

Disc Jockey News

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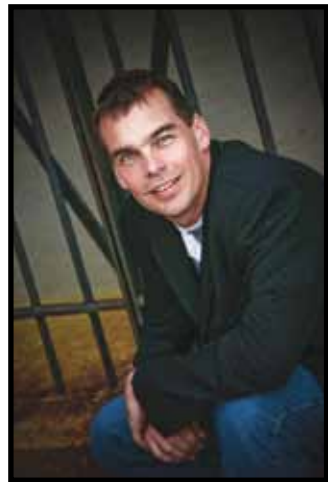
The Monthly Disc Jockey Newspaper

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Q Corner: Where Quality Meets Quantity

By Mike Walter

Two years ago, when I sat down to write my book "Running Your Multi-Op" I had a list of things I wanted to get to. When I was done with the first draft I double checked that list and there were still some things I hadn't found a way to work in to the main sections of the book. So I decided to write an epilogue and since most of the left-over material were quotes that I've accumulated throughout my life (some that have come out of my mouth and some that I've heard from others), and since I love motivational or inspirational quotes, I decided to call this final section "Words To Live By." I'm happy to say that some of the



best feedback I've gotten from my book is from that final section. That pleases me because these quotes have meant so much to me throughout my professional and personal life, and so if passing them along can help motivate or inspire a reader or two, than it proves the lasting effect that words can have.

I found myself using one of the quotes in the "Words to Live By" section just recently. I assigned a job to one of my DJs who happens to be on quite a roll lately. He's been getting incredible feedback and he's going above and beyond for us as well. Even though he has a full-time job during the week and a wife and kids at home, he jumps at any last minute event with an eager "YES!!!" text message when I text the staff to see who wants it. So when someone in the office asked me why I was assigning a job to him, what with his work schedule and responsibilities at home, I simply replied "If you want something done, give it to a busy person."

I first heard that statement over ten years ago. Brian O'Connor, an editor at DJ Times had called to tell me they wanted me to produce the "DJ of the Year"

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Talkin' Bride: The Production

By Tamara Sims

Having just returned from our six-day nine show theater trip to New York City, I am still amazed at how integral



those working "behind the scenes" are in the success of a Broadway show. Each lighting cue, music cue, set piece, costume and microphone placement must be perfect for every show, eight days a week.

My love for musical theater allows me to approach weddings with the same care that goes into a Broadway Show. A

wedding is a beautiful theatrical performance with a leading man (the groom) and lady (the bride) who deserve to be in the spotlight for the entire "show." The DJ entertainer acts as the stage manager and director behind the scenes ensuring all the actors are in position for every scene of the show to ensure the audience is truly engaged and feels as if they are part of the performance. But just like every good show, the secret is to always remember the stars and not the stage manager. The bride and groom, their friends and family should always be the focal point and as the DJ you are there to direct each and every "scene."

One of our good friends is currently in the musical "Leap of Faith" on Broadway so over dinner Jay had some fun with her by asking what type of microphone she wears on stage and what color lighting is used, etc...and much like our

Tamara Sims Continued On Page 3

In The Booth: At This Time

By Brian S. Redd

Ever notice how sometimes, we're just not taking in some of life's experiences the same way others seem to be able to? It's like an entertainer's occupational hazard.

For instance, on a recent trip to Disneyland, I paid less attention to the attractions and more on how they were created with staging and lighting. When I go clubbing, I'm not partying. I'm quietly watching the interaction between the DJ

and the crowd.

I find myself making these same types of observations whenever public speaking is involved. Stand-up comedy and church can be great places to hear examples of both effective and ineffective speech.

With that in mind, I've done more than my share of airline travel lately. Most people have the luxury of totally ignoring the in-flight safety presentations. However, the overuse of the phrase "At This Time" always catches my attention.

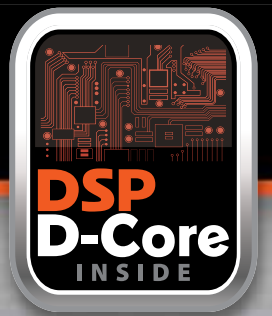
There were only two "At This Time"-free flights this year. One was on Aegean Air, which was all in Greek. Who knows what they were saying. The other was

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Surveys

By Mitch Taylor

Do you use surveys? A lot of us have sent out surveys after the event has been performed asking questions such as sound clarity, volume level, dj attire, etc. This is pretty basic and decent but



I'd like to give you a sample of a survey you can send out AFTER a client books you as well as questions to ask on your survey after the event is

performed.

The best way to get feedback to better yourself is to allow the client to send back the survey anonymously. This way you'll get better feedback and a client will actually be more honest and thorough in their answers and you won't have that feeling of awk-

wardness from what they wrote the next time you see them out and about. Resources like SurveyMonkey.com are great for these kinds of surveys as well.

Post Booking Survey:

Did you look at other services? Y or N Which other companies did you consider?

Why did you choose our company over other options?

How did our contact with you through emails, phone calls and mail feel?

Was one way better than the other for you?

What did you think of the planning material provided for you? What would you change?

How was our initial contact? How can we make it better for you?

Explain that one random winner will be drawn from all of the returned surveys and they will receive a dinner for two compliments of your company. Also explain that to qualify for the dinner offer the answers must be detailed and not just in a yes or no format.

Here's an example of questions to ask for a post survey (several of these questions are found in educational material provided by Peter Merry, author of "The Best Wedding Reception...Ever!")

What % of the success of your event would you attribute to _____?

Was the price you paid for our service, including all booking and planning stages and the presentation and service at your party a good value?

We got WAY more than we paid for _____

Level of service exceeded money spent _____

Service was equal to money spent _____

We did not get our money's worth _____

Please rank in order the top 3 wedding vendors to make your day a success

How were you originally referred to our company?

What was the main reason you chose our company over other options?

What is your favorite memory that we played a part in at your event?

What can we do to improve our services?

If you could change anything about your wedding planning or day of, what would it be?

Additional comments:

By asking more pointed questions in your final evaluation, you can determine where to go with your business. For example, if you keep getting brides saying "We got WAY more than we paid for" than you know you are underpricing your service. If all of a sudden you equal out to "Service was equal to money spent" then you know that you need to increase your overall value to your clients and better their experience with you and your company so you can drive referrals.

I hope these examples will help you in the future and better your overall business.

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

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Ready, Set, Go!

By Dean C. Carlson

So here we are, the beginning of a new year! Well at least in the Midwest that's how we look at it. Wedding season has just begun in all its full force of glory. Over the last 4-5 months many of us may have had or super power DJ senses weakened from



lack of constant use. So are you ready for the big season opener?

First off let's start with will the gear. If you are like me you probably bought some new

stuff over the winter and you are itching to use it. If you are just itching then you're not ready.

If you haven't done a complete set up with your gear in a while then I suggest going down to the office or your garage and breaking out all your gear and set it up in complete show ready status. If the venues you work at are as varied in size and space available like me this is a great spot for all you to practice several different set ups. I personally have 4-5 different set up configurations.

You also might want to do what I call the visual checkup. How does all of your stuff look set up? Do things need a fresh coat of paint? Maybe some skirts need washing, ironing (yes iron) and or sew-

ing. Let's not forget your travel cases here, first impressions with venues start from the moment you roll into a venue.

The other thing about doing a complete set up, it gives you a chance to make sure everything is still where it should be. I know over the winter I had taken several cords and various other pieces out of there normal spot, which could be disastrous if I had arrived at a show without them. Remember, inspect, test and store.

Next up show prep, yes show prep. I have been working with other DJs for many years now and it is really sad that we have this allergy to practice. The thing is if you have only done a handful of weddings over the winter or maybe like me you did a ton of night club work, your wedding show skills are not ready to go.

The good news is you can lessen this problem with practice and review. What I have done over the last month or so is start simple. First I outline a typical wedding timeline I use. Then I break down every step in that outline. For example: Step 1: Arrive at venue site. Do a fully set up hall inspection. 2. Locate hall manager and room captain and say hi. 3. Find all important hotspots (ie gift table, card box, seating arrangements, bathrooms, importance entrances etc)

Well you get the idea. I do this for every step of the night. In years past before I started doing thing like this, my first wedding of the year wasn't near half as good as it should have been because I found myself think, crap I didn't do this or that.

The other great thing about doing this with a ton of different timelines is that you inevitable find areas where you can improve over last year. Remember: outline, correct and improve.

It's funny, the older I get the more attention things I need to give to things that used to be second nature to me. Honestly I have to exercise my music muscles today. I have honestly forgotten more great music than many people know today.

One of the many great improvements for us DJs over the last 10 years or so has been digital music software. I personally use Virtual DJ Pro and I love it. The best part for me is the history function and if you don't have a way of tracking this sort of thing I highly suggest it.

The benefit of this is being able to review and improve music set. For most of the winter I worked in a night club and I know from past experience that doesn't translate very well for wedding set. By looking back at sets, I can mentally prepare myself for the shift in music. Not only that, but I can play the set making game ahead of time and have new and fun updates at my fingertips.

Lastly because it's never too late to start, are you physically ready for the grind? Many DJs are still not full time DJs

and thus you are now starting to work a 6 day week instead of just 5. Not only can the loading and unloading of gear be physically taxing, but depending on your activity style, the show itself might wear you down. Doing some cardio type exercise 3 days a week not only can help physically but it has also been show to help strengthen you mentally as well.

As a single op I am only performing at 40-50 weddings a year. Starting out slow and off my game isn't only unfair to my clients who expect excellence at their most special day, but can also affect my referral basis from those early shows causing me to lose out 5 to 10%. And seeing as how 95% of my clients come from referrals I can't afford that and neither can you. Do your clients and yourself a big favor and prepare to win this year right from the get go.

Good luck and great shows.

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

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brides, she was not concerned with the brand of equipment or color of the lights. She gave us the perfect answer: "I trust the sound and lighting designers to make sure I sound great and look beautifully lit on stage." We told her to ask the lighting designer to make sure he uses a nice amber hue when she enters the stage at her next performance. She laughed!

We did have fun asking her all sorts of technical questions, but we really wanted to illustrate a point that so many DJ entertainers overlook...we do not sell equipment! We sell a valuable service and what we do behind the scenes is just as important as what goes on in front of our audience.

So the next time you see a live the-

ater performance, don't forget to applaud even louder at the end of the show for those who are never seen, but who make a huge impact on what you see on the stage. And with all of the hard work you put in your "stars" will be sure to receive a standing ovation at the end of the show!

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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The image shows a man in a light blue striped shirt and a dark tie, standing behind a wooden desk. He is completely covered by a large number of yellow sticky notes, each with a different task written on it in black marker. The tasks include: 'Send Faxes', 'New Equipment List', 'Pick Up Dry Cleaning', 'Update To Do List', 'Buy More Post Its', 'Recelpts', 'Clean Car', 'Call Mom', 'Organize!', 'New Customer Quotes', 'Call New Venue', 'Event at 8:00pm', 'Return Phone Call', 'Event at 9:30pm', 'Call New', 'Update Client Contacts', 'Get Venue Info', 'Answer Emails', 'Follow Up', 'Finish Contracts', 'Call Plumber', and 'Call New'. The sticky notes are scattered all over him, from his head down to his waist, and some are on the desk in front of him.

The Way I See It: Let's Get Lit Up!

