

Disc Jockey News E-Edition

MARCH 2015 • Issue #125

The Monthly Disc Jockey Newspaper

Free Online E-Edition

In This E-Edition Issue: Disc Jockey News Marketplace The MARCH 2015 Disc Jockey News E-Edition

MARCH 2015 Disc Jockey News Print Version Contents

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 2: Mitch Taylor
Page 4: Jake Palmer
Page 4: Dan Carpenter
Page 5: Mike Kazis
Page 5: Keith KoKoruz
Page 6: Ron Ruth
Page 7: Matt Anderson
Page 9: Carr Hagerman
Page 10: Jeremy Brech

Page 10: Glenn Mackay
Page 12: Mike Lenstra
Page 13: Jeffrey Gitomer
Page 14: Alan Berg
Page 15: Dean Carlson
Page 15: Nancy Bleeke
Page 16: Top 30 Charts
Page 16: Different Spin
Page 17: Stevie Ray
Page 18: Recurrent Hits
Page 18: Harvey Mackay



NewsWave

From American DJ & American Audio

Hey Brian! Hello Mobile Beat Las Vegas, Goodbye Riviera!



For this month's "Hey Brian!" I wanted to give a report of my trip to Mobile Beat Las Vegas. There seemed to be an excitement in the air at the show. Maybe it had to do with the yearly gathering of DJs and industry friends, or maybe it had to do with the cool talents of DJ Jazzy Jeff and Sir Mix-a-Lot performing at the show. Either way, it was a fun, and very quick couple of days to visit with DJs, talk gear, meet new people, and of course, talk shop and break bread with old friends.

This is the last time the show will be at the Riviera Hotel and Casino. In May, the Riviera will be closed and destroyed. Future plans for this historic desert landmark have to do with the expansion of the Las Vegas Convention Center. There was a bit of a strange feeling walking down the halls knowing it would be my last. This hotel has a "real" Vegas legacy. It opened in 1955 and has been the host to Hollywood royalty from the 1950's to 1980's. And, for ADJ, it's been the host of some of our most memorable Customer Appreciation Parties up at the "Top of the Riv!"

The ADJ Customer Appreciation parties have been a key event at Mobile Beat Las Vegas over the years. We've had guests such as Cupid doing "The Cupid Shuffle", DJ Kool giving us an amazing party set, Daddy Black of 95 South, Thrill Da Playa & Mike Mike of 69 Boys, a fabulous vocal set from Crystal Waters and a great live band experience from Digital Underground. Needless to say, ADJ has a great history of entertaining at The Riv!

Check this out from Mobile Beat 2013: http://www.adjnewswave.com/blasts/ADJ/adj_mbthankyou.html



The Top Hits USA Newsletter

Issue #372

February, 2015

radio, club & mobile DJ's

Here's the latest hits we have to offer!

HOT/AC
TOP 40
COUNTRY

T1308 Top Hits U.S.A.

02/27/15

www.tophitsusa.com

Rank	Intro	Time	Feat	Label	Pub
01-[097]TINE MACHINE	INGRID MICHAELSON	10:33	C	COL AB	
02-[121]LOOK INTO THE STARS	FRANK D'ANGELO	0:34	F	HRP N	
03-[144]REAL REAL GONE	VAN MORRISON f/ Michael Dube	28:40	C	RCA N	
04-[103]THE WEEKEND	EDEN XO	0:25	C	VIR N	
05-[118]WHAT KIND OF MAN	FLORENCE + THE MACHINE	0:32	S	REP N	
06-[062]I THINK I'M IN LOVE	KAT DAHLIA	0:32	C	EPI N	
07-[046]BILLION	MAT KEARNEY	1:30	C	REP N	
08-[092]IT'S NOT MY FAULT	ANTHONY LEWIS f/ T.I.	15:32	C	THE N	
09-[065]WORK SONG(Scheps Radio Edit)	HOZIER	16:32	S	COL B	
10-[109]BEGGIN FOR TREAD	BANKS	8:34	C	CAP N	
11-[050]AYO **WARNING EXTREME CONTENT**					
	CHRIS BROWN X TYGA	2:34	F	RCA N	
12-[127]HE WANTS TO GET IT	JOSEPHINE ROBERTO	29:44	C	DOU A	
13-[116]FOLKS LIKE US	MONTGOMERY GENTRY	8:30	S	BLA N	
14-[058]FALL APART	CASEY JAMES	8:32	S	SON N	
15-[126]MAKE YOU MINE	HIGH VALLEY	7:33	S	TTA N	
16-[103]HANGOVER TONIGHT	GARY ALLAN	18:34	S	MCA N	
17-[127]I FEELS GOOD	DRAKE WHITE	3:24	C	DOU A	

DONUS TRACK Format Requester

18-[088]SOLEDAD

DON OMAR

0:31 C MAC N

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DJ Esso's Top 5

Start your new year off right,
with these tracks picked by DJ

Esso:

Top 40:

Hozier - Work Song (Scheps Radio Edit)

Urban:

Tinashe f/ Iggy Azalea - All Hands on Deck

Dance:

Madeon f/ Kyan - You're On (Alex Metric Remix)

Rock:

Life in Film - Get Closer

Country:

Carrie Underwood - Little Toy Guns

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ROCK
URBAN
DANCE

C547 Top Hits U.S.A.

02/27/15

www.tophitsusa.com

Rank	Intro	Time	Feat	Label	Pub
01-[170]GET CLOSER	LIFE IN FILM	17:33	C	300 N	
02-[160]DANCING ON NAILS	WE ARE HARLOT	24:24	C	RCA A	
03-[080]WANT TO KNOW	KINGDOMS	3:35	F	EPI A	
04-[094]GREEK TRAGEDY	WOMBATS	42:32	C	WAR N	
05-[140]DROP DEAD CYNICAL	AMARANTHE	13:32	C	SP A	
06-[129]GJSTER **WARNING CONTENT**	SLIPKNOT	0:41	C	RCA A	
07-[085]BAPTIZED IN THE RIO GRANDE	SONS OF TEXAS	18:34	C	RAZ N	
08-[087]COMING FOR THE THRONE	OTHERWISE	15:31	C	CEN AB	
09-[073]PREACH **WARNING EXTREME CONTENT**	YOUNG DOLPH	5:32	F	101 N	
10-[070]MAKE LOVE **WARNING CONTENT**					
	FAITH EVANS f/ Keke Wyatt	5:53	F	BMG A	
11-[074]PRIVATE SHOW **WARNING EXTREME CONTENT**					
	T.I. f/ Chris Brown	0:42	F	COL N	
12-[090]TELL FM(Clean Edit) **WARNING EXTREME CONTENT**					
	RICH GANG f/ Rich Homie Quan and Young Thug	0:30	F	REP N	
13-[094]CLASSIC MAN(Clean Edit)	JIDENNA f/ Roman GianArthur	0:34	F	EPI N	
14-[093]ALL HANDS ON DECK	TINASHE	0:34	C	RCA N	
15-[120]SOMETHING NEW(Robin Schulz Remix)					
	AXWELL & INDIOSCO	89:51	C	AKW N	
16-[123]RIGHT NOW(Zed Bias Remix)	MARY J. BLIGE	32:33	C	CAP N	
17-[127]SUGAR MAN **WARNING CONTENT**					

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Introducing, Blizzard Lighting's newest lineup of par fixtures, each one as powerful as the next!

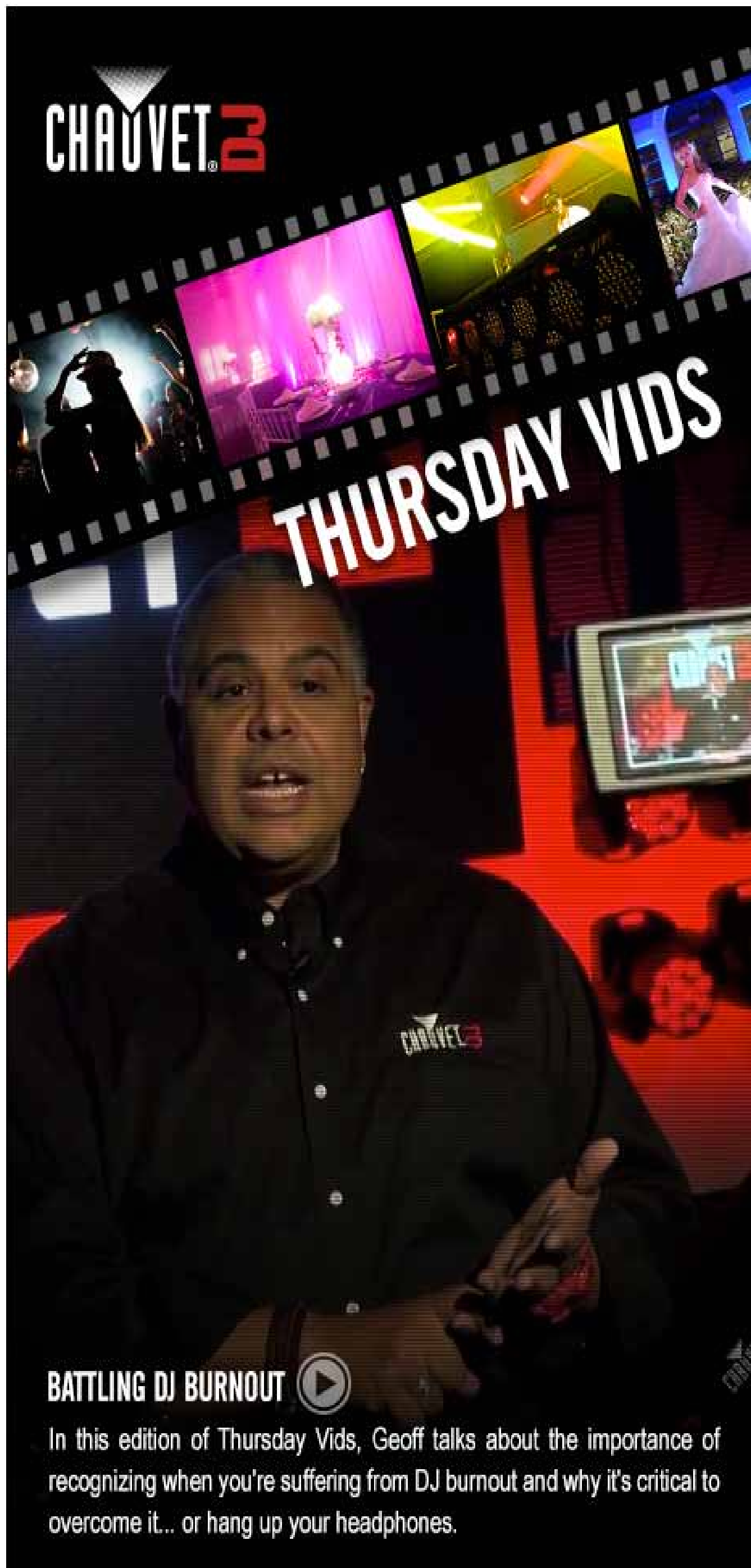
Contact your favorite Blizzard dealer right away to be the first to grab these exciting new lights!



Blizzard's LB-Par™ Hex

Blizzard's new LB-Par™ Hex is one of the most lightweight yet powerful par fixtures on the market! With 12x totally bright 15-watt RGBAW+UV 6-in-1 LEDs, LB-Par™ Hex fixtures give you the ability to create any rich, vibrant color you can possibly imagine, then you can even add ultraviolet light to the mix to give it an eerie hue.

The LBPar™ Hex includes 12 incredible built-in programs with auto mode, sound active mode, strobe effects, 8-bit or 3 user selectable 32-bit dimming curve options. It can perform full RGBAW+UV color mixing with 6/11-channels of DMX, or simply be controlled via its easy-to-use 4-button LED control panel. The fixture is expected to release on March 20, 2015 and is backed by Blizzard's 2-year Warranty.



CHAUVET 3

THURSDAY VIDS

BATTLING DJ BURNOUT 

In this edition of Thursday Vids, Geoff talks about the importance of recognizing when you're suffering from DJ burnout and why it's critical to overcome it... or hang up your headphones.

GEAR HEADS
Raise the bar.

[watch the video >>](#)



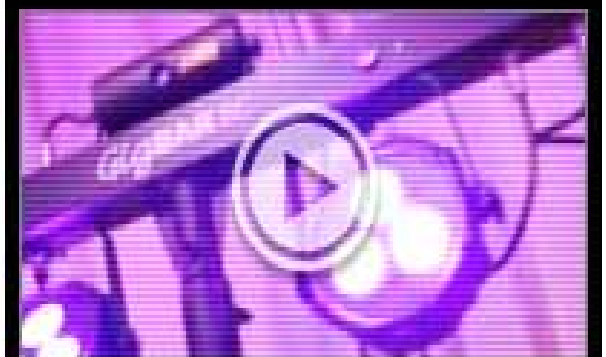
GIG-LOG: TAH-DAH PRODUCTIONS
High School Winter Formal.

[watch the video >>](#)



DJ TUTOR
GigBAR IRC review.

[watch the video >>](#)



DJ JER
Mobile Beat preview.

