Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I know the calendar says spring arrives in March but for me it's always been Easter weekend.

Growing up Catholic, Easter had the same symbolism as spring. A time of "rebirth and renewal." Strangely enough, this career of mobile DJing that I've had the joy of being a part of these last 23+ years undergoes the same "resurrection" this time of year. At least here in the Northeast it does.

As the weather gets warmer and the days a little longer, our number of events start to increase. Easter (which was just about the latest I can remember this year) has always been the "quiet before the storm" weekend for us. One last respite before we kiss our families goodbye and tell them we'll try not to wake them when we get home so late tonight.

So what are the things you can do now, now that the busier weekends are here, to ensure that these next few months are going to be great months for you and your business? I'll share with you a few of my own strategies and hopefully inspire you to have a strong game plan.

Stay healthy: If you want to perform at your best you have to be in the best physical shape you can be in. I'll start with your back. Take care of it. Lift your equipment properly (legs and arms!) and do some simple stretches every morning to loosen up. Get enough sleep even when you don't get home till 2am or 3am from an event. Avoid the siren call of fast food on the way home from events. Take a jacket with you. Many Spring days are warm but the evenings are cool. You don't want to be loading out after an event in nothing but your sweaty tux shirt and find the temperature has dropped from 70 to 40 degrees.

Generate referrals: You should look at your events as an opportunity to generate referrals. I'm not saying that you should "showcase" yourself at someone else's event, but let's face it, the great reality about this industry is that when we do what we do well, we get noticed. We pack dance floors and deliver dynamic introductions and (if you're an "interactive MC") we lead line dances and other audience participation. If you throw great parties, people will notice you. So use these months to plant the seeds for future referrals. Make sure everyone who likes you gets a business card. Great example: When someone commends you in the middle of an event what do you do? Most DJs say, "Hey thanks. Glad you're enjoying the music."

Why not use that opportunity to say, "Hey thanks. Glad you're enjoying the music. Here, take one of my cards. If you know someone having a party you can pass it along." Same exchange but instead of just acknowledging the person you've planted a seed. Same thing goes with loading out. If you've thrown a successful party, often, while you're wheeling your gear out, guests who are still lingering around will compliment you. If you have a business card in your pocket, that moment won't be lost. The more seeds you plant (business cards you hand out) the bigger your harvest (future referrals) will be.

Motivate your staff: If you have DJs working with you, they're probably coming out of a slow winter into a busier schedule as well. Don't just assume they are going to hit the ground running. My staff meetings in the spring are, in my opinion, some of the most important of the year. I want to reenergize my staff and get them pumped up to perform at their best and to plant their own seeds at their upcoming events. These meetings are part content (as we discuss concrete aspects of our careers like "what's hot" musically etc) and part motivational (as I try to get them excited for their increased work load).

Create and solidify relationships with vendors: Besides the uptick in referrals, when your workload increases you also get more face time in front of the banquet people and other event professionals in your area who can have such a positive effect on your bookings by spreading some good "word-of-mouth" about you. Be aware of this potential and massage these relationships. For example, if you see that you're performing in a banquet hall where you are dying to get on their preferred vendor list, give them a call the week before the event. Let them know you are DJing in their facility and you want to stop in to go over details for the event. This is so much more effective than just cold calling a facility and asking to speak to a manager. Now you have a client in common and, assuming everything goes smoothly at the event, you'll have made a positive first impression before asking to be added to their vendor list.

Follow up: Past clients should be our biggest fans. Assuming they were thrilled with everything you did for them, they'll be happy to sing your praises to everyone. Your goal needs to be to stay in touch with these people as much as possible (without becoming annoying.) Create a plan now so that when you are knee deep in your busy season you won't neglect these valuable referral sources.

Spring is such an awesome time of year in this industry and if you have a game plan going into this busy season you'll be all the more situated to make this the best time of year for your business. Both today and in the future. Best of luck.

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Spring Is Finally In The Air

By Dave Winsor

Spring is a time of rebirth. The earth awakens from it's slumber, nature starts to send forth its messengers that spring is arriving. Snow melts. You just start to feel good about things, then it SNOWS AGAIN. Damn. Just knock it off. What happened? Where did that come from?

It's like a business, this SPRING thing. I had everything planned! I was prepared -but not for this.

It's amazing to me the parallel that runs between nature and business. We plan for a wonderful, sunny day at the beach. We check the list and bring all the things we need. We arrive at the beach and set up operations. We start to relax and enjoy ourselves and then… clouds build on the horizon. They darken and grow big with moisture. Moisture that's about to make everything around you soggy and uncomfortable. Can't you see? This is just like a wedding or special event. In spite of your best planning, something still went wrong. How did that happen? Because it's SUPPOSED to. If this life were easy, then anyone could live it and be a millionaire.

So, can you plan for all eventualities? According to my wife, yes you can. I've watched her wrestle with the plethora of options that come into play. As kindly as I can, and being a devoted and WISE husband I say: "You can't predict all the possible outcomes so why don't you relax a bit?" It was if I had told her she was stupid. In a way, I was being condescending because she didn't ASK for my help. I just stuck my nose into her business. Now, I wait to be asked. What about you?

In planning for a wedding I'm of the mind that you can't know enough about your bride and groom. You can't. If you develop a relationship with them, they will tell you more than you possibly need to know so that when you are in a live environment and the microphone is hot you can relate something that was told to you previously. It's you being relatable in the performance setting. It can just be a cute, off the cuff mention of something that was a throwaway line in one of the meetings you have with them. Pull that line back out and tell everyone and watch the reaction you get (most likely from the groom because brides NEVER do anything wrong) it will be worth its weight in gold.

You can't know enough about the venue, the management, the caterer, the cake maker, the florist. Why? Because if you take interest in them, they will take interest in you!

I had the opportunity to speak at MBLV and spent time discussing what you should be doing with a hot microphone in your hand, and more importantly what not to be doing. Never abuse your audience by wielding your microphone like a verbal "blunt object". There is an intimacy with

Winsor continued on page 2

How Accessible Are You?

By Mitch Taylor

I write this frustrated. Lately, my internet at my home has been up and down, up and down and I don't have any resolve from my Internet service provider (ISP for you hip, young cats). How often are you reachable?

Sunday night my phone rang at 11pm. I thought about answering it… looked at the caller ID and decided to let it go to voicejail. I listened to the message the next morning and heard a college aged woman inquiring about entertainment (and pricing!) for her upcoming wedding next summer. She went on to say how her schedule for college was so crazy with finals upcoming, her fiancé and her planning a move, working two jobs and then wedding planning thrown on top. The only time she found to work on wedding planning between all of this and her studies was at 11pm on a Sunday night.

Now…. this isn't a column about whether or not you should answer that phone call…. or is it? What would you do? Do you answer the call? Do you not? I think a lot of that depends on where you are at in your business. I don't ever want to be too comfortable and neither should you, in my opinion. About the time you stop working in your business is the time someone else hungrier than you comes up who's working ON their business and bypasses you all the way to the top of your market. I didn't answer the call that night because I wasn't in the business frame of mind at the time and wouldn't be giving that bride the proper attention. Think about that the next time you're about to answer a call and decide if you can devote the proper care to that caller. Everyone you come into contact with deserves that level of respect.

This bride didn't realize that she might also be calling a phone where people are at (my business line is connected to my cell) all the time and didn't think of the possibility of waking someone. The point is, how available are you? Are you available at all hours of the night? Today's bride is EXACTLY as described above in most cases…AT MINIMUM. She's busy… swamped…and oftentimes needs someone extremely flexible in their schedule to accommodate her needs.

I had another recent conversation with a fellow DJ who told me the story of a bridal storeowner who has quite a unique display of designer gowns in her shop but won't put any pictures of them online because she doesn't want anyone to see what she has. Excuse me…. if brides don't know what you have…. how will they know if they want to buy from you or not? It's no wonder she was also complaining about how her business has been slow lately as well.

