Disc Jockey News

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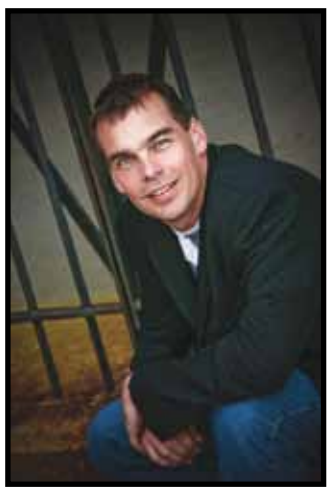
Q Corner: Where Quality Meets Quantity

By Mike Walter

June is here and you should be busy. I know there are a lot of regional trends in this industry based on weather in your locale but I think one of the few universal truths for almost every DJ is that June will be a busy month. I mean, heck, it's probably even finally stopped snowing in Colorado.



So you're slammed and barely even have time to read this great publication right? Now I'm going to make things worse for you. I'm going to give you an assignment. Actually a few assignments that hopefully will help you grow your business down the road. Overall these assignments can all be summed up in two words: planting seeds. I was never a farmer (I grew up in New York City so the extent of my "agricultural experience" was my Mom's tomato plants in our backyard). So I can't tell you what the optimal time to plant your corn seeds or your cucumber seeds. But I can tell you the best time to plant your business seeds and it's now - when you are busy every weekend.

Here are a few that I'm talking about:

Personal Referrals: There is no greater sales call to take then the one that begins: "I saw you at an event and thought you were awesome…" And so now, when you are out working every weekend, it's the time to ensure you receive a boat load of these calls in the near future. How can you do that? Well besides the obvious answer (Be Awesome) there are other things you can do to help your own cause. Having business cards on you at all times helps. You never know when someone is going to compliment you during the event. It could be while you are on the way to the bathroom or sitting with the other vendors having dinner. Or while you are loading out. Instead of just saying "thanks" saying "thanks, here's a business card" can

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Talkin' Bride: Really???

By Tamara Sims

How can someone not like me?

We have all had this realization from time to time, right? We meet with a client and right off the bat it just doesn't click. It is easy to let our ego get in the way when we don't seem to connect with a potential client. Luckily this doesn't happen often, but when it does, it can really throw off your game.

I know this is hard to believe (since I am so likeable), but I recently had this happen to me! The bride and I were like oil and water. From the moment I received the first e-mail stating that the groom didn't need to be at the sales meeting, I knew I was headed for trouble. I did request that the groom attend and the bride was very resistant to this (another red flag in my book), but he did end up joining her at our meeting. Sadly she bossed him around, told me how to do my job and continually contradicted herself to the point where the groom spoke up and said to her, "I am very confused with what you are saying." Ouch. The cherry on top was at one point during the meeting she told me that she interned for a successful entertainment company in Chicago, and yet she argued with me that the videographer was providing ceremony microphones (yes, for the video feed!) I politely explained that our microphones would be for the

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In The Booth: DJ Business Plan... Really

By Brian S. Redd

One of my most recent YouTube videos is on creating a mobile DJ business plan. The video isn't complete by any means. It's just some numbers I crunched to get people thinking. You know, real basic stuff. Equipment cost divided by X amount of gigs plus expenses per gig and you have your break even number. Then, you figure out how much you want to actually pay yourself per event. Put those two numbers together and you have the answer to that age old question "How much should I charge?"

I actually made the video out of frustration. It seems whenever I do a product demo, someone always chimes in complaining about how expensive DJ equipment is. After a while they all start to sound like some old lady complaining about a fixed income. So, I thought why not just show them why they can't afford that dream piece of gear? Perhaps I'll reach a few DJs and at least get them thinking about turning things around for themselves.

My next video was going to be about breaking Mobile DJs down into 3 different categories, regardless of experience or skill level. Then I realized it was time to write my June article. So, here it is.

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Do You Give Good Phone? Part 2

By Mitch Taylor

Now… what do you say? It's not only WHAT you say, it's HOW you say it. (Thanks Mark Ferrell) When you are on the phone with a potential client…are you sitting down? Are you standing up? Are you preoccupied with the TV or the computer in front of you? Is it noisy in the background or are you in a quiet place where you can place all of your concentration on that person on the phone with you? I encourage you to practice your phone calls in the mirror. Stand up and take a deep breath before answering the phone. SMILE. Your client can hear your smile on the other end of the phone. The warmth in your voice will come through in your conversational style and this will endear your prospect to you more. This is especially important as over the phone you do not have the benefit of the client SEEING your facial expressions and non verbal communication that you have with them in person.

I recently overheard a DJ give the sales pitch about his business. It went something like this "Hi…I'm _____. Thanks for calling _____. What's your wedding date? OK. Where is your reception being held? Cool. Well….we at _____ have been in business for 15 years and we have a lot of experience doing weddings over those years. We bring full sound and lights for your wedding for six hours for _____. Have you met with other DJs yet? You have…OK. Would you like to schedule an appointment?" I'm somewhat paraphrasing but that was the gist of the beginning of the call. I was surprised to hear this as there was no "warming up" period or "icebreaking" with the client….they just dived right into their spiel.

Let's look at the appointment question for a minute. The question as posed in the conversation above is a "Yes" or "No" question. This leaves no room for input or discussion from the client. In this case, most people are going to take the easy way out….wouldn't you? "No….I just want your prices and then I'll call you back if we want to set up a time to meet." Give your clients options. "When would be a good time for us to meet to talk more about your event? I've got Tuesday evening or Wednesday morning available…which works best for you?" By giving them options you are still giving your clients a choice and they both happen to be a "win-win" for you and your client. If they choose an option of Wednesday morning follow up with "Great….. does 10 or 11 work better for you?" Again, you are still giving your potential client options while narrowing down the time for the meeting and getting closer on the road to the sale.

That DJ's response was "HIM" focused, whereas it should have been "THEM" focused. Ask your clients what is important to them about their reception. Why did they choose their venue? If your clients could be a fly on the wall when their guests get home from their reception… what do they want their guests to say about it? Digging deeper and finding out what motivates your clients about their reception and their wants/needs/desires surrounding it will help you uncover ways you can help them in making that dream a reality. Focus on that and you will be well on the road to your sale.

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go a long way to planting the seed of a future phone call. Playing guest's requests can also help. Obviously the client and the overall success of the party should trump a guest's request (ie: if a guest asks for something that's on the client's "Don't Play List" or if you just know that it'll clear your dance floor then ignore it) but how many times do we get a slow song request from someone at the party and we don't make it a priority and eventually it goes unplayed. If the couple that asked for that song get engaged next month wouldn't you be much more likely to get a call from them if you'd played their song? Just saying.

Vendor Relations: Sure it's great to be aggressive and drop off business cards at all the banquet halls and photographers who recommend you throughout the year. Maybe even take a few of them to lunch to thank them for their support. This kind of networking is vital to growing your business. But do you know why these people recommend you? It's probably first and foremost because they like working with you. And now is the time to remind them how easy you are to work with (which will probably step up their referrals even more than that trip to Panera Bread). Use the month of June to renew your current relationships and to build a few new ones. If you have an event coming up at a reception site that doesn't currently recommend you, you should look at that as a challenge to earn their trust. Maybe you can go in there and impress them so much that they add you to their list. And the places that already have you on their list? Well, let's face it, most places that have a list also have a favorite on that list. If you remind the right people how awesome you are to work with, you just might see a spike in referrals.

Break In Some New Recruits: This is obviously for the Multi-Op owners who are reading this. The busy season is the best time to find your "Next Great DJ." You probably had to recruit a few new assistants going into this busy season anyway, right? So use this time to work with each one of them yourself and take assessment of who has the right traits to excel with your company. The ones that do should be put on a fast track to success. Have them work as many events as possible and assign them with your best MCs. Sit them down and let them know you see true potential in them. Tell them they should treat each event as a learning experience, soaking up everything they see and hear like a sponge. I have many goals when we enter our busier months and finding a hot new recruit is always one of them.

Create Social Media Content: If you aren't blogging, shame on you. If you aren't updating your social media platforms regularly, shame on you. The way clients are finding us and investigating us (sometimes even before they contact us) is changing quickly. Many clients will look at our websites, watch a few of our videos online (if you don't have videos online, shame on you, too) and read reviews about us before they decide whether they want to even find out our availability and price. And now is the time, when you are slammed with work, to create the content that you can use to enhance your online presence. A few ways to do this include: writing a blog after some of your more interesting events, contacting your brides after their weddings and asking them if they'll review you on Wedding Wire or The Knot, getting images (either from the photographer on the job or a good quality digital camera that you bring to the event) for use on Facebook and/or Pinterest or in your own blogs, video recording some of your events and putting together a new demo. These are just a few of things that will provide quality content for your website and social media pages. And remember, you don't have to dole it all out at once. If you have three "blog-worthy" events in a week, why not write up all three but only publish one immediately. Save the other two for a time when things are slower and you don't have anything current to push out to the internet.

June is a great month and you are bound to make some good money. But if you play your cards correctly, you'll benefit even more from the events this month. You'll see a spike in referrals, develop some hot new talent and create some great content to show the world what you can do. Have a great month of events and plant those seeds!

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From The Other Side: Get Better

By Jake Palmer

10 Ways To Be Better This Weekend!

Now that we're into June and wedding season, it's nice to get some simple, straight forward, tips and helpful ideas, so today I thought I would simply cut to the chase…

In no particular order, here are 10 things you can do right now to be better, most of these ideas are wedding directed but can apply to just about any area of entertaining, sales and planning meetings or everyday life.

1) Talk to one person: When you are on the microphone. Make eye contact with individual people as you talk, this will make them feel more engaged it also makes you appear more sincere and more professional.

2) Be friendly and likeable: People will be more responsive and willing to participate if they like you. I can pretty much guarantee no one has every hired a DJ to have a bad time. Be fun and likeable.

3) Thank You cards: This is a very easy way to look like a super star. There are plenty of services you can subscribe to, or you can buy generic thank you cards at any party or card store and hand write them. Send a card after a wedding, after a sales meeting, or after any other occasion that will show you are paying attention and care.

4) Less is more: This can apply to every part of your business, from business cards to your sound system. There is such a thing as too much of a good thing. If 10 lights are enough, don't hang 20, if one or two activities will keep the guests engaged and entertained there's no need to do 5 or 6.

5) Shut Up!: If you don't have anything to say, don't say anything. Before you crack the mic ask yourself, is there any value to what I am about to say. No one cares about the artist and title of the song; you're not a radio DJ. There is a fine line between entertaining and obnoxious, have a point, make it count.

6) Be the expert: Take charge of every situation, most problems and issues can be eliminated before they happen if there is a common direction with a good director. This is very helpful in meetings, working with other vendors, and dealing with that drunk friend that just has to hear *Stairway To Heaven*. Remember, don't be a jerk. Work with other vendors, guests, and clients to provide the best night possible, just make sure you don't let yourself get painted into a corner you can't perform properly from.

7) Be unique: Never be afraid to do your own thing your way. There is plenty of business for everyone in our industry, and not all of it is the same. Some brides want a full truss of lights, some want lots of games or interaction, some want quiet black tie. Create your own image and brand and go with it, by doing things your own way you will stand out and be memorable. You will also have more fun, be more comfortable and do a better job, because you are not trying to be someone you're not.

8) Passion: Be passionate about what you do and how you do it. Clients, guests and vendors can see and feel your passion and excitement. This is extremely important if you are a weekend warrior who has a full-time job and DJs on the side. Your enthusiasm needs to be more than obvious, so people don't think this is just a hobby to you. Your marriage is not a hobby, why should the act of getting married be treated like a hobby? Need proof, tell your wife she's a hobby to you… on second thought, don't do that.