[watch the video >>](#)





FEB 2015 HITLIST

COMPILED FROM MEDIA CHARTS AND FEEDBACK
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Content Warning

Content Warning

RADIO / TOP 40

1	Uptown Funk	Mark Ronson	MSR01214
2	Thinking Out Loud	Ed Sheeran	MSR0115
3	Take Me To Church	Hozier	MSR01014
4	Lips Are Movin'	Meghan Trainor	MSR01114
5	Blank Space	Taylor Swift	MSR01214
6	Style	Taylor Swift	MSR0315
7	Time Of Our Lives	Pitbull	MSR0115
8	Prayer In C	Lillywood & Robin Schulz	MSR01114
9	Sugar	Maroon 5	MSR0215
10	I'm Not The Only One	Sam Smith	MSR01014
11	Ghost	Ella Henderson	MSR01014
12	Centuries	Fall Out Boy	MSR01114
13	FourFiveSeconds	Rihanna/Kanye West/P Mccartne...	MSR0315
14	Outside	Calvin Harris	MSR0215
15	Love Me Harder	Ariana Grande & The Weeknd	MSR01114
16	Love Me Like You Do	Ellie Goulding	MSR0215
17	Night Changes	One Direction	MSR0115
18	The Heart Wants What...	Selena Gomez	MSR01214
19	Stuck On A Feeling	Prince Royce	MSR0115
20	I Don't Mind	Usher	MSR0215

MODERN ROCK

1	Shut Up And Dance	Walk The Moon	MRR01014
2	Cigarette Daydreams	Cage The Elephant	MRR0914
3	I Bet My Life	Imagine Dragons	MRR01114
4	Lampshades On Fire	Modest Mouse	MRR0115
5	Rollercoaster	Bleachers	MRR0914
6	R U Mine?	Arctic Monkeys	MRR0914
7	Stolen Dance	Milky Chance	MRR0614
8	Take Me To Church	Hozier	MRR0414
9	Long Way Down	Robert Delong	MRR01214
10	Black Sun	Death Cab For Cutie	MRR0215

RHYTHM RADIO

1	Uptown Funk	Mark Ronson	RR0115
2	She Knows	Ne-Yo	RR01114
3	Time Of Our Lives	Pitbull	RR0115
4	I Don't Mind	Usher	RR01114
5	Jealous	Nick Jonas	RR0215
6	Truffle Butter	Nicki Minaj	RR0215
7	7/11	Beyonce	RR0115
8	Ayo	Chris & Tyga Brown	RR0215
9	Only	Nicki Minaj	RR01214
10	Somebody	Natalie La Rose	RR0215

TROPICAL

1	Yo Tambien	Romeo Santos f./Marc Anthony	TL1014
2	Lejos De Aqui	Farruko	TL0115
3	Son 45	Ismael Miranda	TL0315
4	Ay Vamos	J Balvin	TL0814
5	Que Suenen Los Tambo...	Victor Manuelle	TL1114

POP

1	Ay Vamos	J Balvin	PL0814
2	Disparo Al Corazon	Ricky Martin	PL0215
3	Soledad	Don Omar	PL1114
4	Yo Tambien	Romeo Santos f./Marc Anthony	PL1014
5	Juntos	Juanes	PL0315

DANCE / CLUB

1	All Of You	Betty WHO	MSC0115
2	Surrender	Cash Cash	MSC1114
3	Beg For It	Iggy Azalea	MSC0215
4	Right Now	Mary J Blige	MSC0215
5	Blind Heart	Cazzette f./Terri B!	MSC0215
6	7/11	Beyonce	MSC0215
7	Time Of Our Lives	Pitbull & Ne-Yo	MSC0315
8	Virus (How About Now...	Martin Garrix & Moti	MSC0215
9	Wrong Club	The Ting Tings	AC0315
10	Flaws	Bastille	AC0215
11	Go All Night	Gorgon City f./Jennifer Hudso...	MSC0115
12	Love Is Independent	D.O.N.S. f./Polina Griffith	RC0215
13	Ghost	Ella Henderson	MSC0215
14	Burn	KSHMR & DallasK f./Luciana	RC0215
15	Move	Jenevieve X	MSC0315
16	No Boyfriend	Sak Noel f./Mayra Veronica	RC0115
17	Something New	Axwell / ngrosso	MSC0115
18	Prayer In C	Lillywood & Robin Schulz	MSC1114
19	Divine Sorrow	Avicii f./Wyclef Jean	MSC0215
20	Jealous	Nick Jonas	MSC0115

URBAN RADIO

1	7/11	Beyonce	UR0115
2	I Don't Mind	Usher	UR01014
3	Body Like A Benz	Wale	UR01114
4	Only	Nicki Minaj	UR01214
5	Truffle Butter	Nicki Minaj	UR0215
6	How About Now	Drake	UR0315
7	Apparently	J. Cole	UR0215
8	Ayo	Chris & Tyga Brown	UR0215
9	CoCo	O.t. Genasis	UR0215
10	Try Me	Dej Loaf	UR01214

COUNTRY

1	Lonely Tonight	Blake Shelton	CR0215
2	Make Me Wanna	Thomas Rhett	CR01014
3	Sun Daze	Florida-Georgia Line	CR0115
4	I See You	Luke Bryan	CR0115
5	Like A Cowboy	Randy Houser	CR0714
6	Just Gettin' Started	Jason Aldean	CR0115
7	Mean To Me	Brett Eldredge	CR0914
8	Take It On Back	Chase Bryant	CR0914
9	Drinking Class	Lee Brice	CR01014
10	Homegrown Honey	Darius Rucker	CR01014

REGIONAL

1	Eres Una Nina	Gerardo Ortiz	RL0115
2	Eres Tu	Proyecto X	RL0115
3	Lo Hice Otra Vez	La Arrolladora Banda El Limon	RL1214
4	Dime	Julion Alvarez y Su Norteno B...	RL0115
5	Mi Princesa	Remmy Valenzuela	RL1114

CARIBBEAN

1	Lejos De Aqui	Farruko	CRB0115
2	Pierdo La Cabeza	Zion & Lennox	CRB0215
3	Sabado Rebelde	Daddy Yankee f./Plan B	CRB0215
4	Adicto A Tus Redes	Tito "El Bambino" f./Nicky Ja...	CRB1214
5	A Ti Te Encanta	Alexis & Fido	CRB0115



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NAMM 2015



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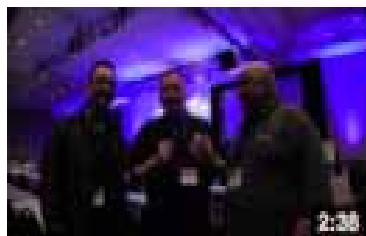


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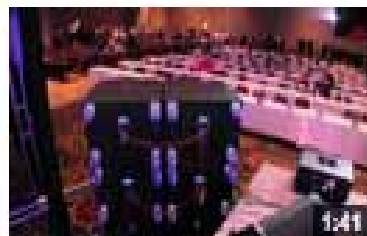


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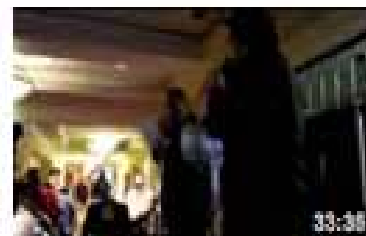
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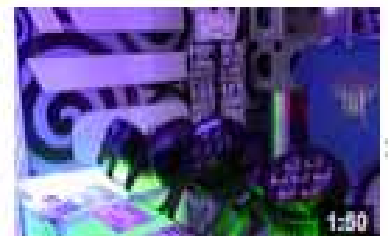
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by John Young of the Disc...



#Numark NV DJ Controller with #serato from #DJExpo ...



Numark Mixtrack Edge Demo Video by John Young of the ...



Comparing 18" Subwoofers: By John Young of the Disc...



Five Wedding Tips For DJs Video: By John Young ...

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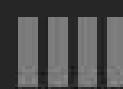
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Schedule All Times Central US

Monday July 20, 2015: Night One: Performance

8:00 pm Welcome by Disc Jockey News Live Chat: TBA

9:00 pm Educational Content Night One: It's all about the Performance!!

Featuring:

TBA

Tuesday July 21, 2015: Night Two: The Business

8:00 pm Disc Jockey News Live Chat: TBA

9:00 pm Business Seminars in Sales, Marketing,

Upcoming Shows:

July 20-22, 2015

November 9-11, 2015

Winter 2015 Prize Winners!

Prizes and winners:

TM Studios, 12 months of PrimeCuts Online

MP3 download service: Tony De Los Santos

OmniSistem, #OS 1233 RGB DJ Facade:

Michael Beurer

Top Hits USA - RPM: 5 months of Top Hits USA music service: Bill Murray

Chauvet, Scorpion Script laser: Art Sanchez

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MARCH 2015 • Issue #125

The Monthly Disc Jockey Newspaper

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Q Corner: Where Quality Meets Quantity

By Mike Walter

Mobile Beat Las Vegas kicked off on Monday February 23, less than 24 hours after the Oscars broadcast. As I watched Mobile Beat's opening I had to think the people behind the scenes were more than a little inspired by shows as grandious as "Hollywood's Biggest Night."

The stage was immense and it was bracketed by two huge video screens. And at the center of it all, up on an even higher platform, which almost looked like a church altar, was a DJ. And not just any DJ but Jason Jani, who was playing and mixing some incredible songs and pumping up the attendees. Even before they showed their very polished video open-

ing it was obvious to all in attendance that this was a brand new show. Or, to use a term that has become ubiquitous in today's lexicon, a rebranding. And after attending MBLV15 and sitting in the majority of the seminars and walking the showroom floor and partying perhaps a little too late at their "Legends" night, I can say this was a successful rebranding. I've been critical of this show in the past in these pages so I think my opinion should have some credibility - I do my best to call it as I see it, no matter who's feathers I ruffle - and this time around I have to say MBLV15 was a resounding success.

The speaking roster going into MBLV15 was very impressive. I was looking forward most to hearing Penn Jillette (as I'm sure most attendees were) but as often happens in life a completely different seminar wound up being my favorite of the week. Carr Hagerman's seminar "The Curiosity Impulse. A meditation on creative life" was incredible to me. Hagerman is an energetic and clearly experienced presenter and his emphasis on finding creativity from outside your industry really spoke to me. "In order to

Mike Walter Continued On Page 2

Talkin' Bride: March Marketing Madness

By Tamara Sims

How many times have we heard from our friends and colleagues in the DJ Entertainment industry "I love performing, but I hate marketing." The business side of your business (marketing, sales, accounting and taxes) may not be glamorous and fun, but it is necessary in order for you to succeed. It can be intimidating if you do not have expertise in marketing, but there are plenty of resources available to help. If

you haven't developed your annual marketing plan, don't get discouraged... it is not too late. The first quarter isn't over yet!

Your local ADJA, NACE, or ISES chapters are incredible resources that not only offer networking opportunities with industry professionals, but they also offer education through seminars and webinars. I recently attended a Marketing Seminar presented by the President of our Chicago ADJA Chapter, Keith "KC" Kokoruz, and it was packed with DJs and Videographers eager to learn how to better market their business. KC generously shared valuable marketing tips that are easy to implement if you are willing to put in the time to execute your plan. A great way to get started, according to KC, is to develop a monthly marketing calendar. For example, March could be the month you partici-

Tamara Sims Continued On Page 4

In The Booth: The People Are The Reason

By Brian S. Redd

Last week, I attended my 8th consecutive Mobile Beat Las Vegas. I almost didn't go, but pulled the trigger last minute and am very happy I did. This show has always been very good to me.

I had decided not to go. After attending NAMM just a month earlier, I had already gotten all of

the new DJ PA and lighting product videos I needed, so why go?

Then, my friend Mauro called. He was planning on driving into Mobile Beat from California with 200 handmade tamales. Why 200 handmade tamales? Well, what Mauro does every year is hold a social in his hotel room. Anyone is welcome to stop by, say hello, have a bite to eat and network. Mauro told me how disappointed he was that I was not coming this year... so I cashed in my frequent flyer miles and booked the trip 3 days before showtime.

That phone call was a reminder of why I've always attended Mobile Beat in the first place. It's not the toys on the expo floor or the seminars or slot ma-

Brian Redd Continued On Page 7

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 2: Mitch Taylor
Page 4: Jake Palmer
Page 4: Dan Carpenter
Page 5: Mike Kazis
Page 5: Keith KoKoruz
Page 6: Ron Ruth
Page 7: Matt Anderson
Page 9: Carr Hagerman
Page 10: Jeremy Brech

Page 10: Glenn Mackay
Page 12: Mike Lenstra
Page 13: Jeffrey Gitomer
Page 14: Alan Berg
Page 15: Dean Carlson
Page 15: Nancy Bleeke
Page 16: Top 30 Charts
Page 16: Different Spin
Page 17: Stevie Ray
Page 18: Recurrent Hits
Page 18: Harvey Mackay

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How Can I Help You?

By Mitch Taylor

How can I help you? It's a throw-away phrase in our society BUT if said with purpose, meaning and sincerity...it can put you on the path to the sale.



I posted this in our online FB group Sales For Event Pros and as expected it fostered some discussion.

What I really believe is that this phrase (and frankly almost every step of the sales process) needs a dissection to truly understand the meaning. This is a time for self-reflection...NOT a time to think "Oh well I do that..."

Let's examine the full question and break down each word so we have a better understanding of how we can use this effectively in the future...and NOT treat it as a throwaway phrase.

HOW?

By definition this means "in what

way or manner...or by what means". By what means? 'Means' suggests there are several different ways. In the instance of sales this could be verbal, it could be a link on your website, it could be video footage you can show. Think of all of the different ways HOW. How many can you come up with? Truthfully ask yourself...are you mastering each one?

CAN?

Can by definition means "be able to or be permitted to". I think back to the book "The Little Engine That Could" "I think I can...I think I can...I think I can" Do you have that can-do attitude? CAN gets to the heart of your attitude and if you are in the right frame of mind at present to take care of that client. Now answer the question; do you WANT to? Just because you CAN doesn't mean you WANT. Is this a client that you WANT to work with?

I

Boy, has Mr. Jeffrey Gitomer schooled me on this. Who's the MOST important person in the sales process? Your customer, right? WRONG. Let's say you and your client were on a deserted island and one of you has to die first...who's it going to be...you or the client? That's

right...the client. So now we've established that "I" or in this case "you" are the MOST IMPORTANT person in the equation. What are you doing currently to make YOU a better YOU? What are you doing to IMPROVE your sales skills? How about your client relationships? When was the last time you sent them a "thank you" note?

HELP

Help! I need somebody....Help! Not just anybody....Help! The Beatles said it best! Helping is what sales is ALL about. Your potential client has a problem. They need whatever it is that you offer. They feel YOU might be the best fit for that problem (otherwise WHY would they have contacted you???) Hey...AT LEAST they gave you a call or an email, right?! Approach them from the mindset of HELPING them with whatever their problem is. The "asking of the price" is more often than not a smokescreen because they don't know what else to ask. Sales is simply finding a need and filling it. What's their need? What is the biggest issue that they may not have vocalized yet? Why would they choose you over anyone else?

YOU

Yes, ultimately this is about the most important person in the world...YOU. When you ask the question..."how can I help you?" - You is in terms of your po-

tential client. Let's make them both a WIN-WIN. Early on in my sales career I read a great book called The Closers by Ben Gay III (Yes...that's his name). The last two words of that book have stayed with me in my sales career and teachings ever since. What are the last two words? Sum Tertius. Sum Tertius is Latin for "I am third". Regardless of how you feel about religion (and I don't discuss politics or religion in a sales situation), when you put your clients' needs ahead of your own, you more often than not will make a friend and earn a sale as well.