This to me is one of the most asinine thought processes I have ever heard. Today we DON'T compete on product… we compete on our talent, the results we deliver our client, and our service. End of story. Increase those three areas of your business; keep an open mind about what you offer and how you run your business, and you'll go far. If you stay stagnant and closed minded, you'll watch your competition pass you by on the way to the bank.

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

Winsor continued from page 1

a crowd and a microphone that you should develop. You can actually get people to pay attention to you without having to scream or repeat "If I may have your attention?!" "Ladies and Gentlemen, If I may have your attention?!" How?

It's now May. It's time to grow, send out new roots and build a better foundation. Yearn for nourishment so you can become something amazing. Imagine if you bought a seed catalogue based on the wonderful photo on the outside, only to plant those seeds and get nothing of the sort?! Wouldn't you be upset? Get where I'm going with this?

When was the last time, if ever, you had training in your desired field? Not getting a critique from a family member, or friend, or fellow dj! When? Pro athletes pay top dollar to coaches to help them develop into better participants in their sports. How about you?

If this article stirred any emotion in you, like wanting to become a better communicator and command more dollars, then reach out to me and let's see where you need to go. First call is on me! Free. Did you read that correctly?? Free! Time for you to GROW or GO!

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Talkin' Bride With Tamara: Quality

By Tamara Sims

After recently returning from New York City, I started thinking about the importance of quality and the idea of focusing on 1 or 2 things and doing them extremely well.

I love trying restaurants solely dedicated to a few menu items such as grilled cheese, peanut butter or the traditional cupcake (not the fancy ones that you find stuffed with cookie dough or covered in ganache).

My favorite food find during this trip was a tiny bakery called Butter Lane. The concept was simple: 3 cupcake flavors to choose from (chocolate, vanilla or banana) and a few frosting selections to pair with your cupcake. I chose a banana cupcake with peanut butter frosting. The cake to frosting ratio was perfect and the cupcake was extremely moist…simple and delicious! Butter Lane is devoted to making the perfect cupcake by using only quality ingredients like real vanilla beans, creamery butter and pure cocoa.

So imagine my disdain when I walked past a Subway Sandwich Shop in Times Square to see a sign in the window offering Pizza. Really? Pizza at Subway? Sad but true. I remember when I was in college and Subway was a brand new concept offering healthy sandwiches with fresh ingredients and home baked bread. During lunch hour the lines were out the door. Today you couldn't pay me to eat at Subway as they have overloaded their menu with too many processed and unhealthy items. Quantity has increased and as a result quality has definitely suffered.

There is a lot to be said about quality versus quantity in the wedding industry. I am amazed by the number of DJs who "piggy back" their business along with another non-wedding related businesses. I recently attended an ABC meeting in Chicago where a DJ handed me his business card that read: Fitness Instructor/DJ. I was puzzled so I asked him more about his business…maybe there was some tie-in with Bridal Boot Camp. Nope. He was a fitness instructor who meets a lot of engaged couples, so he thought it would be easy to offer a DJ service to his clients. All you do is play music, right?

There is even a banquet hall in our area that is now offering DJ, photography, photo booths, uplighting and backdrops to their clients. I can only imagine the sales process…"would you like chicken or beef? How about a DJ?" How can you possibly exceed expectations when you are spread so thin? Again, they are focusing on the quantity of services they can offer a bride instead of the quality.

Don't fall into this trap. I know in today's economy it is hard to say no to certain things when clients ask. But think about your bride. Don't be afraid to utilize experts in your area to assist your client or at the very least, as someone to refer them to. It then becomes a win-win situation for you and for your client. Remember the old saying "Jack of all trades and master or none" the next time when you find yourself in this situation. There is nothing wrong with branching out into other areas as long as you have done your research and learned from the best. I definitely speak from experience as we spent years researching lighting, attending lighting seminars and shadowing lighting experts before offering the service to our brides. You owe it to yourself and to your brides to provide the highest quality service

I leave you with one last question to ponder when thinking about quality: Would you order Pizza at Subway?

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

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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Starting From Scratch

By Jeff Richards

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

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

1) The Wedding Gown: Your dress is an important part of your dreams and can be a focal point of the day. Here are a few simple tips about your wedding dress. A) Don't try to look trendy: A trend will show up years from now when you look back at your pictures and ask yourself, "What was I thinking?" Have you seen pictures of the 80's wedding dresses? What you want is something classy, elegant and is timeless.

B) Wardrobe Budget: The dress is very important to you but don't let the price of the dress cause you to sacrifice other portions of your day. A $200 dress can look as beautiful as a $2000 dress if it is the right style, fit and accentuates your body type. You will only wear this dress once so why over spend on the dress and then have to cut back on something else for the celebration.

C) Comfort: You will be wearing this dress for possibly 12 or more hours so comfort is very important. When you are trying on dresses try walking, dancing and using the bathroom facilities. It may be the most beautiful dress you have ever seen but that won't matter if you can't even sit down in it. You also want to make sure that it fits your body shape and size. You don't want to spend your day tugging and pulling on the dress so that nothing can accidentally happen to cause you embarrassment. Today's brides are buying one beautiful "Princess" style dress for the ceremony and the meal, then changing into another more comfortable, easy to move in dress for the dance portion of the night.

D) Accessories for the dress can include veils and tiaras: You should try for a classy, beautiful veil that compliments the dress but doesn't look like mosquito netting. In today's fashions less is more. The days of the twenty foot long flowing veil/dress have disappeared. Tiaras are also on the way out as a wedding fashion. If you are planning on wearing a tiara keep it simple, delicate and subtle.

E) Tattoos: Do everything you can to cover up your tattoos with your dress or make-up. Weddings are multi-generational events and tattoos could upset some of your older guests.

Tattoos are distracting to look at when you're wearing a gorgeous gown, looking your very best and there sticking out is a tattoo. Imagine what they will look like in pictures twenty years from now.

2) Hair and Make-up: Don't go crazy with the hair and makeup. You want to be the most beautiful YOU that YOU can be and maintain your sense of identity. Don't do a major hair or makeup style change so that your guests don't recognize you as you walk down the aisle. Select a hair and makeup style from a magazine then try it out 3 to 6 months ahead of time. Wear it for a few days and ask your friends and family to tell you the truth about how it looks. Take pictures of it for future reference so it can be recreated perfectly on your wedding day. If you don't like it you still have time to try others until you find the right one for you. Stick to simple, neutral colors that will keep your skin looking radiant and soft. You really don't want the big red clown lips or the awful 80's blue eye liner.

3) Facials: Don't get a facial less than five days before the wedding day. You don't want to show up at your wedding with red spots or blotchy marks. Five or more days prior to the wedding will give your skin time to heal and clear up. Healing time will vary with skin types.

4) Tanning: A very light tan is good to have but a dark or noticeable tan can detract from your beauty. Start tanning weeks ahead and a little at a time and build until you have the shade you desire. Don't try to get a tan the day before your wedding because you really don't want to show up at your ceremony with a skin burn. Stay away from spray-on tans or tanning beds to keep from looking like a tomato or a carrot.

5) Bridesmaids Clothing: What bridesmaids wear has really changed over the last few years. There are new, attractive styles that the ladies can use again and again instead of the one-time ugly bridesmaid dress of yesteryear. Be considerate to what you are asking of your bridesmaids when it comes to their attire. The days of every lady looking the exact same have long gone. The bridesmaids as well as the groomsmen no longer have to look like the dance of the clones. Let the ladies have some choice in the selection and be able to put their own style and personality into their gowns. Most of all remember that you are under a lot of stress and anxiety with all the planning of the magical day. Your bridesmaids have feelings too and sometimes the simplest things can cause hurt feelings and/or lost friendships. They are there to share in your special day. Be gentle, considerate and thankful for their friendship. If you order them around or ask too much of them, it could mean the end of a friendship.