By Michael J. Lenstra

"Lights? You don't need no stinking lights!" This was the sentiment of some of the DJs as they begrudgingly watched one of their colleagues/competitors demonstrate his uplighting and some other effects to a throng of potential and awe struck customers at a recent bridal show.

"Some of the best weddings I've ever had I did not use any lights." One of them continued.

True, some DJ/Entertainers rely heavily on their light show or sound system to feature their product while others may emphasize their personality or unique interactive routines. Somewhere in between though lighting play a major role in the end result we are trying to achieve.

"A good lighting designer / provider is going to recognize the impact light-

ing has on the event and provide the appropriate fixtures, appropriately deployed and implemented for the desired effect." says Ben Stowe, president of NLFX and host of the Pro Academy series DVD "Event Lighting."

"For example, simply putting a couple of sound active effects on a light tree will add some excitement and color, but that may not be the desired impact for a wedding," says Stowe. "Certainly it may not be the desired effect for the WHOLE of the wedding reception."

Michael Susca, better known in the DJ community as DJ Mikey Mike, and also considered an expert in the lighting field for Mobile DJs maybe puts it in simpler terms. "I try to stay away from spin and puke lights," he states. Susca has over 300 self-produced "how to" videos on Youtube and has had his services acquired by the likes of American DJ, Chauvet and others to demonstrate their products at many of the National DJ shows.

"The room is a canvas," he says, "And I try to use lights to paint it. I like to make a statement, I like to create that wow effect."

Stowe adds, "I like to think of lights as another instrument and that you could play them along with the band, a visual representation of the music, as

it were. I also like to build, not unlike a fireworks display. We can create some fantastic looks and some "WOW!" moments early, but we can do it while holding some of our effects in reserve. Regarding the effects on a tree previously mentioned, they can definitely have a place, but turning them on at the beginning of the night and letting them run all night reduces their effectiveness. It's like background noise that eventually gets filtered by the brain."

Ben's DVD covers everything from the psychology of light, lighting basics and programming your lights to how to market them. And the way I see it for under \$50 it is truly an affordable way to help take your show up a notch. You can get your copy from a variety of stores across the globe, or online at www.proacademyseries.com

"Having the DVD out has been a remarkable eye opener to me about the psychology of some DJs," concludes one of my local dealers who I promised to keep anonymous. "They will spend thousands of dollars on lighting without

the slightest clue of really how to use it, yet struggle to justify to themselves the spending of \$29 on a DVD."

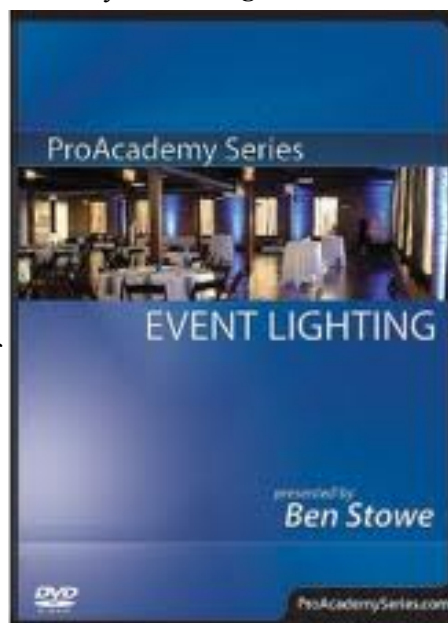
Lighting Tips from Ben Stowe:

- Uplighting placed at appropriate locations around the room and programmed to match the events color themes will not only add ambiance and emotion to the event, but makes a beautiful backdrop for photos and videos.

- A dimmed room helps people feel less inhibited and more relaxed, and uplighting can provide enough ambient light for safe movement of guests, while also serving as a themed backdrop.

- Dance floor lighting should also be provided, whether some color wash, gobo breakup patterns, etc. to allow for the safe dancing of guests, while preserving the ambiance of the event.

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



Mike Walter Continued From Page 1

competition at their annual DJ Expo in Atlantic City. I was thrilled! I'd long been an attendee to this convention and wanted to get more and more involved. So as the conversation went along with Mr. O'Connor I asked him quite simply, "why me?" And he answered: "If you want something done, give it to a busy person."

There is great wisdom in that even though logic might tell you the opposite. After all, (logic might say) busy people have full plates and might not be able to fit any new tasks into their calendar. Whereas not-so-busy people should have tons of time to take on a new responsibility. But what that argument ignores is the efficiency that

comes with being busy (and conversely the inefficiency that comes from doing next-to-nothing.) Most busy people are like smooth running engines. They're already humming along at a high RPM. Give them a new task and they quickly break it down to its core components, figure out a way to get it done, fit it into their schedules . . . and then do it. They have to so that they can get back to all the other things they are responsible for. People who aren't so busy (to keep the engine analogy going) are like cars that haven't been started in months. Maybe they'll turnover when you turn the key. Maybe they won't. And when they do they'll shake and knock and rumble till the oil that's been lying dormant for so

long loosens up and begins to lubricate. If you gun it too quickly you can even cause some damage.

I have found this statement to be mostly true when dealing with my staff. I say "mostly" because there have been exceptions to the rule. I've had DJs that were just too busy and started to cut corners on things like calling clients on-time or obtaining all their music for an event (before making that panicked Saturday morning phone call to me.) And I've also had DJs who didn't have day jobs, were taking only 6 credits a semester and slept everyday till noon who were diligent and professional. But these were the exceptions to the rule. Mostly, it's as Mr. O'Connor once said, "If you want some-

thing done, give it to a busy person."

By the way, this is the first anniversary of the release of my book. I officially released it in May of last year. I'm thrilled at how many copies I've sold so far and also the tremendous feedback I've received. If you haven't picked up a copy yet, and especially if you've read and enjoyed my articles in these pages, I'd ask you to go to my website www.DJMikeWalter.com and order yours today.

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.

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Tis The Season

By Jake Palmer

Tis the season, you normally hear that around the holidays, not end of April. However, if you live in a part of the country that has a wedding season, then you know what I mean. It seems like we spend most of our off season, say November through March, working on improvements to our business,



to our systems, and ourself. Now what?

Now we're almost a full month into the wedding season, and where are you? What are you doing? What I mean is that if you go to Vegas or some other conference or seminar in November or February, you come home fired up and ready to take on the world. Now a couple months later, you're getting into the heart of wedding season, and it's easy to slip back into your old habits, or keep doing thing the way you've always done them because it's friendly, comfortable and easy, not necessarily wrong. It's just status quo.

That professional, fun, image you created at the bridal show a few months ago, now needs to translate into action. One thing I always tell brides and grooms when we are in the planning process, is to "not try to be something you're not on your wedding day." My point is that, how many times have we seen people (ok, mostly brides) try to become a different person for their wedding day. If you are a backyard, hog roast kinda person, don't try to do two dress changes at the most expensive hotel in town... The same is true for DJs and entertainers. We all try very hard to create the perfect image and portray the perfect DJ/Entertainer to everyone at the bridal show; now it is payoff time. That means professional planning. It's no different that when you meet with couple at the first sales meeting, you need to use some of the same tool when planning as when selling.

First and foremost, you have one mouth and two ears, this means you should listen twice as much as you talk. Listening is more than listening, make sure you are hearing, and that you un-

derstand what the bride and groom are talking about, and what they want. Sometimes you need to be a counselor or a referee, especially if the parents are at these meetings. This is tricky as well, you don't want to alienate anyone or take sides, but you must also come off as the professional, who knows what they are talking about.

Then after all the planning and setup, you need to deliver the goods. All of your work up to this point is thrown away if you can't do what you have promised, or if you do it differently the day of the wedding than what you talked about at the planning meeting. I am assuming you can do all of this, but are you?

My point is that it's important that you too try not to be someone or something you are not. Deliver on your promises, be professional, but don't create expectations that can't be met. Wedding planning is a very emotional based experience, if you're not careful you can get caught up in that emotion and over promise and under deliver.

So, if you take the time to further your education, to attend seminars,

trainings and conferences, make sure you are using what you have learned to your benefit. Brides and grooms are getting smarter and better educated these days. They still buy on emotion, but they expect to get what they pay for, and are not afraid to voice their opinion if they don't. They are well informed and they now know what to expect/ It's your job to out shine these expectations, and the easiest way to do this is planning.

If you typically just have a phone conversation with a bride, take the time to meet with your brides, grooms, and parents. Go to the reception site with them and talk about their whole day, not just the music. Show them you are invested and care about their day, their experience, and their wedding. Expand out of your shell and grow; and continue to grow. Every expert in this industry will tell you that the wedding business is a changing, evolving, and growing industry. The best way to stay relevant is to change with it... continue to learn, evolve, and grow.

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

Perception (You Are Who They Think You Are)

By Bill Hermann

It happens to me every time I meet someone new. We exchange pleasantries and they ask me what I do. I'm a DJ. Excitedly they say...



"W O W ! What radio station do you work for?" I don't work in Radio, I smile, I'm a mobile DJ." What? A Mobile DJ? What

does that mean? Do you DJ while you're in your car?" No. I say... I DJ parties, weddings, school dances and such. And that's when it happens... their excited face falls and a look of concern come into their eyes as they say, Oh... (pause)... I see... and then I hear these words, almost verbatim every time, "but, what do you do for a... Real Job?"

It used to make me crazy. I mean come on what do you mean "A REAL JOB!"... I mean sure, I had 3

other jobs that I worked really hard at, but I only did that so I could pay rent and car insurance... food, heat, electricity and stuff like that. I even had money left over to buy music so I could do what I took really seriously. I mean come on, I'm a DJ and I'm serious about that. Why don't they see that?

Well maybe, because they don't see it very often. It's so rare in fact that the idea of someone in our profession being perceived as a serious person in a serious profession is to most people, laughable.

I began to really see it myself as I began comparing how I carried myself compared to others in other jobs. I wore what I wanted. I showed up when it was convenient for me. I played what I wanted. I drank, I smoked, I hit on girls

and was disrespectful of anyone interacting with me (ie ... making requests) because I was THE DJ!! Or worse yet, I was A STAR! No wonder that's how people see "The DJ." I was just doing what I saw others do and what they had seen done.

How do I change the perception people have of what I do?

Well, I could begin to take what I do truly seriously ... like other profes-

sions do. That stuff was easy ... just don't do all those things that would get me fired in any other job. But the real magic came in how I began working on my craft. How I went about caring for my clients and audiences. How I went about seeing myself in an adult career as an adult with the responsibility of my own perception. Because ultimately, if I wanted to change the perceptions of those around me, I had to change the perception I had of myself and of the path I had chosen.

People perceive us how they wish, but they look for proof in that perception by seeing how we perceive ourselves and what we put forth into the world. I was no longer going to be their example of what they knew to be true.

If perception is reality then what is the perception you have of your profes-

sion or of yourself? Answer this question with brutal honesty and you will be able to create a road map to the reality you want to create in your career, in your business, and in your life.

You have the power.

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

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



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Make It Grand

By Ron Ruth

I just returned home last evening from Cleveland, Ohio, where I attended the two day, "Make It GRAND!" Workshop. Facilitated by Peter Merry and Liz Daley, two well known and respected wedding entertainment veterans, the workshop provides 16 hours of advanced training, designed to teach individuals the nuanced art of being a highly sought after master of ceremonies at weddings and other functions.