9) Never stop learning: Strive to get better, talk with other DJs and wedding vendors. Share ideas, look for new ideas. Join a group or club to help keep you broadened, this way you can continue to network and learn. There are plenty of DJ blogs, web-sites, chat rooms, even amazing newspaper publications like Disk Jockey News.

10) SMILE!!!: This is probably the easiest and the most important thing you can do to improve. Smile big and bright; smile at sales meetings, smile at planning meetings, smile at your shows, smile at the grocery store, the gas station, smile at strangers. A big smile exudes confidence as well as fun, and we are in the business of fun.

I hope you try these things and have success with them, remember to have fun and enjoy what you do.

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guests listening enjoyment and the videographer's microphones were for the feed. She disagreed. She also said her venue would be providing the sound… yes we all know the quality of an overhead sound system at a 50 year old banquet hall! I told the bride to ask the banquet manager if it would be ok if we provided the chicken for the wedding. The groom agreed with me, which probably didn't score me any additional points with the bride.

I couldn't take it any more! I politely told the bride that I didn't think we were the right fit for each other. Her expectations were not in line with the level of service we provide, and quite honestly I already had a headache after only 1 hour of dealing with her. Did I really want to deal with her for the next 12 months? I am not a psychologist, but most people do not like being rejected, so she switched her attitude and became sweet as pie for the rest of our meeting, but in my gut I knew I did not want to work with her.

In our business, closing a sale is number one, but we all know that a bad sale is much worse than no sale. I felt very torn after the meeting, doubting my abilities, but a few hours later the most fun, bubbly bride came into my office. She loved everything I had to say and trusted my experience in the wedding industry; she was exactly what I needed. This bride likes me…she really likes me! It reminded me of something I learned early on in our industry from Mark and Rebecca Farrell: "Love Your Clients."

Ironically, while I was completing this article, a catering manager friend told me about a similar situation, and of course she was torn as well. She finally went to her boss and he said, "No amount of money you bring to our hotel is worth your piece of mind." "You need to go with your gut." I couldn't agree more.

Sometimes you need to ask yourself if you'd rather be nine people's favorite thing or one hundred people's ninth favorite thing. It's up to you!

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.

Music

By Dean C. Carlson

Over the last 5-7 years I have had a different philosophy about what it is I do. See I wanted to become the best DJ I was capable of becoming. So I have gone to dozens of conferences and workshops over the years. See my shift had become that I needed to individualize myself. To become a more well rounded DJ.

Additionally I needed to come up with ways that I could have unique selling points (USP), because I wanted to charge more. I wanted to make a livable wage as it were. This meant that I had to be different than your average run of the mill DJs. So I went to every seminar and bought every DVD that I thought would help me achieve that. Games, Master of Ceremony, Love Story, Toast Masters, 1% Solutions, Memory In A Month, anything and everything as far as performance enhancers I could find.

If you are a long time reader of mine, all of my articles up to this point have been along the lines of performance or self betterment. I am not ashamed of that, nor do I regret attacking my performances and articles it this matter. In the last several years I have written that we are more than music more than a dozen times. Although this statement is fundamentally true, in another sense it is also so wrong.

I have trained hundreds of DJs in my lifetime, and I asked them all the same question; "Why do you want to be a DJ?" Not one of them has said, "so I can haul gear up and down 10 sets of stairs!" Nor did they say, "So I could be the best at Garter and Bouquet tosses." No, almost to a tee they all say because I love music. My guess, if I was asking you the same question you would answer the same. But do you still love it the way you did when you first started?

Back in the 70s I can remember how important music was in my life, driving back from our river boat outings we would listen to Casey Kasem and the American Top 40. I remember my first 45 was Tony Orland and Dawn - Tie a Yellow Ribbon, first vinyl album KISS - Love Gun, my first cd was Triumph's - Spell Bound. I sang in concert choir in high school and even got a music scholarship to college. I remember in detail how I looked at DJs before I became one myself. I was enthralled how they could pick just the right song to play next. Their attack on music gave the room energy in a way that just blew my mind, and I know I wanted that. I loved music so much.

Now to admit the sad fact for me. Until about 25 days again, for the last eight years or so I haven't put any effort into music. Like I said earlier I thought I was good enough in that area and being a master of music didn't establish enough of a UPS for me to charge what I wanted. Then for some odd reason the music sparked again after watch the movie Almost Famous. A character in the movie named Sapphire had a quote that just says it for me, "They don't even know what it is to be a fan. Y'know? To truly love some silly little piece of music, or some band, so much that it hurts." That used to be me and I want it to me again.

I was talking to my dad this morning about this article, sometime he doesn't get what I do but he said the most common sense thing about us today, "Music is the number one thing a DJ does, if he can't do music he can't be a DJ period!" If music is the number one thing we do, why does it diminish after years, or why do we only us the Mobile Beat Top 200 list to play from? Where is our originality shown through the love that got us into this in the first place?

Music can make a sad person happy and a happy person sad. It moves people. The second most important thing in a wedding day to a bride is the first dance song, because it means something, and every time she hears that song she will remember that moment. Moms cry with their sons and dads do the same with their daughter. The music we play can take people out of the world they live in, and transport them away for a short period of time.

I don't know maybe this article is more geared to us DJs that have done this a long time. Sadly in the last 10 years I have only seen one seminar on music and that was about programming dinner music by Jim Cerone, you can see his love for music in his approach. I think it's a shame that we don't put more emphasis on this in our industry conferences, as it is the number one thing we do. Maybe it's because music is so subjective. I know that the regional barriers have lessened because of the digital age. But I am sure we could learn something from someone.

I once again think music can be a USP. How it can be described, that may be the difficulty. Many DJs make a living just on their ability to mix music. How much of an emphasis have you placed on music lately? I truly hope you all find the joy of music that got you started in this industry as I have. Music deserves at least the same amount of focus as any MC skill. Good Luck And Great Shows!

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

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Articulating Value and Worth: A Personal Story

By Ron Ruth

"Pricing Threads"---We've all seen them. There's usually nothing pleasant about them. In fact, when it comes to how much a DJ should or should not charge for their services, we are a deeply divided industry. What's unfortunate is that pricing threads rarely offer any useful advice that can be deemed helpful to anyone.

My article this month has nothing to do with how much any DJ should charge. In my opinion, that's a decision that every business owner must determine for themselves based on a number of factors. I used to care about how much my competitor was charging. I mistakenly believed that DJs who charged substantially less than me somehow affected my ability to command and receive a higher fee. It took some time but I've learned that isn't true.

But something I've noticed about pricing threads is that DJs rarely speak to the instructive steps that they've taken to better understand their value so they can articulate their worth. All too often a DJ will post that there are limits on what their market will allow when it comes to their fees. Those individuals may be correct. But, on the other hand, have they simply thrown in the towel before giving themselves any real opportunity to change their status quo? In other words, have they tried to educate themselves in sales as much as they have in being a quality DJ so they can break through the "nobody will pay that" barrier?

Let me explain what I mean by sharing a personal story. I've written in the past about the impact that Mark Ferrell had on me when he delivered "Getting What You're Worth" at the Mobile Beat Conference in 2000. Mark was excellent at explaining "why" DJs should be charging a minimum of $1200 for their services. What was lacking for me was the "how."

Like so many other DJs of the time, my fees (somewhere around $600) were in line with everyone else in my market. I was doing everything I was supposed to do as a business to justify an increase in fees. But, I had no idea how to go about it. There was also the stigma that charging a higher fee meant that I would somehow be more culpable if something were to go wrong. That fear factor weighed heavy on my willingness to make the leap. Eventually I decided it was something I had to do if for no other reason than to provide my business the optimum opportunity to prosper and to make it possible for me to make a livable wage as a full-time DJ.

I remember the first, subsequent sales consultations as though they happened yesterday. I also remember the rejections. Because I didn't change the way in which I presented my services at my lesser rate, every couple I met told me that my $1200 fee was too high and my services were unaffordable. On the drive home from each of those meetings, I either called my wife or another DJ to complain how the client was cheap or didn't know what they were missing. They could have had ME at their wedding reception. Instead, they were going to hire some lesser priced DJ who wasn't nearly as talented or caring. Yeah, I let my ego go wild!

After more sales consults, though, and even more rejections, it suddenly occurred to me that perhaps the problem wasn't cheap clients. Maybe the problem was me. Since sales had never been my forte, I read every book I could find on the subject and attended a number of local sales seminars. With that new found knowledge, I set out to deliver a more compelling sales presentation that I thought no one would be able to reject. Wrong! Clients still told me my fees were too high and my services were unaffordable.

At that point, I decided I was not a salesman. Although I understood the value of my services, I was incapable of conveying that value to others. Instead of going back to the drawing board, I gave up and settled on a modest increase in fees that most clients found acceptable.

In 2003, Peter Merry was the new ADJA President. He was also a man on a mission to substantially increase ADJA membership. As a part of that recruitment effort, Peter travelled around the country, making stops in a number of cities to speak to groups of DJs. As it was at each of his stops, when he came to Kansas City he didn't focus solely on the benefits of membership in the ADJA, he first delivered an informative seminar titled "Better Consultations Bring Better Bookings."

In that seminar, Peter demonstrated a DJ focused, step-by-step approach to presenting our services in a manner that clearly conveys irrefutable value. He spoke of touching emotions, developing a relationship, listening first, the questions to be asked of prospective clients and so many other details I had not thought of on my own or had learned from others. Perhaps it was fate, but the information he provided could not have come at a better time for my business. From what I learned from Mark Ferrell, the other resources I had tapped and now Peter Merry, I was re-energized and ready to try again.

There's no fairy tale ending here. Even though I was better at presenting my services and conveying my value in sales consults, I was still unpolished and I still faced rejections. But, I wasn't about to give up and I worked even harder to fine tune my presentation much like you work hard to fine tune your performance. One evening I met with a couple to discuss their wedding. The mother of the bride-to-be was also there. As I wrapped up my presentation and presented them with my fee, I was bracing myself for another rejection when I suddenly heard the mother ask, "Do you take checks?"

That evening became the first successful milestone on my journey to becoming better at sales. Selling is still not my strong suit but it is a necessity of doing business and I know that I have to improve each time I meet with a couple.

The moral of my story is it's easy to blame others for our misfortunes, just as I did. And, it's way too easy to put the blame on the client and/or our market. With all that I learned from Mark & Peter, neither of them ever provided a magic pill to take the effort out of improving. There's always a learning curve and if you want something bad enough, you must be willing to work hard for it and set aside any fear you may have of rejection. I say "fear" because it is the number one cause of excuses that lead to failure.

Thomas Edison once said, "Many of life's failures are people who did not realize how close they were to success when they gave up."

Remaining with the status quo looks appealing when placed next to effort. But, effort doesn't look so daunting when placed next to the rewards.

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.

Brian Redd Continued From Page 1

1. Paying to DJ

This is not only the hobbyist or the $150 DJ. It's actually any DJ who takes in less money as a business than they have invested. It may not surprise some of you that based on what these DJs charge, it costs more for them to go to work than it would to just stay home. Some of them make an out-of-pocket investment of anything from $1000 to several thousand dollars in equipment, music, advertising, clothing, vehicle operational costs, and so on, then go out on jobs that only pay a fraction of what it's costing them to actually be there. They usually don't take into consideration that every time they use their equipment, its serviceable life just got a little shorter. When it's time to replace that worn out mixer or speaker or whatever, it becomes another out-of-pocket expense. The sad part about this type of DJ is just because someone is handing them cash after a gig, they think that they are actually making money.

2. DJing for free

If you are going out and doing free parties all the time, you are not DJing for free. You are still paying to DJ. The ones doing it for free are those who are only charging enough to cover their expenses. This type of DJ is probably more common than you'd think. Again, they just don't realize what's actually happening. They get a check at the end of the night that looks like profit, but in all reality, it's only covering expenses.