6) Do not get DRUNK: Your reception is a party but remember your guests have traveled from all over, bought you presents and have come to share in your special day. Know your limits and stick to them. It is alright to have a drink or two over time but you never want to be slurring your speech or stumbling around. DO NOT DRINK prior to taking the vows. With all of the things going on, icnluding pictures, the waiting, the ceremony and the receiving line, you could have the alcohol hit you sooner and harder then you thought. This could lead to many possible problems including vomiting, incoherent actions or even passing out. Be especially careful if you are taking

Starting continued on page 4

Full Throttle

By Dean C. Carlson

I had been working at for a multi system DJ company for a few years when one day my co-worker Barb Allee told me that she couldn't understand how I kept going like I did. She was referring to my very full schedule.

I was not one who sat around much; in fact I didn't watch much TV either. I was putting in 10 to 12 hour days 5 days a week in the office; I was on two worship teams at church, which required separate 2-4 hour practice sessions. I was the leader of a program called Celebrate Recovery at my church which required me to speak publicly, I went to several other meetings every week, including toastmaster and I DJed 2 shows a week. And probably a dozen other things that weren't on a weekly schedule but kept popping up.

My bet is that there are some multi-op people out there that can empathize with me on this, not to mention a whole bunch of single ops who have second jobs during the week. Now the busy season is here, for those of us in the northern parts, so we have that on our plate also.

Me, well I am weird this way. I feel alive when I am active. But that doesn't mean there isn't risk with the lifestyle I have chosen. In fact it might be worse for me. I might not ever notice some of the tell tale signs until it's too late. Crash and burning when you are juggling a lot of things can not only be ugly, it can affect those that you lead as well.

The question then is how can we maintain a high level of performance alongside a high level of activity? Natural excitement and energy for what we are doing can honestly only last so long. As I have mentioned in many columns in the past I attend a lot of conventions, and some of the best ones are not DJ related per say.

One that I have only missed once in the last 8 years is "The Global Leadership Summit" put on by Willow Creek Church. This year's speakers include Howard Schultz CEO of Starbucks, Seth Godin author of "Purple Cow" and a marketing wizard. Now a few years back a man named Wayne Cordeiro spoke. He is a pastor for a mega church in Hawaii, with around 20,000 members.

Mr. Corderio's situation was a bit different yet disturbingly similar to mine. See he really didn't have much choice, he schedule became overwhelming, and maybe that's the way it is for many of you. He made the following illustration, which made it crystal clear on what was going on in my life.

Do you remember an old TV program called Petticoat Junction? The opening credits would roll onto an old train watering station. This would be a giant tank that holds water and when the train roils up one hose would swing out to the steam trains hold tank and fill it. Now imagine that tank is all the energy you have in you. And every activity that you expend energy places a hole in that tank.

This is where I need we all to get a piece a paper out, write down everything that we do that takes energy out of that tank. I will say that probably the greatest tool I have ever learned is a clear understanding of what is going on in my life. And sometimes I'd lie to myself. I would highly suggest that while working on this list of drains that you talk to family members and friends who are with you a lot, because they will see things that you are missing. Only through complete knowledge and acceptance to those as facts can anyone begin to make life altering changes in their live.

Now you may think the answer to maintaining a high level of energy and output is to plug those holes or stop doing what is draining us. The truth is it doesn't matter if we plug one or one hundred holes, we will still have several holes open that are draining us. Mainly because there are things draining us that there isn't a way to plug the hole, I mean we all need to pay rent and eat so we have to work.

> So if we can't stop the drain, then the only thing we can do is learn how and what fills that tank.
> -Dean Carlson

So if we can't stop the drain, then the only thing we can do is learn how and what fills that tank. Not all activities we do in life are drains, in fact many of them are fills. Each of these fills will add various amounts to our tank. There are obvious fill activities, like vacations, and for some this may refill your tank completely. While say other activities like reading or playing games may only fill it a little.

So here is an exercise that will take a bit longer. Go back to you paper and write down everything in your life that you believe fills your tank. Again you may want to seek friends and family to help point out some of the fills you might be missing. For me things like bike rides, vacations, conventions, reading, devotional time, sports, movies, and hanging out with friends and family are all fills. Get creative with this list. And if you are having trouble with this list then its time for you to start experimenting with life to find new things that fill your tank.

Finally after completing both lists you need to understand scheduling fills. For me I need to have a major fill about every three months. Those tend to be conventions and travel for me, Vegas in February, a retreat in May, August The Global Leadership Summit and October or November a trip into the Boundary Waters. I mentioned earlier I missed one Leadership Summit a few years back, and my September and October were grueling. Lesson learned.

Now here is the magic of this system, if you can match you fills with you drains it won't really matter how many drains are happening in your life, and you can lead a life were your coworker s are wondering how you do it. Just understand that if you choose to lead a life at Full Throttle without the fills a train wreck is on the horizon. Good luck and Great Shows!.

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Starting continued from page 3

any kind of medication. The mixing of medications and alcohol can have terrible side effects. Some people don't handle alcohol well and become angry, belligerent or very ill. It is not a pleasant sight to see and it will upset the most important people to you if you become inebriated. There is nothing worse than seeing pictures or a video of a bride who has gotten drunk.

7) Eat lightly and keep hydrated with lots of water: Always have something available to eat during the course of the day. Having a little something in your stomach will help keep you from becoming ill from heat, exhaustion or dehydration. Stay with light non-spicy items, especially prior to your wedding vows.

8) Just have fun: Even with months or years of planning, some things are bound to go wrong. Nothing is perfect so just go with the flow, smile and laugh it off. If the flowers wilt, the food is cold, a bridal party member angers you or the DJ pronounces your name incorrectly, just keep on smiling! If you are not having fun, neither will your guests. If you're smiling, laughing and dancing that is what all your guests will be doing. Your guests will immediately know if something is wrong or if you are not happy and this can cause tension amongst your guests. If something does go wrong, don't worry about it right then and there, take care of it after the honeymoon is over and things have calmed down. Have fun on the dance floor, talking with your guests and sharing the moments with your new husband. The day will go by very fast and you don't want to miss out on the experience.

9) Be pleasant to all the wedding vendors during the course of the night: If you have a problem with one that is minor, pleasantly speak with that vendor out of the view of your guests and hopefully everything will resolve itself. It is easier to get a vendor to work with you and do it your way if you treat them with respect and kindness. If the problem is a major situation, wait until after the event, possibly the following Monday before expressing your displeasure with them. Humans have a tendency to react the opposite way than you want them to when confronted with anger or severe tension. Listen to their reasons for doing what they did. It could be that with their experience that they have knowledge about the situation that you are unaware of.

10) DON'T BE A BRIDEZILLA: You've seen them on TV, don't become one.

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

Notes From A Guest Prospective

By Ron Ruth

A few weeks ago, my wife and I went to a wedding ceremony and reception in St. Louis, about 4 hours east of Kansas City. One of her coworkers got married. For many of you, that may not seem like a very big deal. But, for me, it was the first ever wedding and reception I had attended as a guest.

Throughout my life, I've always had jobs that required me to work weekends. Attending this event was an opportunity to see how a wedding reception looks from the other side of the DJ console. I actually looked forward to seeing another DJ at work.

Now, before I go too far, I think you should know that I wrestled with writing this article for some time. I'm not the "best" wedding entertainer nor have I ever claimed to be. I like to think of myself, however, as someone that takes my profession seriously and I continually invest in whatever "ongoing education" the industry offers to excel at what I do. I recognize that being the best is a journey and not a destination and it is difficult for me to criticize others when I, too, can always be better at what I do.

But, I also believe that when a bride and groom hire us to participate in, and sometimes direct, one of the most important events of their lives, we have a responsibility as wedding professionals to do whatever we can to exceed their expectations. We are hired to deliver an unforgettably fun, emotionally and physically engaging performance. Average should never be an option.