In the interest of full-disclosure, Peter and Liz have been my friends for many years. They're also the force behind the Wedding Entertainment Directors Guild, for which I am also a member. But, above all, Peter has always been a very unselfish mentor to me and someone who I respect greatly for his talent and entertainment expertise. These factors may have contributed to the reason I felt compelled to attend the workshop but have nothing to do with the value of what I learned.

Obviously, Peter wrote the book on wedding entertainment and is fairly well known to just about everyone in the DJ industry. Liz, on the other hand, may not be as familiar. Her contribution as a facilitator, though, is extremely valuable. She holds a degree in the theatre arts and was a working actress in New York for 12 years. That stage background gives her a unique perspective when it comes to discussing performance technique.

The title of the workshop, "Make It GRAND!," is somewhat misleading. Some may think, as I did, that it would revolve entirely around making grand

entrances at wedding receptions more fun, personal and entertaining. Although the majority of the curriculum does focus on that important element, there were far greater lessons to be learned, particularly about being an effective writer, story teller and master of ceremonies.

The workshop was a small classroom setting. I was joined by seven other wedding DJs from the Cleveland, Pittsburgh and Chicago areas. Our classes began at 9:00 a.m. each day and didn't end until 6:00 p.m. or later. Even lunch time was spent in the classroom. It would have been easy for the days to become long and tedious. But, the content that Peter and Liz provided was always relevant, entertaining, never ending and of benefit to everyone who made the investment to attend.

For me, it wasn't the content alone that made the experience so worthwhile. Each day we were asked to write a number of personalized, wedding party introduction scripts and deliver them as though we were in performance. To some that may not seem like a big deal. Anybody can do that, right?

But, knowing that each of my performances were going to be videotaped and reviewed, not just by Peter and Liz, but by everyone in attendance, can be intimidating. Suddenly, whatever self-confidence I may normally feel in front of a large group of strangers at a wedding reception gave way to a bit of stage-fright in front of a small group of my peers. What made those moments so special was having individuals who genuinely care about the quality of my performance offering ideas, advice and direction that will, if followed and practiced, make me a better wedding entertainer. And, that same sense of care was felt by everyone in my class.

Peter and Liz provide a safe and structured environment in which to learn. Offering constructive criticism is an art. It's easy to tell someone what they are doing wrong and leave it to

them to simply change their behavior. Peter and Liz take a different approach and not only point out weaknesses, but provide examples of how you can convert those weaknesses into strengths. They give an honest appraisal of each performance, something that is difficult to receive from friends, family or even in self assessment. At the same time, they provide direction and suggestions that allow for immediate improvement. As I said above, however, much of what was learned will take practice to fully achieve. There are no short cuts to success. It takes confidence to explore new concepts and commitment to achieve one's full potential.

What the "Make it GRAND!" Workshop is not, is indoctrination into a specific performance style. Peter and Liz have never suggested that every wedding DJ follow their lead in performing personalized introductions at wedding receptions nor have they ever suggested that their way is the standard.

What they do offer is a technique that, if performed properly, will allow you to bring something exciting and different to your clients and their guests at wedding receptions. They give you the tools needed to better connect with an audience, emotionally engage them in the moment and leave them wanting more. Even their workshop came to an end all too soon. I would have gladly invested another day.

"Make It GRAND!" is just one of a very small number of performance based workshops available to DJs who wish to expand their knowledge and hone in on their performance skills. I've also had the pleasure to attend the

"Entertainment Experience," hosted by Bill Hermann and Jason Jones. And, I know some of you are alumni of Mark Ferrell's "Master of Ceremonies" and "Love Story" workshops.

The common thread that those workshops share is that they open new horizons for becoming a better entertainer and for being a true master of your craft. They will stretch your talent and take you on a journey that is far away from your comfort zone and into areas of extraordinary possibilities that you never knew existed. But, you'll also find caring, expert assistance that is dedicated to helping you reach your full potential as a performer and elevate your capability to exceed expectations, including your own.

Walt Disney once said, "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths." Moving forward requires a passion to take the first step in that direction. Opening new doors calls for courage and confidence. Doing new things involves imagination and an innovative spirit. Being curious takes little more than a desire to discover all that is possible.

Whether you attend the "Make It GRAND!" Workshop or any other, open your mind to the likelihood that there is hidden talent within you, talent that is eager to be uncovered along a new path.

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

Brian Redd continued from page 1

on Delta, which put together a very effective well scripted in-flight video. They used a very attractive actress with a pleasant voice to play the flight attendant. It sure kept my attention (along with most every other male passenger). It's worth a watch on Youtube for reference sake, of course.

McDonalds is using some pre-recorded presentations as well. It seems their employees were having a hard time with the up-sell. So now, at some drive-thru speakers you'll get a "Hello, would you like to try an Apple Pie today?" sound bite before the live attendant chimes in.

Speaking of McDonalds, I've noticed several counter people struggling with the phrase "Have a Good Day". For many, it's turned into more of a "hava-goo-deh". It's very rare when they actually look me in the eye, smile and clearly say "Thank you. Have a Nice Day."

We all get into these repetitive speech patterns. I fall into them as well. In my early Youtube videos, I began to notice myself constantly using the phrase "OK?". It was like listening to Joe Pesci in the Lethal Weapon movies. Without being able to hear the playback of my own voice, I probably would have never noticed what I was doing in the first place.

Even after hearing myself make the same mistakes literally hundreds of

times, I'll still miss them. A couple of years ago, I did a Youtube product video for a friend of mine. He loved it and after lots of positive feedback, pointed out that I had said "um" 32 times in a three and a half minute video.

For those of you who are not doing Youtube videos and are interested in assessing your mic skills, consider doing simple audio recordings of your events. By using a digital recorder, you can tap right into most mixing boards and run them for hours. Sound quality doesn't have to be perfect, just good enough to hear what you are saying and how you say it. Having another DJ listen to a recording like this could be invaluable. They could very well pick up on things you may have missed and offer great suggestions on how to improve.

Most of us will never command an audience like Dick Clark, Morgan Freeman or Chris Rock. However, as professional mobile DJs, our public speaking abilities should at least be better than the average flight attendant or fast food worker. There's always room for improvement no matter who you are.

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

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The One Thing You Need To Be Successful In All Areas Of Life...

By Todd Mitchem

I am often asked what I attribute to my overall success. How did I go from comedian, to actor, to mobile DJ, to event designer, to successful speaker, to corporate executive and corporate training/executive consultant then back again? What was the magic formula for my success and how can I possibly teach others how to succeed in their own lives in similar fashion?



Let's fist get something straight, I am not here to change you or tell you that you are wrong for your thinking. To do so would be a violation of your need to express yourself as an individual. Instead I am here to be a source of information and knowledge that, if applied to ANY person's life, can help that person make the desired changes they seek. So when I am asked about my success and how to achieve. I am humbled. Then I respond with, "Are you sure you want to know?" Well...are you?

"You are what you think about and what you think about you bring about."

- Todd Mitchem

Back when I first became a DJ, I felt that the industry lacked something: professional and powerful performance. I had witnessed many DJs in my area and they simply were music spinners -albeit very good ones. This was not a negative; but rather, in my opinion, a lack of larger mind thinking. I then set out to form my own way of doing things. From those first beginnings to now I see that what I have always possessed was a knowing that there could be more creative ways of entertaining, more creative ways of merging the most popular entertainment success into the DJ performance I cared so much about.

As I progressed in my career and life I would meet adversity with a seemingly unstoppable positivity and innovative way of thinking. What I realized later in life was that I was living something very simple but very profound. I was living in a Maximized Mindset. Time and time again when I am faced with a challenge, an obstacle, a performance, or a speaking engagement; I first ask one dire question that I have asked since I began, "What

is possible?" That one simple question is the secret for how I have become all that I am and guess what, you can learn to use it too!

"I'd rather die while I'm livin' than live while I'm dead."

- Jimmy Buffett

Typically, people wake from sleep, digest a type of media, and then digest some manner of food source. From the time they wake until the time they arrive at a place of work, each person is told how to think, how to dress, how to act, how to follow rules, what to eat, what is healthy, what is not healthy and so on. Then, as they engage in a typical workday, they are kept in the lines of society, told to follow rules but think outside the box at the same time. These confusing mixed messages create a type of psychosis that carries them into rut making behaviors until ultimately they return home, eat again, then watch TV or browse the internet until bed. While this scenario plays out in many different forms it still holds up for most people.

The danger is if we are living in a pattern making life then when we get to a moment where critical or creative thinking is needed, we tend to lock up because of our limited beliefs. We have forgotten, as children try to remind us, that the world is made of possibilities, dreams, magic, and excitement. Only when you take yourself out of the "they" mentality and ask the vital question, "What is possible?" will you begin to take command of your life and your success. "What is possible?" is a question that will immediately lock you to the mindset called Maximized Mindset. This mindset will break you from the typical and thrust you into the exhilarating world of possibilities.

How to apply "What's Possible" thinking to your life

Living in a place of Maximized thinking is not as difficult as you might think. In fact I find it to be an easier, more enjoyable way to be in the world. The steps to apply this thinking immediately are equally simple:

1) When faced with a challenge or problem. stop what you are doing, (more importantly what you are thinking) and ask quickly, "What is possible?" - As an example, imagine any challenge you have as a DJ.

Now instead of thinking of why this won't work out or attempting to apply logic to the problem, simply ask, out loud if possible, What is possible...what is the best possible outcome I can imagine for this situation?

2) Write down all of the "possibilities" - This can be literally written or done in your mind, but do

the work of articulating what comes up in your head when you ask the What is Possible question. Remember, there are no bad answers, just capture all of it for now.

3) Remove the negative - as you look at or think about your list of possibilities stop yourself from negative "devil's advocate" thinking by saying, "How could I make that work?" Modify your list based on the resources you have available. For example, if you just played a song and cleared the dance floor you will ask what is possible to fill it. One of the answers may be to stop the music and conduct a contest, or game, or bring up several volunteers to go and take "instant requests" or any other idea that comes up. Then you decide, based on what is happening at that event, which idea will work best while remembering your maximized vision of filling

the dance floor. By removing the negative you stop the self-defeating talk and open up to making your vision a reality.

4) Apply the Maximized vision - You have thought about what is possible, applied the resources you have at your disposal and are ready to apply the vision. When you initiate the solution you activate the possibility based on positive possible outcome rather than fear and negative influence. When we act from the positive and the Maximize Mindset we are putting into motion the best solutions and our audience feels it. As you begin to apply your idea keep making necessary adjustments based on the same Maximized thinking.

Prove it Todd

Here is a great example of how I recently applied this vision to achieve what I would call a breakthrough result. Recently I was working to close a large deal with one of my clients. The challenge that remained was that I needed to convince a very senior executive in the company that he in fact wanted to close the deal for an estimated \$750,000 for 12 months of leadership development. About a week prior to the meeting with him I sat and thought, "What is the best possible outcome for this meeting?" or more clearly, "What's possible?" I came up with many answers but the one that was exciting was;

What's Possible? - He loves what we do after my presentation so much that he will feel if his company does not move forward immediately they will truly miss an exciting opportunity.