An example would be a DJ who made an investment of $6,000.00, which isn't a huge number when you consider music, phone, laptop, speakers, mixer, lighting, cables, tripods, wireless microphone, printer and ink cartridges, liability insurance, etc. If you go on a two year business plan, a DJ would have to average 10 gigs per year, or 20 gigs total and charge an average of $300 per event just to cover that investment. Then you get to add up your costs per gig, like fuel and other vehicle expenses, food, clothing and dry-cleaning, specialty music, daycare, or whatever it costs out of pocket per gig; tack it onto that $300 figure. This could easily put a cost per gig at the $500 mark. If that DJ charges an average of $500 per gig, they are indeed DJing for free.

3. DJing for profit

Of course, this is the DJ who has a business plan in place. They charge enough to not only cover all costs per gig, but build in an actual salary as well. How much salary? It really doesn't matter. As long as there is profit, at least they are ahead.

So there you have it. No matter where you feel you fit in, just remember this:

If this isn't a hobby for you, it's a business. The object of business is to profit. To do this, you need a plan. The better the plan is, the more you will profit. If you are not making enough money, or maybe none at all, look at your numbers & try to figure out why.

All equipment and other costs aside, what a client really pays for in the end is something that only you can build real value in. The more value you build in it, the more your business is ultimately worth. That unique and valuable asset is YOU! So invest in yourself, educate yourself and provide a service that's not only fun, but profitable.

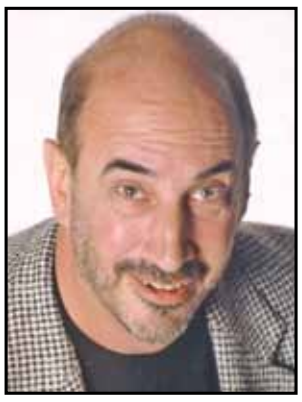
Brian S Redd is a Mobile/Club DJ in Milwaukee WI, DJ Youtuber & an official "American DJ" Artist/ You can reach Brian at: brianredd@discjockeynews.com/

The World Is Going Mobile. Are You Moving Or Standing?

By Jeffrey Gitomer

When The Who recorded the song Going Mobile in 1971, they had no idea what the future held, nor that they were the predictors of it.

They thought going mobile was all about being on the road, and maybe flying on an airplane. But today, going mobile means a whole lot more.



Any business today that isn't going mobile is going backwards.

Any business today that isn't going mobile is losing to a competitor that is.

Any business today that isn't going mobile is admitting their failure to see the PRESENT.

• How good is your mobile app? Does it serve the customer, or just you? Where's the value? Can I easily get what I want? Can I pay easily? Can I schedule a service appointment? Make a comment? Can I also call you and get right to a human?

• Is all of your training and product instruction/information downloadable? Your manuals?

• How easy is it for people to read your message? What's the format? Is it made-for-mobile, or just a poor adaptation of your blog or website?

• Size matters. (The size of type, that is.) Why not subscribe to your own posts and see. If I need to adjust the size, tell me how to view it in mobile format.

• Is everything you sell downloadable? Can I click, buy, download, and listen or watch in a minute or two? (Like iTunes or Kindle.) Think about it – more than 100 billion downloads can't be wrong.

FOOD FOR THOUGHT: Instagram completely ignored the computer in favor of smartphones and tablets. How are they doing? HINT: Facebook didn't buy Instagram as an investment – they bought out of fear.

NOTE WELL: Every major company has a mobile app so you can easily access their stuff. Every social media channel has a mobile app reliant on smartphone and tablet use for as much as 50% of their traffic.

Social media is there at the forefront of mobile app development – whether you're there or not. Social media is the PERFECT place for your customers to share their message and their praise, and voice their concerns.

Going mobile is not an option.

REALITY: Mobile apps are now accessed more than the Internet. Mobile apps are an imperative, not an option, or an added service. They are the future. Your future. If you don't have one, you are a jackapp. ;-)

BIGGER REALITY: The iPad is the new laptop. The smartphone is the NOW communication device, growing by millions weekly.

BIGGEST REALITY: The easier it is for people to access what you have, the more they will buy from you.

CONFESSION: WE ARE IN THE SAME PREDICAMENT. That's why I'm writing this. To put myself on notice that my own offerings need to be ahead of the market and ahead of my competition.

Here's my present situation and what I'm going to be doing to ensure my leadership position for the next decade:

• I have an app. Unfortunately it's only available for the iPhone. BUT, we're adding an additional cross-platform mobile application that will allow easier access to my website and all of my existing books and CDs. This app will be easier to use, easier to navigate, and easier for customers to purchase and pay.

• All of my products will be available as downloads.

• We will be providing an on-demand subscription service to all of my training offerings and all of my books on laptop, tablet, and smartphone – oh yes, even for desktop.

CAUTION: Don't just think about how business is being done today. Think of how "mobile" has progressed it, making it faster and easier to conduct and how online, tablet, and smartphones have transformed the e-commerce economy to the mobile economy. It's here, and it's not going away.

Look around and take notice of the non-traditional changes taking place:

• Coffee shop offices. Any Starbucks will reveal people running their business from their iPad and their app.

• Mobile accessibility both for the purpose to connect and to purchase is becoming dominant among retailers.

• In sales calls and presentations, iPad (tablet) mobile brochures are replacing print, and iPad (tablet) presentations, and GoToMeeting appointments are replacing traditional sales presentations.

TODAY'S CUSTOMER: Be where they are, when they are – on demand. It's not just smart business – it's smartphone business.

TOMORROW'S CUSTOMER: When our four-year-old daughter hands me my iPad and says, "Papa, download this," you know what the next generation will be doing and buying (sooner than you think).

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: salesman@gitomer.com <salesman@gitomer.com> .

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What Does Your Wedding Show Booth Say About You?

By Jeremy Brech

What is the purpose of a wedding show booth? It's to get noticed and to get your name out there. It is one of the biggest business cards you can place in front of your target market, THE BRIDE! This is your first hand shake and they always say you can learn a lot about someone from their hand shake. So what is your hand shake like?

Let's put it into perspective. When you are meeting a couple for the first time or even at a wedding show, are you wearing a t-shirt or ripped jeans? Do you look put together and does it look like you put some effort into your appearance? What about the business cards and brochures you hand out? Do potential clients even what to approach you? Remember, everything you do at that both is your handshake to your potential client. So what can you do to make your wedding show booth worth approaching?

You can always have a signup for $200 off a wedding! It won't make people book your services though. All it does is make them hope they win the door prize because they don't want to pay full price for your professional work. It also gives them fear that they are going to be solicited by leaving their contact information. So this isn't my top recommendation to attract people to your booth because you are drawing them in for the wrong reasons.

Create a booth that people wouldn't expect. Make the booth so eye catching that people are talking about your booth or tweeting pictures of your setup. So if you are a professional then make sure your booth looks professional. If you are a lighting designer then use your skills to enhance your booth.

One thing we did at our last wedding show event was programmed all of our wireless DMX fixtures and ran Chauvet ShowXpress and while visiting with them we would ask about their wedding colors. Once we found out we would change our entire booth as if it was their wedding event. This allowed us to interact with couples and really put them in the moment of their event. Then they would stand in the center of the dance floor and their first dance song would come across the Bose speaker system we had setup. As they both looked each other in the eyes with their mouths wide open we would lay down a perfect ground fog effect creating a floating cloud by using our Chuavet Nimbus. Was the couple expecting this? The reactions of these two staring at each other and the expressions on their faces was all we needed to sell what we do to everyone who was watching that moment.

What is another way to create unexpected wedding show booths? Work with other vendors to provide equipment that you might not have. In our area all of the wedding shows use a cheap black banjo draping. We do trade out with a rental company at wedding shows. They provide us great quality white draping and we light up their booth. This is great for a couple reasons. First, if you did a good job with the lighting in their booth then people are going to ask about it and then your name gets passed on. Second, having better quality draping and something different then every other booth is going to make your booth stand out. We also work with beaded draping quite a bit and as you can see by adding some Chauvet ColorStrips to wash the beads with color we can make a beautiful looking booth.

Make sure the equipment that you use in your booth is clean and professional looking. Don't be afraid to put extra time into your booth. Arrive early at the show and set things up giving you extra time to plan out details or even give you extra time to replace something that doesn't work or look right in your booth. Make sure that you aren't trying to setup while guests are starting to come through the doors. If potential clients see that, then that is the first thing that is going through their mind about their wedding event. They want someone at their wedding that is prepared and all the details are done way before guests arrive. Make sure your clothes are changed and that you're properly dressed. Remember, this is our big moment to make that perfect handshake with your potential client.

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

Why YouTube Is Crucial For Your Business

By Joe Bunn

Did you know that YouTube is so much more useful than just looking at babies dancing or farting cats? No, it really is, I promise! In case you didn't know, the #2 search engine in the world is not Bing and it's not Yahoo. It's YouTube.

We started doing a bi-monthly video blog years ago for several reasons:

1. It increases brand awareness. After we shoot the videos, I edit it down and post it on our social media outlets, and it spreads around. It is another way for people to see our logo (in the intro) and hear our company name, and it positions us as experts (which we are!).

2. YouTube has greatly increased our SEO (Search Engine Optimization). If you don't know what this is, you probably need to seek out an expert ASAP to help you with yours and your website. This is crucial for paying clients to find you on the internet. SEO is what makes you come up on page 1 of Google and other search engines!

3. The videos are actually helpful. Most of them are geared towards our clients with titles such as, "Tips for Planning the Perfect Party," "Unique First Dance Suggestions," etc. We really do feel like if people take 3 minutes to watch them, they will learn something.

Here are a few tips that we have learned after doing over 60 episodes:

1. Keep the videos short and sweet. I would say 3 minutes is the goal, 4 minutes max. People have a very short attention span these days.

Unique Garter Toss Songs for 2013 video

2. You can start with a cheap Flip video camera, but if you keep on doing it, better gear makes for better videos. We have finally upgraded to a DSLR camera and a really good mic, and even an LED light with an iPad teleprompter.

3. Learn how to edit. My suggestion would be iMovie because I think it's easy to use and you can take free classes on it at your local Apple store.

4. Use some sort of music in the background. The issue with this becomes licensing, but you can use themusicbed.com to actually purchase a legal song to use!

5. THIS IS THE MOST IMPORTANT PART if you want your videos watched on YouTube, make the title of your video always have the word "video" at the end. For example, "First Dance Ideas Video." Also, of major importance is to "tag" the videos. YouTube will recommend ideas, but put in anything that you think folks may search. So, in this example, tag it as weddings, first dance, music, DJ, wedding DJ, love songs.

6. Create a YouTube "channel" to house your videos. You can even create Playlists such as Instructional Videos, Product Reviews, Music Reviews, etc.

7. Make sure to link to your YouTube channel from your website and social media outlets, and make sure that the channel has a link so that people that go to YouTube first, can find your website and contact you!

So now that we've gotten that out of the way, the question now becomes, "What do I post?" Well, seeing as how you are a DJ, you have a wealth of knowledge just in having that skill set. Here are just a few suggestions:

1. If you wanted to focus on the technical aspect, you could do a whole series on beatmixing, phrasing or even scratching techniques.

2. Talk about marketing-things that have worked for you and things that haven't.

3. Review new DJ products-every week there is a new piece of gear on the market, go to your local DJ store and demo it and film it!

4. Show people the latest software for mixing or even stuff that works on iPads.

5. Talk about music! What are the hot new singles for this summer? What are some upcoming full length releases that are going to be amazing?

6. Give tips-about party planning, about making requests on their song lists, about where to seat the older folks at a wedding.

I could go on and on, but I think you get the point. Most importantly, remember to make it your own, show YOUR personality, and prove that YOU are the expert. If you follow these tips and keep it up (don't do one and quit), you'll start to see A LOT of folks are finding your website via YouTube. Good luck!

Joe Bunn is the owner of Joe Bunn DJ Company (www.bunndjcompany.com) and does private business consulting for mobile disc jockey companies.

Joe Bunn can be reached at joebunn@discjockeynews.com.