Now that we've got the question broken down word for word it helps define your motivation. If you want to figure out where you are going wrong, why you aren't closing more sales...if you need help with your motivation...you need to know WHY. How can I help you? HELP for you is available at my website. :)

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Mike Walter continued from page 1

build a company that matters," he said, "you have to cultivate a creative life." And how does Hagermann recommend doing that? Travel, Visit museums, surround yourself with interesting people. As he advised: "The last thing we need is more business books."

In terms of performance, Hager-



man talked about building a bond with your audience first. "If you get people to trust you can do anything you want with them" he said. I could go on and on about Hagerman as I took more notes during his seminar than any other but suffice to say if you ever have a chance to hear him speak, don't miss it.

All this doesn't downplay Penn Jillette's talk. Carr Hagerman, who has known Jillette for years and was instrumental in securing him for Mobile Beat, interviewed him so the seminar was really just a conversation between two old friends recapping Jillette's career and examining his performance philosophies. If you don't know Jil-

I enjoyed. In response to Carr's question: "What do you consider show business?" Jillette said, "Anytime you can share what's in your heart with another human being. And if you can do that with as much sincerity as possible you touch more people." Jillette also talked about the power of repetition and practice and how, when you are very well rehearsed, you can actually be performing and allow your mind to wander. "I think it's important to do something a zillion times. I try hard to be present but I don't think it's as important as most people. I believe in muscle memory... If you can't do your show while thinking about your laundry you can't do your show."



lette from his TV appearances he is a brash and hilarious personality. While his seminar didn't focus on DJing it did have a "performance theme" which

Another highlight of the week for me was Mark Ferrell's new seminar "Who Do You Think You Are?" After a very dramatic, Matrix-inspired opening, Ferrell launched into a talk that challenged attendees. His theme this time around isn't so much getting what your worth but changing the public perception of our industry. And to change the public's perception and how we are represented in the media we have to begin by changing how we think about ourselves. Ferrell used some examples of DJs who have publicly made some stupid comments on social media and showed some cringe-worthy, if hilarious, video clips with the same theme. While I agree those comments are inane I find them to be the exception not the norm. Most DJs I network with view our industry with respect and act and speak about it accordingly. I respect Ferrell's message, I just don't think the situation is as dire as he makes it sound. Still, he offered his usually polished and inspirational seminar and for me it was a true highlight of the week and his call to action at the end - that we unify under one trade industry - is something I would love to see happen.

Other seminar highlights for me were: Joe Bunn's "Every Little Thing You Do Is Magic." Joe originally wanted to call this "All The Small Things" (he's a Blink 182 fan) and that's exactly what it was - a rapid fire seminar of ideas to help your business. Joe is my partner in The PhDJ Workshop and I've heard

versions of this seminar before but I still enjoyed his content and comfortable, relaxed presentation style. And of course the manically energetic and inspirational (but don't call him a motivational speaker) Bryan Dodge. I've seen Dodge speak a number of times and he always delivers a powerful dose of positivity. Dodge is funny ("If you're the smartest one in the group it's time to upgrade") and inspirational ("you didn't chose this industry, it chose you") and thought provoking ("People who focus on the how in life always end up working for those who focus on the why"). But repeating Dodge's words is useless because it's all about his delivery and his delivery will prime you up and make you want to run through a wall.

MBLV15 also featured some fun evening activities, specifically their



"Legends Night" which featured an awesome set mixed by DJ Jazzy Jeff and

Mike Walter continued to page 17

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What About Me?

By Jake Palmer

What about me! That statement sounds like it should be a straight forward question. If you're my age it may even conjure up images of Moving Pictures or "a little boy waiting at the counter of a corner shop." (There's my 80's music reference for this article)... I digress... So you may be wondering why



I would use it as a statement rather than a question, and what is the difference... or at least I hope you're wondering,

because if you're not, you probably stopped reading by now...

I can tell you that I have lost track of who are the millennials and who are the gen X or Y or Zs, but it seems to me that it has become more and more

about the "me" than it used to be. Now I don't want to sound like your grandfather here, and I am certainly not going to go off on a Dennis Miller type rant, but rather my point today is the opposite; my point is really more of a question. Are we, as Entertainers, Advertisers, Social and Industry Leaders contributing to these attitudes and behaviors, or are we simply trying to keep up and stay relevant? Let me explain.

I am a firm believer that the Wedding/DJ/Entertainment industry is an ever changing, living, breathing creature, and we are forced to change with it, stay ahead of it - or in some cases just try to keep up, otherwise the creature gets us. I guess its Darwinism; if we don't adapt and evolve we die. So when I see people and businesses in the industry that refuse to change it drives me nuts. I have noticed a growing number of television shows lately that seem to be driving this

point home. Companies like Netflix and Amazon Prime are producing entire seasons of a show and releasing them in one shot so subscribers can binge watch, with no commercials or distractions and at their own pace and time. The other type of television change I have noticed is the "Final Season" phenomenon. It's almost like the viewer is let off the hook, like the network is saying "don't worry you won't have to wait for instant gratification, we only need your attentions for a little while." Fits right into the YOLO and FOMO life styles we seem to be wrapped in.

Now here is where it gets fun... is the "Final Season" phenomenon any different than the "Last Song" phenomenon? Are we - or more accurately am I - being hypocritical? The only way to answer that is to question in both cases (TV or Dance Party)... does it work? Does it add more anticipation or less? Are peo-

ple more engaged or less? Hurry up, last chance; this is it, going out of business sale, instant and immediate gratification.

I can't answer that for everyone in a blanket statement. You'll need to ask yourself these questions and see what you think. More importantly, what do your clients and your guests think? By the way, this is my final season! Just kidding.

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Tamara Sims Continued from Page 1

pate in the many Bridal Shows that are offered. April could be the month you focus on e-mail campaigns and newsletters. May is a great month to get out of the office and network with venue managers, florists, planners, etc. You get the idea...without having a solid plan in place your marketing efforts will be an uphill battle. Planning leads to success and it is never too late to develop a plan.

Another great way to jumpstart your marketing this month is to partner with other wedding professionals. Safety in numbers, right? Schedule a round table discussion or conference call with your favorite photographers, videographers and wedding planners to brainstorm ideas. Host an open house. This is a

great way to pool resources and offer your brides and grooms a "one stop" shopping experience.

Make sure your company is present on social media. Facebook, Instagram, Pinterest are great places to kick off your marketing campaign and develop a presence in your market. This may sound basic, but there are plenty of companies I have networked with who still haven't joined the social media bandwagon. Use photographs whenever possible and be creative with your content. Brides don't get excited to see how many weddings you did last weekend. They are looking for reasons to hire a company with unique and creative ideas. And if you have no time for social media, hire a

millennial to be your Social Media Manager. You will thank me.

If you simply cannot embrace the passion for marketing, than hire someone who does. Many years ago I attended a seminar by California DJ Jorge Lopez and he instilled in me how important it is to delegate. Make a list of things you don't like doing and there is your job description. It is worth the investment to hire the right person for the job. Even if you are the best company in your industry, you will lose business if you fail at marketing.

All of your marketing ideas may not be grand slams, but that's ok. Don't become discouraged; dust your self off and start over again. Remember, it's not

where you start, it's where you finish. And with planning, hard work and commitment, we all have the ability to finish on top!

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

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



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Building A Lean Mean Biz Machine for 2015 Part III

By Mike Kazis



The weatherman said last month that we were going to get snow, ice and rain and lots of it, but I didn't care. My leaking windshield was fixed properly this winter by SafeLite™ Auto Glass and the rain no longer seeps into the van. I have used SafeLite™ for windshield repair many times in the past and I am always so satisfied with the work they do and how they do it. In fact, the work they do has inspired me to mention them as I write this week about Customer Focus – the second fundamental principle of Total Quality Management, and the second key strength for building your lean, mean business machine for 2015.

Last month, I shared with you my philosophy on Quality Management and began to identify the elements from which it's made. The first - continuous improvement - was covered in January and we will continue along this path to see how customer satisfaction acts as a major element of what I refer to as my Quality Philosophy.

Before I elaborate on Customer Focus, I wanted to further explain the philosophies of quality management. As mentioned in December's article, bear in mind that there are many known methods of quality management such as Deming's 14 Points, the Baldrige Award Criteria, the ever-popular Six Sigma, Total Quality Management (TQM), and many others.

Each method has its own principles and its own steps. All are good from what I know of them, however I prefer to work with TQM because of its sim-

plicity. I base everything off the three fundamental principles of total quality (customer focus, continuous improvement, and teamwork) and build from there. Now let's get deeper into customer focus.

Customer focus, by definition, is "an entire organizational goal to provide products or services that meet or exceed customer expectations." So everyone in your organization, from top to bottom, should be doing what they can to achieve your goals of customer satisfaction. Well organized operations, competent team members, proactive leadership are but a few of the many factors needed for providing great customer service. When a customer calls, for instance, do they get the same level of service from your staff that they expect to get, or do they get someone that doesn't make them feel important? Even when a staff member gives a different answer to the same question, your level of customer satisfaction can be affected. The goal is to provide the same level of customer service each time you interact with a customer. When I called the main phone number for SafeLite™ for example, I get a different person every time I call but I still get the same level of courtesy from each person and they have all the information handy to help me. The same level of service goes for when they send the technician to repair the windshield. They follow the same procedures to making sure that the job is done right the first time. It's very interesting to watch.

If you wish to model your business after such a company so that you're able to improve your company's customer satisfaction and deliver the quality you promise, follow these steps listed below:

1. Teach your staff the best processes and give them the proper information they need to do their job properly. For implementing a new procedure for the first time, it's good to inform as many people as possible at the same time. A meeting or training class is great for this because you have everyone together and

listening firsthand to what you need for them to know. This way, they're not getting the information from another source where it could get lost in translation. Afterward, you can maintain consistency by following up the training with documenting the information in an employee operation manual.

Creating an employee operation manual could indeed be time consuming, but it's great for the following:

- Analyzing existing processes

You or your operations manager can walk through certain tasks of a given job role and determine the best processes to use for completing the tasks. While you walk through these tasks you will better determine how they can be improved.

- Effectively develop new processes

There might be certain functions where everyone does it their own way due to little or no procedures for them to follow. There's nothing wrong at all with individuality, but not in this case. Team members doing things their own way can cause a variety of problems. Putting the mop in the wrong closet, for example, can waste time for the next person that attempts to mop the floor. Developing new processes for everyone to follow will greatly improve your efficiency and productivity.

While developing your employee operation manual, feel free to use some of the ideas of your team members if it's an idea that produces the best results and is the most efficient process

2. Make sure your processes are being properly followed by your staff. It's critical that everyone follow the procedure you put in place from there on in.

3. Establish your complaint management system. Once your operation plan is well established, your team should be able to handle any situation given to them by your customers. However, complaints will still likely occur from time to time. Quality is about striving for perfection, not about being perfect. Mistakes will still be made, but not as often as with, a less efficient system. When com-

plaints do occur, make sure your operations plan has the best way to deal with it and to resolve it as quickly as possible. Studies have shown that companies get better customer satisfaction reports from customers that had a problem but had it resolved to their satisfaction. Even if you're a small business that doesn't have a budget for establishing an elaborate complaint department, you can still handle complaints effectively. Designating one or two staff members, for instance, is a great way to handle complaints. This will free up your staff members needed to handle other routine processes.

4. Monitor and measure your customer satisfaction levels. The objective is to gather data from customers that have used your products and services and find out what they liked and disliked. It will be up to you to determine what you can do to address the negative feedback you receive but it's great to use that information in your continuous improvement process. Online surveys are great to send to customers for obtaining information.

I hope that using the steps above will help you get started with improving your operations and help you generate better quality practices, minimize errors and set new standards in everyday work processes. This in turn will allow your company to become more cost effective, more customer-focused and more profitable.

Mike can be reached at mikekazis@discjockeynews.com. Michael is the senior partner and manager of Dynamite Party Productions in Staten Island, NY. He has been a professional DJ for more than 25 years, and has been professionally trained by one of the largest DJ entertainment companies in history. Michael has been operating his own multi-op DJ business since 1990 and received a Masters in Business Administration from the Keller School of Management in December of 2008. He is also the acting Vice President of the New Jersey Disc Jockey Network.

Top 5 Reasons That Vendors Fail At Bridal Shows

By Keith 'KC' KoKoruz

1. Poorly prepared. You don't need to spend a million dollars on a bridal show booth but you do need your booth to be clean, neat, and most importantly approachable. Don't allow the table to become a barrier between you and the attendees.



I have a theory called the 10 second rule. Within 10 seconds of seeing your booth, a bride should know what you do, who you are, and whether or not she will want to talk to you. The more creative your booth is, the more your company will be remembered by the bride.

2. Some vendors say that bridal shows are like cattle calls but the promoters aren't the ones pushing the cattle,

the vendors are. Brides are not a commodity. They are people. When a bride approaches you, the most common greeting a vendor gives is "When is your wedding date?" or "Are you still looking for?" In real life we never approach people this way and you shouldn't at a bridal show, either. A single guy doesn't walk up to a girl in a bar and ask her if she is looking for a boyfriend or if she is looking to get lucky. Treat people like people. Ask the bride if she is enjoying the show. Ask her how the planning is coming along, or when and how did she get engaged. Ask her if all of the girls with her are her bridesmaids. Open up the conversation and allow her to tell you about her wedding. Then shut up. There is plenty of time to give your 10 second elevator speech about your company and collect her contact information for follow up, but keep things focused around her. We were created with two ears and one mouth for a reason.



3. Unrealistic expectations. Bridal shows are like health clubs. A good bridal show should give you more than enough opportunities to book business, but you need to do the work and I mean all of the work. The problem is that most vendors feel that handing a bride a flyer

at their booth is the end of their interaction. It is just the beginning.

4. Lack of follow through. As a bridal show producer, I can tell you that 80% of my exhibitors fail to do what I would consider a true amount of follow through. Sending out one email after the show isn't going to bring you the return

on investment that any vendor should be looking for. There is a reason that Bed Bath and Beyond sends out a postcard every 30-60 days. They are hoping this is the month that you replace your bedding or your coffee pot, etc. If a bride just got engaged and is at the show, she may not need your service for months, but it is your job to keep a branding message in front of her so that when she does need it, you are at the top of her list to visit.