I knew that in order to prove this to be true for him I had to use my available resources wisely. I called our corporate office, had a large amount of learning products shipped to him. I also had a chart that was five feet by seven feet which illustrated all of the programs we could offer for leadership development. The first statement I made at the meeting with him was:

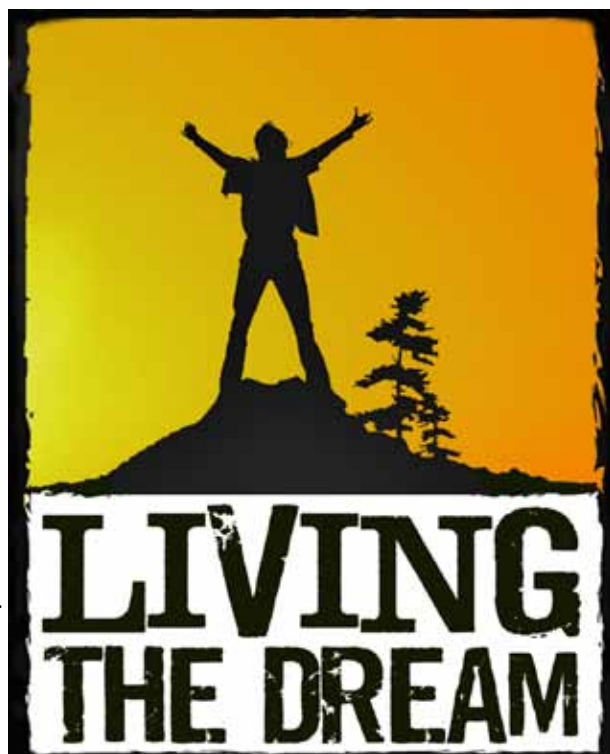
"You will need to tell me when to stop because my main goal is to prove to you that we are the ONLY and MOST PERFECT source for this leadership learning. I care so much about your company's outcome around this initiative that I have spent considerable monies and dedicated considerable resources, as you can see, to make my point."

By the end of the meeting he finally stopped me and said that he was absolutely blown away by our capabilities. We closed the business two days later and are on a true journey of leadership development with his company to this day.

If you go back and re-read that example again you will plainly see where I applied each of the steps above. I secured the business because I lived in the Maximized Thinking zone on a moment-to-moment basis and I have always done so. This is not a theory or pie in the sky concept. It is real and works on every level of your life. Your success, your future, your very life fulfillment is completely in your hands. Deciding to evolve is completely up to you.

Todd Mitchem is a Father, Husband, Seeker, Speaker, Trainer, and Entertainer. Mitchem Interactive includes DVDs, Audio/Video Downloads, and FREE Articles for the professional Mobile DJ <http://www.mitcheminteractive.com> and www.facebook.com/mitcheminteractive

You can reach Todd at: todd-mitchem@discjockeynews.com.



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The training you shared helped me look at planning from a different perspective and create an amazing wedding this past weekend... The groom even took the time to personally thank me during his speech. What an honor.

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What will you Create?

Promotions: It's All Logistics Now

By Jason Jones

I am in the process of securing a new venue for my comedy show. Everything is in ramp up mode for Friday night shows in the fall and summer touring dates. So this month I'd like



to share one of my favorite bar promotions I was a part of as Promotions Director for Q 98 in Fargo, ND.

It was 1996 and MTV was still the rage. John

Russell the sales rep just came back from The Rock, a popular night club in Fargo. The promotion Q98 was doing

was falling flat and he had a new idea. "Let's play MTV's Singled out!"

John excitedly declared at the promotions meeting. I was not convinced and sadly not open, experienced or confident enough to appreciate John's brilliance. It was brilliant to take a

popular game show and create it in the night club.

If you don't remember, Singled out was a dating show MTV produced. They presented a large group of guys to a singled girl (and groups of girls for a guy) who blindly singled them out until they were left with one with whom they got a dinner date. The game design was half chance and half preference of the contestant singling out the group. The contestant would be presented with a question like, "Boxers or Briefs, which do you prefer?" Everyone in the group would signal whether they wore boxers or briefs. Then without knowing the groups selection the contestant would choose boxers. Every guy who declared briefs was out!

By the second week we ran the promotion the place was packed and people were excited. It was a perfect game for the night club. People were curious



as to who would get matched up since so much of the game was left to chance. It was fun to

watch and everyone could check each other out as they participated in the game.

It wasn't without it's challenges

though. Every night we had to convince a guy and girl to be the contestant in the show. And it was paramount that they both be pretty hot. The guys were easy to recruit as you might imagine, it was the girls that took some savvy. It was an hour before the game was to begin and I watched the door like a hawk for the hottest single

girl to approach. It wasn't long before this well dressed, thin, sexy blonde with a really cute face walked in the door. I was on her like a puma. "Hi, I'm Jason Jones, Promotions Director for Q 98, how are you tonight?" "Oh, hi," She said smiling and a bit taken aback, "I'm fine."

Jason Jones Continued On Page 10

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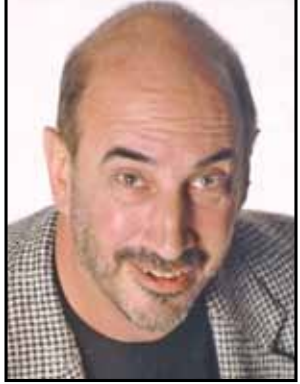
The Phone Is Smart, Is The User?

By Jeffrey Gitomer

Have you noticed the shift in human focus and concentration?

Sitting in the lobby of the Public Hotel in Chicago, there are about 50 people sitting and milling around, engaged in some form of interaction – primarily WITH THEMSELVES.

Oh, there are others with them, but these people are head down on their phones.



I'm sure you have both seen them and been one of them.

Maybe you're even reading this on your mobile device right now!

Guidelines of phone use have significantly changed because of technology availability. Five years ago (before the launch of the game-changing iPhone), all you could do on a phone was send and receive calls – and painfully text. Remember your early texts – a-b-c-(oh crap)-2. That was a technological EON ago.

Cellular phones are smart these days. Most of the time, they're smarter than their user. They are as much “app” driven, as they are talk and text. If you include email and the Internet in general, your calendar, Facebook and other social media apps, Google and other search engines, news and other of-the-moment information, Insta-

gram and other photo apps, your camera, music, movies, Angry Birds (I'm currently playing RIO HD), Scrabble, and other games, Foursquare, Paypal, and of course the ubiquitous Amazon (where you can buy anything in a heartbeat, and read any book ever written), you at once realize your phone or tablet has become your dominant communication device – and it's only an infant in its evolution.

Voice recognition is the next big breakthrough.

Most people are not masters of their own phone. They use programs they need, and rarely explore new ones, unless recommended by a friend. (Think about how you found many of the apps you use.)

If you're seeking mastery of your device, here are the fundamental how-tos:

- How to use it mechanically. (Not just on and off.) Your phone holds technological mysteries and magic that can make your hours pay higher dividends once you master them.

- How to use it mannerly. The “when” and “how loud” are vital to your perceived image. See some more rules and guidelines below.

- How to use it to enhance communication. Texting is the new black. Data transmission now exceeds voice transmission – by a lot. Emailing a customer? How do they perceive you when they read it? Is it “C U L8r” or “See you later”? Is it “LMK” or “let me know”? You tell me. I don't abbreviate. My mother would have never approved.

- How to use it to master social media. Tweet value messages on the go. Facebook is inevitable, and now that Instagram is linked, you'll need an hour a day to post and keep current. **RULE OF BUSINESS:** Whatever time you allot to personal Facebook, invest the same amount of time to your business (like) page. Post and communicate to customers.

- How to use it to allocate your time. Use your stopwatch feature to measure the total amount of time you spend on your phone. You can easily hit start-stop-memory each time you use it. Your total at the end of the day will shock you – but not as much as multiplying the total by 365.

Here are the rules, guidelines, and options to understand the proper time and place for use:

- When you're alone and no one is around. The world is your oyster. Be aware of time. If left to your own device, minutes become hours.

- When you're by yourself, but others are within hearing distance. Speak at half-volume, and keep it brief.

- In an informal group. Ask permission first. Use your judgment as to what to ignore. Be respectful of the time and attention paid to the people you're with.

- In a business meeting. Never. Just never.

- In a one-on-one sales meeting. Beyond never. Rude.

AIRPLANE HUMOR: Flight attendants scream at you to “power down,” whatever that means – not as loud as is you if you referred to them

as a “stewardess,” but close.

Plane lands and the entire plane is on their phone or staring at their phone, and walk off the plane like lemmings marching to the sea in a robotic stare.

REALITY: People are walking into walls, tripping, bumping into other people, and crashing their cars while looking at and using their phones.

A classic cartoon in The New Yorker magazine a few weeks ago showed a picture of a woman on her phone saying, “I've invited a bunch of my friends over to stare at their phones.”

The smart phone is here to stay – they're cheap to use and application options are expanding every day. Your challenge is to harness it, master it, and bank it.

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



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Connections: Industry Conventions

By Steve Moody

I can't believe how quickly the months are flying by. In fact, it's almost time to start making plans for one of my favorite events of the year. Without exaggeration, the connections that I make at annual industry events have helped my business grow by leaps and bounds. August will be here before you know it...and I am getting geared up for the annual DJ Times International DJ Expo...held in Atlantic City, NJ.

My friends (both in and out of the industry) know that I have really become a cheerleader for this event over the past few years. There is no doubt that I have been very vocal about my feelings for this get-together. This being said, my heart tells me that I could never do enough to repay, The Expo or the relationships I have forged since first attending in 2007.

This month, I would like to share a few personal experiences of how I have made the most out of the expo. You too have the opportunity to make amazing connections that can send your business to new heights. From the seminars, to the hallways and restaurants new business associates are "ripe for the pickens."

If you've never been to these types of events, or haven't been for a while, I can't stress enough about the importance of education in our industry. Yes, every once in a while we may catch a seminar that isn't up to par. However, on the flipside, you may very well discover that

little golden nugget of information you have been waiting for.

In addition to the actual content of the presentation, sitting in on these seminars also gives us a great glimpse of who's who within the industry. Who might you want to know better? Who is a great source of knowledge? Who seems like they would be a great person to have in your corner as you grow your business? It's actually extremely surprising how approachable these folks can be. In fact, it has been my experience that most all presenters have been open for a quick bite to eat (or brief meeting at some point later in the week). Think about it. It is not often that this many knowledgeable people can all be found under the same roof at one time. This whole situation just screams "come and get it!" It's totally up to you. How much info do you think that you can cram into your brain in four days?

Many times we may feel intimidated to approach people...but I learned early on that the seminar presenters love to talk. If they didn't have a passion for what they were speaking about during their seminar they would not even be there. I don't know about you but when I am passionate about something, I want to share it with anyone who will listen. Really, I will go out on a limb and say that most speakers are so happy to share, that it may even be difficult getting away from them once you get them on a roll.

Out of all of the presenters that I have met, there are a handful that I speak with regularly and even daily. There are several key examples that I could share with you but I am going to choose the one that has meant the most to me both professionally and personally. The very first seminar of my very first convention happened to be hosted by none other than Disc Jockey News writer, Mike Walter. Wow...talk about a tough act to follow. To say that I was blown away, would be

a complete and total understatement. My brain was totally "full" after his seminar on "finding your next great dj." I knew immediately that I just had to get to know this guy.