On the other hand, observing another DJ at work made me realize how many little details that could easily transform an average wedding reception into an extraordinary celebration can slip through the cracks simply because they're not given due consideration. I witnessed so many things that made me realize just how visible we all are to an audience when we are "on stage" and how valuable our expertise can be when actually put to use.

Here are a few of my notes:

If the DJ set-up absolutely has to be placed on an 8' table, and it doesn't matter how nicely carpeted the road cases are, invest in a skirt or facade to hide everything from view. Don't take away from the decor by displaying DJ "stuff" as if it were the close-out table at Radio Shack.

Make certain that the wedding party members are all the way in the room and have positioned themselves wherever they are supposed to be before introducing the bride and groom. To have the newlyweds coming through the doors on the heels of the best man and maid of honor cheats them of that special, high-energy, "only get one shot at it" moment they deserve as the guests of honor.

> When the bride and groom provide an opportunity to create a very personal, memorable and fun moment, **do something with it.**
>
> **-Ron Ruth**

When the bride and groom provide an opportunity to create a very personal, memorable and fun moment, do something with it. At the reception I attended, the bride and groom found out what the first dance songs had been for many of their guests and had those songs played as dinner background. The DJ simply announced, "...if you hear your song, please feel free to get up and dance." There was no acknowledgement of what song went with what couple, their wedding date or anything else that would have added to this rather cool idea while engaging and entertaining the guests.

If eating at the reception is absolutely imperative (which has, personally, never made sense to me), for the love of all that is holy, do not eat at the DJ table. It looks tacky! Instead, find a place that is out of view of the guests. Better yet, eat before the guests arrive or, at the very least, wait until the lights go down for the party.

When the head table is set up along the darkest wall of the room with vertical support posts obstructing some guests' view, find a brighter and more visible spot for performing the toasts. It's hard to emotionally engage anyone if they cannot see what is taking place, especially the reaction of those involved in the toasts.

It is not necessary to announce each wedding reception formality as a "traditional formality." Most people already know what they are and it adds nothing to the event to introduce each as "And now the bride and groom are going to do the traditional formality of (cutting the cake, the first dance, etc)." And, it is really not necessary to ask guests to direct their attention to the dance floor each time, either. It's fairly safe to say that they know where the dancing takes place.

Once the party has begun...2 things. First, every DJ knows that there is a volume control on most sound boards that will allow for a smooth cross fade from one song to the other...right? There is no reason to stop one song completely (especially before it has ended) before starting the next song.

Second, there is no reason to remind the guests at the end of at least the first, 6-8 songs that "the dance floor is now open." If the intent is to encourage people to dance, there are other ways to make that happen that are far more enticing.

And, if the bride and groom have requested a "longevity" or "anniversary" dance so they can honor the couple that has been married the longest by presenting them with the bridal bouquet, it might be nice if the other guests had at least a clue as to what was taking place and who the lucky recipients are.

Finally, if one claims on their business card that they are the absolute best at what they do, it should go without saying that there should be more effort to live up to such a bold pronouncement and to exceeding a client's expectations. I'm just saying.

In all fairness, the DJ I observed wasn't awful. He had a great voice, was well groomed and appeared to have the timeline and flow under control. By all appearances, he was not new to wedding reception entertainment and I'm fairly certain he's a very nice guy. He didn't do anything to embarrass the couple or their guests. It's evident, however, that he's chosen not to take his performance to the next level. That is unfortunate for the Brides and Grooms he'll work with in the future.

A great learning experience for me is to invite another DJ to tag along to a performance with the sole purpose of noticing details I may have overlooked and to point out areas where improvement is needed. Those ride-alongs are extremely beneficial and help prevent the same mistakes from being made over and over again. If you've never asked someone to shadow you at one of your receptions, you're missing out on a great opportunity to grow as an entertainer.

When I asked my wife what the groom said about his reception when he returned to work from his honeymoon...let's just say that when expectations are low, mediocrity can be very rewarding.

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

Does This Hat Make Me Look Fat?

By Jake Palmer

Hat? What do hats have to do with DJ's and Entertainment? I'm not talking about the hats we put on, but the hats we wear, wait… that probably didn't help either.

What I mean is that, we all wear different hats for different duties, or tasks, they help us portray the image of how we act or how we want people to see us. For example, your "dad" hat is completely different from your "golf buddy". We simply don't act the same around our children as we do around out buddies. Most people wear several hats in a day and for the most part, we don't pay much attention or even notice the hat change. The work hat, the neighbor hat, parent hat, spouse hat friend hat, ect. As DJs and Entertainers, we often wear several hats in the same night, think about the hat you wear at the beginning of a wedding reception and the one at the end. Well, the reason I bring this up is because of a wedding I did just April 23rd. I had hads, lots of hats…

If you are a regular reader of Disc Jockey News, (thank you)… you will remember last month I talked about becoming ordained so I could perform the wedding ceremony for a friend of the family. Well at this affair I had to be a little bit of everything, I was the officiant for the ceremony, the wedding planner for ceremony and reception, the wedding coordinator who had to pull it all together, I provided the on-site sound system for the ceremony, taught one of the ushers how and when to operate it, then I was the MC and DJ for the reception, as well as a guest for the event. A guest who promised his wife… "I can probably be like 50% DJ and 50% husband" Yeah, that'll work great. I can see it now, the dinner music will just play, I can sit and eat with my wife and friends, then just run up on stage when I need to, then when everyone is dancing I can set up 2 or 3 songs to "auto-mix" and mingle a bit. I am recently 40 years old, and here's what I have figured out in that time; there is no such thing as the Tooth Fairy, Santa Claus, or a 50% DJ! I think my wife knew this going into this wedding, but, she's a trooper. I am also doing all of this for free as a gift to the bride and groom.

Now don't get me wrong, I LOVE to juggle all those balls and wear all the hats, it's what I do best, but this particular event was different in that I had to change personalities from the officiant at the ceremony to the mc at the reception, to the do at the dance -all the time while trying to be a guest. The first thing I did was to change clothes, I literally changed out of the suit I wore for the ceremony, and into different shoes, put on a vest rather than a jacket, different tie also. I wanted to make sure I looked different that the guy who performed the ceremony.

As the day went on, and I slipped into and out of different hats, it made me think about, all the hats we wear everyday in this business as DJs, entertainers, MCs, sales person, marketing guru, technician, ainger, Reverend and sometimes guidance counselor. And let's not forget, parent, spouse, friend, coach, just to name a few.

Maybe that's why I love this business and industry so much. Every day is different, but kinda the same, and we get to do so many different things. Anybody who calls it work, probably isn't doing it right.

Here's to livin' the dream, one hat at a time.

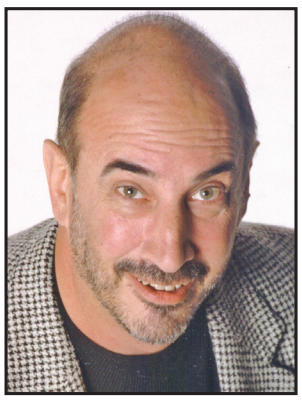
Jake Palmer can be reached at jakepalmer@discjockeynews.com.

How Do You Succeed?

By Jeffrey Gitomer

It depends on who you expose yourself to.

THINK! – About what have you learned from your father and mother. Their wisdom has been the foundation of your philosophy, your belief system, your personality, and your achievement. They influence and affect your attitude towards yourself and others.



Parents (and siblings) also influence your social habits and philosophies. They shape your self-image and your self-esteem.

Along with your parents and siblings, you learn and develop success attributes from others, both alive and dead.

My parents have both passed on, but I have captured the essence of what was good and great about them. Their lessons (even the ones I hated when they were first delivered) have been burned into my brain and my psyche. They have helped me. A lot.

My mother Florence told me over and over, "Get to Europe!" And I have always followed her philosophy of, "Buy the best, not the cheapest." My father Max was pragmatic, "The secret of inflation: earn more money."