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Happy Birthday... Oh wait, Do I Owe Royalties For That?

By Jason Jones

I was watching Sprout the other day (because that is what you watch when you have a 2 year old.) Birthday announcements came on and the host began singing a happy birthday song. It wasn't the traditional version of the song I have heard since I can remember. I started to wonder why I so rarely hear the traditional "Happy Birthday to You" song on TV or even in Restaurants. Servers at corporate chain restaurants gather around the table and sing new and sometimes odd renditions of a sung happy birthday wish.

I started to search around the net to see if could find out why. According the Wikipedia (I checked the citations) the happy birthday song is licensed and royalties paid when it is used. I was so surprised because I expect something as old and universal as this to be public domain or date back the Summeria when language was first invented. In fact the birthday song is the most recognizable song in the English language according to the 1998 Guinness book of World Records.

The Happy Birthday Song was created in the mid 19th century by siblings Patty HIll and Mildred HIll. Originally the tune was sung to "Good Morning to You." Patty was a kindergarten principal and Mildred was a composer. They created the song as an easy ditty for kids to sing along to.

Though this is an interesting bit of trivia what's the point of sharing it in my DJN column. The point is to share the wonder of curiosity. Though our brains our amazing they have an incredible ability of being settled on something with very little information. So this is about being curious and staying in the wonder of it all. Every time I get curious about something I have a choice to investigate it further or to do nothing and just address my "to do" list before I go watch TV at the end of the day.

Ever since I took on acting on my curiosities I have realized that it takes much more effort than I thought. It is so much easier to make an assumption or dismiss the question all together and go on doing what I know or in a lot of cases what I think I know. The rewards of seeking answers are well worth the effort it takes to make a habit of exploring and staying curious.

Reward number one. Life is never boring. Once your mind is going every answer you find will lead you to five more questions. Number two: Great new ideas come from making connections between existing ideas. Almost all innovation today is discovered on the shoulders of giants and that's pretty cool. Number 3: You will be the most interesting person at the party due to the interesting trivia you will have accumulated. And finally number 4: exercising your brain is fun and doesn't involve working up a sweat which may be appealing for many.

One of the best problems in the world is having so many great ideas that you can act on that you don't have time to do them all. Giving ideas away and seeing someone else bring it to life has it's own satisfaction. Be curious, discover and create and you will capture a flavor of what you may have felt like you lost from when you were four. The only difference is that now you have resources, capacity and independence to surprise yourself as to what you can do.

Jason Jones is a producer, speaker, author and DJ who lives in Saint Paul, MN with his wife Kelly, son Max and a couple of cats and dogs. He also does a weekly podcast at: http://billandjasonshow.com

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

EPMEN Conference

By Mike Walter

I attended the 3rd annual EPMEN (Eastern Pennsylvania Mobile Entertainers Network) conference this year on May 20th. Adam Skuba, of Skuba Entertainment in Hazelton PA, has been producing this one day conference since 2011. It's grown each year, not only in the number of attendees but in the name recognition of the speakers. This year featured seminars from an esteemed panel of speakers including Wedding Wire's Sonny Ganguly, Peter Merry, Steve Moody, Lorenzo Araneo and the boys from Hurricane Productions, Vincent Valesquez and Strato Doumanis. Sean "Big Daddy" McKee served as the MC for the day, keeping the event moving along with nary a hitch.

Topics focused mostly on sales and social media and from the four pages of notes I took I can tell you the nuggets were flying around the Holiday Inn Conference Center in Breinigsville, PA. Here's one nugget from each presenter:

Sonny Ganguly: Use the acronym "So Lo Mo" to sum up what you need to focus on in your business: Social, local and mobile.

Peter Merry: In a sales presentation, verify your prospects desires. Reflect their dreams back to them in a descriptive way.

Steve Moody: Tweak your communication style to best fit the banquet manager you are dealing with in order to impress them enough to land on their preferred venue list.

Lorenzo Araneo: Why are you on social media? Cause you sell stuff (he used a different "S" word but you get the point). Once you realize that you can be more focused in your message.

Strato Doumanis: Instagram has been highly effective for recruiting young people to work for them.

Vincent Valesquez: DJs, stop posting how many events you have in a weekend! Do you really think your Sunday night wedding wants to see that you're her 5th event in 48 hours?

After the conference Mr. Skuba summed up the day perfectly: "This is EPMEN's third year and I'm really happy to see so many industry professionals come together for one day to step up their game and better their businesses, not only to help themselves but to create a better experience for their clients."

If you've followed my articles in this great publication through the years you know my feelings on attending DJ Conferences or any type of events that will improve your business or performance acumen. To sum it up succinctly: I don't know how you could even call yourself a professional if you don't attend at least one a year. EPMEN is a great one day conference that is within a three hour's drive for literally tens of thousands of DJs and wedding professionals.

I commend Mr. Skuba for his hard work in putting this conference together and I hope to see it grow even more in the years ahead.

DJ Gregg Ambient's New eBook Aims To Help Educate Wedding DJ Shoppers

By Mike Kazis

Every now and then, another DJ business owner expands his or her realm into other ventures. Some have developed software, created tools or services for others to improve their own business, or written books to share their knowledge, experience, and information.

Gregg Hollmann, a.k.a. "DJ Gregg Ambient" of Ambient DJ Service of East Windsor, New Jersey has recently added himself to the ranks of DJs who have expanded their entrepreneurial ability to other opportunities. Gregg's latest creation is an ebook titled "The BRIDE'S GUIDE to Selecting the Perfect Wedding DJ" that was published on May 6th and is available for purchase exclusively on Amazon.com. The eBook is a consumer guide to educate a bride who has likely never hired a disc jockey before.

Topics covered include: (1) How to identify a professional wedding disc jockey, (2) Wedding DJ Styles and Stereotypes, (3) The ten questions that you really need to ask a prospective wedding DJ, (4) Five Red Flags to be wary of in prospective wedding DJs, (5) Real-life wedding DJ raves and wipeouts, (6) How to research wedding DJs online, (7) What to look for in a DJ website, (8) Money-saving tips, (9) Why iPod Weddings are a Bad Idea, and (10) A detailed discussion of wedding DJ pricing.

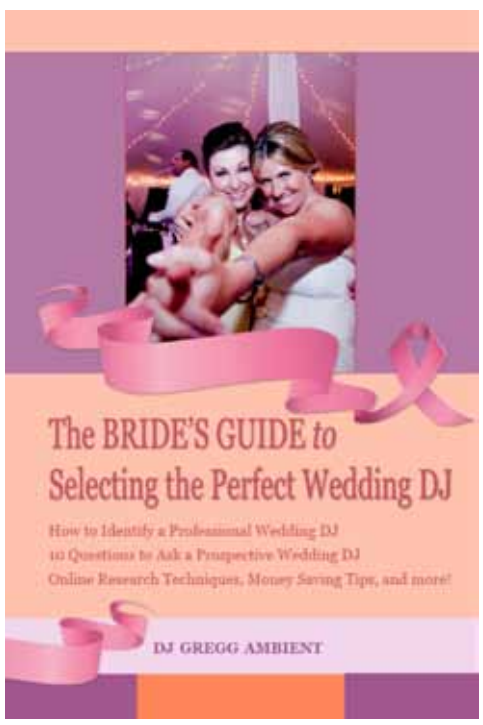
According to Gregg, much of the eBook's content comes from two years worth of "actively blogging with wedding planning tips." Gregg added that the two years of blogging took about a good six months of additional effort to adapt the blogs to the eBook's final draft and a great resource for brides. A review by a professional editor followed, taking a few additional weeks. Plus a few more weeks to learn how to convert the book to Amazon Kindle's .mobi file format, which was also outsourced for accuracy and efficiency. The cost of the outsourcing was about a few hundred dollars but was well worth the amount of time saved as indicated by Gregg.

Since the eBook was only released early last month, Gregg has performed only minimal promotional efforts thus far. "I've done a soft-launch on social media, posted on a few DJ boards, and sent emails to select contacts". Gregg's next phase for ramping up marketing is to his target market brides-to-be by promoting on Pinterest on a highly popular pin of his called "Wedding Music Master Class 2013," sharing a link to his eBook.

The book will have other marketing channels including a dedicated web site and social media profiles. Gregg is preparing the eBook for the Kindle Select that will help him reach the mass market and result in demonstrable sales.

He is also currently promoting the eBook to event planners and banquet managers, and also intends to promote the book to the DJ community at large. Gregg explains, "If a professional DJ was to give this book to a bride, it could be a powerful addition to your sales toolkit, justifying how your professional DJ service stands above the scores of amateurs operating in the industry."

In regard to the competing DJ companies in his regional market, Gregg asked the following question while writing his eBook, "Is this book solely promoting



my DJ company Ambient DJs?" His response to that question is, "No."

Gregg explains that there's very little mention of his DJ company, and self promotion is limited to his bio section at the end of the book. According to Gregg, the eBook's purpose is "more to establish expertise in the industry, as well as to showcase other professional DJs who operate at a higher level. The goal was to differentiate the professional wedding DJ industry as a whole".

To help brides and grooms identify a professional wedding DJ, the eBook also provides some tips for brides and grooms to watch out for from dishonest or unethical DJs or DJ companies, including the "Bait & Switch", aggressive sales tactics, doublebooking, and more. Gregg's overall message to brides and grooms was to demonstrate that "we're not all like that."

Another message in which Gregg hopes couples will take away most from his eBook is that they understand and better identify the substantial difference between a professional and an amateur DJ. "Couples should not shop based on the lowest price. The eBook basically gives them other characteristics to look for in a professional DJ," states Gregg.

What are some of those characteristics? Gregg provides a long list of these characteristics in his eBook (e.g., professional website, liability insurance, continuing education) but explains in the interview that, "you don't have to have every single one. For instance, a DJ doesn't necessarily need to have a commercial office or participate in bridal shows to be considered a professional wedding DJ, but many professional DJ companies do so." The eBook's message to DJs is to check off as many professional characteristics as you can if you hope to make the move to the higher end events such as weddings.

Another tip that Ambient hopes to get across to brides is about insurance. "It's a must", he explains. "Without liability insurance, a DJ will not be allowed to perform at many of the area's finer banquet facilities. With the numerous industry programs available, liability insurance is not particularly expensive. It's a mystery to me why many DJs choose to operate without it."

Gregg explains that amateur DJs may try to save money by advertising themselves on Craigslist or relying solely on family and friends for referrals. However, according to Gregg, "Running your DJ business in an amateur manner will likely result in a self-fulfilling prophecy. Operate your company like a professional business, and your chances for success increase greatly."

Asked about his favorite topic in the book, Gregg says that would be the chapter about DJ pricing. As Gregg stated in our interview, "DJ pricing is related to cost, as DJs must charge at least enough to recover their costs and then earn a profit on top of that. For a professional service, costs tend to be greater as the company would be investing in other items including, a legal music library, self improvement training, and increased customer service costs. Additional costs may relate to how many staff are assigned to the wedding or may relate to geographic factors. For instance, rates are on average much higher in Manhattan than in West Virginia. Make sure you have all the information about the package before you make a judgment on the price. It's all about the value. Many brides-to-be are extremely confused about price and the chapter about Price seeks to demystify the process."

Of the popular wedding how-to books out there related to wedding DJs, the only one Gregg has read has been The Best Wedding Reception Ever by Peter Merry (whom recently spoke at the EPMEN conference a few weeks ago just outside Allentown, PA) and which Gregg feels is a great resource for brides and DJs alike.

Gregg feels that what makes this eBbook different from other books is that focuses exclusively on the wedding DJ hiring decision rather than lumping in this top with an array of other wedding planning matters. "The purpose of the eBook was not to sell tens of thousands of copies but to provide an easy-to-read and useful guide for brides and grooms that will assist them in finding the best DJ for their event and help them to avoid making a poor hiring decision." Gregg stated, "If you read it cover to cover it would probably take two to three hours. I couldn't see a bride wanting to spend any more time reading a book, so I kept i streamlined and included lots of easy-to-review lists.