5. The brides aren't your only customer at a show. As the saying goes, we are all in it together. Getting set up at a bridal show early - and I mean really early - allows you the opportunity to visit with other vendors that you would like to get to know better. If you are also set up early, vendors pass your finished booth and this creates a lasting impression. Being able to walk the show floor before the doors open or during the fashion show allows the opportunity to network with others. This is the perfect opportunity to set up coffee, office visits, or lunch with other vendors.

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Workshops Position You As The Expert

By Ron Ruth

During the latter part of February, I hosted a workshop for engaged couples titled "5 Fun and Easy Ways To 'WOW!' Your Wedding Guests." The workshop was presented in conjunction with a bridal fair taking place at a local, Kansas City area venue. Although, I've been presenting the same workshop for a number of years, when I began to promote the February event on Facebook, a number of DJs reached out to me privately to ask about its inner workings



in an effort to provide a similar workshop in their markets. Because of the interest level, I thought I'd share a few details as to the "why" behind the workshop, and how I format

the presentation so that others can benefit financially from the results as I have.

Let's start by talking about the "why." Years ago I learned through those who are authorities on marketing and branding, that the best way to stand out from the competition is to position yourself as an expert in your field and market. There are a variety of ways to do that. Some DJs, like my friend Peter Merry, have written books that provide information of value that engaged couples will find useful as they plan for their weddings. Other DJs post short, how-to videos on YouTube. I chose presenting because of the emotional connection I can make with the couples in attendance. Presenting in person also spotlights my skill as an articulate, engaging and entertaining master of ceremonies. These talents differentiate me as an expert on wedding fun.

Since most couples want their wedding receptions to be fun, personal, and memorable, my approach is to focus in on those elements and to convey ideas that will get their imaginative and creative juices flowing. Much of the in-

formation that I provide is generic in nature, meaning most of those in attendance will like a majority of the ideas I place in front of them and can put them to use on their own, or even with another DJ. But, I also present a number of premium ideas that will require the assistance of someone with great knowledge and expertise to pull off. Obviously, throughout the workshop, I'm positioning myself as that special someone who can transform impossible ideas into possible. I've also been fortunate over the years that no less than 3 to 4 couples who attend my workshops have gone on to contract me as their creative partner.

So now that I've touched on the "why," let's move on to the "how." The most important thing to remember if you choose to do a similar workshop is that you should not think of it as a sales presentation. My name and the name of my company are only mentioned in my introduction, which someone else presents. I never ever say "If you contract me..." I mentioned earlier that I like to present because of the emotional connection I can make with the couples in attendance. That connection is more easily obtained through my sincere passion to help couples and their guests experience a wedding reception that is unlike any other. I believe my demonstration of that passion is more valuable and far less intrusive than me trying to impose my services on those in attendance.

Ironically, though, about twenty five percent of the information I provide in my workshop is the same as what I present in a sales consult. The major difference is that I use photos and videos throughout the workshop as audio and visual examples of the ideas I share. As another cautionary note, however, to avoid having the workshop heard as a sales presentation, I give full credit to the newlyweds in the photos and/or videos for their ideas. I was only the instrument that helped them bring their ideas to life. As an example, if I'm playing a video of newlyweds engaged in their first dance with a song that is enhanced with audio edits that incorporate their voices speaking to their love for one another, I wouldn't describe that moment with

words that could be immediately interpreted as "look what I did." Instead, I would say, "This is John and Jane Smith. Their wedding was at the Hilton in June. They wanted to do something special for their first dance. In conversations I had with them prior to their reception, it was apparent that they were very open about their love for one another. One of the many ideas we discussed that would highlight that part of their personality and style is what you're about to see and what they and their family and friends will remember for a very long time." Because the lead-in to the video and the



video itself has my creative fingerprints all over it, my involvement is pretty well inferred without me having to say it.

Each of my wedding workshops are free and only an hour in length. An hour may not seem like a lot of time but, if you're well organized and scripted going in to it, you can cover a ton of ground. Besides, it's a YouTube world and attention spans are limited. That's another reason why it is important to connect emotionally with your audience and to keep your material entertaining. As mentioned before, if you are passionate about what you do as a wedding DJ, don't hold back on letting that side of your personality come out to play. Have fun demonstrating all the fun that couples can experience at their wedding receptions and they will connect with you as a helpful friend they can't live without.

Involve the attendees in the conversation. Ask everyone to openly share how they envision their wedding reception. Chances are your presentation will include ideas that they will find personally beneficial. Ask if they're experiencing any difficulty in planning for their wedding and then address those concerns as an experienced expert. You have an opportunity to shine as a problem solver to

everyone in the room. Don't let that opportunity pass you by.

Although I've hosted my workshop on my own and without the benefit of outside marketing assistance, attendance is greater when it is done in conjunction with a bridal show or venue open house. When contacted to participate in these events, I immediately ask for the opportunity to present some, if not all, of the material in my workshop during the show. Since the workshop is not a sales presentation, many bridal show producers, especially those representing smaller shows, are excited to provide content of value that is also fun and educational to their brides and grooms-to-be. It adds as much to their credibility as it does to mine.

So, that's something of a quick overview of my workshop for engaged couples. What has worked for me, though, may not work for you. As it is with every idea that you stumble upon that excites you, find a way to make it your own. Modify it to fit your personality and style and in a way that will allow you to connect emotionally with the couples who attend. Done properly, you will become known as the expert on wedding fun in your market.

If you have additional questions regarding my engaged couples workshop or need a little more information to help you produce one of your own, please feel free to email me at ronruth@discjockeynews.com. I'd also enjoy hearing from others who already do similar workshops in their market. Please send me your tips and advice for a future article.

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

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The Referral Coach: 3 Questions That Help You Have Loyal Clients

By Matt Anderson

I spoke at an accounting conference recently in Texas where I also had the pleasure of seeing James Kane speak on loyalty – a word he says has been “hi-jacked”.



What is SuccessAfrica different about Kane is that he's a neuroscientist so his findings are based on the science of what makes humans loyal rather than marketing research. His

upcoming book is called *The Loyalty Switch*. He's good!

I want to share what I learned that can be useful for you.

The Background:

Most people have four types of clients whether they want to admit it or not:

Hostile – “The minute something goes wrong, you are to blame.”

Transactional – “I pay you. You deliver the service. We're even.”

Predisposed – “I like you well enough so long as the game doesn't change – you don't move, change your fees or assign me to someone else.”

Loyal – “You know me and truly care about me. You have my best interests at heart. I am happy to do things to help you and your business.”

According to Kane's extensive research, the VAST majority of clients are transactional – think about the people who get your business and how you feel about most of them. Pretty ambivalent, right?

Definition of Loyalty:

It does NOT come from:

- a) fear
- b) your brand
- c) a rewards programme
- d) being 'satisfied'

Loyalty means people can't wait to hear from you. It becomes about what they can do for you not what you can do for them.

Reflecting back on how humankind evolved into the planet's dominant species, Kane argues that loyalty is rooted in the fact that we learned to live in social groups, that we are dependent on others for our survival, that we want to learn from each other, and that we thrive when we have each other's best interests at heart.

In terms of business, his point is that every relationship wants to be loyal to you because life is better when relationships are strong.

This is a GREAT business opportunity.

nity.

Loyalty Question 1: How can you make the lives of your clients even better?

People look to you to make their lives safer, easier, and better because good relationships do make life better. And in this day and age, we are overwhelmed with too much choice and very little time. Most people want to find a great provider of your service and not have to shop around for weeks – or shop around again after 1-2 years because of a mediocre experience. This means:

a) Most people don't really want many choices, because they are paralysed by having too much choice in most areas of their life.

b) Good relationships are yours to lose – so long as you don't take away control from people.

Loyalty Question 2: How can you be more transparent so more people can identify with you and connect with you more easily?

Loyalty comes less from people trusting you (since this is expected) but from people feeling a sense of belonging to you and your business. Your loyal clients share your vision and they share many of your values.

We are living in a time where there is a high level of transparency. People like to know what your kids look like and see pictures of you enjoying hobbies and holidays. They want to know who your favourite team is AND certain things you dislike. These are all ways for people to feel a connection to you.

People tend to be attracted to others who share similar values – beyond the superficial. They watch your behaviour.

Loyalty Question 3: How can you get to know your clients more than you do now?

This is the most important question for you. Even if you decide to target 20% of your clients to get to know better, that's a good place to start. Whether you do that based on which ones you enjoy the most or the ones you think can best help you grow your business, that's up to you.

This begins with clients feeling recognised by you.

Your clients ask themselves: do you really know who I am?

Do you really know what I want?

Kane suggests this starts with a simple question – “what else do you need?” and told a story of being on Singapore Airlines where they did three things:

They asked him what he needed
They listened

They added his personal preference on their intranet system and next time he flew, they met that need.

The more advanced stage to tuning into your clients is having the courage to ask them about what's NOT being said – reading between the lines to underlying challenges and problems they have that they're not talking about.

Loyalty also comes from anticipating needs that clients will have. He told the story of a flower shop that would contact customers a month beforehand to remind them of upcoming anniversaries

and relative's birthdays: “Do you want to send flowers to your mother again this year on her birthday?”

Kane concluded by challenging everyone who wants more loyal clients to: Make them feel included, wanted and valuable.

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

Brian Redd Continued From Page 1

chines or anything like that. People like Mauro are reason enough.

My first experience at Mobile Beat was in 2008. I was a year into my YouTube videos and had never been to a DJ trade show. I had done a few product demos for ADJ and they wanted to meet me in person, so they invited me to join them in Vegas for the show. That first show was life changing on many levels. I flew into town as a stranger and left as a member of the Mobile Beat fraternity



we miss here is actual context and intent, which sometimes can only be expressed with something as simple as a smile, or even a tamale.

One thing that's special about Mobile Beat is that many of the attendees stay “on property”. This means if you venture outside of your room at any given time, you are running into DJs. Sometimes I'll just sit at the bar or at a slot machine and wait for someone to walk by and say hello. Before you know it,

you are having a conversation with someone you may not have had the opportunity to meet on the expo floor or in a seminar.

When I

meet someone new

at Mobile

Beat, it's so cool to hear their stories.

People will approach me, thank me for my videos and tell me who they are.

This is where I tend to just shut up and listen.

Social media will never replace the actual human interaction experience.

Who knew?

OK, so Mobile Beat isn't the powerhouse it used to be, but it doesn't matter.

For me, it has always been the People show.

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

and the ADJ family.

There were so many people I was looking forward to see again when I flew into town for the 2009 show. What I wasn't ready for were all of the new friends I was going to make. I was starting to put names and faces to the people with odd screen names who had been commenting on my videos. My viewers were becoming friends. This was the year when I came to the conclusion that nothing beats face time.

Sure, we can communicate and share information thru a variety of social media outlets. Unfortunately, this type of communication can often leave many things simply lost in translation. What



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Off The Rails

By Carr Hagerman

I was a street performer before I hit puberty. Lest you think I was a teenager out “building the tip” with a crowd on some street or park, performing with juggling clubs or doing french mime,



I wasn't, it was worse than that. I started performing as a costumed street character and improv comedian at the Minnesota Renaissance

Festival. I created a character which I named Rat Catcher, a dirt faced, foul mannered low life who spent his days deriding the audience and breaking any and all mannerly rules. It was hobo street comedy, medieval style, set in ye olde days of huzzah hippies wearing brightly colored peasant tights, along with bong hitting jousters and an assortment of pony tailed misfits. It was a peculiar environment to grow and hone my performing skills, but it worked.

Rather than pursue a college education like the smarter plebeian neighborhood boys were doing, I went on the road doing renaissance festivals from California to Texas, Colorado to Arizona and Minnesota, working with all unique performers, many of whom had worked street shows in San Francisco, Paris, New York and Key West, while per-

formers came directly out of the legitimate theater. It was a curious amalgam of styles and content and allowed me to live and work with creative geniuses, eccentrics, a few whack jobs and a baker's dozen of assorted idiots. This was my school, my college, and my coursework was working with great performers and fantastic audiences in conditions that were often less than ideal.

I learned first hand the rules and rituals of full engagement, connecting with others and how novelty is used to draw a crowd. I gained insight into how to keep an audience's attention and the little ways I could build on a moment. I'm not saying I am any kind of performing genius, but if you saw me work a crowd in 1980 you very likely would remember it still today. Why? Because everything about my approach was focused on the audience, and since I wasn't working off a script none of us, the audience or myself, could predict what was going to happen next. I didn't monologue them, run my routine or do my show. Whereas the scripted performers could do a show to an empty theater, I had nothing if the theater was empty. Since I had no props

or script, the only thing I really had available to me was whatever the audience had on them. I learned through trial and error, lots of it, that an audience could be primed to be collaborative. If fully engaged, they would become my performing partners and provide a deep well of inspiration and energy.



What I discovered was that if I risked it with the audience, they responded, because when that risk carries with it a sense of vulnerability, of being real the audience sticks with you. Frankly, there wasn't much I couldn't do or say to them that would draw their ire. Scripts provide some safety, but improv work often leads to things unknown, unplanned and usually energizing.

In our zest to control outcomes and make our work uniform, we often miss the great opportunities that are “off script” and outside the norm. When we practice scripts and routines and perpet-

uate habits, we can sometimes lose sight of the energy and impulses that so often lead to new ideas and that can inspire an audience.

When you're presenting, speaking or selling, you may need a script to get you started and to help you get your thinking straight. But the real energy won't live in your PowerPoint slides because they just highlight words and information, just tiny frames that shrink life and corral the energy.

So, why not get off the wagon, eschew the rails and forget the patterns as much as you can. Fill your head with what matters to you so that when you present, and are present, you leave a space for something to emerge, for the pauses and silences that are normal give your audience a chance to join in on the mojo.

Present from your heart, get off the addiction to slides and scripts and move towards your audience with stories, images and empty hands. Whether it's just one person or a thousand, let your passion show through, and be interested rather than merely interesting. Most of all, let go of the imperative to get to the end, to get it just right or to make to the last slide and close the deal. Just celebrate the moment and enjoy the journey, and let everything else float away.

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



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Understanding Your Elements

By Jeremy Brech

This article is going to hit on many different factors, from setting up, to your guests, and the environment around your event. So let's get started with setting up.