Many of my role models are alive, but I haven't met them. They're not necessarily role models for who they are, but instead for what they do, and how they have done it. Steve Jobs is at the top of the list. Many of my close friends and relatives alsp provide a constant source of wisdom and encouragement.

The articles and books I write are spurred from my ideas and what I have learned. I'm passing the condensed version of that wisdom on to you.

I have several role models in business, sales, writing, and personal development. They're the people I admire. Here is some of their legacy and their wisdom:

• John Patterson (sales and business success). Don't sell. Create the demand to buy. Before you try to convince anyone else, be sure you are convinced, and if you cannot convince yourself, drop the subject.

• PT Barnum (promotion and public relations). Toot your own horn to attract attention and money. Whatever you do, do it with all your might. Work at it, early and late, in season and out of season, not leaving a stone unturned, and never deferring for a single hour that which can be done just as well now.

• Orison Swett Marden (success and persistence). Don't wait for extraordinary opportunities. Seize common occasions and make them great. Weak men wait for opportunities; strong men make them.

• Dale Carnegie (making friends and public speaking). You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.

• Napoleon Hill (attitude and goals). All achievements, all earned riches, have their beginning in an idea.

• Elmer Leterman (creativity and sales). Personality can open doors, but only character can keep them open.

• Ayn Rand (writing style and philosophy). A creative man is motivated by the desire to achieve, not by the desire to beat others. A desire presupposes the possibility of action to achieve it; action presupposes a goal which is worth achieving. I can't resist mentioning this bit of her wisdom… Government "help" to business is just as disastrous as government persecution. The only way a government can be of service to national prosperity is by keeping its hands off.

• Earl Nightingale (the Strangest Secret). You become what you think about all day long.

• Groucho Marx (humor). I find television very educating. Every time somebody turns on the set, I go into the other room and read a book.

• Charlie "Tremendous" Jones (speaking and reading). The only difference between where you are right now, and where you'll be next year at this same time, are the people you meet and the books you read.

• Jocko Henderson (music and communicating). Put rhyme and song in your voice.

• Earl Pertnoy (life's lessons). Antennas up!

These inspirational mentors have all passed on, but what I have learned from them, and continue to learn from them by reading, studying, and applying their wisdom has helped me to the place and position I am in today.

I'm successful because I listen, I pay attention, I observe, and I have remained a student. And as I get further up the ladder, I study harder and work harder.

"Take it easy" is not in my lexicon. Never will be.

How about you?

Who motivates you?

Who teaches you?

Who inspires you?

Who helps you achieve?

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

2011: The Year Of Education

By Steve Beck

Back in November 2010 I sat down and began the tasking of creating the budget for my business for 2011. My first step, before putting numbers to budget categories, is to write out a list of goals for the year and a brief explanation of what's needed to accomplish them.

It quickly became apparent that for me, 2011 would be the Year of Education. Within that I include seminars, workshops, books and magazines. So I listed the conferences I wanted to attend, workshops I wanted to take, and books and magazines I wished to purchase or subscribe to.

The first event of the year I budgeted for and attended was Mobile Beat's annual Las Vegas convention. MBLVXX featured a number of beneficial seminars as always. Any one of the presentations I attended by Mark Ferrell, Larry Williams, Randy Bartlett, Liz Daley or Mitch Taylor would have been worth the expense of the trip! And I've found that each time I attend MBLV the networking opportunities are greater because I know more people, and because the more I network the better I am at it.

There were other seminars I missed (notably those of Dave Winsor and Dean Carlson) that I would have loved to see, but my second educational "event" of the year conflicted with them. While in Las Vegas, I was able to attend the Love Story Workshop offered by Mark and Rebecca Ferrell. I'm hugely appreciative of the chance to work with seven great DJs (and great people) and I learned SO much from them and from the Ferrells. For more information, visit: http://markferrell.com

The most important single thing I learned is that the best workshops aren't designed as things you do once and then check off your "to-do" list. They're set up so you can benefit from repeating them as often as you like.

In March I was a participant in the first presentation of The Entertainment Experience by Bill Hermann and Jason Jones. Another outstanding workshop. Bill and Jason understand it's better to show us a process we can learn to use for every performance, rather than just showing us what they do and saying, "Just do that." If you missed The Entertainment Experience in March, it's coming to Chicago in June. As I said about the MarBecca workshops, I'll be repeating The Entertainment Experience as well. For more information, visit: http://www.billcreates.com

On the same weekend as The Entertainment Experience I attended the Disc Jockey News conclave. John Young always puts together a great event; I've been attending them long before I began writing for his publication. The open discussion round-table format he provides is a great learning tool, and this time he added appearances by Ron Ruth, Mike Walter and Jason Jani via Skype. John's always looking to innovate! You can check out information on the Disc Jockey News Conclave 2.0 coming this fall at http://www.discjockeynews.com

Next up for me is Robbie Britton's ARMDJS in June. Well worth the drive from Chicago to Johnson City, TN for me. The lineup of presenters is outstanding (I'd venture to say stronger than at recent Mobile Beat conventions) and the smaller size of the event means you can spend a lot more quality time with the presenters and the other attendees. For more information on ARMDJs, visit: http://armdjs.com/armdjs4

That only gets me through the first half of 2011. The ADJA (http://www.adja.org) has announced a September convention in Las Vegas. Peter Merry is presenting his Professional Process workshop at the same time as ARMDJS. Since neither event had been announced when I was budgeting for this year, I'm going to have to rework the budget to fit these in!

I've bought a number of books this year to help me improve on both the business and performance side. I'd previously read Jeffrey Gitomer in the pages of DJN, now I own a copy of every book he's written and I subscribe to his (free!) newsletter. I also subscribe to WedLock magazine, which I've found to be the best wedding industry-specific marketing publication available… by far. If you're interested in WedLock just shoot me an email and I'll send you their contact information.

As DJs I believe we're sometimes quicker to invest in equipment than we are to invest in self-improvement. Even though I'm not a "gear guy" I understand the need to maintain equipment and the desire to upgrade it. But I submit to you the idea that the single most important piece of equipment in your system is YOU. It's just as important if not more so to invest in the maintenance and improvement of your performance, for your own benefit and that of your clients.

As far as education is concerned… what's in YOUR wallet?

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Discipline Is The Order Of The Day

By Harvey Mackay

Most people aim to do right; they just fail to pull the trigger. For whatever reason, they just don't have the wherewithal to finish the job. They are lacking discipline.

"Discipline is the foundation upon which all success is built. Lack of discipline inevitably leads to failure," said the late motivational speaker Jim Rohn.

It doesn't matter whether you are pursuing success in business, sports, the arts, or life in general. Hope is not an option. The difference between wishing and accomplishing is discipline.

Bob Knight, college basketball's winningest coach, said: "It has always been my thought that the most important single ingredient to success in athletics or life is discipline. I have many times felt that this word is the most ill-defined in all of our language. My definition of the word is as follows: 1. Do what has to be done; 2. When it has to be done; 3. As well as it can be done; and 4. Do it that way all the time."

Julie Andrews put it a little differently. She said, "Some people regard discipline as a chore. For me, it is a kind of order that sets me free to fly."

Arthur Rubenstein, one of the greatest pianists of all time said: "If I miss one day of practice, I notice it. If I miss two days of practice, the critics notice it. If I miss three days of practice, the audience notices."

Discipline is all about sitting down and setting goals, figuring out a schedule to achieve those goals, and then following your plan.

The formula is the same for athletes, business people, and students: have a no-nonsense attitude, work hard and improve every day. Arrive early and stay late if that's what it takes to get the job done. I always say to go the extra mile, which is one stretch of the highway where there are seldom any traffic jams. And few people are trying to pass you.

It's the old adage: the more you put in the more you get out.

"You can't get much done in life if you only work on the days when you feel good," said Jerry West, the former Los Angeles Lakers great who was nicknamed "Mr. Clutch."

