

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

The powers that be at Mobile Beat dubbed this year's annual DJ Conference in Las Vegas: MBLVX – Turn It Up To Eleven!



When I saw that I immediately understood the “Spinal Tap” reference although I had to wonder why they wouldn't have shelved the idea one more year

to 2011. But I'm sure they'll have any equally awesome theme for next year. So I attended this convention ready to soak it all in. Ready to “Turn Up,” as they promised “My Business...My Professionalism...My MBLVX Experience.” I touched down in Sin City with a “bring it on attitude.”

And I can tell you with very few exceptions, my expectations were met. MBLVX 2010 was a solid success for Mobile Beat and all the mobile DJs who attended.

Monday night Mobile Beat began its week with a “Tribute to Soul Train.” Hosted by John Rozz (with co-hosting duties handled by yours truly) the evening featured some cool line dances lead by some of the nations top mobile DJ entertainers. Marcello and Darryl Jacobsen represented New Jersey, Keith Alan and Big Daddy brought their skills all the way from Connecticut and more locally, Las Vegas' own Jodi Harris rocked the floor as well. The night ended with a great set laid down by DJ Toad. We may have celebrated 70s Funk and R&B, but the night had a timeless energy to it!

DAY ONE - TUESDAY FEBRUARY 9TH:

Mobile Beat has ironed out some of the confusion regarding their Hall of Fame and this year they returned to the

tradition of kicking off their convention by inducting two new members. I am biased because both of the 2010 inductees are friends of mine but I have to say they are very deserving of the honor. They have each had incredible individual successes, plus they have had a profound impact on our whole industry. My congratulations to John Rozz and also to Karl Detken.

After the inductions it was time to kick off the seminars. As usual Mobile Beat front loads their convention with seminars on day one, mainly because the showroom floor is not open yet. So Tuesday got started with a seminar on “Passion” presented by Gerry Siracusa and Sean “Big Daddy” McKee. It's a great motivational seminar that set the tone for a week of learning and getting motivated. But Mobile Beat didn't stop there trying to get the attendees worked up to a frenzy. Kent Julian was up next with his presentation “Live (and Earn) It Forward.” Mr. Julian said he doesn't like to be called a “motivational speaker” yet his seminar was very motivational and inspirational.

With the juices flowing, it was time now for some substance!

And when it comes to substance, there is no one working the speaking circuit these days who delivers more than Mr. Andy Ebon. Andy can speak intellectually on every topic from Search Engine Optimization to any of the new social media outlets. This year his day one seminar was about bridal shows. As always Andy's hour was content rich and smoothly presented. As a seminar speaker myself, I watch guys like Andy and I realize how far I have to go as a public speaker.

New Hall of Fame inductee John Rozz was up next with a seminar that was half about longevity and half a demonstration of some cool games. John is more comfortable doing the games than

he is talking in a seminar format so once he got the interactive part underway he really hit stride.

I attended the ADJA's Annual Meeting and though I would've liked to see a smoother and more dynamic meet-

ing from one of the nation's leading DJ Associations, I was very happy to see Ron Brown win the Peter Merry leadership award and The Charlotte Chapter be named Chapter of the Year. Both very deserving winners.

Tuesday night Mobile Beat has traditionally treated its attendees to some live music and this year Coolio and The Sugar Hill Gang

were up on the stage. I was able to sit through Coolio's set but didn't hang in there for the Sugar Hill Gang which I understand was a mistake. I appreciate Mobile Beat's attempt at thinking outside the box when it comes to the evening entertainment but I for one have had enough of being cursed at by over-the-hill hip-hop artists.

DAY TWO - WEDNESDAY FEBRUARY 10TH

Day Two is always the day that the showroom floors opens. I attended a few of the morning seminars but my mind was more focused on the exhibitors. I've been attending DJ Expos for over 15 years now but I still enjoy walking the exhibit floor and seeing all the new toys that are available for our industry. When the clock struck noon and the floor was opened I was like a kid in a candy store.

The ADJA booth is the first thing you

see as you enter the floor. What great positioning for Dr Drax. Mobile Beat is smart enough to have a quiet section and a loud room. In the quiet section I got to check out everything from a great open air photo booth to a temporary tattoo station. In the loud room, well what can I say? If you've ever been to a DJ Expo

you know. Speakers, lights, lasers, you name it. There are so many great exhibits attacking your every sense that it becomes overwhelming.

I t seemed like a bit smaller showroom

floor this year than last year but that's not to say unimpressive. Mobile Beat fills the floor with great manufacturers who are doing everything they can to cater to our industry. I appreciate that and I support those vendors as much as I can (just like I believe we all should.)

DAY THREE THURSDAY FEBRUARY 11TH

There were two seminars on Thursday that I wanted to see but they were concurrent so I had to choose. I wound up missing Andy Ebon (I'd seen him present twice already that week so I figured I could afford to) and decided to check out “90 Minutes in Heaven – a True Story of Death and Life” presented by Don Piper. I'm not sorry I made that choice.

Mobile Beat ends their show with a ton of giveaways so I made sure I was on the expo floor at 5pm. Unfortunately

Mike Walter continued on page 2



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I never heard my name. But despite that fact I felt like a winner. MBLVX was a great success and well worth attending.

Not to mention the fact that while I was in Las Vegas, New Jersey got a foot of snow. I didn't miss that!

V E N - D O R F E E D - B A C K

I had the chance to speak to some of the vendors on the showroom floor. I think these people have a true sense of the quality of a DJ Convention, much like you can evaluate a bridal show by standing in your booth all afternoon.

Dr Drax, ADJA President, said he expected to sign-up 200 new members at the show. I asked him if it was a good show for him and he effused, "it's Mobile Beat, it's Vegas b a b y ! " John Rozz said it was a great week. "I wish I could have seen more," he told me, "but I've been strapped to my booth." From the business John was doing though I'm sure he didn't regret his decision. John was promoting his new book "Learning Icebreakers" and he told he had signed, "A LOT of autographs." And when I asked Ray Martinez if he was having a good time he said, "how could I not with all my friends around?" If you know Raymar you know how sincere that statement is.

Andy Ebon offered me perhaps the most thoughtful feedback. "'I have made many presentations at Mobile Beat conferences," he told me, "and I'm always enthused about the disc jockeys and business owners that strive to make

continual improvements in both their entertainment and business skills. Now that I'm publishing marketing books and DVDs, it made sense to be an exhibitor, as well. Mobile Beat 2010 was successful and gratifying for me. Every mobile DJ should make a commitment to attend, every year.

BEST MOMENTS OF THE WEEK
Marcello Pedalino and I usually fly home together from Las Vegas and one of the topics of conversation inevitably becomes sharing our favorite moments

from the week. I'm sure if check out Marcello's blog you can read his (<http://mmpentertainment-blog.com/>) Here are mine:

Fitness Walks. Marcello and I led them all week. Tuesday, Wednesday and Thursday. We started with over 20 DJs. And even though the group had dwindled to about a

dozen by Thursday, I was still thrilled to be a part of this unique networking/healthy exercise (pun intended.) Someone mentioned to me that Marcello and I were becoming known as the "fitness guys." If I'm going to be "pigeon-holed" in this industry, that's a pretty good thing to be known for.

Networking. A friend of mine sent me a text message during one of the opening day seminars. He wrote that the live internet stream from the show was horrible (he used a different word.) My first thought was, "why would they simulcast these seminars over the internet?" All it

could possibly do is encourage people to stay home and that seemed to be counterproductive for any one producing a show and trying to fill seats. And to me the biggest crime of missing these shows, even if you can see the seminars on the internet and check out the same products at your local store, is that you miss the networking. I heard Randi Rae say once that you should never eat a meal alone at a DJ convention. I've tried to follow that philosophy ever since. Whether it's a lifelong friend of mine who I rarely see and we're catching up over dinner, or someone I've just met who wants to have lunch with me, "breaking bread" with someone and sharing your thoughts and ideas over a meal is one of the things that can happen at a convention so easily. Our fitness walks are also a great chance to network (and get fresh air.) So are the gambling tables believe it or not. Anywhere and everywhere at an industry convention, there are opportunities to chat with someone who shares similar concerns as you, and maybe who has the answer to a problem that you have.

90 Minutes in Heaven. Ok, full disclosure, I've struggled recently with my faith. My parents raised me a good Catholic boy and if you read my "Jesus as a DJ" article in December you know I have great admiration and respect for Jesus Christ. But was He the Son of God or just the greatest, most loving person that ever lived? I wrestle with that sometimes. Did He rise from the dead or did His followers just tack that part of the story on to make His message that much stronger?

So I went into Don Piper's seminar with a little trepidation. I wanted to hear this story because when you struggle with your faith you're also left with the question, "Is this all there is?" I wanted to hear from someone who had purport-

edly been there, "What's on the other side." And based on the title I thought I knew what was coming.

Mr. Piper's seminar was the best of the week for me. He told a gripping and agonizing story yet he also found the way to work in some humor as well as some incredible life lessons. I scribbled notes down and as I look back on them,

I have to smile. "If you know where you're going you should be having a better time getting there." He said that. And in my own experience it is true. Mr. Piper

also talked about "finding a new normal" when your life gets completely rearranged. Obviously he was talking about an accident and spending 13 months in the hospital (during which time he had 34 surgeries.) But I had to think about all of us, and how we have had to do that over the past year and a half with the recession.