Remember, I had never been to any type of formal seminar for my business so to see this man speak so well about the industry was very exciting for me. I remember calling my wife back at the hotel room right after his seminar and raving about it. Every thought was clear and concise. Every concept was backed up with factual information. Every subject was displayed in detail on the power point projection. The room was silent the entire time he spoke. In my mind, he was the perfect presenter. He spoke "to" us and not "at" us and gave the impression that he was merely there to share a bit about what he had learned.

I was able to make an instant connection with him. Though his personal business (Elite Entertainment) was leaps and bounds ahead of mine, we were both of a very similar mindset where our compa-

the time, never asking for anything in return.

Not only have I received mentoring and guidance from him...but taking it a step further, our friendship also led to me being introduced to many colleagues within the industry. One thing is for certain, on my own, I may never have made all of these connections. Again, the amount of knowledge shared and friendships formed is just absolutely priceless.

Keep in mind that Mike is just one of countless examples. There are so many new connections waiting to be made for all of us. My advice is to get into those seminars, grab as much knowledge as you can from the presentation and then follow up with the presenters that peaked your curiosity. Yes, it is possible to hit a brick wall. However, in all honesty, after six years of countless seminars at different conventions...only one presenter gave me the impression that they didn't have time for me. That is not a bad average.

Next month I would like to move the conversation out of the classrooms and into the hallways and restaurants. I can't wait to tell you of how a chance encounter at breakfast changed my life in a BIG way. That one meal led to one of the most powerful connections and friendships that I could have ever imagined.

Steve has been the owner of the Mary-

land based Steve Moody's Entertainment Connection since 1989. After his 2009 DJ Of The Year win in Atlantic City, Steve began travelling the East Coast sharing marketing and sales techniques with Disc Jockey and other Wedding Professional Organizations. He can be reached by calling 800-410-3013 or at Steve-Moody@discjockeynews.com

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

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



Steve Moody competing in the DJ Of The Year Competition at the 2009 DJ Times DJ Expo

nies were concerned. Over the years our friendship has grown to become something that I am very proud of. I know that anytime day or night, I have a colleague that is also a true friend.

Mike was in my corner when I asked to present my very first seminar in 2009, when I began expanding my business, or when unforeseen problems came up with my staff,...you name it. He was there all

Jason Jones Continued From Page 8

"I've got a contest that we play here called Singled Out," I said. "I know," she cut me off, "That's why we're here."

"Perfect," I said, "Then you know how this game works, I need the most attractive and fun girl to be the contestant or it won't be any good (pause) that girl is you."

"Oh my, I don't know, I'm sure you can find someone better looking." She replied blushing slightly.

"Oh no, you're the one so what do you say? Will you be our contestant tonight?" I said. She laughed and looked at her friend, no doubt feeling a bit cornered. I continued, "C'mon, you're perfect, your beautiful, smart, flirtatious and sweet, I won't find anyone this good, what do ya say?" She tossed her hair back and said with a giggle, "Okay, but I better not get matched up with a dolt!"

"Impossible!" I declared, "You will have a blast!" I was ecstatic because

with a girl this good looking this was going to be the best game show night! It was great and she got paired up with a dolt. Really funny!

She essentially asked me out on a date at the end of that night. I turned her down because I couldn't believe that she really wanted to date a lowly promotions director and I was really tired. Sad but I was dating radio promotions at the time.

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

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

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

The Referral Coach

By Matt Anderson

The Top 5 Things Successful Referral Getters Do

If you want to be effective at referral marketing, here's what to know about the most accomplished referral getters that you can work on too:

1. How they think: A mindset that says: "Why wouldn't you refer me?"



Your ultimate goal is to expect people to refer you. That can sound a bit intimidating but let's be open about this: the more confident you are, the more confidence you will inspire.

Just today I talked with a client who used to feel apprehensive asking for referrals because it seemed too aggressive to him. This is very common (frankly it's 'normal' until you learn how this limits you). Today he explained the mental shift by saying: "I have a more heightened view of my status. I do have something important to offer. My time is limited. If you don't feel I can provide value, we're wasting our time."

If you're not close to feeling that confident yet, it helps to write out 20 reasons why someone should do business with you. Success in this area is like any other – it's an inside job first. If you don't feel strongly about your ability to help others, how can you expect others to confidently recommend you?

You can work on being more assertive by practicing your asks: ask more often for

what you want. The easiest place to start is doing this virtually. It is often NOT as effective as asking face to face so practice this too, but at least it will help you develop better wording and you will open more doors because you're asking more.

Mental shifts can and do happen quickly but more often they take repeated thoughts to 'rewire' the brain and replace previously unhelpful beliefs. These mind-sets are also connected to your self-worth (what you think you deserve) which explains why personal development is also a wise thing to spend time on.

2. Top referral getters are good at identifying specific prospects that they want to meet

Most of the people in your network either do not know who a good client is for you or they never give it a moment's thought.

Those who are effective at generating referrals have learned that it almost never works to say, "If you can think of anyone else who might benefit from this, please give me a call." Instead, they have found ways to identify who they want to be introduced to.

There are many ways to do it. If you look at upcoming meetings on your calendar and do not know who you would like these people to introduce you to, that's the red flag that you need to get better in this area by identifying specific prospects.

Start by doing a little homework ahead of time on Google and LinkedIn for names of colleagues or areas of interest that hopefully involve people who make good prospects. Who have they mentioned in the past? Once you are on a topic that's important to the person you're talking to, you can start to drill down for people they

are close to.

You might even compile a list of names. (I think this can be a slightly tacky approach, but I've had a few clients who do not sound salesy doing this with their clients and that's all that matters.)

The most useful action is to commit to identifying 1-3 names/meeting of potential prospects for people they like. When you do this, you listen differently and ask different questions. You deliberately share stories of others you have helped. You identify specific referral requests!

This is the most important step of all. You have to make it easy for others to introduce you.

3. Top referral getters help their referral sources introduce them effectively

Most of the people in your network do not know how to introduce you effectively. Yes, some people are naturally good at connecting others and we love them for it! But they are a small minority blessed with this particular strength. It would be madness to exclude the vast majority of the population simply because no one taught them how to refer.

You must take ownership of this step to make a real impact on increasing your referral opportunities. Depending on the comfort level of the referral source, they might make a personal introduction, a real-time endorsement (e.g. phone call) or a virtual e-troduction. Forget snail mail unless perhaps you have something published to share.

The skeleton content of the endorsement will always be the same:

- a) Nicole's great
- b) She's worth talking to
- c) Can she call you?

In 2012 you fluff it up. You explain: how you know Nicole, why you trust her professionally and how she's helped you/your clients, a strong recommendation to at least have a conversation with her (or

other compelling reason to meet: she's a great resource in the community) AND permission for Nicole to get in touch (or suggested dates for a personal intro).

Without these steps you're going to reduce your chances for a meeting by at least 35%.

4. Be a better resource: Top referral getters often find creative and more personable ways to 'tip' a relationship from no-business to referral giver

While trust is the foundation, being really likeable can make a bigger difference for others to want to help you. Robert Cialdini's lifetime of work on influence has found that the more people like you, the more they want to say yes to you.

You can't change your personality but you can be more strategic about how you improve key relationships. Sure, sometimes doing a great job and saying thank you is enough. But with key potential relationships, why wouldn't you want to pour more water in the well? Top referral getters either know or at least sense that helping others in meaningful ways creates good karma and is the quickest way to get them want.

Examples of what some recent clients of mine did to 'tip' someone from prospective centre of influence to actual referral source: Suzanne asked him for advice on how she could get more involved in the charity he was passionate about; Todd went door-to-door for him because he was running for mayor; Bill took him to a Boston Celtics season ticket holders 'meet the legends' event; Steve sent her flowers; Anthony mailed him a baseball biography; Mike bought small gifts for her assistant's children; Rick sent him a t-shirt from his favorite microbrewery; Joe got him free rounds of golf; Dale volunteered to get silent auction items for his special needs fundraiser. And, yes, many others gave re-

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Monograms Can Really Make A Statement!

By Jeremy Brech

As seen in the last issue of the Disc Jockey News, I did a little write up on LED Gobo Projectors. Now I am here to give you the insight on how to get the right tools to get the right effect. From my personal experience LED Gobo Projectors are still in progress. There are a couple of LED projectors out there that are on the right path but like everything else, still have room for



improvements. Eternal Lighting is breaking some good ground with the Ultra 100 and now the Ultra 120

which contains a bright 120 Watt LED. The cost on a fixture like this is going to be a little expensive, but remember you get what you pay for.

When it comes to gobo projectors there is only one that will withstand the test of time. The ETC Source Four Jr. Zoom. The Jr. Zooms are amazing little lights that pack a punch. The zooming capabilities vary from 25 degrees to 50 degrees. This allows you to make the image larger or smaller with ease. The focusing on fixture is also very simple to use and the optics of these lights are very sharp. ETC also creates most of the ellipsoidal lights that you see in theater lighting. The regular Source Four line allows higher wattage bulbs creating more output.



The Jr. series uses a 575w bulb where the standard line can use up to a 750w bulb. We currently have over 2 dozen of the Jr. series and a hand full of the standard source fours.



Source Four Jr Zoom

You might be asking why we would need both. Some venues are large or

long and we need to shoot a monogram over a head table. There are a couple things you need to keep in mind and we will give you the tricks to make you head table monograms perfect. First of all the standard source fours we have are

a 19 degree lens. The beam angle is important for a couple reasons. First a small angle lens bends the light tighter allowing it to be brighter. It also helps keep your gobo image smaller, especially if you are shooting over a table from over 80 feet way. The other thing this will allow you to do is calculate how large you need to make the image. We will get into more detail regarding how this is done.

ETC has a gobo calculator to help figure out how large the image on the gobo needs to be by calculating the distance of throw, how large you want the image on the wall/floor, and what degree lens you are using. This link will give you a download calculator to help with creating your gobos. <http://www.scribd.com/doc/34074958/ETC-Source-4-Gobo-Magnification-Calculator>

The Source Four Jr. zooms are great for mobile DJs because they are

compact and very versatile. Here are a couple things to keep in mind when using your lights for monograms. First of all, the color of the fixture is very important. My biggest recommendation is get the fixture in a white housing. I want you to think of the last time you did a wedding where the elegant facility had black ceilings, black walls, etc. I know I personally don't have too many of those in my market. The light which is going to be mounted on a tripod or ceiling should match the room



or fit in the best it can. To bring in a big bulky theater light is not going to make

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The (R)Evolution Of DJ Training At Scratch Academy

By Mike Kazis

A few months ago my friend, Mike Walter informed me that he found an old photograph for which we posed together for an old newspaper article. The article, written one summer in the early nineties, was about the school that was operated by the company where we both worked.



Mike had shared he picture on Facebook for a few laughs. Aside from the jokes about our mullets and Cavaricci jeans, that article brought back some good memories and made me realize how beneficial it was to be part of that school. The experience that I had there made me wonder how DJ training has evolved since those days and how the average DJ today can find similar or even better training. Therefore, my next few articles in Disc Jockey News will be dedicated to interviewing some of the top DJ training establishments that I've had the pleasure to come across.

Training is a very important factor in our industry and when managed correctly, you and your staff could benefit from steps that will lead to a tremendous improvement in the quality of your services. DJ skills are not perfected overnight and even DJs with years and years of experience understand that continu-

ous practice is required.