When you are working with a certain venue, and you seem to be there a lot or have a good relationship with them, you obviously know the elements you are

going to battle with load in, staging, outlets, etc. What happens when you go to a new facility for the first time without doing an onsite visit ahead of time? You put yourself in a situation for failure. You might run into complications with loading dock issues, or difficulties trying to get to "the corner where the DJ goes." My recommendation is do your homework ahead of time and understand your elements! Call the banquet director and set up a meeting with that person or at least communicate. Ask them questions regarding power, and setup esthet-

ics. Remember, you are now a very important part of the success for that event and that facility.

What about your guests? Do you understand your guests' wants and needs going in to the event? Have you done your homework to really understand their style of event, taste of music, etc.? When you sit down with the organizer of the event (bride, groom, event planner, etc.) are you truly listening to their needs and wants for them and their guests? Obviously as DJs we know someone is going to come up and ask us for "All About That Bass" so we have to be ready for requests. The biggest thing is being prepared. Ask your couples what it is that they want for their music choice. Then ask what they feel their guests are going to want? You know it isn't all about the music though. What about the environment?

Many people love lighting for their private events, but it has to be effective and the room still has to be functional. This is where knowing the elements of each room is going to allow you to be effective and provide the room with the best results for that client. Is the room going to be too dark or is the room going to be too bright for your lighting to be effective? If you don't know what your facility looks like or the obstacles

in the room that you are going to have to battle, here are my recommendations. You can go to the facility and do a walk-through with your client or facility manager to see your power options, etc. If the facility is too far away to do a site visit we move to the next option. When we discuss lighting for a venue that is new to us, I ask for a panorama video. Most of the time a couple already has this, or at least pictures to view of the facility. So to make your lighting effective what are the elements you should be looking at? We look at windows, doors, shape of the room, air walls, nooks, etc. These are all things that need to be worked around. The biggest obstacles we face of all these things are windows. Can the windows be controlled, can the outside light be eliminated if need be?

Here is the nice thing that we as DJs have encountered over the past couple years. Thanks to companies like Chauvet DJ our jobs have become easier and more effective. LED lighting was brought into the market, and then it got brighter and more compact. Look where the Freedom Par has gone in the last two years - from 10mm RGB diode LED to a super bright RGBAW+UV Freedom Hex. It allows you to run your fixtures freely without the use of power cords or DMX cords. The brightness of these

fixtures will allow us to have full intensity while the beautiful sunset is taking place outside and the windows are wide open. Once the evening progresses we can conserve battery life by running the lighting at 50% due to its power. The really nice thing is the flexibility in placement. No cords will allow you to have the freedom of placement.

Here is your challenge for the month; take a picture of your up-lighting setup at a specific venue. Then using the same fixtures, place the lights in different locations or angles. If you can't do that effectively... it might be time for some new lights ;). Once you have a new design take another picture. Do this as many times as you can and aim for a goal of 5 different setups using the same fixtures. Then take those pictures and present it to the potential client who is using that facility. You just raised the value of your service to the potential client. Congrats! Each month I will be giving a challenge of the month. When you complete the challenge I want you to email the results to jeremy@discjockeynews.com. Can't wait to see your progress!

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

Taking Action

By Glenn Mackay

Hopefully you're reading this article after recently attending the Mobile Beat Las Vegas DJ Conference. No doubt while attending you were inspired and took the time to learn a great deal of in-

formation from the conference sessions, networking in the hallways and at dinners, plus maybe even a workshop around the DJ conference.

I believe that these conferences, networking events and workshops are only the first step in a process of growth. Here are the 3 steps I think are essential. Each step is just that; a step. It's a part of process for creating the best result. If you fail to do all the steps, then you may be short-changing yourself.

Step 1 - Be there. Attend the conference and as many events surrounding the conference as possible. It's important that you are actually present at these events. Not hung-over or asleep, but awake and ready to absorb and share knowledge. Take notes, lots of notes. Ask questions and seek clarification when you need it.

Remember to bring your business cards and to exchange them with others you meet. A DJ conference is filled with people on a similar path to you. Hiding in your hotel room is not the best way to fill your time. Get out there and meet people and have some fun.

The good news is that if you've attended the recent Mobile Beat DJ Conference, then you've already done these things.

Step 2 - Planning. This is where you review your notes from the conference

or training event and start to put down some ideas as to how you can implement some changes in your business or performance.

There will be some changes that can be done quickly and easily. Other changes might require more planning or more training. Personally, when I return from a conference or training event, my head is spinning with what I want to do and what I want to change. But we usually



return home to a backlog of emails and "stuff" that needs to get done.

This is why taking good notes during the conference is essential. Be sure to schedule in some time soon after the conference to go over your notes and start your planning. If you haven't done that yet, now is a great time.

Taking the time to plan out the changes you want to make will give you greater focus on how to best go about making those changes. Be sure to create a plan of attack for each change you want to make, with realistic time frames for when you want to implement the changes.

Step 3 - Make the change. All the education and planning will be for nothing if you don't actually take action and implement the changes. If 6 months after the conference you're still doing the exact same thing you were doing before the conference, then you've probably wasted your time and money attending.

The purpose of attending a DJ con-

ference or workshop should be to grow yourself and your business. It should inspire you to innovate, improve and develop.

After you've made changes, be sure to evaluate them and see how successful those changes have been. Innovation without evaluation could be dangerous.

Bonus Step - The bonus step here is to follow up with the people you met at the conference. Nurture those relationships and you will most likely reap big rewards. I have met many amazing people through DJ conferences and workshops who have grown into wonderful friends. These people have also helped me develop my business, and myself, so that I

could achieve some amazing results.

Be There - Plan - Change. It all seems pretty simply when we put it like that, but it's going to be hard work. The good thing about hard work is that when you have a good plan in place, the hard work will always give you amazing results.

Change won't happen by itself. You have to be the person who instigates the change in your business and in yourself. I can't wait to see how you succeed.

Glenn Mackay is a mobile DJ from Brisbane, Queensland, Australia and owner of G and M Solutions Mobile DJs. Glenn can be reached at glennmackay@discjockeynews.com

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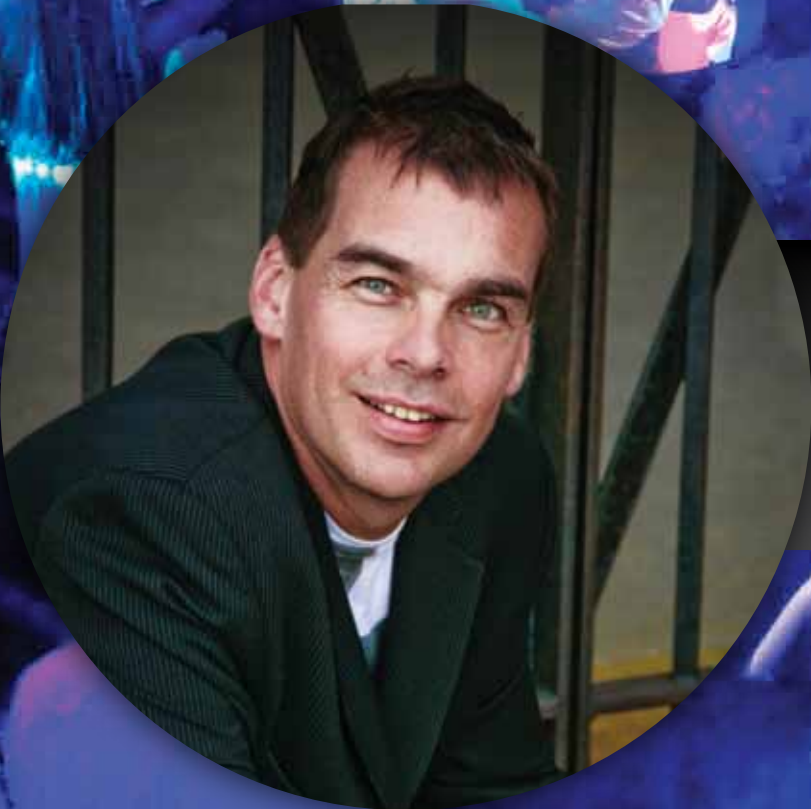
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The Way I See It: The Audiomazing Love Story

By Michael J. Lenstra

One of the benefits of being a Mobile DJ is the wisdom of others in our industry, and their willingness to share that knowledge. Whether it is in this publication, one of the many DJ-related Facebook pages, or chatboards, many



of those who have reached a high degree of success in our business have been very open to sharing the secrets that have gotten them there.

Some have even designed workshops to share that wealth of knowledge, such as Peter Merry and his Make It Grand workshop, focusing on ways to enhance a grand entrance at a wedding reception; tips in sales from our own Mitch Taylor; and emcee and Love Story workshops from Mark Ferrell, just to name a few.

Ron Ruth is one of the newest members of the DJ community to offer fellow spinners a workshop to help them improve and expand their performance and their product. His upcoming two-day event—The Audiomazing Love Story—will take place in Independence, Missouri, on March 24th and 25th. In it, attendees will learn how to create a Love Story utilizing the bride and groom's own words, describing their most cherished memories in their own words, and how to determine what elements of the interview recording to highlight in the story.

"The Audiomazing Love Story workshop provides a fresh element of wedding entertainment fun through an amazing Love Story presentation featuring the newlyweds' voices and own

words," Ron explains. "It's ... extremely engaging and adds a personal touch to a wedding celebration. First off, you're going to be offering something that nobody else does. Yes, other people are doing love stories, but they're not doing them this way."

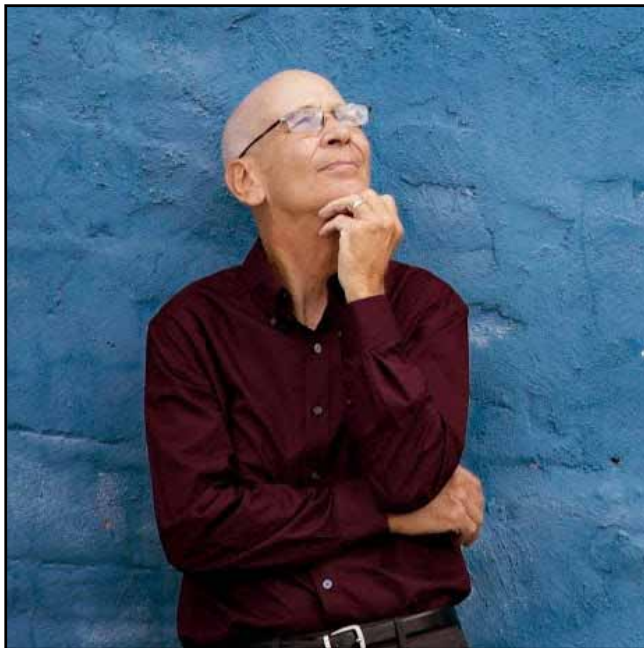
Ron's own story began in 1990 when, while living in St. Louis, he answered an ad for a company looking to hire DJs. "I kind of had a hobby of deejaying in my house, mixing songs and putting them on tapes," he said. Coupled with that and his theater background, Ron felt it would be a good fit. He landed the job, but it was not long before he moved back to his hometown of Kansas City and began his own company. It started out as a multi-op, but "after ten years of being a multi-op, the stress of having all of those systems out on a weekend and wondering if anyone is having a problem" was taking its toll. In 2001, Ron also had just seen Mark Ferrell and his Getting What You Are Worth seminar and wanted to focus on more high-end weddings. He reasoned, "If you're going to raise fees, you have to deliver on product," and he felt the best way to do that was to become a single-system DJ company focusing on weddings.

After several successful years, Ron made his first speaking appearance at the Disc Jockey News Conclave in 2011. "John [Young, Disc Jockey News publisher] had given me the opportunity to present on 'Disneys extraordinary guest experience and how it can benefit DJs because he knew how much I liked speaking on the topic.'" He proudly stated, "You had a 15 minute time limit that you could work with—and I want this known to the world that I was the

only one that stayed within the limits that were given me!"

Since then, Ron has been a featured presenter at the Las Vegas DJ Show, the Wedding MBA, and the Wedding Marketing Expo, and has made several appearances at the Mobile Beat Las Vegas Show.

His workshop experience began in 2009 when he attended Peter Merry's



Make It Grand workshops and the Bill Hermann/Jason Jones workshop The Entertainment Experience.

As part of his unique selling point, Ron began including an audio enhanced Love Story—a narration of the bride and groom's past, how they met, and what led them to their wedding day—to his wedding entertainment package. As he began to undertake this project, Ron said, "I was afraid I would not get accurate information, so I decided to record the couple. After the first recording in 2003, I realized while listening to it that 'Hey, I'm chuckling at what I'm hearing on this audio recording,' and if I'm laughing then I can see the guests laughing." This inspired him to include the audio recording as part of the presentation. He

also remembered words of wisdom that he had heard from fellow DJ and creator of the 1% Solution, Randy Bartlett, who had been doing love stories as part of his wedding entertainment program: "Make it your own. Do not try to copy someone else." To Ron's knowledge, no one yet was including recordings in their wedding presentations.

Ron still recalls his first audio-enhanced Love Story. "It was so well received that I decided to continue doing them." Over the past twelve years he has perfected the Audiomazing Love Story and now is willing to share it with everyone.

The two-day event will cover how to enlist your couples' enthusiastic involvement, how to conduct a Love Story interview that puts your couple at ease, and how to ask questions that reveal the couple's playful side. "Most importantly," says Ron, "I have them tell me about their proposal. I can tell the story of their proposal, but nobody can tell that story better or with more emotion than the bride and groom themselves."

The seminar will also instruct attendees on technical aspects such as how to get a quality audio recording of the Love Story interview and how to edit audio voice "drops" for time and clarity. And a side benefit: "What's happening through this conversation is that you're developing a relationship with this client, a relationship that I will almost assure you, you are not going to get without investing this kind of time," states Ron. The way I see it, it's a relationship that is sure to generate rave reviews and greater demand for you and your service.

Until next month,
~ Mike ~

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



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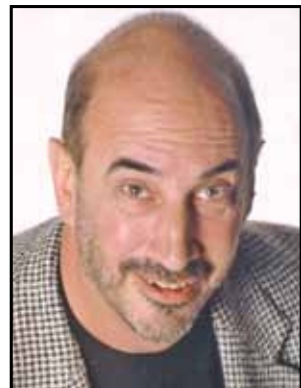
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Turn Ideas Into ACTION To Have A GREAT Year

By Jeffrey Gitomer

Everyone wants to have a great year, and many start with a flurry.

Problem is that many can't keep up the momentum or maintain the dedication to make "great" a reality. The health clubs and gyms are already less crowded.