I bought Mr. Piper's book after his seminar and he autographed it for me. He wrote, "See you at the gates." While I still reserve the right to

wrestle with that belief, I feel like a better person for having heard his story. He told a room full of DJs that we'll love heaven because "there's music everywhere." That made me smile. Ear to ear. Every DJ I know changes for the better when a good song comes on. We perk up, start tapping our feet to the beat and if it's a song we know we start to sing along. Can you imagine an eternity of that?

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The Referral Coach

By Matt Anderson

What to SAY So Centers of Influence Refer You.

Not sure what to say to get the results you want? Follow these steps for developing mutually beneficial relationships with other centers of influence (COIs) who know the people who make good prospects for you.

(NOTE: This is not necessarily going to happen all in one meeting and will vary based on how strong the relationship is, your credibility, and how much you know, like and trust each other.)

1. What to say to set up the meeting:
YOU ASK: "I'd like to get together for a coffee (lunch/beer) some time. Some of my clients have a need for your services so I'd like to learn more about your business and see if there might be a good fit."

Plus I'm hoping there might be some ways we might be able to help each other out in our businesses. Would you be up for that some time before the end of the month? What works well for you?"

2. What to say and do to start the first meeting on the right foot:

a) Add value right away:

YOU SAY: "Before I forget, I did bring along a couple of things I thought you might find helpful. I came across this article with some great sales ideas (something related to their business/professional life) that I know have really helped me and also I went to this excellent seminar a few weeks ago and here's a handout from that with some top notch time management tips."

b) Find some common ground to connect on.

YOU ASK: about person's hometown, time lived here, family, hobbies

3. TAKE CHARGE! FOCUS ON

THEIR NEEDS FIRST!

a) Transition to a business conversation – great COIs are busy for a good reason and do not have time for much chit chat. Use Bob Burg's ten networking questions (email me for a copy or buy his book Endless Referrals). Here are two examples:

YOU ASK: "How did you get your start in the widget business?"

What do you enjoy most about your profession?"

b) Find out: Do they know many people?

PICK ONE:

YOU ASK: "Where do you get most of your business?"

What other organizations are you involved in?"

c) Find out: Are they truly as motivated as you?

PICK ONE:

YOU ASK: "What does success look like for you in your business/line of work?"

Where do you hope to be professionally three years from now?"

d) Find out what their 'belief' is about referring business to others.

YOU ASK: "Who do you typically refer business to?"

Who do you like to refer business to?

Do you have other (insert your profession) that you're currently referring business to? How is that going?"

e) State your expectations

YOU SAY: "I'm looking for a resource in your industry to recommend to my professional contacts and friends and also, ideally, looking for someone who is open to recommending me to the people they know."

f) Look for ways to ADD VALUE to THEM

YOU ASK: "What can I do for you? How can I help you?"

(Other questions you'll want to use and model:)

1. "What do you want to accomplish over the next 12 months?"

2. What kind of business are you looking for? Who's your ideal client?

3. How do I transition a conversation from what I do to recommending you?"

Or "How do I start a conversation about what you do so that I can open the door from my contacts to a possible referral?"

4. What do I say to get permission for you to call?"

g) Five tips if this COI is in your target market so you can add more value:

1. "Are there any projects that I can volunteer for?"

2. Are there any workshops or seminars I can put on? Any opportunities to write for your publication/newsletter?

3. Are there any boards I can serve on?

4. Are there any events I could sponsor?

5. Are there any causes that the members consider to be important that I can donate money to?"

4. COACH THEM HOW THEY CAN HELP YOU:

a) YOU ASK: "Can I suggest a couple of the easiest things to say to your clients about me?"

b) YOU COACH:

You Describe:

1. Your ideal client (this needs to be focused enough so the COI actually can think of specific people)

"The people I can help the most are" or "My company specializes in helping:"

Ex. "School dances/nurses and teachers organize the perfect wedding/corporations how to reward their employees in style with great events."

2. What to say to transition a conversation from what the COI does to recommending you:

YOU SAY: "There are two or three things to ask that you can easily bring up in a conversation as you wrap up a meeting. (PICK ONE)

a) When was the last time you had a great company awards/social event? How did that go?"

b) Who do you consult with for wedding planning? How's that going? How happy are you with their work?

c) "We've talked a lot about the logistics of your event, but you are going to want to take care of some of the other aspects too. What are plans for the entertainment part?"

Which of these would you be most comfortable saying?"

3. How they get permission for you to call

(PICK ONE)

YOU SAY:

a) "The best person I know to talk to about any questions/needs you might have in that area is Wayne. Would you like me to have him get in touch in the near future?"

b) The best resource I know of is Michelle Wang over at ABC Entertainment. She does a fantastic job. Would you be open to a brief chat with her at some point? I can have her drop you a line.

c) You might want to talk to a good friend of mine who could really help with something like that. His name's David James. If it's okay with you, I'll have him give you a call.

d) You should talk to Leah Evans. She is the best person I know in that field. Do you have any objection to her giving you a call?"

Matt Anderson, of the Referral Authority, has grown his business exclusively by referrals, relationship building, and networking. He specializes in coaching sales professionals how to network effectively and build a referral-based business.

Recent clients include Prudential Financial, US Bank, Virginia Asset Management, State Farm Insurance, and MetLife. He is the author of the upcoming book Fearless Referrals and is regular contributing author to one of the best known resource for financial advisors: Horsesmouth.com and has recorded several corporate training videos for New York Life on referrals and networking. He lives in Madison, WI but hails from Coventry, England, consistently voted home of Western Europe's Most Unfriendly and Least Intelligent People as well as the Best Place to Get Beaten Up in Broad Daylight.

How To Make An Outward Change In Your Business And Your Fellow DJ

By Mitch Taylor

Last month we talked about the couple who made a change in the life of

people they don't even know and donated their \$2500 food budget for their reception to Haiti for disaster relief. They felt empowered by their decision and grateful for the opportunity to do it.

They impacted others on a global scale. How can you make an outward change in your business and your fellow DJ?

First...let's examine how you can make an outward change in your fellow DJ. First...here's how NOT to do it.

DON'T call every DJ you know...pretending to be a groom and trying to hear their "sales pitch". It's not effective and dishonest.

DON'T form or join a local group or association and then TELL DJs what to do or how much to charge. That's prob-

ably the quickest way to ruin any membership base as such.

DON'T come together every month with fellow djs and spew negativity. It will get you nowhere fast.

Making an outward change in your fellow DJ is about leadership. Leadership is best done in most cases when you lead by example....NOT by words. If people see that you are successful and truly have a desire to become better...they will ask you how to do what you do. Show them the way. Befriend them. It doesn't mean you have to teach them everything you know...just point them in the right direction to the resources that you have used to get where you are at in your business and see if they have the same drive, desire and determination to put in the work to get there. Give them the road map....then let them drive. Encourage them and become their biggest fan when they succeed. Several DJ organizations such as MAPDJ, ADJA chapters and the like have grown exponentially over the past years by just following this simple creed. Givers Gain.

I received a Facebook message today from a fellow DJ in my area that illustrates this perfectly and they wrote "Hey Mitch! I've been getting your

phone messages and emails. I'm at a weird place in my life right now; however, don't give up on me!! LOL! I do still plan on coming to your meetings and eventually joining ADJA! I will most likely be doing that in the summer. Please keep the invites coming!" You never know the impact you will have on someone's life, and your timing may be off...but if you make a meaningful impact, you can change lives with random acts of kindness and caring.

How do you make an outward change in your own business? Simple. Use a similar approach by keeping the same creed in mind. Givers gain.

When was the last time you did something FOR your customers? Most people think sending a card to their clients on their birthday or jotting down their favorite song in a planning meeting is doing something "FOR" their customer. I believe that approach is doing something "TO" their customers and NOT "FOR" them. Doing something "FOR" your clients means expecting nothing in return and also opening for communication between the two of you. Call them and see how you can help in their event planning. Do they need referrals for other vendors? What would help take

away some of the stress they are under?

We covered the DON'T's, now let's cover the DO's.

DO call every DJ you know and ask them how you can help them and together have a positive impact on the clients seeking the best in entertainment in your area. FACE IT..."YOU" can't do EVERY event.

DO lead by example in everything you do....Walk the Walk instead of Talking the Talk.

DO keep a positive attitude about your profession and the role you serve. Positivity is contagious!

Ultimately that's what sales is....solving problems for people. Never forget that you are in the "people" business...NOT the DJ business.

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

Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ.



Today's topic: The Face To Face Meeting. (F2F)

In this day and age of instant gratification and the world wide web, fewer and fewer DJs are having face to face meetings with their clients.

I was surprised when I read of the large number of DJs who book events, plan and handle all the details via the net or phone and never actually meet their clients until the day of the event. After over twenty five years in the business I guess I'm still "old school" and maybe a dying breed. I almost never book an event without meeting with the client first. The few times I did was because the client was in the military or lived in a different state and would not be in town until the wedding day or it was a corporate event that doesn't believe they need to meet.

Having F2F meetings prior to signing a contract has its benefits as well as its downfalls. The benefits are that you get to actually meet the client and get a good feel for what they are looking for.

Sure they can tell you over the phone or answer a few questions on your web site, but it can be completely different when you meet them F2F. The reason being, many clients have never hired a DJ before so they are unaware of what to look for as well as what is involved with planning their special day. Most believe that the DJ just shows up and plays music. With meeting prior to signing a contract you can get a good feeling of who your clients are, what their family and friends will be like. You can learn what they expect from you and what they dream of for their day. It helps to eliminate the stereo typical "bridezilla" or the clients who wish to micromanage every second of your work day or a client who could be nothing but a problem for you. I have actually turned down events after meeting with potential clients because I felt that we were not a good match and/or would not work well together, making their event less than it should be and possibly damaging my reputation in the community. In these tough economic times it's hard to turn down work but sometimes it is for the best that you do.