Consider a friend of mine, Tommy Masucci, a forty year old family-man from Holmdel, New Jersey that runs a business with his brothers in Staten Island, New York. Like many hardwork-



ing business owners, he barely has enough free time for personal interests. However, as a veteran DJ enthusiast, he's been making time to attend weekly DJ training classes one night a week.

Masucci has a very good background in beat mixing when he practiced avidly in his teens to mid-twenties but recently found a desire to get back into mixing. "I haven't mixed for many years but when I saw all the latest technology, I had to learn more about it. After seeing what you could do with the new equipment, DJ'ing suddenly became fun again. I wasn't familiar with how to work all the new equipment and I wanted someone to show me the right way," stated Masucci as he explained

why he attends classes at the Scratch Academy in New York City.

The Scratch Academy, founded in 2002 by the late and legendary Jam Master Jay of Run DMC fame, is an establishment that offers a thorough curriculum of DJ skills to those that wish to master their craft professionally. I've recently had the opportunity to sit in on one of the Scratch classes which Masucci attends in New York City, and I was very impressed with their operation.

The class I observed, collectively named M404 – Advanced Mixing II, was taught by Scratch Academy's master instructor and academy director, Pat Hanarahan, a.k.a. DJ Noumenon a sixteen-year veteran DJ who's performed at many events and clubs nationwide. His class consisted of about eight students whose ages ranged from



fifteen to forty. Some were students looking to become resident DJs for local clubs while others were full-time profes-

sionals – attorneys, traders, and business owners – looking to improve their DJ skills for their longtime hobby.

DJ Noumenon, whose career includes seven years as one of Scratch's top instructors, had the students preparing to take their final exam that evening – a wedding scenario. Many DJs I know amongst myself would be very interested in that. The students were tasked with putting together sets of music that included songs for introductions, parent dances, dinner music, and dance sets. Noumenon's advice before they began was, "keep it simple."

You may be asking yourself, "Why would a DJ school known for training club DJs bother testing their students with a wedding scenario?" But the answer to that question is a simple one for the academy's master instructor. "Weddings are the most difficult events that a DJ could play," stated Noumenon.

Many of you mobile DJs reading this may disagree with Noumenon's statement but he does have a point when you consider the perspective of a club DJ. Quite often, club DJs are sought after for weddings because their abilities with mixing music can potentially provide a great deal of excitement. However, some aren't even familiar with the order of the events required for a wedding or may not have the wide knowledge of music outside of their musical preference. What good would a club DJ be if he wasn't prepared for the diverse demands of a wedding reception? DJ Noumenon wants to prepare his students for such a scenario.

According to Noumenon, "Jam Mas-

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ter Jay started the academy to provide a place for people to learn about the culture and craft of DJ'ing. Also, to show DJs how to be genre-agnostic and not just focus on just one genre of music." After all, it was Run DMC that was the first to cross music genres with their hit remake "Walk This Way" featuring Aerosmith. Jay wanted this method of thinking carried over to the students of his academy.

"The Academy also provides a place for people to network", stated Noumenon. "Doctors, attorneys, and other professionals attend the school to meet other people and to de-stress from the pressures of their careers. All for the love of music." That statement personally made me feel proud to hear how other professionals take interest in a skill that I possess. After all, I have no intention of going to a medical school for six weeks to learn how to perform a brain procedure.

The academy even supplements their revenue by offering corporate workshop events. This had been a big hit amongst corporations. "It's a great team building event for corporate employees when they try to learn beat mixing skills, states Noumenon.

For those students that look to pursue a career as a club DJ, the Scratch Academy doesn't offer a job placement service, so you shouldn't expect to get help with getting into one of New York's top nightclubs. "We don't want to get into job placement because we want to avoid the risk of running into trouble with any clubs or DJs in case something [unpleasant] happens. Instead, we give our student the knowledge they need to promote themselves to club managers.

Plus, a Scratch Certificate of Completion has become widely recognized by many clubs and that's a big benefit to our students," stated Noumenon.

Although they keep away from job placement services, the Academy's parent company, Scratch Event Group, de-

leaders?" With such an accomplishment to their name, I asked Noumenon if he sensed that their organization might be "under the radar" in terms of being recognized by other leading DJ organizations. "It's good and it's bad," he replied but elaborated on what matters most and



cided two years ago to branch out with a new venture and put some of these skilled DJs on their own events in the Scratch Weddings Division. "Our marketing executives saw how much money the wedding industry was bringing in and came up with the idea to add a twist to the wedding DJ by offering club-caliber DJs to the wedding scene," explained Noumenon.

The concept seems to be working because after two years of service, Scratch Weddings has over nine hundred DJs nationwide. Yes, I said nine hundred DJs, covering New York City, Miami, and Los Angeles. My first reaction to hearing that news was "Why don't I hear more about them as I do about other industry

that's being recognized by their customers, whether they're DJs looking to learn or a bride and groom looking for a great DJ.

The school has been doing especially well in recent years. "For one thing, the school has proven to be recession beneficial", stated Noumenon. It makes perfect sense as many people that were suddenly unemployed in past several years were looking to change careers or start their own business and made DJ'ing as their startup-of-choice.

Getting back to the class for which I observed, the attention to detail was admirable and appreciated. For instance, the wedding party list of mock bridesmaids and groomsmen include difficult

names to pronounce such as, Kuczinski and Xavier. The scenario also included a request list of "must plays" from the mock Bride and Groom that the students had to incorporate into their sets. Their challenge was to create dance sets with the requests. They were even tested on music literacy as they were tasked with picking four Jazz songs for dinner music.

Terms like "echo trans", "platter out", and "power set" were thrown at the students and they appeared to be familiar with them all. What was especially nice to see was how the academy encourages a supportive atmosphere amongst the students. During each performance, the classmates gave praises to one another and provided constructive feedback after each set.

When the test was finally over, Noumenon provided extensive feedback whether I was positive or negative. What was especially helpful to the students was how he provided suggestions for improvement when the feedback was negative. This was superb critiquing because it didn't discourage the students nor did it make them too overconfident as DJ's need to know when to be humble.

Overall, the DJ Academy is a perfect place for beginners to get started. You should definitely visit this place in any three of their locations in New York, Miami, or Los Angeles. If you're a veteran DJ, consider reviewing their individual courses to help you focus on your weak areas. If you're a multi-op with a few DJ's on staff you may want to consider using their services to help you train your staff.

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a great impression. We try and fit in with the elegance of the room with our façade, etc. so why wouldn't we do the same with our lighting? It might cost a little more to purchase but the professional look it creates I well worth it.

Some of the accessories that we would recommend is having some backup bulbs for your lights at all times. The last thing that a bride wants to hear is how you couldn't come through for her because you didn't have an extra

bulb. If you back up speakers, why wouldn't you carry an extra bulb? Color gel holder and gels are another thing that is a great option to have. I would recommend the common colors such as the colors of the rainbow. Light color is measured in Kelvin. A source four bulb usually gives off a warm white around 2,500 Kelvin. To match some of the LED lights I would recommend getting an Ice Blue filter to give it a cooler look. The gel holder should come with

the purchase of your fixture. The last thing to have for successful gobo projection is a Donut. A donut will take away any over glow that is created by the lens and the reflector inside of the light.

The only thing you need to worry about with the source four lights is the heat and bulb life. Warning: These lights get extremely hot and radiate a lot of heat. Make sure the lights are not touching any walls, curtains, drapes,

etc. Next issue we will be discussing the questions that I see on every forum and facebook page regarding what kind of gobos to use, Steel or Glass. We will also give you insight on some of the best places to get each style of gobo. Feel free to contact me regarding any questions.

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



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The State Of The DJ Nation:

By DJ Avestan Kerenaoti

I would like to start this month's article by applauding a DJ's comment in DJ Idea Sharing with regards to how he wishes he had a chance to DJ on vinyl. His passion and desire to put hands on wax and 'mix it up' is something we rarely see in the DJ Nation and those people who find passion to learn and grow in their craft should be applauded.

However, right in that very same article, the dumbassery has made itself shown... while I often try to not name names, and the comment could be attributed to most anyone, One DJ jumped on a diatribe that was completely and utterly destroyed by one statement he made which I've heard time and time again, 'If you are not using those discs called records... Well then sorry, but you are not a DJ.' I'm not 'picking' on any one DJ, I'm just pointing out his statement which I've seen made by people multiple times over the years...

REALLY? You want to go there? Let's consult some sources with a lot more authority than the typical DJ: dictionary.com, thefreedictionary.com, merriam-webster.com, and no less than a half dozen other sources including wikipedia. Not one of them made any reference to being a DJ requiring that you use vinyl. NOT ONE. For the sake of brevity, here's the definition from Merriam-Webster.com - you know, those people who have been putting out those big, thick books who tell us what words REALLY mean since 1828, and has been a part of Encyclopedia Britannica since 1964:

1. an announcer of a radio show of popular recorded music; also

2. one who plays recorded music for dancing at a nightclub or party

But even the more 'social' wikipedia

only goes so far as to say this:

"Wikipedia only goes so far as to say, 'Originally, "disc" (sometimes spelled "disk", although this is now uncommon) referred to phonograph records, not the later Compact Discs. Today, the term includes all forms of music playback, no matter the medium."

Wow. I don't see anyone of AUTHORITY saying that being a DJ requires records, most just say it requires MUSIC. You know, those prerecorded songs by artists that most so-called DJs are too lazy to learn about? Those things that DJs beg information on when they're too lazy to do their own research? That stuff that is the tools of their trade but most DJs are too lazy to really learn anything about?

But I do want to point out one thing. This being hung up on the playback method is typical of the DJ industry that is so gear centric and rents gear or 'systems' instead of selling the one thing that sets the hacks and performing artists apart - TALENT.

So, with all that being said, I invite these DJs and anyone else who thinks this way to come down off your high horse and join those of us that have moved on past what people did 20 years ago. I'm sure you're the greatest thing on the wheels of steel since The Real Don Steele or maybe Saxon, but DJ'ing has moved on. I've seen some GREAT scratch DJs perform. People like DJ Revolution, Johnny Juice, and many others whose names people would recognize and many who most wouldn't have a clue who they were. They have a talent and ability that far surpasses most people regardless of what you might call them. But in the end, people who use midi controllers and programs like Ableton Live

are the future of DJ'ing. These people produce music live and CREATE. People like Sasha use custom built controllers like his 'Maven' to create and perform live. As a matter of fact, I can write on and on about this topic, but Sasha has this GREAT quote that surmises our industry and makes this point better than I've seen it explained before,

"Vinyl can only tell part of the story. I'm embracing technology to attain a new interpretation of mixing."

WOW. Someone that embraces technology to move forward instead of being stuck in the past. Here's a hint, when the most well known brand of turntables STOPS MAKING THEM it's time to consider that the technology has run its course and it's time to move on.

And just in case you opt to get all up on your high horse; I have turntables, I

have vinyl, I have CD players, I have midi controllers, and despite having moved forward, I still like to put hands on vinyl - but I'm not hauling turntables and vinyl to events when I can achieve the exact same results in other ways. Lighter ways. Faster ways.

If you put to people behind a curtain and one used turntables, another cassettes, another CD players, and yet another a midi controller and computer and they all achieved the EXACT SAME RESULTS - does the technology even matter?