Because the book was only published recently, Gregg states that it's too soon to tell if it will help him to book more weddings. That said, he's been showing the book to prospective clients and hopes that it will increase the conversion rate of prospects into clients. Writing this ebook demonstrates knowledge, professionalism, and additional value." It's important to point out that this publication is only in an eBook format but hopefully in Gregg's future will there be some hard copies handy to offer brides during a wedding consultation.

An additional piece of advice Gregg had for DJ's was "stop discounting and do an add-in." Many of us have experimented with the idea of offering spe-

Mike Kazis Continued On Page 15

The Way I See It: Triskaidekaphobia, do you have it?

By Michael J. Lenstra

Triskaidekaphobia, do you have it? Are you a victim of it? Do you even know what it is?

I became aware of the condition in the late summer of 2012. While last year was shaping up to be a banner one with a record number of events, including twice as many Friday night weddings as we normally have, the upcoming year was not filling up as fast. A comparison of events over the Labor Day weekend exposed the fact that our bookings were down 30% from the same point the previous year. Within a week, during a conversation with a banquet manager in our area, he revealed that he was experiencing the same thing. Days after that an area photographer made the same observation: bookings seemed to be down across the board in our respective wedding industries.

"What gives?" we all began to ask.

A few weeks later my website designer, who is also a professional photographer, and I traveled to Madison, WI to attend a National Association of Wedding Professionals fall meeting where wedding marketing expert Rick Brewer was speaking.

"It's been a couple of years since I've been to Madison," Rick began. "Tell me, what is happening in your market?" Without hesitation one of the local wedding professionals spoke up. "2012 has been a great year for us, but 2013 is not filling up at all. What is happening," he asked?

And that is when I began to connect the dots. It's 2013, the Chinese year of the snake, and the wedding industry was being snake bitten by Triskaidekaphobia - the fear of the number thirteen - and it seems like there may be more superstitious couples than one would think.

It did not take long for my theory to gain credibility. Just weeks after the Madison seminar I had a consultation with a couple who were planning one of those Friday night weddings for late October. "We just got engaged in June," they explained to me. "We did not want to wait until 2014 and we were NOT going to get married in 2013," the bride emphatically stated. Two weeks later, during another consultation, I heard another future bride share her own desire to avoid a 2013 wedding. The bride, who I was meeting with and her sister both, unbeknownst to one another, had surprised each other by announcing their respective engagements at Thanksgiving dinner, 2011. And, although their mother pleaded with them to try to plan the weddings with some distance between them for obvious financial concerns, neither was willing to wait until 2014, or worse, get married in 2013. One of the daughters chose October 2012, and the other set her date just two months later, the weekend before Christmas.

As the wedding season of '13 began I started to see more evidence. Outside historic Galena IL one of their premier banquet halls had already begun to feel the effects of the phobia. "We have one wedding in June," their banquet manager admitted to me recently, even though June is traditionally the busiest wedding month of the year (as noted by popular website theknot.com). Just across the Mississippi River from Galena a well-established Golf and Event Center can double that total for June, but they only have one wedding the following month.

Is this year's apparent 13 inspired downturn just a local thing? DJ Times writer Jeff Stiles believes so. In his recent column he asserts that bookings are actually up – by as much as 20%. "After years of stagnant growth DJs are seeing increases in spring bridal bookings," the caption of his article reads. Says Stiles: "I've talked to people from Seattle to Long Island to Orlando to Texas and overall, especially in the metropolitan markets business has gone up." But Stiles admits that his analysis only focused on DJs across the country, rather than the wedding industry as a whole, and says that only a dozen or so of the nearly seventy inquiries that he sent out had actually responded.

A wider ranging survey from Shane McMurray, CEO and Founder of The Wedding Report, Inc., found it is more than a local dilemma. "My recent question to 841 brides and grooms state that 31% are moving their date because of the year 2013," he says of his coast-to-coast survey. "That's up quite a bit from our September 2012 sampling (13%)."

For the wedding professionals that have been in the business for a number of years this is not the first bump in the road they have faced. There was the economic crash of 2008, and of course 1999 when a major number of couples put off their wedding so they could be married instead in the new millennium (although the millennium did not officially start until 2001 but that's a different story).

The way I see it, the fear of 13 may be just another one of those quirks in the long term that sets us back a bit. We may just need to buckle our chin straps and ride though the storm. The worst thing we can do is begin lowering our prices—or worse, our integrity—in desperation and participate in a price war. If Triskaidekaphobia is behind this year's drop in bookings, 2014 should be a great year!

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

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The Referral Coach

By Matt Anderson

How Do You Warm Up More of Your Clients So They Refer You?

I got this question last week in preparation for a follow-up referral training session. At first I thought the person with the question was just looking for ways to avoid asking for a referral. But as I thought of responses, I realised that I was wrong. This is a really important question that is worth asking more often: why are you not generating more word of mouth business? After all, according to Jonah Berger in his new book, Contagious: "Word of mouth is the primary factor behind 20%-50% of all purchasing decisions." (Oh, guess how much word of mouth business happens online: 50%? 70%? Try 7%!) Now you have to look in the mirror.

Certainly, doing a great job does not guarantee that many of your clients will tell others but it can make a difference. It will 'tip' a few into new referral sources and it will make it easier to ask others because they are so pleased. How do make this happen?

1. Ask yourself: How giving are you?

I've found that many people who get a lot of referrals (including from their clients) are generous givers. They don't necessarily give lots of referrals to others but they do give a lot – ideas, time, resources, or gifts. Based on research in Adam Grant's Give and Take (2013), most people are NOT natural givers, which means you may want to work harder in this area.

2. Ask yourself: What does it take for YOU to refer another professional?

Of all the people who get your business, who would you volunteer to write an endorsement for on LinkedIn (without being asked)? It forces you to think through which professionals do what you pay them for and which go above and beyond. This matters greatly because people cannot refer 'business as usual' with any integrity.

My dentist takes care of my teeth but so what? That's what I pay him for. That does not mean I'd recommend you should go there. I would expect your dentist takes care of your teeth too. This topic is rather confronting because you have to ask yourself:

a) Do I do a little more than is expected of me?

b) Am I very polite?

c) Do I always do what I say I'm going to do? (And when I say it will be done by?)

d) Am I punctual?

If you subscribe to the above as a definition of good customer service that merits being recommended to others, you may not measure up. Do you always get back to people when you say you will? Do more than is expected?

What's my point? Usually, it is not about 'getting clients to warm up to referrals' as much as it is 'do a better job yourself such that you give your clients something worth talking about beyond 'business as usual'. Take some time to think through: how can I improve my customer service?

3.Ask yourself: how can I add more value to my clients?

If a client is not referring you now, perhaps one reason is because they have seen no reason to do so. What else can you do so your client knows you truly have gone out of your way to help them more? Andrew, a current client of mine, has started introducing some of his clients to other clients his firm has. Yesterday he told a great story about how one of his clients was now getting a lot of new business because of this introduction and they wrote a glowing testimonial about how their last accounting firm would never have done such a thing. Now he's working on some referral requests.

A past client of mine, Sharon, spent some time mentoring the daughter of one of her clients to help her get into the college of her choice. While Sharon did not do this just to 'get', her giving ultimately prompted her client to send her a great referral.

4. What can you do that's different?

If it's hard to separate yourself on product or service, word of mouth business can be generated by doing something that's different. It's hard for many clients to say with any certainty: 'my professional is better/more competent than your professional.'

So give people something else to talk about. Jonah Berger gives the example of a Philadelphia restaurant that sold a $100 cheesesteak sandwich. I can give many examples here but frankly I'd urge you to set time aside to brainstorm this yourself – that will empower you and get your perhaps rusty creative juices flowing. Coffee and a location out of the office helps me do this! That way you'll come up with ideas that are congruent to your personality, strengths and interests rather than anecdotes of things not suited to you.

Don't worry here: people know 'above and beyond' when they see it. If they are taking you for granted and have come to expect great service, certainly make sure you gently remind them of all you do for them – and then go beyond that.

5. Learn from your current referral sources.

Why do your current referral sources know, like and trust you so much? What did you do right with them that perhaps you can replicate? While it's likely they are more inclined to be givers by nature, are there lessons life is teaching you about what is already working?

Useful questions for them include:

How did I come up in the conversation?

What did you share with Rachel that prompted her to get in touch with me?

Also find out: how did they know WHO to refer you to?

These are things you can then teach to others.

Disclaimer: These strategies will help. I promise. But you can do everything right and still not get that many unsolicited referrals. People spend most of their time thinking about themselves. Many people still need to be asked multiple times to follow through despite the best of intentions. Most people do not know WHO you want to be introduced to and have less idea about HOW to refer you. So there is more to it than just great service. BUT most people do not provide great consistent service so it's a wise place to start!

In summary, if a client is not referring you at present, check on the foundation of your service and seek a way that is clear to them that you are going above and beyond.

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

Connections: With Other DJs Online

By Steve Moody

Wow! I am certain that it can't just be me... Doesn't it seem just insane how hostile our online networking forums have become? Rather than DJs helping each other, many of these forums have become little more than a place for many DJs to knock down and belittle their colleagues. Extremely sad all the way around.

It truly seems that many open forums are now over run by extremely jaded DJs with bad attitudes. From an outsider looking in, it appears that they have so much time on their hands and that they have nothing better to do than get on line.... look at posts from others and then totally bash them. Rather than posting an original thread of their own with something helpful or useful, they enjoy boosting their own self esteem by speaking to everyone else like they are the dirt under their feet.

Yes, we are all totally entitled to our own opinions. Yes we may disagree with someone... but my gosh... my children in pre-school and first grade speak to each other with more courtesy and respect than these folks who claim to be "professionals". Seriously... how can anyone be perceived as a professional when they speak to other professionals with such vulgarity and "gutter" talk. Really?

I see it happen on a daily basis. Whether it's someone just breaking into our industry and seriously asking for advice... or a veteran dj sharing something helpful... there are always folks that seem to feel the need to interject their negativity. There are certain folks that feel the need to comment on posts just for the sake of making comments even when they don't have anything useful or even remotely constructive to offer.

In any other networking groups this type of ignorance would never be tolerated. Whether it's a wedding professionals networking group, Business Networking International, a local Chamber of Commerce Meeting or any other type of group...people just don't speak to each other in this way. Who sits around a business table and starts these types of fights with each other? In all honesty, where else on earth can you walk up to a complete stranger and literally smack them in the face just for having a question or sharing something about their business. It just doesn't happen. Just because we are not face to face with someone on-line.... why is the same courtesy not extended?

The last straw for me came about a month ago when I was reading a thread that was originated from two young friends of mine from up north. They remind me so much of myself at their age.... only they are already much further ahead..,. because they have started attending Disc Jockey Networking meetings, participating on line, reading our industry publications and do so much that was just not available when I was 14 and 15 years old. I am so proud for them and what they are accomplishing.

Long story short... these two brothers posted a valid question on line and then were repeatedly bashed by the same few "professional" DJs. Sickening. Yes, totally *professional* of them. Though I have never met these few gentlemen before... I know everything I need to know about the way they run their business just by the way they spoke to these young boys. I said it online and I will say it here... if anyone ever spoke to my children the way these boys were spoken to I would have had to jump in my car and drive out west in order to have a personal face to face.

This final straw, finally pushed me to do something I had been thinking about for months. Rather than complain about the situation, I took the necessary steps in creating a private "invitation only" group called Mobile Disc Jockey Networking International. Though I have initially created this private forum by inviting my own personal friends and colleagues... everyone is certainly invited. The only stipulation is that the members speak to each other with common courtesy and respect.