A downfall of the F2F is that the potential client must take time out of their day to travel to meet with you. You have to have a location prepared or travel to a location to meet with the client. It takes extra time and money (fuel) which some clients just don't have.

Scheduling can often be a hassle if you work a day job or the couple have off set working hours. (Days for one, nights evenings or weekends for the other)

Another set back is that unfortunately

some people still have certain prejudices that when you meet F2F can become evident. It could be your age, race, sex, personality or just the way you look or dress. If in their minds a DJ should be a 22 year old "hip" hunk club DJ and you're 40 and over weight or if they thought the DJ should be a well trained, experienced and mature adult and you're fifteen years old with a green Mohawk, then you won't get hired. If they had booked you over the phone or the web they would not necessarily know who they were hiring until the day of the event.

I find that it is best to eliminate any potential problems by meeting them before you sign an agreement so that there will not be any surprises. I also find a very high percentage of brides and grooms who come to at F2F also will sign the contract at that meeting. I believe it is because if they have decided to meet with you than they have already made up their minds to hire your service. Unless something horrible goes wrong at that meeting they will become your next paying client.

I typically have three F2F meetings with all my clients. The first is the signing of the contract. The second is thirty days prior to the event to plan out in great details their day. The third is the week of the event to meet at the location site. The first two meetings always takes place in my office. The office is decorated to show my sincerity and dedication to my profession as well as being a quiet area where we will not be disturbed by others. I offer my clients a beverage as well as cookies and/or candy for the meeting. They sit in comfortable chairs while soft love songs play in the background. This is all part of giving good friendly customer service.

Many DJs meet their clients in a loca-

tion like a restaurant or local coffee house. This does allow for a "safe" and public meeting location, but the distractions from the customers, loud sounds and wait staff can be overwhelming. If you meet in locations like these try to pick off peak hours so that it doesn't cause problems with finding a private table or giving your presentation over the loud background noise. Offer to purchase their food and/or drinks for the meeting. Buying a coffee or a burger can go a long way to get you the job.

The last meeting always takes place the week of the event. I like to meet with the clients, the location manager and as many of the bridal party and parents that can be there as possible. At this gathering we will go over the itinerary to make sure everyone is working from the same plan. Last minute details are worked out as the participants get a feeling for the room, where things will be placed and how the day will flow. I find that if the bridal party know where and how to enter the room for introductions and where to go it helps to calm their pre-event jittery nerves. It also allows us to get to know one another, have a few laughs and put in a few requests prior to the party. When the family and friends of the client feel relaxed and confident in you and your abilities it will make your performance so much easier.

I hear and have read so many complaints by DJs as well as by the clients of problems that many would have been solved before they became a problem if only the DJ and the client had met F2F and not relied on the internet or phone as their only source of communication.

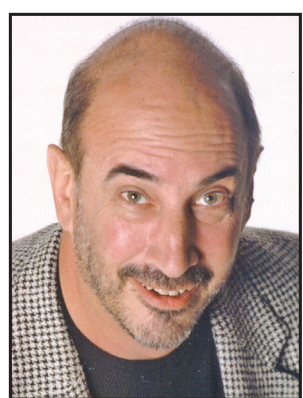
To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

Coming To Your Own Reality

By Jeffrey Gitomer

People are asking me: What should I do now? What are the consequences? Many people, maybe even you, are wandering and wondering what will happen next? What are the risks? What are the rewards?

Many of you have no idea what to do because times are uncertain (that's an understatement). Times are actually tougher and more challenging than they have ever been in our history.



Think back to other life changing decisions that you made, or were made for you. The decision to leave home, the decision of what higher education you wanted to achieve and where you wanted to go to achieve it, the

decision to get married, the decision to have a child, the decision to buy a home (kind of like the one you left), the decision to choose a career, the decision to accept a job offer, or maybe even the decision to start your own business. All of these decisions had an emotional basis, a logical justification, and some reward or consequence.

In the middle of all these decisions is life. YOUR life. And every time you take an action, you're helping yourself see more light.

You're asking yourself:
Am I doing the right thing?
Am I doing the best thing for others?
Am I doing the best thing for myself?
Do I love what I am doing?
Would I rather be doing something else?
Should I be doing something else?

What else could I be doing?

Here is a personal reality of mine worth sharing. In 1981 I was sitting around a table talking with people from a business I was consulting for in Richmond, Virginia. I had just divorced, and separated from my wife of ten years and my children of eight years, eight years and three years.

As I sat at the table I suddenly realized I needed to be someplace else – with my family, or they need to be here. I needed to be with my family, and it took me more than a year to come to that reality.

During that entire year, I struggled without really understanding why. But sitting around that table and thinking to myself "Should I be talking to these people?" or "Should I be playing with my kids?" was a wakeup call I could not deny. A clear and defining moment.

Within one week, we had reunited.

YOUR STORY: I guarantee you the story I just told you has reminded you of a similar situation. That's the reason I chose to tell it.

Think about your moments of decision, your moments of clarity, and you will see that what happened in response to that decision, what happened in response to that clarity, has led you to greater heights, greater happiness, greater success, and maybe (but not so important) greater wealth.

Obviously not all decisions create this much impact.

But at this moment in time, you and I are faced with economic uncertainty. I'm challenging you to recognize that now is the time to take a close look at who you are, where you are, and what you could be doing or should be doing that would give you more of what you are hoping for.

The reason I'm giving this information to you at this moment in time, is that all rules of the game as we have known them have either changed or are off. When that circumstance is upon each of us it creates the best

opportunity for each one of us to change and win.

The SECRET: Make change or decide to change based on what you feel is best for you in your heart - and all the rest will fall into place in both your body and your mind.

Another SECRET: This decision must be made when it becomes apparent that it's time to make it (don't delay or procrastinate), and the cause for making the decision must be based on your happiness and your peace of mind, not made for someone else.

When you decide on what's best for yourself first, all the people in your life will be better as a result of it (even if they are initially against it). Be happy in YOUR world,

so that you can be happy in THEIR world, and THE world.

If you would like one more thought about decision-making and clarity, go to www.gitomer.com and enter the word CLEAR in the GitBit box.

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

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Being Straight Up

By Kelly Suit

Some recent events in my life (both personal and business) have impressed upon me to go in a different direction for this month's article. I will get back to the series I've been working on hopefully next month, but I really want to share my opinions on integrity, honesty, and morality as it pertains to our industry.

Just after our last issue of Disc Jockey News we found out that a disc jockey service in Canada was stealing content (videos and articles that our company produced) from our marketing efforts.

One of our promotional videos was taken and put out there as one of their own. It had pictures and video clips of my DJs, my equipment, and our voice over talent, but at the very end of the video where we state who we are and our contact info, this thief edited in his own contact info. Then they also took an article that my productions manager Arnoldo wrote to explain to potential school clients what the danger is in hiring DJs based on their low price alone. Same exact article, but again this thief just slapped their name on it and pre-

sented it as their own.

I wish this were a one-time example of a low life individual with lack of a conscience doing things that we are taught at an early age is wrong, but unfortunately this is a problem that is running rampant in our industry. Some DJs feel its OK as long as they are in a different market, but some DJs don't even find a problem doing it in their own back yard. We had another company (oddly enough we know this DJ) use content from our website even down to copying the bios of one of my DJs verbatim and they are in in our direct market.

Now I know that some of you are appalled, I know I was, but again this is just a drop in the bucket for the lack of professionalism in our "profession". DJs to me are an interesting bunch of people in general. Some of my best friends in this world do this for a profession! Unfortunately I have also come across some of the most morally corrupt people that also call this their profession.

Does your moral compass make you a better DJ? It's my opinion that it absolutely does!

If you are reading this I'm sure that you can relate to the problems I've had. I haven't met a DJ yet that has been doing this for a while that doesn't have a bunch of stories similar to mine. DJs that lie, steal (whether it be ideas, or music, or money), and generally exhibit business decorum that lacks any display of a

conscience. Then there are DJs that try to do everything right and eventually get sucked in to the belief that the only way to compete is to also participate in the same practices.

Now if you haven't already moved on to another article, you probably are wondering where I'm going with this rant. Glad you asked! It's my belief that if you are reading this article you are most likely a leader in your area. You are most likely doing things to the best of your ability right (most of the time anyway). We need to set the example for others by showing that we can be successful doing what is right!

Are you purchasing your music or downloading for free? Are you not paying taxes on what you are earning? Do you overbook and then look for someone else to cover your events? Are you copying content from other sources and passing them off as your own? That could be photos, video, or just text content. It could even be source code.

If you are, stop it! It's wrong and if you are willing to take short cuts how can you tell your clients with a clean conscience that you won't take short cuts at their events too.

We wonder why so many people are concerned about sharing ideas at conventions on online. The article that the DJ stole, if he had contacted us and asked permission (and given the credit to us), we would have let him use it. In fact there are a couple other DJs that did ask to use it and we gave them the ok. It was great information and we understand that all of us are part of one big community. Helping

each other get better should be something all of us strive to accomplish. Nothing good happens when we hurt our fellow DJs either directly or indirectly.

Did this DJ that stole our videos and article hurt us directly? No, but did they invest the time, money, and talent into creating unique content that actually depicts what they do? Did they hurt other DJs and our industry as a whole, absolutely! Assume that someone hires them based on that video, can they deliver that product? Not unless we give them the parts list, and play list, and have our DJs delivering that performance. If the client doesn't get what they expected, do you think they will trust the next DJ they hire to give them what they promise? It devalues all of us and that is why some people think all DJs are the same.