Last week I posted my list of 21.5 things to do so that you can have a great year every year. They are posted on my LinkedIn

(<http://www.linkedin.com/in/jeffreygitomer>).

Here are a few items from the list that will help you maintain "great" all year long:

3. Have a deep belief in the 3.5 critical areas of selling. In order to make your message transferable, in order to engage your prospective buyer in a way that they want to do business with you, and before you develop your sales skills, and your presentation skills, you must deepen your belief in your company, your product or service, and yourself. AND you must believe that the customer is better off having purchased from you.

If you're going to have a great year, you have to believe that you work for the greatest company in the world. You have to believe that you offer the greatest product or service(s) in the world, and you have to believe you're the

greatest salesperson in the world.

I have often said in my live seminars that "mediocrity stems from lack of belief more than lack of skill." I say it because it's true. Most people blame their own inability, and their lack of belief, on a variety of external circumstances: pricing, the marketplace, the Internet, the competition, bidding, the economy, and a bunch of other conjured up excuses that prevent a belief system from anchoring in success.

If you believe -- all the excuses fade away. If you wanna have a great year, you have to BELIEVE that you're going to have a great year.

12. Write down your thoughts. Be-

clarify them to yourself -- it helps clarify and transfer them to others. Writing does not just lead to success, writing leads to wealth. If you're looking to have a great year, begin writing down how that's going to happen, and what things you have to do to make that happen. Begin to write a game plan. And begin to list the people that can help you, and the ways that they can help you. In order to get in the groove of writing, I recommend that you begin by writing down things at the end of the day that are on your mind. It might be an idea. It might be a task. It might be points you want to cover in a sales presentation. But the more you write down, the less you will have

on your mind, and the easier it will be for you to create new ideas. In order to have a great year, you have to have great ideas. And in order to come up with great ideas, your mind has to be both clear and positive.

16. Keep your present customers loyal to you and your

company. In order to grow your business organically (the best, strongest, and most economical way), you must FIRST preserve the customers you have. You do this with on-time delivery, excellent service, giving value, and superior communication (not with lowest price). This

will breed referrals and testimonials. Two key ingredients for having your best year ever.

17. Double your testimonials. Testimonials make sales when salespeople (you included) cannot. Your customers can sell for you way better than you can. If you're not employing video testimonials in every aspect of your sales process, you will not have a great year. And worse, you'll continue to fight the silly "price wars" against your dirtball competitors. Testimonials make sales when salespeople cannot.

20. Start every morning with attitude. Wake up tomorrow morning and grab an attitude book off your bookshelf. Napoleon Hill, W. Clement Stone, Dale Carnegie. Any past master who can give you continued insight into the way you dedicate yourself to the way you think. The late great Earl Nightingale said, "You become what you think about all day long." The best way for you to have a great year is to begin to think and believe that you're going to have a great year.

For the more complete list, go to my LinkedIn page <http://www.linkedin.com/in/jeffreygitomer>.

Jeffrey Gitomer is the author of twelve best-selling books including *The Sales Bible*, *The Little Red Book of Selling*, *The Little Gold Book of Yes! Attitude*, and *21.5 Unbreakable Laws of Selling*. His real-world ideas and content are also available as online courses at www.GitomerVT.com. For information about training and seminars visit www.Gitomer.com or www.Gitomer-CertifiedAdvisors.com, or email Jeffrey personally at salesman@gitomer.com.



gin capturing your thoughts and ideas in writing. I have been writing for 23 years. Every penny that I have earned since March 23, 1992, (the day my first column appeared in print) I can trace back to something that I wrote. Capturing your thoughts in writing not only helps



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What Is The Value Of An Idea?

By Alan Berg



Take a look around you. Everything you see is the product of an idea that someone had at one time. Your desk, your chair, your computer, your shoes, each of those started as someone's idea. If you're like me you have lots of ideas on pieces of notepaper, or on a white board in your office. There's no lack of good ideas. The ideas have no value until someone takes the actions necessary to make that idea a reality.

We act upon our ideas all the time without consciously thinking about them. Some of our ideas are simple. Some are complex. Some will take a lot of time and thought and some can be accomplished quickly.

Action, action, we want action

If you started your own business, that was the product of an idea. If you've created a new way of doing your job or craft, that was the product of an idea. Where the magic happens is when you put that idea into action. If you think about doing something, but don't take any actions, the idea has no value. Not only does it have no value to you, it has no value to the countless others who could benefit from it.

Have you ever seen a product and said "I had that idea"? Most of us have. The reason you're thinking that instead

of profiting from that idea is that someone else acted on their idea, while you didn't. The difference isn't the idea. It's action.

When I published my first book, "If your website was an employee, would you fire it?", I had so many people say to me "I've been wanting to write a book. How did you do it?" I told them I wrote it one word at a time. I started writing and then I wrote some more. Then they ask me "How were you able to get a book published?" I found an editor and sent her my book. Then I found a designer. Then I found a printer. Then I wrote a check to each of them and a few weeks later I had a pallet of books delivered to my garage.

One step at a time

Each of those steps required action. Had I only thought about writing a book instead of putting the words down on paper, or in my computer, there would be no value to the idea. Had I written it without giving it to an editor or designer, there would be no value to those words. Had I not actually printed it then no one would be able to benefit from those words I had written... not even me. I get benefit from the feedback I get from those that read my book. The idea to write a book became valuable through a series of actions.

Are you thinking about updating or making a new website for your business? Are you working towards a higher certification or level of training so you can do a better job for your clients? Are you thinking about writing a book or learning a new language? Are you thinking about losing weight or stopping smoking? Those are all good ideas. What actions are you going to take, today, to

make your idea a reality? It's probably not one step it's a series of actions. Most projects can be broken down into many actions and once you think about them as smaller actions you're more likely to move forward.

So what ideas have you had this week that you're not yet acting on? What's the potential value of the ideas you're having right now to you and to others? If you take no action, they have no value.

If you take some actions they could be priceless. I look forward to hearing of your successes.

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

Top Videos of February on <http://www.youtube.com/discjockeynews> E-Edition readers: click on the images for the direct links!



John Young shares some concepts of being an effective wedding MC. http://youtu.be/_MDpXpIU1bo



The New Chauvet DJ JAM Pack from NAMM 2015. <http://youtu.be/dr3CMNNnPj0>



Mike Walter and John Young talk performance in this pre-virtual training live chat. <http://youtu.be/qm7OSlt2rE>



Jake Palmer, Juan Mauricio and John Young talk about the MBLV15 show. <http://youtu.be/9Elt2kBe30g>

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The Edge

By Dean C. Carlson

Ever since I was a kid I loved watching Saturday Night Live. Especially in the early years, the show was fresh and completely off the hook. You never knew what to expect. In a way it was what made the show so good. They were unafraid to



take things to the next level.

We all know them; comedians who are the same way. Look at Kevin Hart - I dare you to not laugh. Then we have comedians

who develop into this monster machine like Jimmy Fallon. Although his interviewing skills still are less than great, his willingness to take a bit to the next level is inspiring. Not only that, he has gotten Hollywood actors to buy into this and do the same thing.

This brings me to Eddie Murphy and SNL. A couple of weeks ago was the 40th anniversary special and everyone was wondering if he would do the show, and then he did. The problem was, he wasn't even close to funny. It's like he showed up 'just because'.

But if you take a look at Eddie Murphy over the years, that wasn't the case. When he hit SNL he became the shows' transitional savior. He was willing to do bits and go places others wouldn't think of going. If you haven't seen his stand

up special RAW I would suggest you rent it and check it out without kids in the room. It was inspired comedy and sold millions. Honestly you could tell he had it... you know, The Edge.

Although it is really hard to actually define what The Edge is, we all know when we see a performer that has it. Not to be confused with 'cutting edge', The Edge is when you are willing to take risks in your performance for the sake of either bombing completely or achieving exponential results. I know, because Like Eddy I once had it too. Then after seeing someone who has lost it, like Eddy, I decided to take a gut check myself.

The Edge often happens because you don't know any other way to do something. Back when I first started DJing in 1989, all I had to go on as a DJ was the two yahoos who had spun music in the club before me. It wasn't pretty. They were just music, and I wanted to entertain people. In fact, I didn't have the mixing skills those boys did, so I had to create something different for myself. So I incorporated interactive activities that most bars had never seen before at that time. The interesting thing was that people ate it up. Pretty soon we were the hottest club in a 50 mile radius.

The Edge is showing when you are willing to do just about anything to achieve a desired result. A person with The Edge has no regard to how people view them - the only thing that matters is the explosive result. I think all of us can have The Edge in some degree or another, but there are certain personality types that really use it well.

It obviously possible to lose The Edge or I wouldn't be writing this article. I can remember when it first happened to

me. I had been DJing for about 8 years at that time and one day I was more concerned with how I looked than how I got the results. People who lose their Edge often begin to believe the hype that they have created about themselves. That is exactly what happened to me. Also you start to rely on the tried and true verse pushing the envelope to reach the great gains.

Just as losing The Edge happens so can regaining it. Although to be honest many people never do regain their greatness. Not just to pick on SNLs Eddy Murphy, many other of their stars like Chevy Chase had this happen too. It's sad because the potential is there just not their willingness to explore the ground that lies ahead.

The first thing you need to know about regaining your Edge if you have lost it is just realizing you once had it and know it's gone. Sadly that typically happens way to long after we first realize it is gone. The first time for me it took almost 7 years. It happened when I went from club DJing to being a wedding DJ. Once again I had no one to tell me what was right, so I just did it as I thought it should have been done.

This did me well for about another 5 years until I lost it again. I started writing for this paper and speaking at conferences like Mobile Beat and I thought my way was the right way. And this time it was sneaker than the first it took long to realize it.

So now as I start the battle of regaining my Edge again, I am need to take the next step and just go for it. After understanding that we have lost it, the next step would be understanding that people with The Edge typically are on just about everywhere. So if you want to perform

with The Edge then you need to be willing to step outside the box everywhere you go. The opportunities are there, we just have to live it.

What changed about Eddy in the last 30 years? Well financially he had no worries, and that moved him out of the social class that got him to where he wanted to go. And then he didn't adapt he brand of The Edge to his new surroundings.

The truth is you don't have to wait until you completely lose The Edge in order to make changes. Knowing you are and then living in the world where you have opportunities will really make a difference. Take an improve class, a whole comedy branch based on The Edge. It will help you learn to see the world around you and go for it.

I suggest reading Carr Hagerman's book Top Performer. He just spoke at Mobile Beat last month. Learn the things that open your performance up to excitement. Claim your pitch, mine the mess, juice the jam all things that can help. (Don't understand? Read the book)

I am currently on the journey to regain that Edge. If you want statistics to back this up, look at your reviews. When I was peaking and performing on The Edge, my reviews doubled and were written with a lot of care. When I was out of that loop, I got good reviews (and fewer), just not glowing.

It's not too late to recapture your Edge. Make a commitment today to evaluate where you are at and build a place to recapture it. Our clients deserve no less.

Good Luck and Great Shows
Dean Carlson can be reached at deancarlson@discjockeynews.com.

Questions To Find Out What Motivates Your Sales Staff

By Nancy Bleeke

You may, like many leaders I know, think that all salespeople are motivated by money. After all, isn't that why they are in sales? The problem is, that thought, assumption, or oversimplification of human behavior can cost you big time.



In my role as a sales consultant, facilitator, and coach, I see company leaders

roll out compensation plans designed to drive behavior, results, and attitude. How effective are these efforts? It works ... some of the time and for some people.

That's why I often hear: "We changed our compensation plan to reward our reps for _____ (fill in the blank with: selling to new accounts, spending more time on cross-selling, selling our new product or service) and nothing has happened."

Sound like something you've said or heard recently?

I have. More interesting though, is what I hear directly from the sales reps! Yup, straight from their mouths to my ears.

I regularly interview sales reps: for hiring insights, as part of our comprehensive salesforce evaluation process, for research, and for coaching.

In recent interviews with a team of sales reps, once again I heard information that reinforced my own experiences as a sales and HR leader... not everyone is motivated by money. Once they have 'enough,' more money is not an incentive at all.

Now don't read more into this than what I stated...money IS important, it's just not the most effective motivator to get someone to take action on things they deem unimportant, don't want to do, or may take extra effort to complete (like prospecting).

What was more important to them? This particular team shared:

Flexibility in their work schedule.

Feeling important to their leaders.

Making a difference with their customer—being seen as a valuable resource.

Ownership of their territory.

Accountability — this was a huge surprise! They want to be held more accountable.

These responses are KEY to coaching each sales rep to their top level of performance. Compensation is an external motivator and most of these listed are internal motivators—not as easy to "pay out" but yet important to these people.

When you know what is important, help them get more of it. Remind them of these benefits when discussing activities and results needed.

My advice then, to motivate your salespeople?

Design your compensation plans to reward for actions and results AND then supplement it with other motivating factors each person on your team needs.

Yes, it means individual conversations—coaching and asking for different information than you may have ever asked for. It also means that you need to earn the right for them to be honest with you.

To identify your sales reps motivators, use the thought starter questions below:

First, start with a statement of intent such as:

"Terry, I want to help you succeed. To best know how I can help... followed by: Please share with me what makes you feel good about your job.

When you need to 'dig in' and find a way to get things done, to act on some of the initiatives, how do you find the energy? Where do you pull the energy from?

Share with me an example of when you believed you were effectively rewarded for your efforts?

What makes your work meaningful and satisfying?

How do you like to be rewarded for a job well done?

When you succeed, what is your preferred way of being recognized?

What makes you feel valuable at work?

How does your work support the things that are most important to you outside of work?

What gets in the way of you achieving even higher levels of success? Or What gets in the way from you achieving the goals for your job?

How do you measure how successful you are? Or... what does success mean to you personally?"

There you have it, 10 questions that yield valuable information about motivators...and here is one question NOT to ask...

"Don't you want to make more money?" (Who is going to say, "No?")

So, while sales compensation planning is not for the faint of heart; it is necessary.

