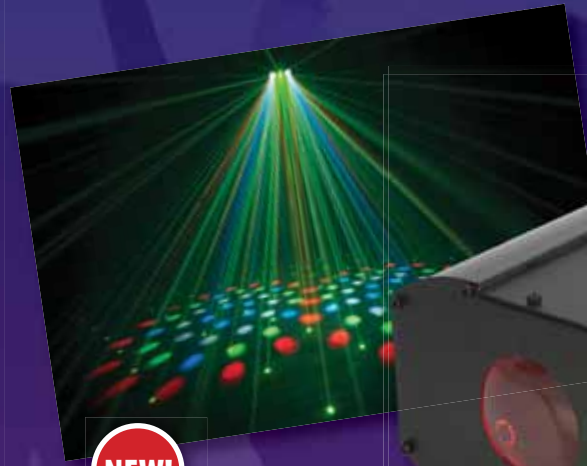
NEW!

FLAT PAR QA5

LED Par with 5x 5-Watt
QUAD LEDs (4-in-1 RGBA-
Red, Green, Blue & Amber)
(Check Out Our 3 Other Quad LED Flat Par
Models At: www.americandj.com)

\$249.99*

250 ADJ ADVANTAGE POINTS
go to www.americandj.com for details



NEW!

GALAXIAN GEM LED

\$249.99*

250 ADJ ADVANTAGE POINTS
go to www.americandj.com for details

2-FX-IN-1: DMX LED
Moonflower + "Galaxian"
Style Laser



JELLY PAR PROFILE SYSTEM

Unique LED Par Lighting
System With "Jelly" Trans-
parent Glowing Cases
\$399.99*

NEW!



400 ADJ ADVANTAGE POINTS
go to www.americandj.com for details



Your Connection To Everything ADJ. Sign-up For Free At:
www.adjnewswave.com

Your Official Source For: Monthly ADJ NewsWave Newsletter //
New Product Announcements // ADJ Contests //
Special Announcements

Follow Us On:



facebook.com/americandj
twitter.com/americandj
youtube.com/adjlighting

200 ADJ ADVANTAGE POINTS
go to www.americandj.com for details

WIFLEX DMX SYSTEM

Affordable Wireless DMX Transmitter /
Receiver System

\$199.99*

NEW!



ADJ U
LEVEL 2 COURSES
NOW AVAILABLE!

Enroll in ADJ University today!
After your finish this free educational video course
we'll send you an alumni t-shirt & certificate!
Go to www.adjuniversity.com



www.americandj.com

Check out video footage of the effects in action, Get Product Details & User Manuals,
Join the ADJ Forums & ADJ Advantage Program & Stay up-to-date with ADJ by signing
up for the monthly E-News!

Contact us today for an authorized American DJ Dealer in your area or a free
catalog: [800.322.6337](tel:800.322.6337) / info@americandj.com

©2012 American DJ® • Los Angeles, CA 90040 USA www.americandj.com • Kerkraade, Netherlands www.americandj.eu
*Price & Specifications subject to change without notice. Dealer price may vary. Pricing in U.S. Dollars.
Distributed in Canada by Sounds Distribution • Toll Free: 800-26-SOUND • Local: 905-428-9062 • www.soundsdist.com

Lighting the Future™

American DJ

No More Waiting...



Promo Only OnLine

Premium digital delivery service.

MP3. M4A. MPEG4.

Top 40. Urban. Rock. Country. Dance. Club. Latin. Intro Edits. More.

407-331-3600

www.promoonly.com/pool



**PROMO
ONLY®**