If you have been reading my articles (and I hope someone is) for any time, you know that I'm basically an optimist and a cheerleader for our industry. I want each and every one of you to succeed and I want you to pay it forward. We need to rise up above these indiscretions and will our industry to be so much more than what it is currently. We are all responsible and we all need to take responsibility.

Thanks for being patient though my rant, I promise it won't be something that I do often. Next month I hope to discuss this crazy thing we call social networking. Until then, keep reaching for the stars because even if you fall short you might get the moon!

Kelly Suit can be reached at kelly-suit@discjockeynews.com.

From The Other Side...

By Jake Palmer

Cocky vs. Confident

Recently my wife and some of her friends had a chance to see a local DJ playing at a bar in our area, when I asked them what they thought of the show and the DJ, one of my wife's friends told me that she didn't like the

DJ. When I asked what she didn't like about him, she said he was too "cocky". This took me a little by surprise, since I know the DJ in question and find him to be a talented DJ who does a good show. This got me thinking about the difference between cocky and confident.

First I looked at the definition of the two words, and found some interesting differences. According to www.dictionary.com, COCKY is defined as "arrogant; pertly self-assertive; conceited", while the definition of CONFIDENT reads: "full trust; belief in the powers, trustworthiness, or reliability of a person or thing". After reading these definitions, I feel like the "fine" line between the two words got a little thicker.

The first thing that jumped out at me was the difference the in the defining words, words like: arrogant and conceited were used to define cocky. These are some powerful words, and dare I say, not necessarily the words you would want to use on your brochure. While the definition of confident uses words like: trust, belief, and reliability. Now these are some defining words I think anyone would like to have used to describe themselves or their services. There seems to be some glaring difference between the two. Think about it, would you rather have people describe you as conceited or reliable? Would you rather be arrogant or trustworthy? Better yet, do you

want the person or company in charge of the entertainment at your wedding to be conceited or trustworthy? Now the two words start to separate themselves, but is it that easy?

In 1969 "Broadway" Joe Namath guaranteed a win in Super Bowl III... Cocky or confident? Namath and the Jets went on to beat the Colts and win that Super Bowl, so was he really cocky or just confident in his abilities. I can tell you that everything about Joe Namath was cocky. Cocky was part of his persona and his attitude right down to his nickname, and there were plenty of people who wanted to see Namath and the Jets fail just so they could watch him eat the cocky words. I know right now you're thinking... great Jake, but how does a football history lesson help me and my company. Well, Joe Namath and my wife's girlfriends, reminded me of two things when it comes to being cocky or confident in our business or any other business really. #1, your attitude and image speak for you, long before you have a chance to say anything. #2, brides can be easily turned off or unimpressed by your attitude.

So how do we work around the cocky vs. confident problem? One sure way to turn off a bride is to come off as cocky. Yet, I don't know too many DJs that are short in the confidence area. Lets face it, we didn't decide to get on a stage with a microphone in front of strangers every weekend because we think we suck and don't want people to notice us; we are all on the verge of cocky. I've talked in the past about first impressions, and the importance of making the right first impression. First impressions are not just about a clean shirt and good breath, first impressions are about attitude. Have you ever gone to a retail store to shop for something and when the sales person approached you, you thought there is no way I am gonna buy something from this guy? He probably had the wrong attitude

and came off as cocky or arrogant and turned you off.

One sure way to spot the cocky DJ, he is the over critical DJ who is better than everyone else, sees no need to improve, change or adapt to changing trends because he's the best, and nothing is ever his fault. You may have met him and his buddies at a recent convention. Bad attitude has no room for improvement. Does this describe you or anyone you know?

Part of what makes us great is our attitude, what does your attitude say about you? Are you trustworthy and reliable or

arrogant and conceited? We live in an ever changing world and business climate, evolution is not just history.... It's reality. To stay on top, get to the top, or simply strive to be better, ask yourself... What do you do that sets you apart? Why are you better? Who is better than you? What can you do better or improve? What can you offer or teach other so they can be better.

Remember, Confident not cocky.

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Lessons From Disney: The Science Of 'Clientology'

By Ron Ruth

My friends and family that have never been to Walt Disney World have a hard time understanding why my wife and I make it our only vacation destination. They've not experienced vacationing made so easy or fun. They've never vacationed at a place where, for at least a few days, fantasy becomes the new reality. But, more



often than not, they've never vacationed at a spot where they've been made to feel so genuinely welcome and where every employee is focused on assuring that the wants, needs and expectations of every

guest are not only met, but exceeded.

I often joke that other than at the end of a very long and hot day in the parks, when parents are ready to give away their tired and cranky children to gypsies, you never see an unhappy guest. It is almost eerie. There have been times I would quietly muse that anyone not wearing a smile was relegated to riding "It's A Small World" over and over, again, until their attitudes changed.

The truth is, it's no accident that Walt Disney World continues to reign as "The Happiest Place On Earth." Disney has made the practice of understanding their guests and knowing what makes them happy a science, one they refer to as guestology. By perpetually surveying their guests, Disney is able to gather informa-

tion that helps them address the makeup of their visitors both demographically and psychographically. What Disney devotes to guestology is just another key to its success as it is for any company that wishes to be best known for providing quality service.

Demographic data is quantifiable and tells Disney, among so many other things, the physical make up of their guests, who they are, where they came from and how much time, effort and money they invested in making the trip. Equally important, the data tells them who is not, yet, their customer and provides them the opportunity to adjust their service strategies accordingly to better address the needs of a potentially large and lost market.

Psychographic surveying produces qualitative data. In extremely simplistic terms, Disney studies the mental state of its guests and their varying wants, needs, preconceived notions and emotions. They derive this information by asking open ended questions that encourages guests to share opinions and what is really on their minds. In other words, Disney welcomes negative data in order to make positive adjustments to their service theme.

How much do you really know about your clients? Do you assume you know what they want and need or have you actually tried to find out by asking? What is it about your entertainment service that your clients found most and least valuable? What are you doing right and what could you be doing better from a client's perspective? You might be surprised by the answers.

More importantly, do you even want to know what is on your client's minds? And, if not, how can you possibly adjust your service offerings to appeal to a broader market or modify your marketing

approach to reach out to a larger audience? Do you invest time and resources in the science of "clientology?"

Like Disney, most of us as DJs gather quantifiable data about our clients on fairly regular basis. If nothing else we learn who they are, where they come from and how much they already have or are ready to invest in time and money during the sales process. But what about the qualitative data?

I've been surveying my clients after every event for the past 10 years or so, in search of that valuable information. A successful entertainment professional showed me how surveying had helped his business. Until that time, and I'm going to guess that some of you may still be guilty of the same mindset, I had run my day to day operation under the assumption that if a client didn't complain or if they "tipped" me, I was doing everything right. No news is good news!

My friend told me, however, that in order to get an honest response from my clients, I had to be honest in the way I formed my questions so that they would be given an equal, candid opportunity to tell me that my service was wonderful or really, really bad.

I vividly remember the first set of surveys I mailed to a group of 25-30 former clients. There was great excitement as I waited by my mailbox, anticipating that each evaluation would be filled with high praise. But, there was an identical amount of apprehension as I worried about having to answer to possible criticism, a worry I could have avoided had I been surveying my clients all along.

As it worked out, most of the reviews were favorable. However, there were still smatterings of less than flattering critiques in areas where I had prided myself

on doing well. And, there were areas of my service that I had believed to be my strong suit, but my clients disagreed. Oddly, some clients gave value to parts of my service where I had not. There were even a few suggestions as to additional services that they wished I had offered and would have gladly paid to receive.

The criticism, although a kick to the ego, was a call to action that prompted a reevaluation of my business, service and performance. By seeking assistance from those that excelled in areas where I did not, I became a better business person and entertainer and I am much more cognizant of what is most important to my current and potential clients. Today, I ask a lot of questions.

If you've not been surveying your clients because you're afraid of what they may tell you or because you think it will take too much of your time and effort, consider the following. Walt Disney World boasts a 70% return guest ratio. I would argue that, even in today's economy, that number has not changed drastically. How? Because Disney continues to add value to their vacation packages based on what they know about their guests wants, emotional needs and expectations. And, for people like me that are all too familiar with the Disney brand of quality service, I'm confident that I will never be disappointed in the money spent because Disney's science of "guestology" makes it possible for them to really know me and to guarantee my complete happiness!

What has the science of "clientology" revealed about your clients and service?

Note: You can receive a complimentary copy of Ron's basic, client survey by emailing ronruth@discjockeynews.com.

Ron Ruth can be reached at ronruth@discjockeynews.com.

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Use Your Head To Open Doors

By Harvey Mackay

Editors Note: This month's article is aimed for those looking for employment. While it doesn't entirely fit the DJ industry, there are many key ideas in this article that can be applied to running your DJ Business.

In the State of the Union address, President Obama declared our national economic agenda "begins with jobs." So does mine. I'm dedicating myself to a 30-day, nationwide tour to launch my newest book *Use Your Head to Get Your Foot in the Door: Job Search Secrets No One Else Will Tell You*.

Use Your Head is loaded with silver bullets. I even enlisted the help of readers of this column. They delivered great tips ranging from networking-your-way-to-work to tapping multi-skills for a totally new career.