Health and fitness clubs get very busy at the beginning of each year. New Year's resolutions result in large numbers of people joining, wanting to get fit or lose weight. What happens in February, March and April? The number of people at the club starts to thin out but the well-intentioned folks who lacked discipline didn't thin down.

Good intentions aren't enough. People have good intentions when they set a goal to do something, but then they miss a deadline or a workout. Suddenly it gets a lot easier to miss again and again and again.

Golfing great Byron Nelson said: "The only way one can become proficient at anything is self-discipline and dedication. The people who succeed are the ones that really do not let personal feelings get in their way from giving their all in whatever they choose to do. The superstar golfers are people who are willing to do and give a little bit more than the others who do not succeed."

The legendary football coach Vince Lombardi maintained: "A player's got to know the basics of the game and how to play his position. Next, you've got to keep him in line."

That's discipline and what every good manager must have. It's not enough as a manager to teach your employees how to do the work. You also have to provide the motivation that keeps them moving forward. Perhaps most importantly, a good manager must model self-discipline.

To me it is better to prepare and prevent instead of repair and repent.

I like the way Jim Rohn described discipline: "It is the bridge between thought and accomplishment ... the glue that binds inspiration to achievement ... the magic that turns financial necessity into the creation of an inspired work of art.

"Discipline is the master key that unlocks the door to wealth and happiness, culture and sophistication, high self-esteem and high accomplishment and the accompanying feelings of pride, satisfaction and success. Discipline will do much for you. More importantly, though, is what it will do to you. It will make you feel terrific about yourself."

Mackay's Moral: If your willpower doesn't work, try your "won't" power.

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

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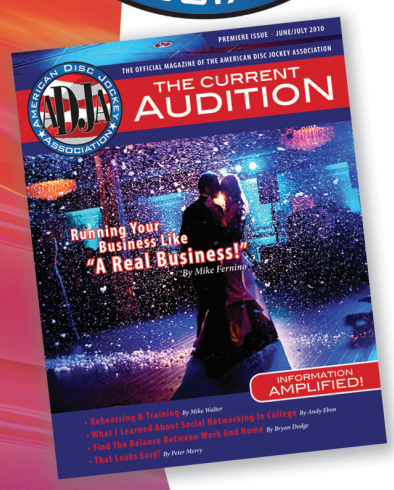

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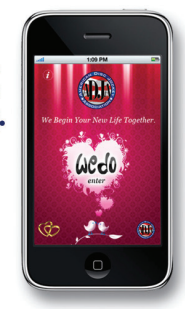

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The Distance Isn't Really That Far!

By Kelly Suit

Before we get into this months article, I want to ask you a question … what is the single most important thing for a DJ to get right at a wedding reception?

I ask this question to my new employees when we do our customer service class because I think it truly helps them to understand how easy it is to have a disgruntled client.

The answer of course is whatever one thing that the screw up! Mispronounce their names during the grand introduction and that winds up being their most important moment of the entire wedding to them. Play the wrong song for their 1st dance, that's the most important moment. It really doesn't matter; fill in any option and that winds up being their most important thing.

How do I know this you ask? Simple, I run a multi-op DJ business and have to deal with clients that for any number of reasons were either disappointed or they are trying to beat the system.

We live in a society that expects compensation for every little thing that goes wrong. Someone makes a mistake and people not only want the mistake rectified, but they want extra for the inconvenience of dealing with said mistake. I don't know if I really have a problem with asking or wanting to be taken care of if we have been wronged by a service provider or a product, but as a business owner I see both sides of the coin.

The sad truth is that we are human and sometimes even when we try our best, a mistake can happen. There are some mistakes that can be avoided and there are some mistakes that are just momentary lapses of sanity, but ultimately we all make them from time to time. So as DJ business owners, how do we minimize these mistakes and what do we do when they inevitably happen?

I'll start first with my personal philosophy concerning customer service, I believe if you create rapport with your client, go above and beyond when the opportunity arises, and are genuinely invested in the success of their event, when a mistake happens you have what I call Banked Goodwill. I imagine a bank that you can make deposits and withdraws, the goal is to make sure that you have more money in the bank then you need to withdraw in the rare instances of a mistake. I believe that most people are understanding if they already like you and know that the mistake was an honest mistake (like calling the new couple by the brides last name). So I use this as the premise for training new employees.

We have a process that I teach that if my employee's use will help them to build the rapport necessary with our clients. I believe that it all starts with good communication. I ask my DJs to contact our clients as soon as they are assigned. It can be a quick phone call or an email so that my clients have access to them and know that there is someone other them myself that cares about their entertainment. I encourage employees to make themselves accessible to answer questions and to offer suggestions. They should be setting up their final consults enough in advance that they have the time to be well prepared.

One of the easiest ways to lose rapport with a client is to stress them out. People are busy and weddings are stressful enough. Making them wait until the last minute to speak with their DJ is a surefire recipe for disaster. I highly recommend not waiting until the week of their event to have your final consults. For our company, I feel the sweet spot is two weeks, but even that is dependant on the client. Some like to meet a month or more before their special day. If that is what it takes to make them happy, then setup the meeting!

Another way to drop the ball is once you have finally setup that consultation is to cancel on your client last minute. I understand that sometimes this is unavoidable as life happens, but try your best to never cancel a meeting. In your clients mind they imagine you not showing up for their wedding or other special event. Also make sure that you arrive early for your meetings. Never tell a client that you are going to call them at a certain time and then call late. It all goes to the psychology of undermining your credibility. People do business with those they like and trust. If you chip away at their concept of your service they don't like or trust you as much. If they don't like or trust you, you better have the best performance of your life and even that might not be enough. It's too easy to lose your rapport with your client in the simplest details.

When you do have your consultations, make sure to be as prepared before hand as possible. Look over your notes, check the times / location / date before the meeting so you don't come across as unconcerned about their celebration. Take excellent notes at your consults, it not only will help you deliver a stellar performance, but it will also show that you genuinely care about their wants and needs.

Make yourself a list of any additional equipment, music, or special requirements for your client's events so you don't accidentally forget. One of my biggest pet peeves is trusting in your memory; it's just too faulty. Also your memory isn't nearly as powerful as having notes to fall back on in case there is a disagreement of something that you did at someone's event. I highly recommend emailing your clients after your final consult to have them review the planners and timeline so there is total agreement.

Finally I want to add another idea that I have had proven over and over again. I have never had a client contact me with a complaint that was just one thing. I can promise you that if you nail everything, but something small (like accidentally playing the groom and his mothers song for the bride and her father's dance) happens, your clients will most likely forgive you. If they are truly upset, when they call to complain it's going to be a laundry list of things that in their minds you did poorly. I believe people don't like to be seen as complainers, so to feel better about themselves they are going to show you how you wronged them.

In closing, remember that the difference between a thrilled client and a dissatisfied client isn't nearly as huge as one might think. Usually it's in the small details that you lose them and that's the area that's is the easiest for us to fix.

Remember, referrals are the lifeblood of our business. On average, for ever person a happy client raves to about you there are ten people that a disgruntled client shares their displeasure!

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

Vision: What's Love Got To Do With It?

By Dr. John C. Maxwell

Where does vision come from? How does a leader develop a clear vision for the future?

At the earliest stages, the word "vision" may be somewhat misleading, portraying vision as a picture that we can see. The birthplace of vision isn't the mind's eye, but the heart. In the beginning, visionaries are guided by passion not sight. They must feel their way in the dark at first, and only through time do they gain a mental image of what the future could look like.

Vision is what you want to do in life, not only what you think should be done. I can think of a thousand noble causes, but only a select few resonate with my heart. Vision begins as a compelling want or desire. The genesis of vision isn't purely an intellectual exercise; it involves monitoring your passions.