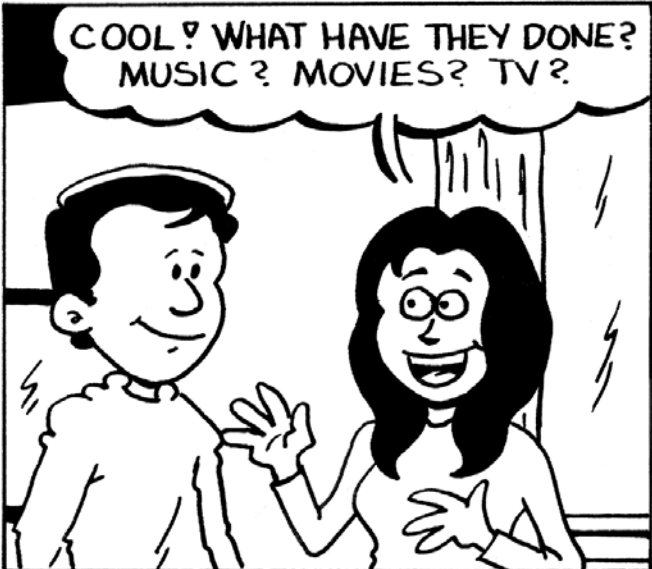
To make your comp plan and leadership efforts most impactful and "motivating," balance your compensation offer with the conversations that tap into the real motivators that will drive your people to succeed.

Nancy Bleeke, Founder and President, started Sales Pro Insider in 1998 to help companies improve their sales, customer service, coaching, and teamwork results with conversations that count. Her book, *Conversations That Sell*, was awarded a gold medal for Top Sales and Marketing book in 2013 and is quickly becoming a must-read for sales teams. <http://www.salespro-insider.com>

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Mark Ronson	Uptown Funk	1	Thomas Rhett	Make Me Wanna	1	Taylor Swift	Blank Space
2	Ed Sheeran	Thinking Out Loud	2	Blake Shelton	Lonely Tonight	2	Ed Sheeran	Thinking Out Loud
3	Hozier	Take Me To Church	3	Randy Houser	Like A Cowboy	3	Nico and Vinz	Am I Wrong
4	Meghan Trainor	Lips Are Movin'	4	Jason Aldean	Just Gettin' Started	4	Sam Smith	Stay With Me
5	Taylor Swift	Style	5	Brett Eldredge	Mean To Me	5	Taylor Swift	Shake It Off
6	Pitbull	Time Of Our Lives	6	Florida-Georgia Line	Sun Daze	6	Maroon 5	Maps
7	Taylor Swift	Blank Space	7	Luke Bryan	I See You	7	Sam Smith	I'm Not The Only One
8	Maroon 5	Sugar	8	Chris Young	Lonely Eyes	8	Colbie Caillat	Try
9	Lillywood and R.Schulz	Prayer In C	9	Darius Rucker	Homegrown Honey	9	Meghan Trainor	All About That Bass
10	Rihanna/Kanye/McCartney	FourFiveSeconds	10	Chase Bryant	Take It On Back	10	Kelly Clarkson	Heartbeat Song
11	Ella Henderson	Ghost	11	Cole Swindell	Ain't Worth The Whiskey	11	Maroon 5	Animals
12	Fall Out Boy	Centuries	12	Lee Brice	Drinking Class	12	Echosmith	Cool Kids
13	Ellie Goulding	Love Me Like You Do	13	Zac Brown Band	Homegrown	13	Hozier	Take Me To Church
14	Calvin Harris	Outside	14	Sam Hunt	Take Your Time	14	Meghan Trainor	Lips Are Movin'
15	Usher	I Don't Mind	15	Dierks Bentley	Say You Do	15	Mark Ronson	Uptown Funk
16	One Direction	Night Changes	16	Jake Owen	What We Ain't Got	16	Selena Gomez	The Hearst Wants What It Wants
17	Ariana Grande	Love Me Harder	17	Tyler Farr	A Guy Walks Into A Bar	17	Nick Jonas	Jealous
18	Ne-Yo	She Knows	18	A Thousand Horses	Smoke	18	Vance Joy	Riptide
19	Nick Jonas	Chains	19	Keith Urban	Raise 'Em Up	19	OneRepublic	I Lived
20	Natalie La Rose	Somebody	20	Lady Antebellum	Freestyle	20	Ella Henderson	Ghost
21	Kelly Clarkson	Heartbeat Song	21	Kristian Bush	Trailer Hitch	21	Maroon 5	Sugar
22	Ariana Grande	One Last Time	22	Miranda Lambert	Little Red Wagon	22	U2	Every Breaking Wave
23	Selena Gomez	The Heart Wants What It Wants	23	Eric Paslay	She Don't Love You	23	Clean Bandit	Rather Be
24	Prince Royce	Stuck On A Feeling	24	Easton Corbin	Baby Be My Love Song	24	Taylor Siwft	Style
25	Vance Joy	Riptide	25	Billy Currington	Don't It	25	Ed Sheeran	Don't
26	OneRepublic	I Lived	26	Toby Keith	Drunk Americans	26	Sia	Chandelier
27	Tove Lo	Talking Body	27	Kenny Chesney	Wild Child	27	Riahnna/Kanye/McCartney	FourFiveSeconds
28	Tori Kelly	Nobody Love	28	Kelsea Ballerini	Love Me Like You Mean It	28	Mr. Probz	Waves
29	Nicki Minaj	Truffle Butter	29	Tim McGraw	Diamond Rings And Old Barstools	29	Annie Lennox	I Put A Spell On You
30	Flor Rida	G.D.F.R.	30	Canaan Smith	Love You Like That	30	One Direction	Night Changes
Urban			Rock			Alternative		
1	Beyonce	11-Jul	1	Three Days Grace	I Am Machine	1	Walk The Moon	Shut Up And Dance
2	Usher	I Don't Mind	2	Papa Roach	Face Everything And Rise	2	Cage The Elephant	Cigarette Daydreams
3	Wale	The Body	3	Halestorm	Apocalyptic	3	Modest Mouse	Lampshades On Fire
4	Nicki Minaj	Truffle Butter	4	Seether	Same Damn Life	4	Imagine Dragons	I Bet My Life
5	Big Sean	I Don't F*** With You	5	Foo Fighters	Congregation	5	Bleachers	Rollercoaster
6	Nicki Minaj	Only	6	Pretty Reckless	Follow Me Down	6	Milky Chance	Stolen Dance
7	Ne-Yo	She Knows	7	Five Finger Death Punch	Wrong Side Of Heaven	7	Robert DeLong	Long Way Down
8	Chris Brown x Tyga	Ayo	8	Sixx A.M.	Stars	8	Arctic Monkeys	R U Mine?
9	J. Cole	Apparently	9	Marilyn Manson	Deep Six	9	Hozier	Take Me To Church
10	Drake	How About Now	10	Asking Alexandria	Moving On	10	Awolnation	Hollow Moon (Bad Wolf)
11	Rae Sremmurd	Throw \$um Mo	11	AC/DC	Rock Or Bust	11	Death Cab For Cutie	Black Sun
12	O.T. Genasis	CoCo	12	All That Remains	This Probably Won't End Well	12	George Ezra	Budapest
13	Nicki Minaj	Feeling Myself	13	Nickelback	Million Miles An Hour	13	Foo Fighters	Something From Nothing
14	Fetty Wap	Trap Queen	14	Offspring	Coming For You	14	Vance Joy	Mess Is Mine
15	Ludacris	Good Lovin'	15	Foo Fighters	Something From Nothing	15	Catfish And The Bottlemen	Kathleen
16	K. Michelle	Love 'Em All	16	Bring Me The Horizon	Drown	16	Andrew McMahon In The...	Cecilia And The Satellites
17	Dej Loaf	Try Me	17	Starset	Carnivore	17	Joywave	Somebody New
18	Rae Sremmurd	No Type	18	Slash	Bent To Fly	18	Black Keys	Weight Of Love
19	Sevyn Streeter	Don't Kill The Fun	19	Cage The Elephant	Cigarette Daydreams	19	Glass Animals	Goopy
20	B.o.B	Not For Long	20	Incubus	Absolution Calling	20	Florence + The Machine	What Kind Of Man
21	Young Dolph	Preach	21	Kid Rock	First Kiss	21	Foo Fighters	Congregation
22	TK N' Ca\$h	Mind Right	22	Motionless In White	Reincarnate	22	Alt-J	Every Other Freckle
23	Weeknd	Earned It	23	Black Keys	Weight Of Love	23	Yelawolf	Till It's Gone
24	Ciara	I Bet	24	Islander	New Wave	24	Incubus	Absolution Calling
25	Wash	Can't Trust Thots	25	Awolnation	Hollow Moon (Bad Wolf)	25	Kooks	Bad Habit
26	Mark Ronson	Uptown Funk	26	Like A Storm	Wish You Hell	26	Offspring	Coming For You
27	Big Sean	Blessings	27	Arctic Monkeys	R U Mine?	27	Rise Against	Tragedy + Time
28	Tamar Braxton	Let Me Know	28	Slipknot	Custer	28	Saint Motel	My Type
29	Rihanna/Kanye/McCartney	FourFiveSeconds	29	We Are Harlot	Dancing On Nails	29	Dirty Heads	Sound Of Change
30	Casey Veggies	Backflip	30	Thousand Foot Krutch	Untraveled Road	30	Milky Chance	Flashed Junk Mind

A Different Spin by Jason Nocera



www.nichecartoons.com

A Human Voice Will Get A Human Response

By Stevie Ray



I never gamble. I have nothing against what casinos call “gaming;” it is a source of entertainment for tens of thousands of people, it just isn’t my thing. That isn’t to say I don’t put myself in situations when I play the odds. Like when I call a company’s customer service department. The gamble? Will I get a real human being or the human equivalent of a computer? So far I am hitting about 10%. Only one out of ten calls results in me engaging with a real person in a way that feels genuine.

The other 90% do involve a human, but for the lack of real connection, the person may as well be a computer. The result is that I don’t feel the need to help that company out. I don’t want to offer feedback, and I certainly don’t want to steer friends and colleagues in their direction.

Many companies have taken to having their pre-recorded phone menu include, “We value your feedback. Would you be willing to participate in a sixty second survey at the completion of your phone call?” Their mistake is asking me to agree to a survey before my interaction with the representative. Most people don’t decide to give feedback based on their desire to be heard. They decide based on the nature of their interaction with your staff. A much higher level of survey participation occurs if the staff member asks the customer to complete a survey after the interaction. A company call tell as much about the quality of their service by how many people participate in the survey as they can by the survey results themselves.

If I am unmoved by the quality of the service, I feel no urge to provide feedback. Say I am having a problem with your company and I call customer service. I will start out the conversation feeling stressed and angry. If your rep solves the problem, but lacks a genuine personality, I feel no urge to provide feedback. If your rep leaves me in a better mood than when the call started, I feel compelled to tell his or her boss what a great job the rep did. If I end the call feeling worse than when it started, you can bet I want to make my feelings known to management. In short, if a small percentage of people even choose to even participate in a post-call survey, you aren’t serving them well. Instead of adopting a “no news is good news” philosophy, these companies should see the lack of survey participation as a warning sign in and of itself. In such a case, a company will only hear feedback from those who feel great or those who feel lousy. As in politics, the two extremes of the spectrum are the first and loudest to be heard, but aren’t necessarily the most accurate. This kind of feedback inspires decisions that are not truly helpful. You want feedback that is thoughtful and cool-headed. You don’t get that by asking people to offer their thoughts before they have even been served. You get it by providing a real human connection, then asking for feedback.

Too many companies try to script concern into the interaction. If I hear one more phone rep read from a script, “We’re so sorry you are experiencing difficulties. We will do everything we can to help resolve the issue” I going to lose it. Not long ago I called the billing department of a company because a payment had been miss-applied to my account. Within two minutes of the phone call, the customer service rep repeated that same phrase three times. It was so obviously being read off a script it was meaningless to me. At the end of the phone call she said (also in a scripted

delivery), “At our company we value your opinion. If you would like to offer feedback through a short survey, please stay on the line.” It felt like I was talking to a computer. When was the last time you felt compelled to offer feedback to a computer?

The mere fact that I chose not to participate in the survey should have been a signal to the company that they are doing something wrong. Forget the actual feedback they receive when people choose to complete a survey. If a low percentage accepts the invitation, you aren’t connecting with them enough that they even care to share their opinions with you. A retail company I worked with employs online surveys plus solicits feedback after phone calls. Every call is scripted. They get very little feedback. However, one day one of the managers ran across a customer in the store who needed help finding something. Rather than simply point in the direction of the item, the manager walked the customer to the exact spot. On the walk through the store the manager chatted with the customer, eventually asking if there was anything the customer thought would improve the store. From that one conversation, the manager returned with a page full of ideas; a list of great suggestions that neither he nor his staff had thought of on their own. He said to me, “I can’t understand, if the customer really wanted these things from us, why hasn’t she said something before now?”

The answer is obvious; no one really asked her about her thoughts. She was willing to share her views because she was interacting with a real human being; a person who expressed a genuine interest in her. A scripted or pre-recorded request to participate in a survey doesn’t feel like a genuine invitation, it feels like a request for me to do your thinking for you. A request from an honest-to-goodness human being is one I will respond to. After a particularly good experience at a restaurant, the server brought back

my receipt and said, “I would appreciate any comments you have. Once again, my name is Jack. If you could go to the website listed here on the receipt and leave any comments you have it will help me to do a better job in the future. I would really appreciate it.”

That request from Jack was from the heart. How could I refuse it? When-ever I get that kind of request, I take it seriously. Seriously enough that I don’t just zip through the survey so I can get the 15% discount off my next purchase. I really do want to help Jack, so I give positive comments as well as suggestions for improvement. I am committed to Jack’s success, so take the process seriously.

If your company is serious about customer feedback, stop asking them to provide it with a pre-recorded request before they interact with you. Drop the scripted messages of fake concern about our problem and let your staff talk like they are real human beings. Let them treat each customer as unique. After you deliver genuine, person-to-person service, then make an honest request for the customer’s thoughts. Lastly, do the most difficult thing possible when reviewing the feedback. Don’t make excuses for any of the negative feedback. If a customer is upset, no amount of reasoning on your end will take the stress away. You either fix the problem or lose future/return customers. Scripts and recordings are too easy, and prohibit thinking with the higher brain. The practice dulls the employee’s ability to really think and problem-solve, and disconnects the customer. Train your staff to use their higher brain, and get a better customer connection as a reward.

Stevie Ray is a nationally recognized corporate speaker and trainer, helping companies improve communication skills, customer service, leadership, and team management. He can be reached at www.stevierays.org or stevie@stevierays.org. 1307

Mike Walter continued from page 2

then a performance by Sir Mix-A-Lot. I enjoyed this night thoroughly and was blown away by Jazzy Jeff. His program-



ming was creative and his mixing was flawless. Any DJ who appreciates the power of music and how we can control a room by playing the right songs, blending them perfectly and taking everyone on a sonic journey would have to admire and be inspired by this.