People have asked me, "Harvey, what is the most bankable advice *Use Your Head* has to offer?" A tough call, but here are the 10 tips with the greatest traction after road-testing the advice in this book with hundreds of job seekers:

- Getting a job is a job. You have to get a routine and stick to it. And it's a 16 hour-a-day proposition. Get back in shape. Read. Network. Volunteer.

- Rehearse job interviews in the privacy of your own home using your video recorder. Invite members of your personal 'kitchen cabinet' to pose tough questions and to critique your performance.

- Never lie on your résumé, but always remember a résumé's purpose is to get you an interview. Use industry accepted terms to describe what you do. If you try to make yourself seem too special, firms won't know what to make of you.

- After every interview, use the Mackay 22 to debrief yourself (We forget 50 percent of what we hear in four hours!) on what you learned and make notes including how your

résumé played and how you could fine-tune it. Use the Mackay 44 to prepare for your interview. Both forms are available by clicking and signing up for free job secrets tools through www.harveymackay.com/free.

- On résumés and in interviews, point to specifics in your achievements... the more measurable, the better. If you're a manager, showcase the people you've developed in your career and where they are today.

- Learn how to use the Invisible Web to know more than you ever thought you could (or should) about your interviewer and the company you are interviewing with.

- The Internet is forever... and it's everywhere. Countless people have torpedoed their chances by uploading career-suicide videos and party antics onto social networking sites like Facebook. Used properly, social networking vehicles like LinkedIn, Facebook and Twitter, can help you enhance your network. And networking is how two-thirds of all jobs are found.

- Respect your references. Recruiters check out these resources more thoroughly than ever before. Make sure your praise singers know in advance that you're listing them and how appreciative you are of their help. Firms will also contact people who aren't your fans.

- The early bird may get the worm, but late birds get the job. You never want to be a warm-up act. Like the Academy Awards, the strongest contenders are those appearing at year-end.

- Never negotiate your starting salary based on what you need. Base your argument on the marketplace and what you have to offer. Always have hard research handy to prove you know your numbers. But, if all else fails, offer to work for free for a trial period until you prove yourself.

Use Your Head also features thumbnail capsules of the 13 hottest job search books ever written. These are serious times, and job hunters need all the best advice they can get. After all, 17 percent of the workforce is on the street, counting those who have stopped looking.

People are learning that today's outing on the job market is no one-time stand. It's just another step in a lifetime job search. Committed? I'm so sold on the advice in *Use Your*

Head, it comes with a money-back guarantee to refund the purchase price if you don't land a job in six months.

But don't just take my word for it. Last month, I was humbled by the prestigious Library Journal's endorsement of the book: "... Highly recommended for job seekers and career changers at all experience levels."

Mackay's Moral: Use your head to open

The Light At The End Of The Tunnel

By Rick Brewer, GetMoreBrides.com

I was flying in from a speaking engagement in Rochester, N.Y. when I heard there had been a shooting at a downtown office in Orlando. The shooter was described as living 'every headline of the year,' his home was foreclosed, he lost his job and was in the middle of a divorce. I thought to myself, "bad things happen but that doesn't mean you have to make it worse."



My year had been similar. Without burdening you, I had a rough year last year. I had taken out a loan on my home to start a business and then the economy happened. People didn't pay their bills, so it eventually came to a point to where keeping my home just didn't make sense if I wanted to save the business. I could after all, buy another house. Well, the financial stress continued and that caused my wife to decide one day to leave with our kids and go to live with her parents 5 states away. Now, I was alone fighting to keep a business running without my children who I adore (and they me), and dealing with a loneliness I had never felt. I lost my home, my wife, my kids and it looked like my business too. Add on top of that, ridiculous rumors started spreading that

doors.

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

were not even close to true. Don't know where these ideas came from (I suspect it was my competition) but the rumors were hurtful and mean. I was still working to fulfill what I had promised instead of dropping everything to be with my kids.

I would love to tell you that everything has turned around and that everything's peachy happy. Not yet, but I am working to make it happen.

In a year I feel I will have a wonderful story to tell you. In the meantime, let me share with you some lessons learned and some lessons cemented.

1. Life is filled with seasons. Seasons may be long, but they have a beginning and an end. I have been through one of the biggest trials of my life, perhaps you could describe it as a winter. I know there will not be any 2 winters in a row- never have, never will. This season is ending and spring is coming

2. Keep Moving forward. I have had times during the past year when it was hard to get out of bed, let alone push forward into great action. Doing something small that is going forward is better than standing still. I have had to summon up whatever strength I could and do a little. It may not have been much, but it was something. No matter how big the tree, as long as I take some swings with a sharp ax every-day, eventually I will fall that tree.

3. I have always overcome everything I had to overcome and I will overcome this

Rick Brewer continued on page 8



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Practice Makes Near Perfect!

By Dean Carlson

I have been watching the Olympics over the last few days. Last night team USA beat team Canada in Hockey, and that was fun to watch. But the Olympian who inspires me the most this year



is a young man named Shawn White. You may have heard of him, the "Flying Tomato", although he doesn't like to be called that anymore.

Here he is, in the finals for the Half-Pipe Snow Board competition. He draws the last boarder position, which was probably good for the rest of the field, because after his first run he was stomping all the competition. He had the Gold medal won, and didn't even have to make a second trip down the pipe, yet he did. I found his conversations with his coach interesting. Shawn asked if he should just go right down the center and do nothing, or should he do his planned routine.

His coach tells him he needs to go for it. See, Shawn hadn't pulled out his new trick yet, The McDouble with a Twist. (I am sure the corporate burger chain loves that name.) And he nails it as the last trick in the pipe! Then he receives an even higher score than his Gold Medal run by several points. Wow!

Now watching Shawn go down the mountain, it is so obvious that he is heads and tails above his competition. He flies at least 5 feet higher on the top of the tube. His tricks are tighter, and he puts them together seamlessly. But you can be sure he doesn't just get up to the top of the run and say this is what I am going to do.

The crucial part of this story is the invisible part, and it's what enabled Shawn to do The McDouble with a Twist in the

first place. He practiced. A 9 letter word that probably sounds like a 4 letter word to some DJs. In fact, Shawn practiced for several months, in a secluded place with his coach. And he did the same trick over and over and over and...well, you get the point.

I had the honor of speaking at the Mobile Beat conference this year. I did a seminar called the 12 Steps to Outstanding Performances. Step 6 was "Practice Makes Near Perfect". The reason I say 'near perfect' is because it would be very difficult to practice every scenario that you might encounter in a live performance. But you can come close.

And one of the reasons I am covering this topic now is that a lot of us have slowed down, so we aren't working every weekend. To be honest, we might be a bit rusty. Preparing for the busy season ahead should be a lot like preparing for the Olympics. There isn't nearly as much time to practice once things do get busy, but right now I practice 2-4 times a week. And over the last year I have begun exercises so that I can physically be ready also. Not least, we owe it to our clients to be ready for their day - haven't they put in an Olympic effort to create that day as well?

When I first started getting into this mode of practice, I could only think of one thing to practice and that was beat mixing. Since then I have added many areas of practice like microphone use, cake cutting ceremony, garter and bouquet toss. I practice breathing and form. I practice the dances I am going to be teaching people all year long. It always amazes me that I forget the stroll if I don't do it for a month or two. I practice every piece of interaction I perform. I practice setting up and tearing down my gear in different configurations. That may sound silly but go to a place you have never played before, 2 hours from home, and you will be ready.

I am not sure I have enough word space to cover every aspect of practice that I use. So I will cover one in a bit more detail, the most important one - microphone use. It kills me going to

DJ conventions and seeing how poor a lot of the speakers are at using that tool. So set yourself up in a space with one speaker and your mic. I also practice using a stand because I don't always free-hold the mic. Here is the key thing; break out your video camera. Half your time should be working on stuff, and the other half reviewing the footage of what you practiced. The camera doesn't lie. Do just that for 6 months and your shows will change for sure.

Now when I start rolling the tape I always start of with breathing exercises, moving into lip and mouth loosening drills. From there I move into annunciation of all the letters and vowels. One of my favorite drills is tongue twisters. After that I work with reading the newspaper backwards. This is a copy-reading drill. Our brains skip words when reading sometimes. Reading backwards helps you read every word of copy. And finally, I practice with copy that I either have used before or will use again soon.

For a great book about practice I

would suggest "Mastery" by George Leonard. He has become one of the few higher black belt aikido masters in the world. This book goes a great deal into the 'why' of practice. Practice is simply the driving force that will catapult us from one level to the next.

Still not convinced of the need for practice, or its' benefits? To that I have to ask, did Shawn have to learn a new trick and master it before the Olympics? He was definitely good enough to win the Gold without the new trick. But Shawn has the responsibility to push the envelope. By setting the bar higher he forces others in the same sport to reach higher. Those of us that have higher talent when it comes to the DJ world must push our performances to unheard of levels forcing others to either catch us, or fold. We can only achieve that like Shawn did, through practice. Good Luck and Great Shows!

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

Rick Brewer continued from page 7

too. So far in my life, every problem or challenge I was handed, I overcame. At least I was alive to fight another day. This is the same. I will stay in the fight as long as I am alive and eventually I will overcome this.

4. There is purpose in struggles. If I learn from this set of challenges, I have a better chance to not repeat it. I can go through this time and simply suffer without learning or I can go through this and really grasp the situation by the horns and get the most out of it. This part of my life is similar to a rollercoaster. Sometimes people get a great thrill from a rollercoaster, other times it makes you hurl. It is not the struggles that matter, but the reaction to them.