Passion generates vision, but I certainly do not recommend blindly following your heart. When developing a vision it's necessary to realistically assess your strengths, skills, and available opportunities. For example, I may aspire to sing on Broadway, but if the sounds of my voice makes an audience cover their ears in pain, then it's time to focus on another area of passion. Desire alone surely is not sufficient to develop a vision. Yet, every vision starts with an emotional spark.

Passion Births Vision

Ability is not enough to enable us to reach our potential. Opportunity alone will never get us to the top. Knowledge is a great asset, but comes up short helping us "be all that we can be." Even putting together a good team is not sufficient. Passion is the difference-maker.

In my years of observing people, I have never seen an individual reach his potential without passion. Horst Schultze, former COO of the Ritz Carlton says:

You are nothing unless it comes from your heart. Passion, caring, really looking to create excellence. If you perform functions only and go to work only to do processes, then you are effectively retired. And it scares me - most people I see, by age 28, are retired... If you go to work only to fulfill the processes and functions then you are a machine. You have to bring passion, commitment and caring - then you are a human being.

Without passion we stop dreaming and settle for survival. We relinquish heartfelt vision in exchange for security and comfort.

One team of researchers followed a group of 1,500 MBA's over a period of 20 years. At the outset of the study, the participants were divided into two groups, Group A and Group B.

Group A, 83 percent of the sample, was composed of people who were embarking on a career path that they had chosen solely for the prospect of making money now in order to do what they wanted later in life.

Group B, the other 17 percent of the sample, consisted of people who had chosen their career paths so that they could do what they wanted to do now and worry about the money later.

The data showed some startling revelations:

• At the end of the 20-year period, 101 of the 1,500 had become millionaires.

• Of the millionaires, all but one - 100 out of 101 - were from Group B, the group that had chosen to pursue what they loved.

In summarizing the research for his book Getting Rich Your Own Way, Srully Blotnick observed the following: "A missing ingredient had to be present if someone was going to become rich: they had to find their work absorbing. Involving. Enthralling." The success stories choose passion over predictable earnings. They had a vision for life beyond material riches, and ironically, they ended up generating the most wealth.

CONCLUSION

To birth a vision, begin by paying attention to your areas of passion. What makes you feel alive? What matters the most to you in life? What activities can absorb attention for hours? Don't worry about being able to see the whole picture immediately. As you look for ways to make contributions doing what you love, eventually a picture will emerge in your mind of how you can shape the future.

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Developing The Leader Within You" and "The 21 Irrefutable Laws of Leadership."

Press Release

ADJA Summer Conference

Summer DJ Conference comes to Las Vegas!

The American Disc Jockey Association is pleased to announce an event that is sure to change the landscape of national conferences. "Boost Your Spirits, Boost Your Business"will be held September 12th – 14th, 2011 at the beautiful Las Vegas Hilton in sunny Las Vegas, Nevada. This three-day conference will bring together the best and the brightest our industry has to offer - including a huge exhibit hall and power-packed educational content. The ADJA has taken the tremendous step and made the exhibit hall, nighttime events and networking FREE to attend. But you must pre-register to secure your badge. There is a small nominal charge to attend the seminars.

The seminar line-up is probably one of the finest ever assembled for a national conference. With two educational tracks – "Business" and "Performance", attendees will enjoy original content from industry leaders such as; Randy Bartlett, Peter Merry, Larry Williams, Jim Cerone, Scott Faver, Sean "Big Daddy" McKee, Alan Berg, Mitch Taylor and many more! There will be 18 quality seminars in all. Look for an announcement on the "surprise" Keynote Speaker coming early this summer.

This event is open to everyone, regardless of involvement in a DJ organization. We invite members and non-members alike to network, learn and participate in an event that is truly designed to bring together every aspect of the Mobile DJ Industry. Visit the website www.ADJAConference.com for complete details on this event. Register early for this awesome conference. Seminar Passes start at $49, Show only passes are totally FREE, However you still need to register for your FREE badge. Stay at the host hotel (Las Vegas Hilton) and receive special discounted rates and monorail access to all the hot spots on the strip.

Finally, the upscale DJ conference you have asked for is here! See you in September!

Visit: http://www.adja.org for info.

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The Referral Coach

By Matt Anderson

10 Great Email Tips

Did you know that:

a) The average US resident receives 80 emails/day?

b) 25% of all emails are deleted unread?

c) 2/3 are either incomplete or confusing for the recipient?

I saw Tim Ferriss, CEO of Get Control!, speak last week at a conference I presented at in Vegas. His clients include a host of Fortune 500's such as Starbucks and McDonalds.

Here are some really useful tips:

1. More emails lead to more stress. If you want fewer emails, send fewer emails, avoid using a PDA, and avoid using social media.

2. Before you click send, check that your email is:

a) Truly needed – timely, relevant, complete

b) Appropriate – compliant, professional, inoffensive

c) Targeted – avoid 'reply to all', and 'cc'

d) Delayed by two minutes: This is a great idea! Use 'rules and alerts' in the tools section to defer sending all emails by two minutes. Ferriss calls this the 'career saver'!

His main point is that when we send emails, we think we understand them but fail to put ourselves in the recipient's shoes.

3. Don't read your emails in order

If you're an ER doctor and have one patient with a sore throat and one with a meat cleaver in the back, which do you see first? Do the same prioritization with your inbox.

4. Phoning is better when:

a) Money and jobs are involved

b) Vocal inflection is needed: "there are no emotions in email."

c) You have several emails from the same person to respond to.

d) Someone has just emailed you and can assume they are in their office or by their phone (to avoid more email/phone tag).

Keep in mind that 70% of all calls go to voice mail. Avoid rambling when you leave a message!

5. Schedule more mini-meetings by phone.

He suggests 10 minute meetings especially before the next hour, e.g. 8:50am, 3:50pm etc.

6. If an email can be responded to in less than 2 minutes, do it right away.

7. When deferring a response to an important email, schedule time to handle it as you would an appointment with a client or prospect. "People who get things done block time to get things done."

8. Either check your email fewer times each day or delay emails arriving to every 30 minutes so you are interrupted less.

9. End emails with NRN or NTN

This stands for No Reply Needed or No Thanks Necessary

10. Think harder about your subject headers and make them more compelling/relevant.

Ferriss joked that he got a 'RE: holiday party' email in February because someone was too lazy to change the subject.

Pick three of these and use them right away. In this case, thank you replies appreciated!

Got any email tips that work well for you?

Matt Anderson can be reached at: http://www.thereferralauthority.com

Press Release

ADJ Mini O-Clamp

American DJ's Mini-O-Clamp Expands Space On Truss For Hanging Lighting -- And Holds Truss Warmers Securely Too.

Now there's a handy little gadget that can add a new dimension to your lighting design, while giving you extra space to hang more fixtures on your truss rig. American DJ has introduced the Mini-O-Clamp, a 360° wraparound tube clamp that easily attaches to ¾ inch / 20 mm truss.

Designed to fit on horizontal and diagonal truss braces, the Mini-O-Clamp can hold lighting fixtures up to 20 lbs./ 9 kg. safely and securely. Quick and easy to install, it allows you to utilize this previously unused "brace space" to hang additional fixtures and expand your light show – without having to spend money on more trussing and components.

Plus, with a greater choice of vantage points to rig from, designers can get more creative in positioning their lights. The Mini-O-Clamp can be attached anywhere on the truss brace, so you don't have to work within the typical confines of a truss structure, but can literally take your light show to a new dimension.

Small but sturdy, the Mini-O-Clamp is also great for securing truss warmers that are mounted inside trussing. No more twisting and turning to get truss warmers in place – with this versatile little clamp, you can quickly attach a truss warmer, position it at any angle you choose, and be assured that it's securely fastened to the truss.

"With a list price of just $5.95 per clamp, the Mini-O-Clamp might be the best investment a lighting designer or entertainer can make in their light show," said Scott Davies, General Manager of the American DJ Group of Companies. "It instantly gives you more space to hang lights on your rig, and it gives you complete flexibility as to where to position them.