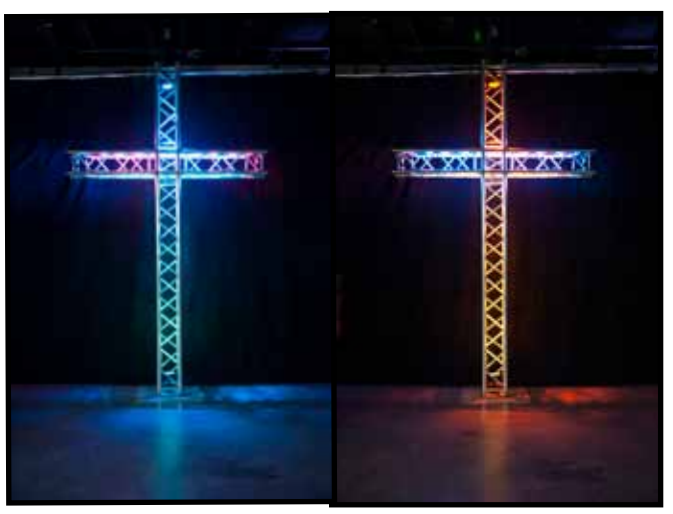
There is a total no tolerance policy and the results have been amazing. I have only interceded as the moderator one time in all these weeks. The conversations are meant for those who feel that they can contribute constructively without pushing anyone else down. If it sound like you would be a good fit just friend me on Facebook at DJSteveMoody.

Do you know that feeling you get when you come home from a seminar or convention and you are excited to use the information that you learned? Should we not be entitled to that same uplifting feeling when we visit with each other on line. Rather than come on line looking for help and leave feeling frustrated we should all be excited to network with a group of other professionals. Just my thoughts on Connecting better with each other.

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

Chauvet Sponsors Florida Gospel Concert To Benefit At-Risk Youth

On June 15, the non-profit organization S.H.E.A.R., Inc., Sharing Hope Empowerment and Reaction, partners with the Miami Rescue Mission to host the Holy Ghost -N-Da Hood gospel concert to benefit at-risk youth. CHAUVET® DJ and TRUSST® are lending a helping hand by sponsoring the event and setting up 26 fixtures and 24 pieces of truss to light the stage which features performances by renowned gospel artists including Malcolm Hawkins, Mark Samuel and Scum of the Earth.



To create a prominent focal point on stage, a TRUSST®-built cross illuminated with four SlimPAR™ Quad 6 IRC wash lights and crafted from one 2.5-meter and three 1-meter sticks of truss, one 6-way corner block and one 30-inch base plate will serve as the backdrop. To add dimension, six Intimidator™ Spot LED 350 moving heads mounted atop two 1-meter, two 1.5-meter and two 2-meter sticks of TRUSST® warmed with six SlimPAR™ Quad 6 IRC wash lights are incorporated into the design. Two 4BAR™ Tri wash lights add front lighting to performers, while two Geyser™ RGB fixtures, two Impulse™ 648 strobe lights and a Nimbus™ dry-ice machine create impressive, eye-catching effects. Two Hurricane™ Haze 2D haze machines placed in the rear of the stage enhance beams and tie the light show together.

Hosted by DJ Preacher of 1490 AM, J Blaze of La Nueva 88.3 FM and Ladi Ace of FLEXX FM, the first annual Holy Ghost -N-Da Hood event includes live performances as well as seminars to combat serious issues including peer pressure, bullying, drugs and homelessness among youth and young adults. Designed to provide a fun, family-friendly environment, the fundraising event will raise money for at-risk youth to attend summer programs held at the Miami Rescue Mission.

"I am ecstatic to bring this event to the South Florida Community," said Anthony Durden, president of S.H.E.A.R., Inc. "Through gospel music and informative seminars, S.H.E.A.R., Inc. is going to positively impact youth and young adults looking for radical life changes. I am so grateful for the sponsors, artists and community members who are teaming together to make this event possible. "

About CHAUVET® DJ

CHAUVET® DJ is a premier line of entertainment lighting, controllers and accessories for the mobile performer, DJs, clubs, corporate events and more — offering the most value in the industry. For more information, please visit www.chauvetdj.com

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About CHAUVET®

CHAUVET®, headquartered in the U.S., is a leading manufacturer of professional luminaires fulfilling the needs of various industry sectors. CHAUVET® has four main sub-brands CHAUVET® DJ, CHAUVET® Professional, ILUMINARC® and TRUSST® that share the unified strategy to pursue every market segment where it has a competitive advantage in terms of value, innovation and performance, with an emphasis on LED technology. For more information, please visit www.chauvetlighting.com

About S.H.E.A.R., Inc.

S.H.E.A.R., Inc., founded in 2001, is comprised of 10 volunteers who provide community services, experiences and fellowship opportunities while giving hope to people through empowerment, education and mentoring. Volunteers visit nursing homes, children's hospitals and jails located throughout South Florida bringing hope to members of the community and sending donations to Haiti and Nairobi, Kenya. Anthony Durden, a member of the CHAUVET® team for seven years, serves as president of S.H.E.A.R., Inc. As president, Durden prefers to be hands-on through ministering and networking with local businesses, city officials, private donors and collaborating with media outlets, including CBS WFOR's Neighbors 4 Neighbors, to bring support and awareness to his organization.

The Daily Journey To Suck Less!

By Ed Spencer

In March of this year in this very publication the industrious Mike Lenestra posed the statement to everyone, "The way I see it: We need a hero." He talked about the various responses to the ABC 'Wedding Confidential' episode by different groups in the industry - ADJA, NAME, WED Guild, and others. He further suggested that we need new blood because the core products and messages that are out there were developed years ago.

So, let's look at the resources and entities in the DJ industry; meaning the people and specifically the heroes themselves. You see, I'd like to suggest that we already have heroes but we don't always see them because they are right in front of us. You see, the TRUE heroes are those who, despite all odds, step out and do something extraordinary through personal sacrifice and sheer intestinal fortitude for the betterment of not only themselves, but for those around them. These people aren't like Superman who was born the way that he was and just because of their location happened to have superpowers, these are people who are more like Batman who, because they don't like what they see or because they want to see a change, put forth great effort to change things for the better.

For example, in a discussion with Dr. Drax, President of the American Disc Jockey Association, he pointed to the real 'Batmen' and 'Batwomen' of the industry being the people who "step up and organize other DJs without compensation, simply for their love of their craft and fellow man." He talked about the characteristics of these people: sacrifice, hard work, ethics, kindness... how they exhibit a non-judgemental view of people not as they are, but who they may become. He said it was these people who are the heroes. Why? Because regardless of what happens on the national stage, if it doesn't make it to the local chapter it doesn't matter. That's right - regardless of the claims of any national organization, if it doesn't make it to the grassroots level where it does some actual good, it doesn't matter.

What does this mean though? What is an example of someone who has done this? There are any number of DJs who fall into this category, but my personal favorite example and someone I'm honored to call a friend - Robbie Britton. Robbie has worked tirelessly for 6 years to put on the Appalachian Regional Mobile Disc Jockey Symposium (ARMDJs). Wanting to make a difference in his local market, the first year he brought in Mark Ferrell to deliver 'Getting What You're Worth 1.5' - a slight updating of his original talk given more than 10 years ago at Mobile Beat in Las Vegas. He brought in Randy Bartlett, Scott Favor, and many others who have given selflessly of themselves over the years and many of whom are superheroes in their own right.

ARMDJs was successful enough that Robbie has expanded the concept beyond just DJs and the limited scope of ARMDJs to add Ready, Set, Boost! - a 2nd day of content specifically aimed at inspiring and advancing all businesses in his area - not just the DJs or wedding industry. Because of this grassroots effort, this one person has caused the median price of a DJ to raise significantly in his area, DJs to work together and develop stronger friendships, and in general it's had a massive change in his local market. When someone says, 'We need a hero' I have to stop and ask "Isn't Robbie just the sort of 'Batman' we need in every market?"

But Robbie isn't alone in this. There are other people who put on local events to inspire and advance their markets. Even the editor and owner of this paper, John Young, has put on the Disc Jockey News Conclave and had some incredibly talented people speak to train in the Twin Cities area. Chalk up another 'Batman' to the list.

But in order for us to advance, we don't need just a single hero, we need a lot of heroes. We don't need a single Superman or Batman, we need a Justice League. A collection of superheroes who work tirelessly to achieve greatness and overcome evil. A group of people whose works are complementary to one another and there for us for the long haul. They're working to inspire and help DJs to grow their businesses, to run their businesses, and my personal favorite - they train these DJs to deliver better performances. The sad thing? That we still need hundreds of Batmen and Batwomen in our industry to really make a change..... so perhaps the real question should be...

Have you talked to a hero today, and if you haven't, shouldn't you either look for one, or become one yourself?

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

Mike Kazis Continued From Page 11

cials or even discounts on our web sites to get brides and grooms to take action while visiting our web pages. Although a discount may seem appealing to cost conscious consumers, it may not be the best thing for your business as run the risk of de-valuing your services. However, there might be a better way to draw the interest of brides and grooms to your services. For instance, Jeff and Stephanie Padovani of BookMoreBrides.com stated at the EPMEN conference last month that the "best things you can offer your bride is information."

Peter Merry for example, mentioned that one of his close colleagues and fellow DJ, Marcello Pedalino, offers Merry's book to clients as a gift for booking with him. Gregg appears to have filled that desire for information for his potential clients now that he has come up with his own authored eBook to share.

For DJs that are interested in using "the BRIDE'S GUIDE to Selecting the Perfect Wedding DJ" as a sales tool, or as a reference guide for improving their own business, you can order the book by going to the following web link http://amzn.com/B00CODYMUK.

Mike can be reached at mikekazis@discjockeynews.com.

Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop

1	Justin Timberlake	Mirrors
2	Pink	Just Give Me A Reason
3	Macklemore & Ryan Lewis	Can't Hold Us
4	Rihanna	Stay
5	Demi Lovato	Heart Attack
6	Icona Pop	I Love It
7	Bruno Mars	When I Was Your Man
8	Selena Gomez	Come & Get It
9	Pitbull	Feel This Moment
10	will.i.am F/ Bieber	#thatPOWER
11	Fall Out Boy	My Songs Know What You…
12	Florida-Georgia Line	Cruise (Remix)
13	Taylor Swift	22
14	Krewella	Alive
15	Ariana Grande	The Way
16	Jason Derulo	The Other Side
17	Emeli Sande	Next To Me
18	Justin Timberlake	Suit & Tie
19	Mariah Carey	#Beautiful
20	Avril Lavigne	Here's To Never Growing Up
21	Daft Punk	Get Lucky
22	Zedd	Clarity
23	Imagine Dragons	Radioactive
24	Ed Sheeran	Lego House
25	Calvin Harris	I Need Your Love
26	Little Mix	Wings
27	Anna Kendrick	Cups
28	Chris Brown	Fine China
29	Fun.	Carry On
30	Jennifer Lopez	Live It Up

Urban

1	Wale	Bad
2	Drake	Started From The Bottom
3	B.o.B	We Still In This B*tch
4	Rihanna	Loveeeeeee Song
5	Rihanna	Pour It Up
6	Kendrick Lamar	B**ch, Don't Kill My Vibe
7	Chris Brown	Fine China
8	Tamar Braxton	Love And War
9	Ace Hood	Bugatti
10	J. Cole	Power Trip
11	Ciara	Body Party
12	Kelly Rowland	Kisses Down Low
13	Fabolous	Ready
14	Lil Wayne	Rich As F**k
15	Justin Timberlake	Suit & Tie
16	Miguel	How Many Drinks
17	Lil Wayne	Love Me
18	DJ Khaled	No New Friends
19	Future	Karate Chop
20	French Montana	Freaks
21	Rich Gang	Tapout
22	B. Smyth	Leggo
23	Nicki Minaj	High School
24	Fantasia	Without Me
25	Young Jeezy	R.I.P.
26	Juicy J	Show Out
27	Rocko	U.O.E.N.O.
28	Problem	Like Whaaat
29	KStylis	Booty Me Down
30	A$AP Rocky	Wild For The Night