5. People are overall good. While I have faced some who don't even know me who are willing to throw me under the bus, there have been 10 times as many who have lent me their ear and offered their support. Further, people are forgiving. One thing I would have changed would be to act more like David Letterman rather than Tiger Woods. In other words, I would have owned my issues sooner rather than later

and been more open about them. People will allow for you to be human (most will-those that matter do~!)

If you are facing struggles or challenges in your life, push forward and overcome them the best you can. Too many times the phrase "I'm only human" denotes some frailty that can't be overcome. Being Human means you are prone towards greatness. You are able to overcome and you should. The economy may be less than perfect, your relationship may be rocky, your health may worrying you; but you are human and that means you can conquer your problem. People become millionaires in recessions, relationships heal and become stronger and health returns and heals.

Surround yourself with anything and everything positive. Write down what you want and how you can get it. Plan for success, think of success and go for success-You deserve it!

Rick Brewer is a nationally recognized expert on marketing and selling to brides. You can find out more about Rick at www.getmorebrides.com

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Don't Be Fooled By Other Associations Slick Presentations



Who Dat!

By Rocky Bourg

Me Dat! Especially if you're referring to writers that are truly sorry for missing last month's deadline. I will offer you only explanation and not excuses. I was so completely but willingly participating in and consumed with my city's revelry and celebrations, for our now WORLD C H A M - PION NEW O R L E A N S SAINTS, that I was incapable of delivering a worthy effort.

And I would do it again, without hesitation, if I could repeat the experiences. We are fortunate when we have opportunities to embrace life's fleeting moments of undiluted happiness. Thank you, New Orleans, for an overdose of joy and to the DJN editors and readers, for allowing and forgiving my indulgence.

There are not words, at least not in my vocabulary, that begin to describe how emotional, grateful, joyous, and appreciative we were for the success of our beloved Saints and, no less important, for the undeniable, palpable, and rare, unfortunately, sense of community that was displayed by the Who Dat Nation. Families, friends, co-workers, and complete strangers, bound by a common belief in, allegiance to and devotion for a team that was always an integral part of our identity and has grown to symbolized the grit, tenacity, and relentless spirit of the Big Easy; willingly shelved politics, economics, demography, and all the divisive categorizations that continually divide and separate, in order to honor and celebrate a true team effort that validated our collective faith and their hard work.

It confirmed what the not so distant disaster we experienced reminded me of: the idea we are most like our creator, at our very best as people when we are thinking of and acknowledging the best in others. I intend to re-embrace that realization.

It also certified what I have always believed, that nice guys DO NOT necessar-

ily finish last. If you can view a picture of Drew Brees lifting up his son, looking into his eyes, and smiling at his wife without overtly smiling yourself or fighting back other beautifully un-macho emotions, you should apply to become a member of an internet forum disciplinary board.

If you recall, we began a 12 step improvement commitment challenge in January. I revealed missed opportunities and lost events due to my bad habit of delayed responses to email and cell phone messages. Throughout the past few weeks, and despite my total submersion in the events unfolding around me, I have made deliberate efforts to seriously reduce my response time and in the process honed a technique for obtaining more time with which to respond properly, without taxing the patience of potential clients.

With as little delay as possible, I now acknowledge the m,m,m, , ,m m, ,m , ,,,,,,,,,,,,,,e call by leaving a short voice message or sending a responsive but brief email reply and simply and honestly ask for more time to better prepare and provide answers. It has worked in all but one circumstance. While I have not converted every caller to a paying client with this method, I have remained in the mix substantially longer than I am certain I have in the past with extended delays. You have to be in the mix to have a chance.

Let us return to the monthly, sort of, improvement pledges. The first of this month's twofer pledges is to build on the quicker response practices that have yielded positive results by applying the same simple and honest approach to leads that may appear, on the surface, to be budgeted outside my established minimums. My past behavior was to dismiss such opportunities as a matter of course. This created an unnatural and ugly negativity in my attitude which I am sure has impacted my ability to assist and serve some clients that simply and innocently had no idea what was available and how different services can provide benefits previously unconsidered.

Instead of immediately disregarding such inquiries and leads, I promise and intend to reply to each with patience and an appreciative but clear response that hopefully and intentionally provide the potential with a better understanding of

my service. If I expect to receive patience, should I not also offer it in kind?

The genesis of this pledge was contact with a very loving parent that was planning the first milestone event in her family's collective experience. After hearing the immediate, "How much do you charge?" mantra, I uncharacteristically resisted the urge to shift into polite dismissal mode and I discovered she was new to the city and was equally inexperienced with mitzvahs, in general, having converted after marriage. She had never been to a mitzvah and, I eventually learned, was the bride at a very small, family wedding. She, therefore, had zero event planning experience and even less reliable information on which to base her fee expectations.

Had I behaved, as I had in the past, with less humility and kindness, I could have potentially contributed to the already poor perception of our industry and with no less effect than the unprofessional posers that already poison the well. But more so, I may have negatively affected this Mom's hopes of providing a celebration commensurate with her love for her child. Luckily, I listened and eventually realized that by asking such an elementary question, she was also seeking simple and professional honesty. I will not bore you with the details of the eventual celebration, but I was fortunate and blessed to have been chosen to perform for this family and have benefited personally and professionally from our association and without discounting either my fee or her deserving of honest, patient treatment.

Therefore, the slightly delayed February challenge, for any willing participants, is to exercise patience and empathy when responding to clients that may very well have no experience or reliable data and simply want honest options as they plan their important celebrations. I wish meter maids would embrace that empathetic philosophy.

The March challenge is more tangible and will require physical activity and a small but definite time commitment. The results may also be tangible and require additional physical activity but could also elevate your market position and yield exponentially positive benefits. I hope the following anecdote produces enough appreciation to warrant subscription to this exercise.

I received a call from an agent but it could have been no different had it been a venue manager. This talented professional

musician serves as an agent for other musicians that detest the business end of the entertainment hiring process. Her preference is to recommend and promote musicians but in the past she has trusted me for all disc jockey inquiries and requests. We have been part of several successful wedding celebrations and family events.

Recently, due either to circumstance or need, she had not sought my services for more than three years. I foolishly relied on the occasional coincidental meeting to speak with her and reiterate my desire and willingness to work with her. On each circumstance, she professed and I accepted her unwavering allegiance and appreciation for my past performances but she had no recent client requests for the service I offered. So, I lazily let the relationship remain dormant. When she recently contacted me with a potential event, she had expected to submit a proposal to her client based on outdated information and was unaware of the evolution of my service. The responsibility for her detrimental reliance on bad data falls painfully at my feet. I suspect she was shocked at and unprepared for the proposed fee for my performance at the upcoming event. I also suspect she will require serious rehabilitation and new evidence to keep my service as her "go to" source. If I am not able to do so, I will certainly miss the periodic events that we worked together.

In an effort to prevent such errors, I am committing to visit at least 2 new or previously, but not recently enjoyed, venues or referral sources to reestablish communication, introduce myself to any new personnel and provide current information on which these professionals can rely when making recommendation to their clients.

I truly look forward to reporting on the beneficial results of these pledges and setting another positive goal. Luckily, for me, my city may never recover from the euphoria of climbing to such grand heights after being so buried in pain and misery. I suspect I am not alone in professing my newly developed addiction to happiness and appreciation for the efforts of others. Of late, it seems easier, almost too easy to find positivity here in the Who Dat Nation. I wish the same for everyone.

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Behind The Mic: Why We Do This

By Dave Winsor

In several online discussions I've read recently, there is something going on that I find troubling. In our industry there are people and companies that stretch themselves so far ahead of everyone else that they end up creating unique and interesting ways of doing things. If its technology and it gets good reviews then everyone wants it and if they can afford it, they buy it.

However, if it's a person and they've created a unique way to do something, and it benefits THEM and they decide to share the idea, at a modest cost, then they are pilloried for trying to make money on

the backs of their brothers in the industry. Why is that?

Why are we so protective of turf? Why do we take potshots at the people who are so good at doing this type of thing that they deserve to be paid to share the benefits of their sweat and tears? When it comes to money and spending it, this place is WACK!

Idea sharing is great and it's done quite a bit. Little tidbits dribble out on chat boards from one member to the rest of the group and everyone benefits. But, you can put down money on this: the person who let out the tidbit isn't telling you EVERYTHING they do to be successful. Why should they? It's a competitive advantage and they earned it the hard way....by DOING it. So what should we expect of each other?

A little love goes a long way, and it's time we started showing each other that love. The people who have raced so far ahead deserve to be there. They create a place to aspire to. Don't mock them, it makes you look foolish. Don't be so de-

fensive when someone comes out with an idea to create a level of income that people should aspire to so they can make a living at this job of DJ. It doesn't matter if you are part time, full time or a no good low down lowballer, we all love what we're doing. But more than anything else, this industry reminds me of the Cantina in Star Wars. Everyone has an itchy trigger finger and they are all looking to SCREW the other guy. We are all in that Cantina.

Do you want to stay in the Cantina, or aspire to some greater place? For those of us who have been doing this for a while, we owe it to ourselves and others to mentor and teach the young who are handling audio equipment without any specific regard for the outcome. I like to think of these people as handling our "C-4". Mess around with it too much and it will explode and cause a lot of collateral damage to you, me, our clients and more importantly our industry. Find these people QUICK and offer to help in any way you can.