"The Mini-O-Clamp is ideal for hanging lightweight fixtures," added Davies. "It's also great for truss warmers, which are being used more and more by DJs, mobile entertainers and clubs today to dress up their show."

Using the Mini-O-Clamp is simple – you just wrap it around the truss brace and screw into place from the base of the clamp. Another screw at the tip of the clamp easily attaches to the fixture's hanging bracket. Rugged and durable, the Mini-O-Clamp will stand up to the rigors of everyday use, and it will not cause any scratches, dents or other damage to the trussing or the fixture.

The Mini-O-Clamp is designed for use with fixtures that have a maximum weight of 20 lbs./ 9 kg. The MSRP of the Mini-O-Clamp is $5.95.

For a demo of the Mini-O-Clamp, check the link below

http://www.youtube.com/watch?v=RTb8uJlaDQc

Top 30 Clean High School Songs

SchoolDanceNetwork.com

LW	TW	Artist	Title	Featuring
6	1	Ke$ha	Blow	
2	2	Usher	More	
1	3	Lady Gaga	Born This Way	
3	4	Enrique Iglesias	Tonght	Ludacris
4	5	Hold it against	Britney Spears	
5	6	Katy Perry	Firework	
14	7	Black Eyed Peas	Just Can't Get Enough	
7	8	Far East Mvmnt	Rocketeer	Ryan Tedder
17	9	Katy Perry	ET	
12	10	Keri Hilson	Pretty Girl Rock	
8	11	Chris Brown	Yeah 3X	
19	12	Tinie Tempah	Written in the Stars	Eric Turner
9	13	Taio Cruise-Travie MacCoy	Higher	
18	14	Jennifer Lopez	On the Floor	Pitbull
20	15	Nicki Minaj	Moment for Life	Drake
10	16	Bruno Mars	Grenade	
11	17	Chris Brown	Deuces	
13	18	Rihanna	What's My Name	
15	19	Nelly	Gone	Kelly Rowland
28	20	Bruno Mars	Lazy Song	
24	21	Mike Posner	Bow Chicka Wow Wow	
29	22	Britney Spears	Til The World Ends	
16	23	Edward Maya	Stereo Love	Mia Martina
30	24	Lupe Fiasco	The Show Goes on	
22	25	Pink	Raise Your Glass	
23	26	Flo Rida	Who Dat Girl	
21	27	Nelly	Just a Dream	
New	28	T-Pain	Best Love Song	Chris Brown
New	29	Wiz Khalifa	Roll Up	
New	30	Party Rock Anth	LMFAO	Lauren Bennett

DO NOT PLAYLIST ADDS

New	Waka Flocka Fla	Grove St. Party
New	Travis Porter	Bring it Back
	Chris Brown	Look at me Now
	Nicki Minaj	Did it on em
	Big Sean	My Last
	Snoop Dog	Wet/Sweat
	Kanye West	H*A*M
	Rihanna	S&M
	Pink	Fr**kin Perfect
	Twista	Make a Movie
	Lil Wayne	6 foot 7 foot
	Problem	My Ex
	No Hands	Waka Flocka Flame
	Birdman	Fire Flame
	Jeremih	Down On Me
	Wiz Khalifa	Black and Yellow
	Kanye West	Runaway
	New Boyz	Spot Right There
	Waka Flocka Flame	No Hands
	Kanye West	Monster
	Eminem	No Love
	Trey Songz	Bottoms Up
	Bumpy Ride	Mohombi
	F**K You	Cee Lo Green
	Right Above It	Lil Wayne
	Fancy	Drake
	Rick Ross	Blowin Money Fast
	Drake	Fancy
	Richard Vission/Static	I Like That
	Far East Movement	Like a G6
	Glasses Malone	I Get Doe
	Soulja Boy	Pretty Boy Swag
	Kanye West	Power

Monthly Music Charts

By TMStudios.com

Pop

1	Katy Perry	E.T.
2	Rihanna	S&M
3	Ke$ha	Blow
4	Black Eyed Peas	Just Can't Get Enough
5	Cee Lo Green	Forget You
6	Britney Spears	Till The World Ends
7	Pink	F**kin' Perfect
8	Jennifer Lopez	On The Floor
9	Jeremih	Down On Me
10	Tinie Timpah	Written In The Stars
11	Lady Gaga	Born This Way
12	Usher	More
13	Avril Lavigne	What The Hell
14	Bruno Mars	Lazy Song
15	Pitbull	Hey Baby
16	Adele	Rolling In The Deep
17	Script	For The First Time
18	Jessie J	Price Tag
19	Nicki Minajh	Moment 4 Life
20	Lady Gaga	Judas

Urban

1	Chris Brown	Look At Me Now
2	Nicki Minaj	Did It On ÔEm
3	Miguel	Sure Thing
4	Wiz Khalifa	Roll Up
5	Kanye West	All Of The Lights
6	YC	Racks
7	Lil Wayne	6 Foot 7 Foot
8	Trey Songz	Love Faces
9	Nicki Minaj	Moment 4 Life
10	Waka Flocka Flame	Grove St. Party
11	Ace Hood	Hustle Hard
12	Marsha Ambrosius	Far Away
13	Kelly Rowland	Motivation
14	Chris Brown	She AinÕt You
15	Diddy-Dirty Money	Your Love
16	Travis Porter	Bring It Back
17	Big Sean	My Last
18	Lil Wayne	John
19	Lloyd	Cupid
20	Jennifer Hudson	Where You At

Country

1	Kenny Chesney	Live A Little
2	Miranda Lambert	Heart Like Mine
3	Sara Evans	A Little Bit Stronger
4	Jerrod Niemann	What Do You Want
5	Darius Rucker	This
6	Rascal Flatts	I Won't Let Go
7	Zac Brown Band	Colder Weather
8	Brad Paisley	Old Alabama
9	Keith Urban	Without You
10	Band Perry	You Lie
11	Taylor Swift	Mean
12	Ronnie Dunn	Bleed Red
13	Craig Campbell	Family Man
14	Chris Young	Tomorrow
15	Easton Corbin	I Can't Love You Back
16	Toby Keith	Somewhere Else
17	Justin Moore	If Heaven Wasn't So Far Away
18	Luke Bryan	Country Girl (Shake It For Me)
19	Blake Shelton	Honey Bee
20	Ashton Shepherd	Look It Up

Rock

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

Adult Contempory

1	Bruno Mars	Just The Way You Are
2	Katy Perry	Firework
3	Daughtry	September
4	Train	Marry Me
5	Script	Breakeven
6	Taylor Swift	Mine
7	Plain White TÕs	Rhythm Of Love
8	Pink	Raise Your Glass
9	Bon Jovi	What Do You Got
10	Pink	F**kin' Perfect (Perfect)
11	Onerepublic	Secrets
12	Michael Buble	Hold On
13	Christina Perri	Jar Of Hearts
14	Bruno Mars	Grenade
15	Taylor Swift	Back To December
16	Adele	Rolling In The Deep
17	Rihanna	Only Girl
18	Cee Lo Green	Forget You
19	Stevie Nicks	Secret Love
20	Bob Seger	Downtown Train

Alternative

1	Foo Fighters	Rope
2	Rise Against	Help Is On The Way
3	Mumford & Sons	The Cave
4	Black Keys	Howlin' For You
5	Cage The Elephant	Shake Me Down
6	Young The Giant	My Body
7	Foster The People	Pumped Up Kicks
8	Incubus	Adolescents
9	Airborne Toxic Event	Changing
10	Death Cab For Cutie	You Are A Tourist
11	Beastie Boys	Make Some Noise
12	Linkin Park	Waiting For The End
13	Seether	Country Song
14	Strokes	Under Cover Of Darkness
15	Middle Class Rut	New Low
16	Naked And Famous	Young Blood
17	Awolnation	Sail
18	Sick Puppies	Riptide
19	Portugal. The Man	People Say
20	Adele	Rolling In The Deep

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