Country

1	George Strait	Give It All We Got Tonight
2	Darius Rucker	Wagon Wheel
3	Tim McGraw F/ Taylor Swift	Highway Don't Care
4	Florida-Georgia Line	Get Your Shine On
5	Blake Shelton	Boys 'Round Here
6	Miranda Lambert	Mama's Broken Heart
7	Eric Church	Like Jesus Does
8	Brad Paisley	Beat This Summer
9	Jake Owen	Anywhere With You
10	Kenny Chesney	Pirate Flag
11	Luke Bryan	Crash My Party
12	Thompson Square	If I Didn't Have You
13	Brantley Gilbert	More Than Miles
14	Zac Brown Band	Jump Right In
15	Kip Moore	Hey Pretty Girl
16	Hunter Hayes	I Want Crazy
17	Henningsens	American Beautiful
18	Gloriana	Can't Shake You
19	Carrie Underwood	See You Again
20	Easton Corbin	All Over The Road
21	Brett Eldridge	Don't Ya
22	Gary Allan	Pieces
23	Justin Moore	Point At You
24	Randy Houser	Runnin' Outta Moonlight
25	Billy Currington	Hey Girl
26	Sheryl Crow	Easy
27	Craig Morgan	More Trucks Than Cars
28	Tyler Farr	Redneck Crazy
29	Charlie Worsham	Could It Be
30	Craig Campbell	Outta My Head

Rock

1	Volbeat	Hangman's Bodycount
2	Device	Vilify
3	Shinedown	I'll Follow You
4	Stone Sour	Do Me A Favor
5	Alice In Chains	Stone
6	Pop Evil	Trenches
7	Slash	Anastasia
8	Three Days Grace	The High Road
9	Corey Taylor & Dave Grohl	From Can To Can't
10	Black Sabbath	God Is Dead?
11	Sevendust	Decay
12	Black Veil Brides	In The End
13	Soundgarden	By Crooked Steps
14	Deftones	Swerve City
15	Rob Zombie	Dead City Radio
16	Imagine Dragons	Radioactive
17	Beware Of Darkness	Howl
18	In This Moment	Adrenalize
19	Five Finger Death Punch	Lift Me Up
20	All That Remains	Asking Too Much
21	Thirty Seconds To Mars	Up In The Air
22	Skillet	Sick Of It
23	Filter	What Do You Say
24	Red	Perfect Life
25	P.O.D.	Beautiful
26	Killswitch Engage	In Due Time
27	Foals	Inhaler
28	Drowning Pool	One Finger And A Fist
29	Eye Empire	More Than Fate
30	Devour The Day	Good Man

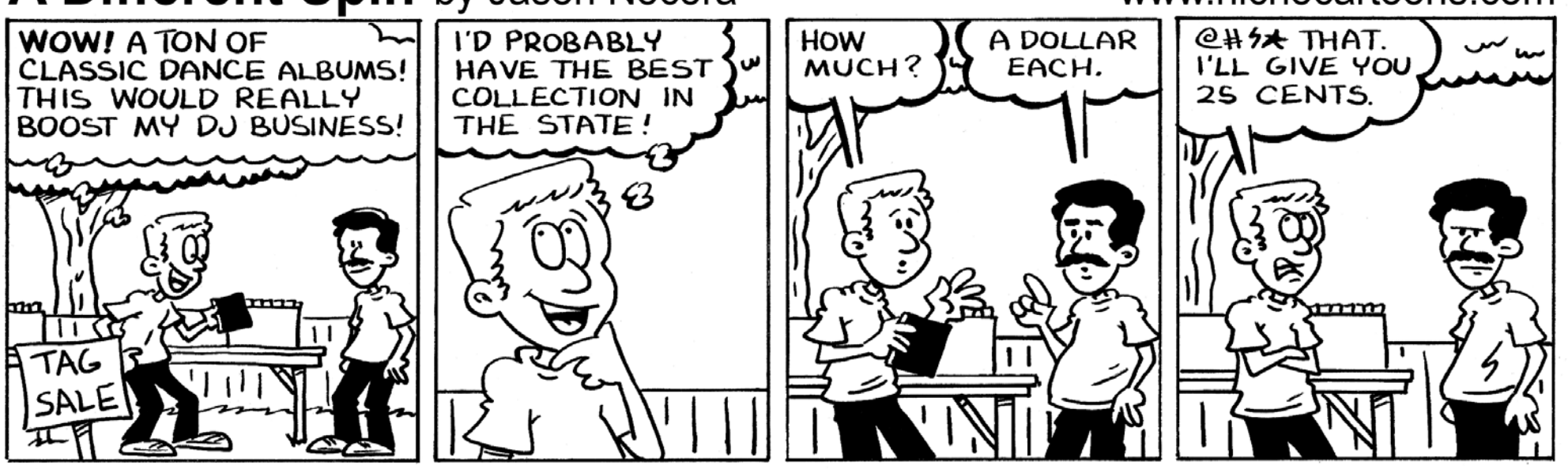
Adult Contempory

1	Lumineers	Ho Hey
2	Kelly Clarkson	Catch My Breath
3	Maroon 5	Daylight
4	Pink	Try
5	Bruno Mars	When I Was Your Man
6	Phillip Phillips	Home
7	Pink	Just Give Me A Reason
8	Taylor Swift	I Knew You Were Trouble
9	Michael Buble	It's A Beautiful Day
10	Fun.	Some Nights
11	Bruno Mars	Locked Out Of Heaven
12	Rihanna	Stay
13	Rod Stewart	She Makes Me Happy
14	Mumford & Sons	I Will Wait
15	Hunter Hayes	Wanted
16	Jewel	Two Hearts Breaking
17	Fun.	Carry On
18	Ed Sheeran	The A Team
19	Emeli Sande	Next To Me
20	Alicia Keys	Girl On Fire
21	Phillip Phillips	Gone, Gone, Gone
22	Of Monsters And Men	Little Talks
23	Josh Groban	Brave
24	Imagine Dragons	It's Time
25	Mariah Carey	Almost Home
26	Taylor Swift	22
27	Justin Timberlake	Suit & Tue
28	Whitney Wolanin	Wrong Guy
29	Ed Sheeran	Lego House
30	Justin Timberlake	Mirrors

Alternative

1	Neighbourhood	Sweater Weather
2	Imagine Dragons	Radioactive
3	Capital Cities	Safe And Sound
4	Muse	Panic Station
5	Thirty Seconds To Mars	Up In The Air
6	Of Monsters And Men	Mountain Sound
7	Fall Out Boy	My Songs Know What You…
8	Lumineers	Stubborn Love
9	New Politics	Harlem
10	Muse	Madness
11	twenty | one | pilots	Holding On To You
12	Family Of The Year	Hero
13	Mowgli's	San Francisco
14	Vampire Weekend	Diane Young
15	Alt-J	Breezeblocks
16	Fitz & The Tantrums	Out Of My League
17	Imagine Dragons	Demons
18	Frank Turner	Recovery
19	Daft Punk	Get Lucky
20	Phoenix	Entertainment
21	Queens Of The Stone Age	My God Is The Sun
22	Atlas Genius	If So
23	Macklemore & Ryan Lewis	Same Love
24	Biffy Clyro	Black Chandelier
25	Linkin Park	Castle Of Glass
26	Cold War Kids	Miracle Mile
27	Three Days Grace	The High Road
28	Jimmy Eat World	I Will Steal You Back
29	Foals	Inhaler
30	Depeche Mode	Soothe My Soul

A Different Spin by Jason Nocera www.nichecartoons.com



Behind The Mic: The Tension Is KILLING Me!

By Dave Winsor

It's no wonder that we're stressed about entertaining at weddings.

I've read posts on FB asking "What do you do to be less stressed out at a wedding?" That is a great question. Everyone handles stress differently based on the whole range of answers given. How do I handle stress? I change my perspective.

Stress defined:

The physical pressure, pull, or other force exerted on one thing by another; strain

When I'm actually at an event; that is the end result of all I have done previously. I met with the couple to see if we are a good fit, we made a connection. If I didn't sell them my services at that point then I kept in touch and waited for them to make a decision. They email me to give me the good news that I've been chosen. Notice I used the word "chosen." They didn't settle on my services, they CHOSE me to help them plan and celebrate.

So, that's the beginning. There will be a lot of emails, voicemails, face to face meetings where we will break down any barriers that will allow me to represent them to their families. I really enjoy this part of the planning. During these meetings, they will tell me stories about their journey, their families and friends, all great tidbits that will come in handy in the live environment. So, we are building their plan from scratch. Not MY plan, their plan.

Tension:

Mental or emotional strain; intense, suppressed suspense, anxiety, or excitement.

When it comes to the week of the wedding, I'm creating documents that will help with flow at the reception and where we all need to be and when. Music choices are in a specific folder for easy searching. All of this planning leads me to a certain comfort level that is very comforting. Am I totally stress free? No, but that's ok and here's why.

Perspective:

The state of one's ideas

Put everything into perspective. You're about the lead a party where people are primed and ready to have a good time. You just need to give them permission and define an expectation for them. That way you recruit them into the plan for the day/evening and let them know it's not "YOU" asking them to participate, it's the bride and groom who are. Now, you've shifted the burden to them to create memories. That sounds pretty simple and it is. Try it. Oh yeah, how do I release tension? By doing all the things I've mentioned and by being over prepared.

Addressing the group for the first time will also set the tone for the event. If you can't command attention and you come across as being weak and trembling, that can be a problem. They won't respect you because they perceive you as not being able to control them. If you are overly aggressive you'll lose them also. So, what's the right approach? Just be the best "you" that you can be. If you're confident, friendly, down to earth and NOT over the top, you'll be just fine. Most people you'll be speaking to can't comprehend addressing a group of strangers like you're doing. So, with that in mind, please remember, you were chosen, you auditioned, you got the part. Everyone you're speaking with was invited to attend. That's pretty rare company. Now…. go kick some butt!

Command:

To deserve and receive (respect, sympathy, attention, etc.)