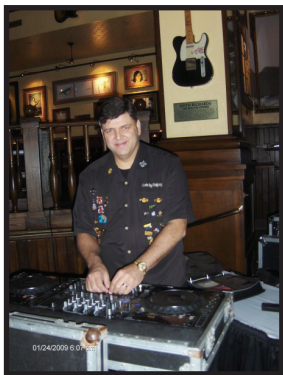
For those of us who have been around for a while, stop using ammunition on our leaders and each other. "But Dave, we don't all agree on stuff!" I get that. But let's not kill each other in the process. And don't build yourself and your image

by being contrarian. It really is tedious. It's amazing to me with the mention of a name, like Mark, Peter, Randy, etc. that the whole discussion erodes into something unbecoming for professionals. I've worked in with the front offices of teams in the NFL, MLB and Major Universities like Syracuse, Villanova, Temple and Georgia Tech. No where did I ever come across dialogue on any level like I come across in this industry. Don't feel respected? Earn it. Don't like someone? That's ok, but more likely you're not liking yourself first! (Don't you know that? We always argue with the people most like us?)

Life is difficult. Work is sometimes dreary. Good friendships aren't hard to find. Don't exclude people because they might differ from you. A good friend and mentor Ivan Burnell (www.yesfactor.com) once said to me: "Never use your importance to put anyone else down and never, never, ever allow anyone else to use their importance to put you down.) Try it. You may find that it makes us all "equal" and easier to talk with.

Thanks so much for your responses to my last column. How about this one?

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



Leisure Time?

By Ken Day

Is it remotely possible for highly and moderately-successful business owners to actually find leisure time, let alone truly enjoy it? This is a vital key to their success, though many have yet to discover it.

Effective use of time to just be, laugh, and enjoy yourself with those closest to you provides the necessary balance to help you excel during your productive hours.

While we plan elaborate vacations, many of us return to 'reality' more exhausted than before we left. Those who do enjoy their leisure time have taken control of their schedules and thought patterns.

I had recently invited a very successful man to discuss this topic. He is Roger Hedgecock who has a syndicated radio talk show. He's quite a smart guy and a past mayor of San Diego. The topic of this conversation was: The 6 Top Keys for Finding Time to Enjoy Your Vacation.

Below are my six keys which may have been influenced by Roger and a few

others I've come across over the years. Of course, an old adage may apply here: "it may be simple but it's not easy." On first glance, these keys seem very "simple," yet for successful, time-starved business owners, they are not always easy to put into effect.

1) Plan ahead Plan a month, season, even a year ahead. Ask yourself: "What activities does my family truly enjoy?" Really think about that, not what do you enjoy that they like as well. Truly consider what they like individually and as a whole. If the answer is concerts, then get a concert schedule for some place that isn't in your back yard; if it is specific events or activities, then pick up an annual event schedule, again not in your back yard; if it is hiking or boating, get a map of all not too local hiking trails or islands and map out which you'll explore, when, how, and with whom? The key is to be specific and plan.

2) Create a family schedule We all have professional, social and school schedules, yet rarely do all three come together in a cohesive manner. Create one universal schedule that the whole family agrees to honor and place it in a common area that is easily visible to everyone. This way everyone is heard in an agreed upon forum, discusses all the priorities to consider and discern which items can be placed in areas of compromise well in advance of the event with everyone, not

that day.

3) Be present This might be the tough one. We all know that staying focused at play helps us stay more focused at work, yet how do we let go of all those lingering pressures from work, home, family, and friends? Breathe deeply, and breathe again, then get involved in the activity at hand whatever that may be, feel and act in a genuine manner. Have genuine interest in either the activity or at least the people involved, and invite sincere feedback. Ask someone close to you to call you on it if your mind wanders away from the activity at hand. Then pull yourself back into the now and thank that person for the nudge.

4) Eliminate "auto pilot" When we become closely connected to the act of being present is consciously selecting activities by choice, not routine habit. Although few of us admit it, we often participate in activities that no longer interest us at the level we were once at. Stop that. If you can't find some aspect of your leisure time activity to genuinely interest you, make adjustments or find something that does interest you. You'll be far more present, more genuinely captivated, and more importantly you'll find more enjoyment in what you do select.

5) Create memories The formation of those memories don't have to be extravagant productions or adventures. They can be in the form of framed photos and completed slide shows. Nearly everyone I know has an array of miscellaneous files or ever increasing stacks of photos from days and years gone by and that they in-

tend to organize them all one day. This act of creating files, stacks, and boxes of photos turns all of those wonderful memories into some of the most daunting and burdensome projects which never seem to get done. As soon as you can, create a system to immediately categorize, place, secure, and enjoy your new photos and memorabilia.

6) Plan ahead Even further time frame planning for next year or the year after. Now's the time to begin planning for next year's and the year after leisure time enjoyment. What do you wish you'd have done this year and didn't quite get around to fulfilling? What items or requests did you say 'yes' to, yet you wish you'd said 'no'? What will make your next vacation more exhilarating, relaxing, memorable, and fun for you and those around you?

Even if you select only one of these keys to focus upon, you'll be farther ahead in the enjoyment arena than you were yesterday. And, you are providing an event of anticipation and motivation for you and those going with you.

Leisure time is what makes us sharper and more focused for success on many levels. Plus, you are much easier to get along with and to be around when you're relaxed.

Think – Creatively
Act – Responsibly
Feel - Passionately

You can reach Ken Day at kenday@discjockeynews.com. Ken Day owns Kenneth Day Weddings at: <http://www.kennethdayweddings.com>

Gear Review: QSC K-Series

By Kirk Holslin

The QSC K-Series active loudspeaker lineup has been garnering a lot of attention over the last several months. Per a request from one of our readers (Brian), I started gathering some information about the speaker systems to see what the buzz was about.

Before you get too far into this article,

balanced output for "daisy-chaining" of multiple units. Separate direct outputs are also provided on each channel for additional output flexibility.

*On-board switches provide preset EQ settings. The HF setting (full-range models) can be set to VOCAL BOOST for additional presence in the critical mid-frequency area or FLAT for accurate reproduction of the incoming signal. The LF switch can be set to NORM, DEEP™ for additional bass extension, or EXT SUB (full-range models) for use with an external subwoofer.

*The K Series full-range models feature a

unique Tilt-Direct™ pole cup mounting system. A simple turn of the dial engages a 7.5 degree downward tilt of the speaker allowing acoustic energy to be kept on the audience and off reflective surfaces for applications where maximum coverage from a high-positioned speaker is desired."

The primary differences between these active loudspeakers are the size of their drivers and their coverage area.

The K8 contains an 8" driver with a 105-degree coverage area. The wide dispersion area makes it well suited for PA work.

The K10 contains a 10" driver with a 90-degree coverage area. The K12 contains a 12" driver with a 75-degree coverage area. The narrowing coverage areas will allow you to dictate how you want you sound spread throughout the venue.

The K10 and K12 are designed to function as a main PA/Music system or as a stage monitor.

After a bit of online reading I headed to my local DJ gear shop to take a listen to these speakers. The local shop had the K8 and K12 on display and ready to play.

I listened to the K8 first. Judging the speaker solely on its size of its cab I was skeptical of how they would sound. Remembering that the K8 series is not designed as a stand-alone speaker system to be used for most dance events, I had Chris start is demonstration process. Chris's music selection consisted of a mix of Adult Contemporary and Top 40

The first note hit and a smile starting walking across my face. Standing off to the side of the single K8 I walked an arc from one side of the speaker to the other. The K8's 105-degree coverage angle filled the area with an even sound without a noticeable drop off of sound at the edges.

The low produced was tight. Obviously, it's not going to rattle your chest cavity when turned up. However, the bass was accurate with a bit of punch. The higher frequencies were clear and bright. Even at a higher volume, the high frequencies were not piercing.

As Chris proceeded through his demonstration I began to visualize how the K8 could be utilized throughout a variety of applications. Its multiple inputs and small chassis make it an ideal candidate for cocktail hours, wedding ceremonies, and small business meetings such as a local Chamber of Commerce or BNI. This speaker could also be used as your monitor for your larger sound productions.

After listening to the K8 for quite some time I was ready to hear the K12. I had Chris go back to his initial demonstration track. I repositioned myself off to the side of the speaker and repeated the same process as done with the K8.

Again, the first note hit and my eyes popped wide open and accompanied

the grin on my face. I walked the room again following an arc pattern. It sounded awesome! There was a slight drop of sound at the edges. This is attributed to the narrower 75-degree coverage area. However, for a majority of mobile DJ event there would be 2 speakers playing so this factor would be minimized for a majority of indoor events.

To compare sound quality with another active speaker system, I had Chris play a couple of same track through a JBL EON. As soon as he hit the switch I went into withdrawals. The EON sounded OK. It didn't come close to reproducing the accurate sounds across the audio spectrum as the K12 had. The EON was muddy and flat compared to the punch of the K12. They higher frequencies seemed to be playing through a wet rag. (All settings were set to flat on both)

Chris agreed with my observations and switched back to the K12. I mentioned that the K12 lows didn't quite reach as far down as the EON's. Chris activated the DEEP sound mode on the back of the K12. WOW! The rumble accompanied the punch flawlessly across the baseline.

Since I've exceeded my allotment of text I need to do a quick summary and close.

I'm updating my business plan to account for a set of K12's when my Italian Mackie SRM-450's fail. The K Series line is more flexible than a conventional active loudspeaker. (Sorry I didn't get into detail about flexibility) The sound quality is great.

Currently you get a set of K8's for around \$1300 and a set of K12's for around \$1600. Yes they are a bit more than their competition. However, what they can provide your business should be taken into consideration.

If there is a piece gear you would like me to review feel free to send me a note at kirkholslin@discjockeynews.com. I'll see what I can do for you.