My recommendation?

Respect the talent - but don't get hung up on the technology.

And THAT, is the state of the DJ nation..

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ferrals.

The question for your brain is: how can I MOST add value to this person? If you think they want business from you, do your best to open doors. But probably more often than you think, the answers vary dramatically and that's good. The most impactful ideas are unexpected and personalized.

5. They possess all of the following character traits:

a) Hunger to learn and awareness that 'knowing' something means NOTHING unless it's turned into action. How driven are you to fulfill your potential on this one journey on earth?

b) Coachability: While top referral getters are flawed human beings too, they ARE generally:

- i. Open to constructive criticism
- ii. Willing to do some things differently
- iii. Willing to shift limiting thinking to

more empowering mindsets

iv. Willing to be held accountable

c) Confidence in their abilities: this doesn't have to be concrete from the start or 100%. They might take a leap of faith at first but 'more or less' believe they can come through.

d) Willingness to persist long enough at something different until the results come - not the attitude of 'I'll give it a whirl but drop it if I get a whiff of failure.' (This also means having enough faith that the information I provide is credible.)

e) Willingness to have a few conversations outside their comfort zone because that's where they grow professionally and that's where most of the fruit is.

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

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Attitude!

By Dave Winsor

Last month I wrote about gratitude and how it plays an important part in my life. I challenge anyone to live a day where you focus on it and see how many great things happen for you and to you. However, there is another feeling that goes hand in hand with gratitude



and that's attitude. If you have a lousy attitude, don't expect to find gratitude. For me, they go hand in hand.

"Weakness of attitude becomes weakness

of character." -Albert Einstein

I have an attitude of success, possibility and more. I am grateful for all the gifts I've been given that allow me to express my true feelings through speech and the written word. My attitude is to always be gracious, interested in others and giving.

"Attitude is a little thing that makes a big difference." -Winston Churchill

I find it's easier to get things done, to get others to play with, to attract what I need in my life by having a positive outlook. I'm by no means a Pollyanna (apologies to anyone named that) and I've touched life's "third rail" and lived to tell about it. What I see from my perspective, and in direct relation to this business, is that some DJs appear to have lousy "knowitall" attitudes and

just because they've experienced some success in entertainment, they now know more than anyone else about everything!

"My attitude is that if you push me towards something that you think is a weakness, then I will turn that perceived weakness into a strength." -Micheal Jordan

Not everyone is like that however, but there are an awful lot of people who are willing to knock down anyone in this business who ventures outside the pack. Frankly I look for people who inspire ME and that I can learn from. One of those people is Brian Kelm. I found Brian on Facebook and I'm glad that he accepted my friend request. You see, Brian is all about possibility and his attitude is positive, uplifting and he is beyond generous with his time. Brian gets it. Do you?

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude." -Thomas Jefferson

I recently attended a "Successful Thinker" business luncheon. There were 25 small business owners gathered for lunch, many had not met before, and it was quite a challenge for me. Most of the people had a narrow focused business: insurance, auto repair, computer

repair, etc, and I represented ENTERTAINMENT. Each person spoke for :45 seconds as an introduction and we all swapped business cards. What I came away from that meeting was an overwhelming attitude of POSSIBILITY! I may have booked 2 huge events that I wouldn't have known about had I not attended this meeting. I expanded my horizon and I'm grateful (what an attitude huh?)

"Choosing to be positive and having a grateful attitude is going to determine how you're going to live your life." -Joel Osteen

Have a great month, week and year. Reach out. Connect. Learn.

The Lonely Ember:

A member of a community service organization, who previously had been attending meetings regularly, stopped

It was a chilly evening. The friend found the man at home alone, sitting before a blazing fire. Guessing the reason for his friend's visit, the man welcomed him, led him to a big chair near the fireplace and waited.

The friend made himself comfortable but said nothing. In the grave silence, he contemplated the play of the flames around the burning logs. After some minutes, the friend took the fire tongs, carefully picked up a brightly burning ember and placed it to one side of the hearth all alone. Then he sat back in his chair, still silent. The host watched all this in quiet fascination. As the one lone ember's flame diminished, there was a momentary glow and then its fire was no more. Soon it was cold and "dead as a door nail."

Not a word had been spoken since the initial greeting. Just before the friend was ready to leave, he picked up the cold, dead ember and placed it back in the middle of the fire. Immediately it began to glow once more with the light and warmth of the burning coals around it. As the friend reached the door to leave, his host said, "Thank you so much for your visit and especially for the fiery reminder of the important of being part of something bigger than myself."

Get happy. Get grateful. Get going.

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



going. After a few weeks, a friend decided to visit him.

So, I Recently Took A Vacation!

By Rob Peters

Anyone in the industry who knows me knows that this is RARE...something I normally do not do, unless it is combined with a DJ Convention or an opportunity to stay at a resort where I am DJing. But this time, it's true. I took a week off and went on a cruise to the Bahamas.



I often find that taking a vacation to destinations where my cell phone does not work is a good thing. No e-mail... no cell phone, just

me, my family and the warm sun on the Atlantic Ocean.

The cruise was great...and I even had an unexpected opportunity to become inspired for this month's topic.

On board the ship, there were activities for kids that were based on the television network Nickelodeon. There was a staff of Nickelodeon "hosts" who were responsible for games, contests, and kids programs. I thought it was great, and several of their performances got me to thinking about safety, and how to "kid proof" your equipment and yourself during a kid's performance.

When performing for kids, safety

is one of the MOST important things you should be aware of, and protecting yourself, your equipment and your attendees is extremely important. If you are performing for kids, Liability Insurance is a MUST (In fact, liability insurance is good common sense for your business, regardless as to if you perform for kids or adults!) But beyond liability insurance, you should be looking at other ways to protect your equipment. This month, we will discuss a few ideas.

If you are performing at a school in an area with a stage, take the stage! Setting up on the floor leaves too many variables to chance, especially if the children in attendance decide that sliding across the floor on their knees is fun. At some point, they will end up sliding across the floor TOWARD the table with your equipment on it. And if they go too far, they will end up under it. So separate yourself from the crowd and entertain from the stage. By being on a stage, you will also add some "star power" and be able to have everyone's attention when you are making announcements or performing interactive routines.

You should also tape down every cable that is in an area where kids MAY go. Even if you are on stage, if you bring up guests from the audience, you should tape your cables down to avoid a tripping hazard. If you are in an area where tape will not work, there is a use for those bright orange exten-

sion cords that most DJs find noticeable. Use them so that people can see where your cables are.

But what happens if you do not have an area for a stage, or you are performing outdoors? Well, orange cones are a good start. You should consider setting up in an area where your equipment will be protected from the elements (as well as an area where power can be easily accessed, and set up a perimeter around your setup with the cones so you can have a boundary and space so that the kids know where they can and cannot be. Also, if you need to run an extension cord across an area where guests can run or walk, run a few extra cones along the cord so that nobody trips.

Remember that children are curious, and sometimes when they see something they want to play with, they will grab it. I often find this happening when I work with hula hoops. Putting all of the items you use for your performance BEHND your table and out of sight can help deter children from playing with them until you are ready to introduce them as part of your show.

Watch out for wandering toddlers! Even though I make an announcement prior to my show for parents to watch their children while I am performing, the parents sometimes forget and toddlers end up walking around aimlessly. And usually, if they see toys like hula hoops, bubble wands, etc. they usually come right to my set up and

help themselves to these items, even if I am standing right next to them. In such cases, acting kid friendly toward the child will get their attention, and asking them to walk with you as you walk away from these items usually will work. However, if they won't, making an announcement over the microphone will usually get the parent's attention, especially if you use "we have a wandering child who wants to be part of the show!" as an announcement. Of you could say "Who does he/she belong to?" Usually there is one parent (even if it is not their parent) who will help you out.

Safety should be one of the most important considerations when performing for any age group. But taking extra precautions when performing for children will help protect them, you, your equipment and your reputation!

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

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

Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM				
1	Kelly Clarkson	Stronger		201201	116				
2	J. Jessie	Domino		201135	127				
3	Gym Class Heroes	Self Back Home		201203	130				
4	David Guetta	Turn Me on	Nicki Minaj	Just don't watch the video					
5	Katy Perry	Part of Me		201210	130				
6	The Wanted	Glad You Came		201134	128				
7	Nicki Minaj	Starships		201209	125				
8	Pitbull	International Love	Chris Brown	201140	120				
9	Chris Brown	Turn Up The Music		201206	130				
10	Rihanna	You Da One		201147	127				
11	Flo Rida	Good Feelin		201137	128				
12	Rihanna	We Found Love		201140	128				
13	LMFAO	Sorry for Party Rockin		201201	134				
14	B.O.B	So Good		201209	86				
15	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101				
16	Calvin Harris	Feel So Close		201131	64				
17	Justin Bieber	Boyfriend		201214	97				
18	Bruno Mars	It Will Rain		201140	75				
19	Drake /Rihanna	Take Care		201150	122				
20	One Direction	What Makes You Beautiful		201213	129				
21	Goyte	Somebody that I used to Know							
22	David Guetta	Without You	Usher	201136	128				
23	J Cole	Workout		201126	93				
24	Chris Rene	Young Homie		201209	80				
25	Selena Gomez	Love you Like a Love Song		201131	119				
26	Dev	Naked	Enrique Iglesias	201201	125				
27	Pitbull	Back IN Time		201214	127				
28	Karmin	Broken Hearted		201207	120				
29	Jennifer Lopez	Dance Again		201215	128				
30	Outasight	Tonight is the Night		201142	120				
Recurrents- (Still popular)									
	Foster the People	Don't Stop		201146	133				
	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91				
	Drake	Headlines		201132	76				
	Jason Derulo	It Girl		201133	92				
	LMFAO	Sexy and I know it		201133	130				
	Lady Gaga	Marry the Night		201145	131				
	Nicki Minaj-Rihanna	Fly		201132	120				
	Maroon 5/Aguilera	Moves Like Jagger		201132	128				
	Britney Spears	I Wanna Go		201124	131				
	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128				
	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131				
	Cobra Starship	You Make Me Feel		201120	132				
	Alexandra Stan	Mr. Saxobeat		201119	127				
	New Boyz	Better with the Lights on		201120	112				
	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90				
	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71				
	Nicki Minaj	Super Bass		201115	127				
	Karmin	Crash Your Party		201144	96				
	Sean Paul	Got 2 Luv		201129	92				
	David Guetta	Where them Girls at	FloRida-Nicki Minaj	201119	130				
	T-Pain	Best Love Song	Chris Brown	201108	81				
	Lady Gaga	The Edge of Glory		201120	128				
	Chris Brown	She Ain't You		201114	91				
	Bruno Mars	Lazy Song		201108	87				
	Beyonce	Best Thing I Never Had		201124	100				
	Lupe Fiasco	The Show Goes on		201045	72				
	Black Eyed Peas	Just Can't Get Enough		201106	94				
	Jennifer Lopez	I'm Into You	Lil Wayne	201115	84				
	Wiz Khalifa	Roll Up		201106	94				
	Adele	Rolling in the Deep		201048	105				
	Britney Spears	Til The World Ends		201111	133				
	Katy Perry	ET			105				
	Tinie Tempah	Written in the Stars	Eric Turner	201104	93				
	Hold it against Me	Britney Spears		201103	134				
	Lady Gaga	Born This Way		201102	120				
	Usher	More		201047	125				
	Enrique Iglesias	Tonight	Ludacris	201047	126				
	Ke\$ha	Blow		201102	120				
	Pitbull	Rain on Me	Marc Anthony	201125	128				
	Far East Movement	Rocketeer	Ryan Tedder	201047	96				
	Chris Brown	Yeah 3X		201044	129				
	Katy Perry	Firework		201041	124				
	Keri Hilson	Pretty Girl Rock		201042	80				
	Mike Posner	Bow Chicka Wow Wow		201107	74				
	Taio Cruz	Higher	Travie MacCoy	201102	128				
	Nelly	Gone	Kelly Rowland	201101	73				
	Bruno Mars	Grenade		201044	111				
	Chris Brown	Deuces		201031	74				
	Rihanna	What's My Name		201043	100				

The Bride Worries Too Much About Price (And So Do We)

By Rick Brewer, GetMoreBrides.com

It is interesting as I travel across the country (I mention this to let you know that the behavior I will speak about today is consistent in all areas, not just some) I find most all wedding professionals deal with brides who want to reduce everything to price. In a conversation that I had with an equipment



based company, what was interesting is the top issue he deals with is price. In other words, brides challenge you on price, but guess what -so do wedding professionals.