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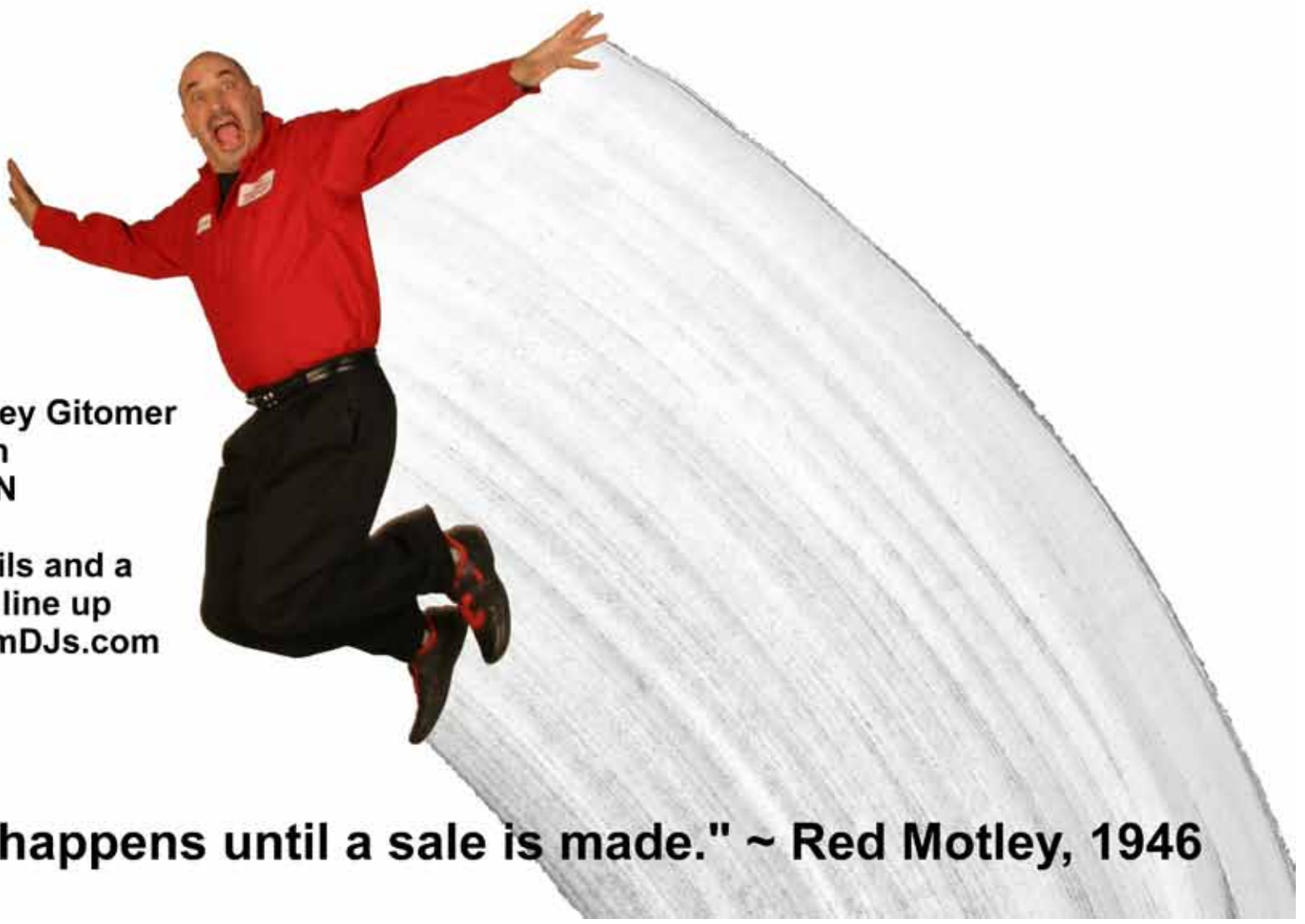

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"Nothing happens until a sale is made." ~ Red Motley, 1946

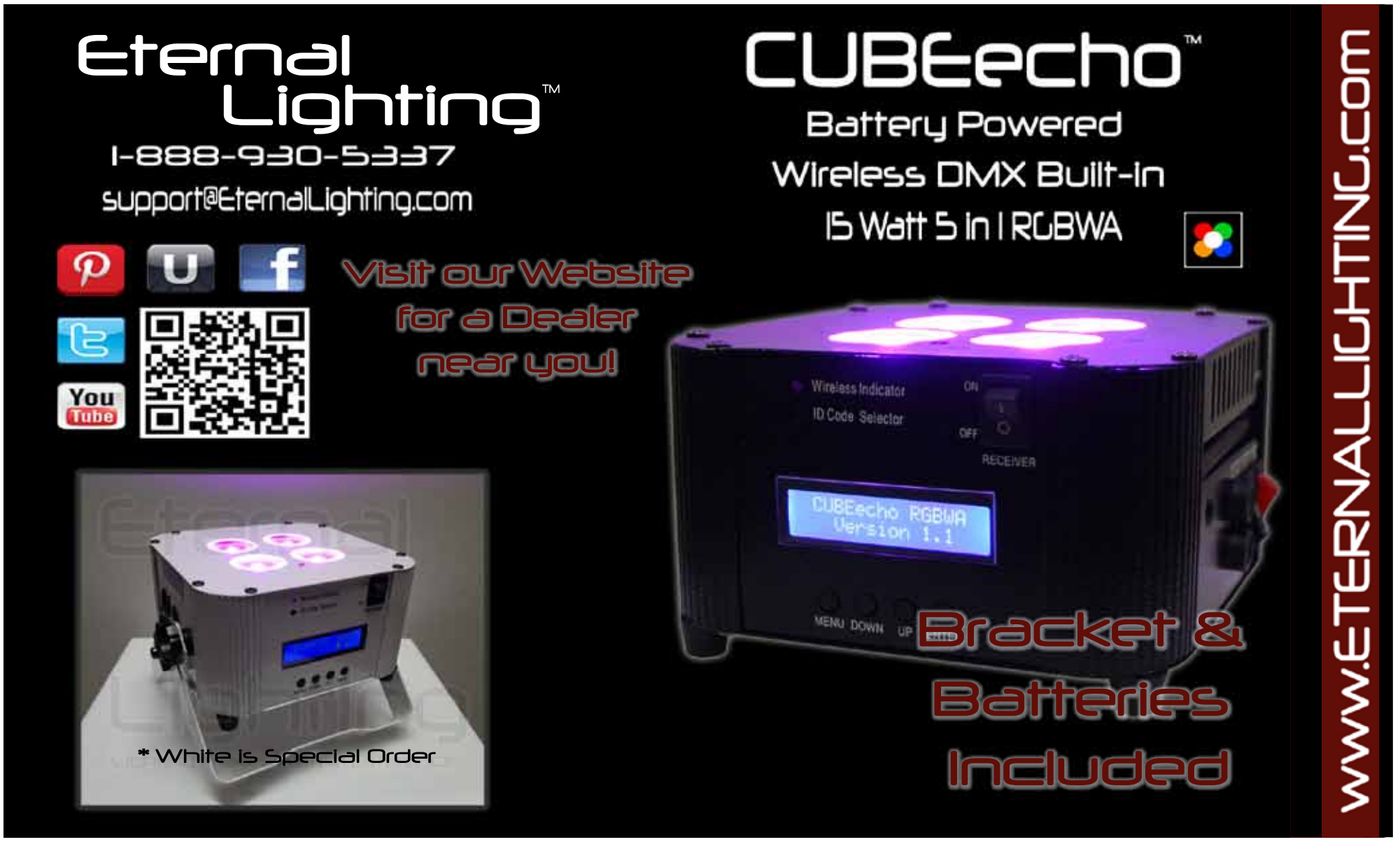
Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM
6	1	Justin Timberlake	Mirrors		201314	78
2	2	Pitbull-C Aguilera	Feel This Moment		201302	136
5	3	Krewella	Alive		201305	128
10	4	Macklemore/Ryan Lewis	Can't Hold Us		201310	73
1	5	Justin Timberlake	Suit annd Tie		201303	103
3	6	Macklemoore-Ryan Lewis	Thrift Shop		201246	95
4	7	Maroon 5	Daylight		201247	126
14	8	Demi Lovato	Heart Attack		201309	88
15	9	#that Power	Justin Bieber /Wil I am		201312	128
8	10	Calvin Harris	Sweet Nothing	Florence Welch	201238	128
7	11	Swedish House Mafia	Don't You Worry Child		201234	129
18	12	Olly Murs/ w Flo Rida	Troublemaker		201250	106
9	13	Imagine Dragons	It's Time		201208	105
20	14	Emeli Sande	Next to Me		201230	95
11	15	Will.I.AM-Britney Spears	Scream and Shout		201248	129
24	16	Chris Brown	Fine China		201314	104
22	17	Ariana Grande / Mac Miller	The Way		201314	83
12	18	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127
28	19	Selena Gomez	Come & Get it		201315	80
13	20	Justin Bieber	All Around the World		201307	128
16	21	Kelly Clarkson	Catch My Breath		201243	124
17	22	Flo Rida	I Cry		201238	126
*	23	Mariah Carey/ Miguel	#Beautiful		201319	107
19	24	Taylor Swift	I Knew you Were Trouble		201248	77
*	25	Daft Punk	Get Lucky		201317	116
21	26	Ed Sheeran	The A Team		201205	86
23	27	Ke$ha	C'mon		201252	126
*	28	Sean Kingston	Beat it	Chris Brown/Wiz	201316	98
*	29	Avril Lavigne	Here's to never growing up		201315	83
*	30	Little Mix	Wings		201311	116

Recurrents- (Still popular)

30	Maroon 5	One More Night	201229	93
27	Rihanna	Diamonds	201241	92
26	Pitbull	Don't Stop The Party	201238	127
25	Baauer	Harlem Shake	201309	70
	Trey Songz	Simply Amazing	201250	100
	Ne-Yo	Let me Love You	201229	124
	Ke$ha	Die Young	201240	129
	Pink	Try	201243	105
	Alecia Keys	Girl Unfire	201237	93
	Justin Bieber	As Long As You Love Me	201227	71
	Alex Clair	Too Close	201115	63
	Taylor Swift	We are never getting back together	201234	86
	Psy	Gangnam Style	201237	132
	Chris Brown	Don't Wake Me Up	201221	128
	Pink	Blow Me One Last Kiss	201228	114
	Owl City-Carly Rae Jepsen	Good Time	201227	126
	Maroon 5	Payphone	201217	111
	Carly Jepsen	Call Me Maybe	201210	120
	David Guetta/ Chris Brown	I Can Only Imagine	201230	127
	Rihanna	Where have you been	201216	128
	Trey Songz	Heart Attack	201214	75
	Usher	Numb	201233	125
	Future	Turn on the Lights	201226	66
	Ellie Goulding	Lights	201109	120
	Nicki Minaj	Pound the Alarm	201227	126
	One Direction	Live While we're young	201240	126
	David Guetta	Titanium	201230	125
	Calvin Harris	Lets Go	201212	128
	Katy Perry	Wide Awake	201223	80
	Kelly Clarkson	Stronger	201201	116
	David Guetta/Nicki Minaj	Turn Me on	201231	128
	Justin Bieber	Boyfriend	201214	97
	Taylor Swft-B.O.B	Both Of Us	201220	63
	50 Cent/Dr. Dre/Alicia Keys	New Day	201232	98
	Katy Perry	Part of Me	201210	130
	Flo Rida	Good Feelin	201137	128
	Pitbull	Back In Time	201214	127
	Gym Class Heroes	Self Back Home	201203	130
	Nicki Minaj	Starships	201209	125
	Chris Brown	Turn Up The Music	201206	130
	Goyte	Somebody that I used to Know	201205	129
	Rihanna	We Found Love	201140	128
	The Wanted	Glad You Came	201134	128
	One Direction	What Makes You Beautiful	201213	129
	Drake /Rihanna	Take Care	201150	122
	Calvin Harris	Feel So Close	201131	64
	Rihanna	You Da One	201147	127
	Young Jeezy	Leave you alone	201208	95
	B.O.B	So Good	201209	86
	J. Jessie	Domino	201135	127
	Karmin	Broken Hearted	201207	120
	Pitbull/w Chris Brown	International Love	201140	120
	Jennifer Lopez	Dance Again	201215	128
	Chris Rene	Young Homie	201209	80
	LMFAO	Sorry for Party Rockin	201201	134
	Hot Chelle Rae	I Like it Like That	201139	101
	Bruno Mars	It Will Rain	201140	75
	David Guetta	Without You	201136	128
	J Cole	Workout	201126	93
	Selena Gomez	Love you Like a Love Song	201131	119
	Dev & Enrique Iglesias	Naked	201201	125
	Outasight	Tonight is the Night	201142	120
	Foster the People	Don't Stop	201146	133
	Gym Class Heros	Stereo Hearts	201125	91
	Drake	Headlines	201132	76
	Jason Derulo	It Girl	201133	92
	LMFAO	Sexy and I know it	201133	130
	Lady Gaga	Marry the Night	201145	131
	Nicki Minaj-Rihanna	Fly	201132	120
	Maroon 5/Aguilera	Moves Like Jagger	201132	128
	Britney Spears	I Wanna Go	201124	131
	Enrique Iglesias	I Like How it Feels	201139	128
	LMFAO	Party Rock Anthem	201102	131
	Cobra Starship	You Make Me Feel	201120	132
	Alexandra Stan	Mr. Saxobeat	201119	127
	New Boyz	Better with the Lights on	201120	112
	Bad Meets Evil	Lighters (squeaky clean)	201125	90
	Kanye West	All of the lights	201050	71



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