Monthly Music Charts

By TMStudios.com

Pop

- 1 Ke\$ha
- 2 Lady Gaga
- 3 Orianthi
- 4 Lady Gaga
- 5 Black Eyed Peas
- 6 David Guetta F/ Akon
- 7 Young Money
- 8 Jason Derulo
- 9 Timbaland F/Timberlake
- 10 IYAZ
- 11 Lady Antebellum
- 12 Jay Sean
- 13 Kris Allen
- 14 Boys Like Girls
- 15 Ke\$ha
- 16 Script
- 17 Justin Bieber
- 18 Adam Lambert
- 19 Jason Derulo
- 20 OneRepublic

- Tik Tok
- Bad Romance
- According To You
- Telephone
- Imma Be
- Sexy Chick
- Bedrock
- In My Head
- Carry Out
- Replay
- Need You Now
- Do You Remember
- Live Like We're Dying
- Two Is Better Than One
- Blah Blah Blah
- Breakeven
- Baby
- Whataya Want From Me
- Whatcha Say
- All The Right Moves

Urban

- 1 Timbaland
- 2 Trey Songz
- 3 Robin Thicke
- 4 Ludacris
- 5 Alicia Keys
- 6 Jay-Z
- 7 Mary J. Blige
- 8 Young Money
- 9 Usher
- 10 Melanie Fiona
- 11 Snoop Dogg
- 12 Waka Flocka Flames
- 13 Monica
- 14 Gucci Mane
- 15 Trey Songz
- 16 Trey Songz
- 17 Roscoe Dash
- 18 Yo Gotti
- 19 50 Cent
- 20 Young Money

Country

- 1 Josh Turner
- 2 Billy Currington
- 3 Blake Shelton
- 4 Darius Rucker
- 5 Brad Paisley
- 6 Easton Corbin
- 7 Keith Urban
- 8 Carrie Underwood
- 9 Zac Brown Band
- 10 Toby Keith
- 11 Lady Antebellum
- 12 Taylor Swift
- 13 Kenny Chesney
- 14 Steel Magnolia
- 15 Kellie Pickler
- 16 Justin Moore
- 17 Rascal Flatts
- 18 Eric Church
- 19 Joe Nichols
- 20 Alan Jackson

- Why Don't We Just Dance
- That's How Country Boys Roll
- Hillbilly Bone
- History In The Making
- American Saturday Night
- Little More Country Than That
- Til Summer Comes Around
- Temporary Home
- Highway 20 Ride
- Cryin' For Me
- American Honey
- Fearless
- Ain't Back Yet
- Keep On Lovin' You
- Didn't You Know How Much...
- Backwoods
- Unstoppable
- Hell On The Heart
- Gimmie That Girl
- It's Just That Way

Rock

- 1 Shinedown
- 2 Three Days Grace
- 3 Alice In Chains
- 4 Foo Fighters
- 5 Breaking Benjamin
- 6 Alice In Chains
- 7 Nickelback
- 8 Puddle Of Mudd
- 9 Godsmack
- 10 Them Crooked Vultures
- 11 Slipknot
- 12 Chickenfoot
- 13 Nickelback
- 14 Halestorm
- 15 Cavo
- 16 Breaking Benjamin
- 17 Mudvayne
- 18 Jimi Hendrix
- 19 Chevelle
- 20 Theory Of A Deadman

- If You Only Knew
- Break
- Your Decision
- Wheels
- I Will Not Bow
- Check My Brain
- Shakin' Hands
- Spaceship
- Cryin' Like A Bitch
- New Fang
- Snuff
- Sexy Little Thing
- Burn It To The Ground
- It's Not You
- Crash
- Give Me A Sign
- Scream With Me
- Valleys Of Neptune
- Letter From A Thief
- Little Smirk

Adult Contemporary

- 1 Michael Buble
- 2 Taylor Swift
- 3 Colbie Caillat
- 4 Kelly Clarkson
- 5 Daughtry
- 6 Lady Antebellum
- 7 Pink
- 8 Five For Fighting
- 9 Uncle Kracker
- 10 Train
- 11 Rob Thomas
- 12 Owl City
- 13 Kings Of Leon
- 14 Keith Urban
- 15 Mariah Carey
- 16 Norah Jones
- 17 John Mayer
- 18 Black Eyed Peas
- 19 Bon Jovi
- 20 Taylor Swift

- Haven't Met You Yet
- You Belong With Me
- Fallin' For You
- Already Gone
- No Surprise
- Need You Now
- Please Don't Leave Me
- Chances
- Smile
- Hey, Soul Sister
- Someday
- Fireflies
- Use Somebody
- Kiss A Girl
- I Want To Know What Love Is
- Chasing Pirates
- Heartbreak Warfare
- I Gotta Feeling
- We Weren't Born To Follow
- Fifteen

Alternative

- 1 Cage The Elephant
- 2 Muse
- 3 Phoenix
- 4 Flyleaf
- 5 Rise Against
- 6 Thirty Seconds To Mars
- 7 Muse
- 8 Alice In Chains
- 9 Pearl Jam
- 10 Weezer
- 11 Crash Kings
- 12 Switchfoot
- 13 Paramore
- 14 Three Days Grace
- 15 Chevelle
- 16 Breaking Benjamin
- 17 Slipknot
- 18 Shinedown
- 19 Silversun Pickups
- 20 Vampire Weekend

- Back Against The Wall
- Uprising
- 1901
- Again
- Savior
- Kings & Queens
- Resistance
- Your Decision
- Just Breathe
- I Want You To
- Mountain Men
- Mess Of Me
- Brick By Boring Brick
- Break
- Letter From A Thief
- I Will Not Bow
- Snuff
- If You Only Knew
- Panic Switch
- Cousins

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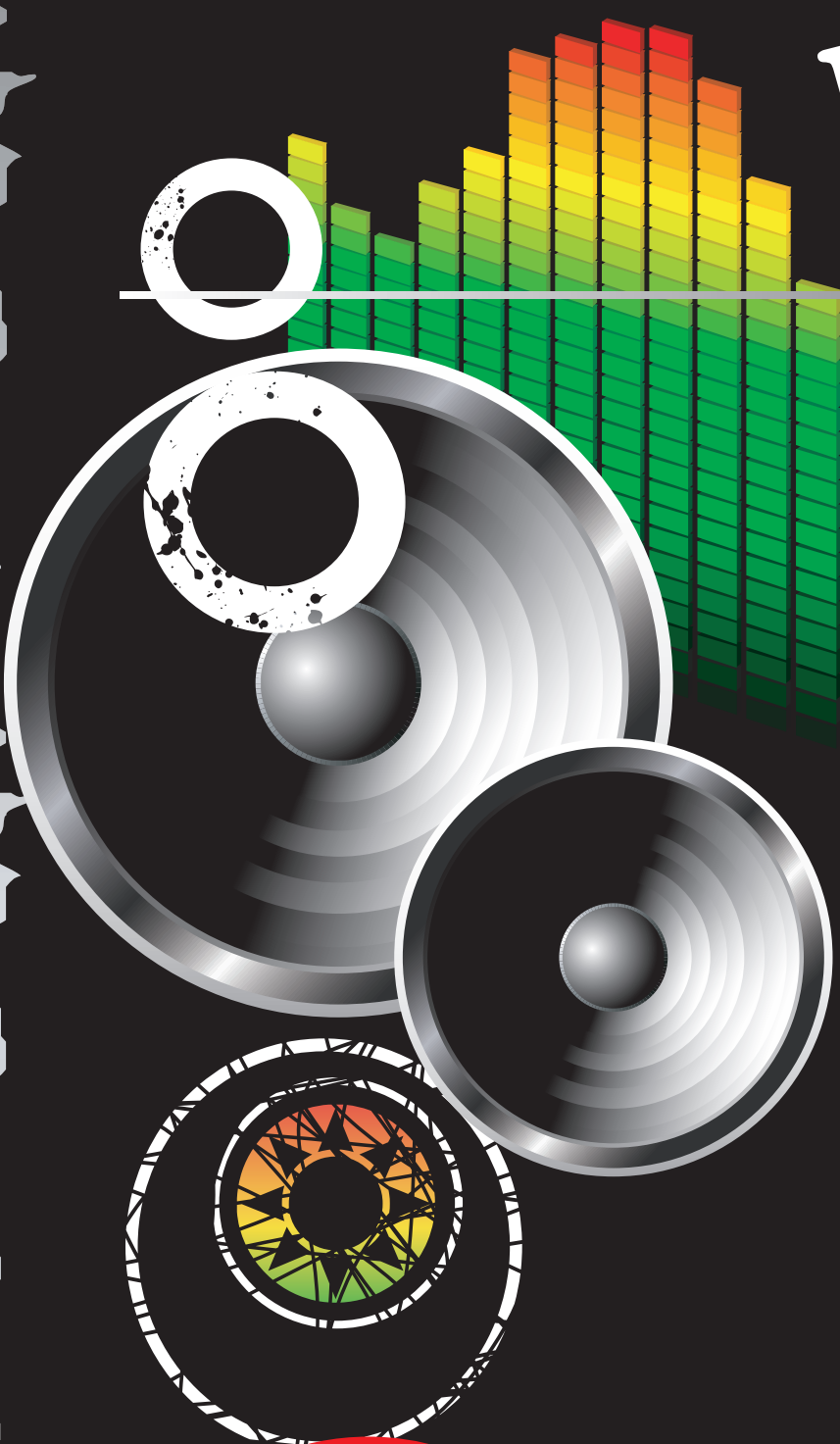


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