We spend our lives trying to convince the brides of items, services and products which they need to make their wedding fabulous, and much to no avail. One of the fun issues is, those same type of things that we should be spending our money on with regards to our businesses, we are not, most of the time due to our preception of the price being too high.

It is a fact that most of us are bred to have money issues. We have been told since we were kids (and probably have told our own kids) things like, "money doesn't grow on trees" or "we can't afford that!" Which this thinking causes us to hesitate when buying something that is not absolutely crucial. Even when the thing is absolutely crucial, we hesitate, we push off the decision and wait until the last minute (sometimes until it is too late). We shop, we dicker, we spend more time focused on saving money than we do on making money.

One of the key factors in owning our own businesses is this: we have

the best paid hard working job and the worst paid lazy jobs there are. In other words, if we turn up the heat on our businesses today, we can see some results of our hard work a bit down the road. Further if we continue to apply the gas to our business, we will definitely see bright horizons where we have comfort and our families will be enjoying life. Heck we might even take a vacation every once in a while.

The key is this; if we work hard we have less fear. Further we are calmer and relaxed as we know we are bringing about the best that we can do. Whether we see immediate results usually does not matter. The fact that we are working hard brings about a self- assuredness that we will eventually reap the results.

I have had some who are at the end of their rope and are seeking to do one last big effort to rescue their business. They have not effectively gotten the word out to potential clients (one of the main reasons is cost, they went cheap on everything they could) and they are now reaping the consequences of their actions. Let's face it; there are wedding businesses out there who have put forth a proper strategy in marketing to brides that has worked. Most of that strategy has been blood, sweat and tears. They have however, spent a bunch of money. Much of the money they spent went to waste as they had to test and find out what worked, and then they kept their foot on the gas and kept pressing forward until they found the magic formula. Eventually you will find what works too when you press forward and do not stop.

When you fear spending money (especially on the proper aspects of your business) you will most times not spend that money. The Law of Diminished Intent states that once you put off

the decision to do something that is a hard decision, your intent may be good, however that same intent diminishes. Eventually it becomes a faded memory. The action was not taken because of fear and now you stand repercussion which is worse than the original pain associated with that decision.

When it comes to improving your business, understand that there is a difference between investment and expense. An expense is something that costs you money (equipment while necessary to perform your work, is an

expense). An investment is something that brings money in. Spend your focus and efforts on the investments and you will have the money for the expenses.

Rick Brewer is the Nation's Foremost expert at Marketing and Selling to Brides. You can sign up for Rick's Free Weekly "Marketing To Brides Tip of the Week" on his website, www.get-morebrides.com

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Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Fun.	We Are Young	1	Blake Shelton	Drink On It	1	Adele	Set Fire To The Rain
2	Wanted	Glad You Came	2	Lady Antebellum	Dancin' Away With My Heart	2	Onerepublic	Good Life
3	Katy Perry	Part Of Me	3	Rascal Flatts	Banjo	3	Colbie Caillat	Brighter Than The Sun
4	Flo Rida	Wild Ones	4	Miranda Lambert	Over You	4	Lady Antebellum	Just A Kiss
5	Kelly Clarkson	Stronger (What Doesn't Kill You)	5	Lee Brice	A Woman Like You	5	Kelly Clarkson	Stronger (What Doesn't Kill You)
6	Nicki Minaj	Starships	6	Jason Aldean	Fly Over States	6	Kelly Clarkson	Mr. Know It All
7	One Direction	What Makes You Beautiful	7	Zac Brown Band	No Hurry	7	Adele	Someone Like You
8	Calvin Harris	Feel So Close	8	Carrie Underwood	Good Girl	8	Katy Perry	The One That Got Away
9	Justin Bieber	Boyfriend	9	Kip Moore	Somethin' 'Bout A Truck	9	Maroon 5 & C.Aguilera	Moves Like Jagger
10	Adele	Rumour Has It	10	Tim McGraw	Better Than I Used To Be	10	Gavin DeGraw	Not Over You
11	Gotye	Somebody That I Used To Know	11	Eric Church	Springsteen	11	Bruno Mars	It Will Rain
12	Drake	Take Care	12	K.Chesney & T.McGraw	Feel Like A Rock Star	12	Train	Drive By
13	David Guetta	Turn Me On	13	Brantley Gilbert	You Don't Know Her Like I Do	13	Jessie J	Domino
14	Gym Class Heroes	Self Back Home	14	Luke Bryan	Drunk On You	14	Christina Perri	A Thousand Years
15	Carly Rae Jepsen	Call Me Maybe	15	Chris Cagle	Got My Country On	15	David Guetta	Without You
16	Karmin	Broken Hearted	16	Craig Morgan	This Ole Boy	16	Lionel Richie	Endless Love
17	Train	Drive By	17	Eli Young Band	Even If It Breaks Your Heart	17	Rihanna	We Found Love
18	B.o.B.	So Good	18	Josh Turner	Time Is Love	18	Seal	Let's Stay Together
19	Jennifer Lopez	Dance Again	19	Toby Keith	Beers Ago	19	Adele	Rumour Has It
20	Taylor Swift	Eyes Open	20	Gloriana	(Kissed You) Good Night	20	Hot Chelle Rae	Tonight Tonight
21	Wiz Khalifa	Young, Wild & Free	21	Casey James	Let's Don't Call It A Night	21	Katy Perry	Part Of Me
22	Maroon 5	Payphone	22	Band Perry	Postcard From Paris	22	Taylor Swift	Eyes Open
23	Pitbull	Back In Time	23	Rodney Atkins	He's Mine	23	Fun.	We Are Young
24	Ellie Goulding	Lights	24	Jana Kramer	Why Ya Wanna	24	Doobie Brothers	Brighter Day
25	Drake	The Motto	25	Dustin Lynch	Cowboys And Angels	25	Whitney Wolanin	Honesty
26	Chris Brown	Turn Up The Music	26	Farm	Home Sweet Home	26	Jason Mraz	I Won't Give Up
27	Demi Lovato	Give Your Heart A Break	27	Andy Gibson	Wanna Make You Love Me	27	Elliott Yamin	3 Words
28	K'Naan	Is Anybody Out There	28	Love And Theft	Angel Eyes	28	Cobra Starship	You Make Me Feel
29	Havana Brown	We Run The Night	29	Thompson Square	Glass	29	Coldplay	Paradise
30	Neon Hitch	Love U Betta	30	Alan Jackson	So You Don't Have To Love	30	Wilson Phillips	Good Vibrations
Urban			Rock			Alternative		
1	Usher	Climax	1	Shinedown	Bully	1	Gotye	Somebody That I Used To Know
2	Rihanna	Birthday Cake	2	Van Halen	She's The Woman	2	Fun.	We Are Young
3	LoveRance	Up!	3	Foo Fighters	These Days	3	Grouplove	Tongue Tied
4	Kirko Bangz	Drank In My Cup	4	Slash	You're A Lie	4	Black Keys	Gold On The Ceiling
5	Travis Porter	Ayy Ladies	5	Linkin Park	Burn It Down	5	M83	Midnight City
6	Drake	The Motto	6	Black Stone Cherry	In My Blood	6	Of Monsters And Men	Little Talks
7	Young Jeezy	Leave You Alone	7	Seether	Tonight	7	Neon Trees	Everybody Talks
8	Chris Brown	Strip	8	Chevelle	Face To The Floor	8	Linkin Park	Burn It Down
9	Ca\$h Out	Cashin' Out	9	Seether	No Resolution	9	Red Hot Chili Peppers	Look Around
10	Fat Joe	Another Round	10	Nickelback	This Means War	10	Shins	Simple Song
11	Beyonce	Love On Top	11	Soundgarden	Live To Rise	11	Silversun Pickups	Bloody Mary
12	Wale	Sabotage	12	Five Finger Death Punch	Remember Everything	12	Imagine Dragons	It's Time
13	Trey Songz	Sex Ain't Better Than Love	13	Godsmack	Rocky Mountain Way	13	Coldplay	Charlie Brown
14	Future	Magic	14	Chickenfoot	Different Devil	14	Soundgarden	Live To Rise
15	J. Cole	Nobody's Perfect	15	Red Hot Chili Peppers	Look Around	15	Dirty Heads	Spread Too Thin
16	Elle Varner	Refill	16	Candlebox	Believe In It	16	Bush	Baby Come Home
17	Future	Same Damn Time	17	Halestorm	Love Bites (So Do I)	17	Shinedown	Bully
18	Trey Songz	Heart Attack	18	Foxy Shazam	I Like It	18	Foxy Shazam	I Like It
19	Tyga	Rack City	19	Theory Of A Deadman	Hurricane	19	Garbage	Blood For Poppies
20	Nicki Minaj	Right By My Side	20	Staind	Eyes Wide Open	20	Walk The Moon	Anna Sun
21	Tyga	Faded	21	Redlight King	Bullet In My Hand	21	Switchfoot	Afterlife
22	DJ Khaled	Take It To The Head	22	Foo Fighters	Bridge Burning	22	Jack White	Love Interruption
23	Jay-Z & Kanye West	No Church In The Wild	23	Chevelle	Hats Off To The Bull	23	Civil Twilight	Fire Escape
24	Jennifer Hudson	Think Like A Man	24	Volbeat	A Warrior's Call	24	Chevelle	Hats Off To The Bull
25	Waka Flocka Flame	I Don't Really Care	25	Rush	Headlong Flight	25	Florence + The Machine	No Light, No Light
26	MGK	Wild Boy	26	Pop Evil	Boss's Daughter	26	Jack White	Sixteen Saltines
27	Big Sean, Kanye West	Mercy	27	Charm City Devils	Man Of Constant Sorrow	27	Seether	No Resolution
28	Drake	Crew Love	28	All That Remains	The Waiting One	28	Used	I Come Alive
29	Chris Brown	Sweet Love	29	Eve To Adam	Reach	29	Young The Giant	Apartment
30	Jay-Z & Kanye West	Gotta Have It	30	Hurt	How We End Up Alone	30	Eve 6	Victoria

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