If you know how I evaluate DJ conventions, you know I use the acronym S.E.X. (makes it easy to remember right?). Seminars, evening activities and the expo floor. MBLV had an impressive showroom floor and in speaking to some of the vendors, they were happy with the foot traffic. All of these shows are supported by the manufacturers who promote on the expo floor and so keeping them happy (and coming back) is critical to the success of any show. I was glad to hear from people like Troy Ackerman (DJ Event Planner guru) and Brad Zell (of QSC) that attendance was up and

that the attendees who were there were serious purchasers.

Three final things I’d like to add from this week. First of all, they inducted John Young, the owner of this fine publication, into the Mobile Beat Hall of Fame. I don’t think there is a more deserving



individual or anyone who has done more for this industry and I’m proud to call him a friend. Congratulations John!

Secondly, Randy Bartlett offered another one of his “premium workshops” called Advanced Microphone Techniques, piggy-backed to this conference. I had the chance to sit in for a little while and I’ll tell you no matter what level of MC you are, from seasoned veteran to first year newbie, taking a Randy Bartlett led workshop will help you tremendously. During the time I sat in Randy offered some great advice (“I care less about the words than I do the

emotions”) and also showed some video footage to highlight both good and not so good moments at events.

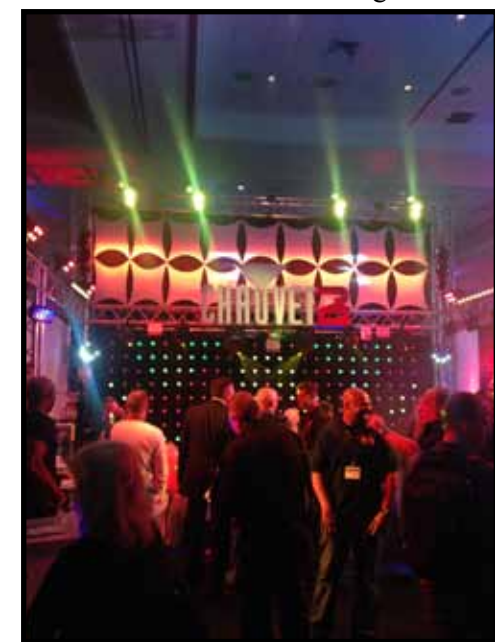
And finally, I want to share my “Moment of the Week”: When Carr Hagerman was introducing Penn Jillette Carr mentioned how much Jillette liked The Ramones. I had a view of Jason Jani at the time and I saw Jani look at his



computer and cue up a new song. The intro ended with Carr bringing Jillette on stage and Jani playing “I Wanna Be Sedated”. I asked Jason afterwards and indeed that was a last minute change so kudos to him for being in the moment and flexible. Clearly, Jillette liked it too since he quickly told the story of how

he sang that song to his daughter as a lullabye.

MBLV15 was a resounding success



and whether you were there or not in person I encourage you to check a video recap at <http://youtu.be/5jYicULM8mg>

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

Recurrent Hits For The Dance Floor for MARCH 2015

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

Pop Recurrents			Urban Recurrents			Adult Contemporary Recurrents		
1	NICK JONAS	Jealous	1	CHRIS BROWN	New Flame f/Usher and Rick Ross	1	MAROON 5	Animals
2	JASON DERULO	Talk Dirty f/2 Chainz	2	CHRIS BROWN	Loyal f/Lil Wayne	2	KATY PERRY	Dark Horse f/Juicy J
3	DISCLOSURE	Latch f/Sam Smith	3	K CAMP	Cut Her Off	3	PHARRELL WILLIAMS	Happy
4	IGGY AZALEA	Fancy f/Charli XCX	4	BEYONCE	Flawless	4	AVICII	Wake Me Up
5	ED SHEERAN	Don't	5	MIGOS	Fight Night	5	COLDPLAY	A Sky Full Of Stars
6	ARIANA GRANDE	Problem f/Iggy Azalea	6	TY DOLLA \$IGN	Paranoid f/B.o.B	6	PARAMORE	Ain't It Fun
7	ARIANA GRANDE	Break Free f/Zedd	7	OG MACO	U Gussed It f/2 Chainz	7	COLBIE CAILLAT	Try
8	KATY PERRY	Dark Horse f/Juicy J	8	BEYONCE	Partition	8	JOHN LEGEND	All Of Me
9	MAGIC!	Rude	9	TINASHE	2 On f/Schoolboy Q	9	ONE DIRECTION	Story Of My Life
10	EMINEM	The Monster f/Rihanna	10	JHENE AIKO	The Worst	10	IMAGINE DRAGONS	Demons
11	SAM SMITH	Stay With Me	11	IGGY AZALEA	Fancy f/Charli XCX	11	JESSIE J/A. GRANDE/N. MINAJ	Bang Bang
12	MEGHAN TRAINOR	All About That Bass	12	RICH HOMIE QUAN	Walk Thru f/Problem	12	ONEREPUBLIC	Counting Stars
13	CHARLI XCX	Boom Clap	13	DRAKE	0 To 100/The Catch Up	13	MAROON 5	Maps
14	CLEAN BANDIT	Rather Be f/Jess Glynne	14	DISCLOSURE	Latch f/Sam Smith	14	ECHOSMITH	Cool Kids
15	SAM SMITH	I'm Not The Only One	15	I LOVE MAKONNEN	Tuesday f/Drake	15	NICO and VINZ	Am I Wrong
16	MAROON 5	Animals	16	DJ KHALED	Hold You Down f/Chris Brown...	16	MAGIC!	Rude
17	MR PROBZ	Waves	17	TREY SONGZ	Touchin, Lovin f/Nicki Minaj	17	TAYLOR SWIFT	Shake It Off
18	CALVIN HARRIS	Blame f/John Newman	18	JEREMIH	Don't Tell 'Em f/YG	18	MEGHAN TRAINOR	All About That Bass
19	JEREMIH	Don't Tell 'Em f/YG	19	AUGUST ALSINA	No Love	19	TOVE LO	Habits (Stay High)
20	TOVE LO	Habits (Stay High)	20	T.I.	About The Money f/Young Thug	20	SAM SMITH	Stay With Me
21	IGGY AZALEA	Black Widow f/Rita Ora	21	MIGOS	Handsome And Wealthy	21	BASTILLE	Pompeii
22	JESSIE J/A. GRANDE/N. MINAJ	Bang Bang	22	RICH GANG	Lifestyle f/Young Thug/RH Quan	22	AMERICAN AUTHORS	Best Day Of My Life
23	TAYLOR SWIFT	Shake It Off	23	BOBBY SHMURDA	Hot Boy	23	ED SHEERAN	Don't
24	NICO and VINZ	Am I Wrong	24	SCHOOLBOY Q	Studio f/BJ The Chicago Kid	24	CHARLI XCX	Boom Clap
25	ALESSO	Heroes (we could be) f/Tove Lo	25	YG	My Hitta f/Jeezy,RichHomieQuan	25	SARA BAREILLES	Brave
26	JOHN LEGEND	All Of Me	26	BEYONCE	Drunk In Love f/Jay Z	26	KATY PERRY	Roar
27	JUSTIN TIMBERLAKE	Mirrors	27	KENDRICK LAMAR	B**ch, Don't Kill My Vibe	27	PHILLIP PHILLIPS	Gone, Gone, Gone
28	DRAKE F/MAJID JORDAN	Hold On We're Going Home	28	SHY GLIZZY	Awwsome	28	ARIANA GRANDE	Problem f/Iggy Azalea
29	ECHOSMITH	Cool Kids	29	RICH HOMIE QUAN	Type Of Way	29	DAFT PUNK	Get Lucky
30	PARAMORE	Ain't It Fun	30	RAE SREMMURD	No Flex Zone	30	PASSENGER	Let Her Go
31	ZEDD	Clarity f/Foxes	31	TREY SONGZ	Na Na	31	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
32	LORDE	Team	32	SEVYN STREETER	It Won't Stop	32	ANNA KENDRICK	Cups (Pitch Perfect's When...
33	DAFT PUNK	Get Lucky	33	BOOSIE BADAZZ	Like A Man f/Rich Homie Quan	33	A GREAT BIG WORLD	Say Something w/C. Aguilera
34	LORDE	Royals	34	USHER	Good Kisser	34	RIHANNA	Stay f/Mikky Ekko
35	ELLIE GOULDING	Burn	35	J. COLE	Power Trip f/Miguel	35	PITBULL	Timber f/Ke\$ha
36	CAPITAL CITIES	Safe And Sound	36	TEYANA TAYLOR	Maybe f/Pusha T and Yo Gotti	36	MAROON 5	Love Somebody
37	MKTO	Classic	37	T.I.	No Mediocre f/Iggy Azalea	37	INGRID MICHAELSON	Girls Chase Boys
38	JUSTIN TIMBERLAKE	Not A Bad Thing	38	LIL WAYNE	Believe Me f/Drake	38	PINK	Just Give Me A Reason
39	PHARRELL WILLIAMS	Happy	39	T-PAIN	Up Down (Do This All Day)	39	JUSTIN TIMBERLAKE	Not A Bad Thing
40	AVICII	Wake Me Up	40	WIZ KHALIFA	We Dem Boyz	40	CAPITAL CITIES	Safe And Sound
41	ONEREPUBLIC	Counting Stars	41	DJ DRAMA	Right Back f/Jeezy, Young Thug	41	CLEAN BANDIT	Rather Be f/Jess Glynne
42	SIA	Chandelier	42	SNOOTIE WILD	Made Me f/K Camp	42	ONEREPUBLIC	Love Runs Out
43	ENRIQUE IGLESIAS	Bailando f/D.Bueno/S.Paul/GDZ	43	CASH OUT	She Twerkin	43	MILKY CHANCE	Stolen Dance
44	PITBULL	Timber f/Ke\$ha	44	AUGUST ALSINA	I Luv This Sh*t	44	LORDE	Royals
45	BASTILLE	Pompeii	45	FUTURE	Move That Doh f/Pharrell...	45	ELLIE GOULDING	Burn
46	CALVIN HARRIS	Summer	46	JAY Z	Part II (On The Run) f/Beyonce	46	SIA	Chandelier
47	MAROON 5	Maps	47	SAM SMITH	Stay With Me	47	IMAGINE DRAGONS	Radioactive
48	DJ SNAKE and LIL JON	Turn Down For What	48	KID INK	Show Me f/Chris Brown	48	JUSTIN TIMBERLAKE	Mirrors
49	MACKLEMORE RYAN LEWIS	Can't Hold Us f/Ray Dalton	49	YOUNG MONEY	Trophies f/Drake	49	LORDE	Team
50	IMAGINE DRAGONS	Demons	50	MIGUEL	How Many Drinks? f/K. Lamar	50	RIXTON	Me And My Broken Heart

Listen Up If You Want To Be Successful

By Harvey Mackay

Two friends were walking down a busy street one evening when one paused and said, "Listen to those crickets chirping."

"What crickets?" said the other man. "I don't hear any crickets. Hey, you!" He waved down a woman passing by. "Do you hear crickets around here?"

"No," the woman said, and went on her way.



The first man closed his eyes for a moment, then walked to a mailbox on a nearby lawn, reached down, and picked a cricket up from the grass.

"That's amazing!" said his friend. "How did you hear that?"

"Watch," the first man said.

He dug into his pocket for a handful of change and tossed some coins onto the sidewalk. Immediately the door of the house opened, a car stopped, and two passersby stopped to look for the coins.

The first man shrugged. "It all depends on what you're listening for."

We were born with two ears but only one mouth. Some people say that's because we should spend twice as much

time listening as talking. Others claim it's because listening is twice as difficult as talking.

Whatever the reason, developing good listening skills is critical to success. There is a difference between hearing and listening. Pay attention! Your next job/account/paycheck may depend on it.

These statistics, from the International Listening Association website, really drive home the importance of listening. At the same time, they demonstrate how difficult listening can be:

- 85 percent of our learning is derived from listening.
- Listeners are distracted, forgetful and preoccupied 75 percent of the time.
- Most listeners only recall 50 percent of what they have heard immediately after hearing someone say it.
- People spend 45 percent of their waking time listening.
- Most people only remember about 20 percent of what they hear over time.
- People listen at about 125 to 250 words per minute but think at about 1,000 to 3,000 words per minute.
- There have been at least 35 business studies indicating listening as a top skill needed for success.

In addition, there are a number of behaviors to avoid if you want to be a really good listener: interrupting, avoiding eye contact, rushing the speaker and letting your attention wander. Don't rush ahead

and finish the speaker's thoughts, because you might take them in the wrong direction. Arguing, as with a "yes, but" response, indicates that you were more interested in getting your own point across than listening to theirs. Trying to top the speaker's story doesn't win you any points either.

Listening can be hard work, and some people are more challenging to listen to than others, but when you find yourself tuning out what someone is saying you should ask yourself why.

If you want people to listen to what you're saying, make sure they feel like you have listened to them. When we feel we are being listened to, it makes us feel like we are being taken seriously and what we say really matters.

In his book, "The 8th Habit," management guru Stephen Covey tells a true story about the importance of asking other people their opinions.

Covey says W. "Bill" Marriott, chairman and CEO of Marriott International, the world's largest hotel chain, described to him "the biggest lesson I have learned through the years."

"It is," said Marriott, "to listen to your people. I find that if you have senior managers who really gather their people around them, get their ideas and listen to their input, you make a lot better decisions."

Marriott said he learned this lesson from an encounter with President Dwight

Eisenhower when Marriott was a young Ensign in the Navy.

"I had been in the navy for six months and had come home from the Supply Corps School for Christmas. U.S. Secretary of Agriculture Ezra Taft Benson came down to our farm with President Eisenhower."

Marriott said it was extremely cold outside but that his father had put up targets outside for shooting. He asked the President if he wanted to go outside and shoot or stay by the fire.

"He just turned to me," said Marriott, "and said, 'What do you think, Ensign?'"

Marriott said he told the President it was too cold outside for shooting and to stay inside by the fire, which he did.

Marriott said that lesson, asking and listening to someone else's opinion, has stayed with him and has been a big asset in his business.

Mackay's Moral: It's amazing what you'll hear if you just listen.

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

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