

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

The day after I got home from my honeymoon I went down into my basement to do some laundry. I have my “man cave” down there with a small dining room table where Kelly and I have dinner sometimes if there’s a movie we want to watch while we eat.

As I approached the table to fold some clothes, I saw an empty bottle of wine and it froze me in my tracks. Kelly and I had drunk that wine two nights before our wedding. And just seeing it there, empty like that, reminded me of one of the clichés we hear (and tell our clients) all the time about weddings: It goes very fast! Kelly and I had enjoyed that bottle of wine just two weeks before that. So

much had happened in those two weeks, but it all went by so incredibly quickly.

I have learned a lot in my year and



a half as a groom-to-be that is going to make me a better DJ and wedding industry professional. I have shared some of those lessons here in the Disc Jockey News and since I like to wrap things up and put a nice little bow on them, here are a few more lessons (besides the obvious affirmation that It Goes Very Fast) I

Mike Walter Continued On Page 2

Talkin' Bride: Best. Wedding. Ever!

By Tamara Sims

I must admit I am not a very good wedding guest. Working in this industry for over 20 years has jaded me. Like a chef who hates going out to dinner or a musician who no longer enjoys going to concerts, we become desensitized in our own industry unless we experience something so magical, so unique and so perfect as the March 30, 2013, wedding of Mike Walter and Kelly O'Neil.



When attending weddings in Chicago, Jay and I always feel like we know exactly what happens next. So we were expecting a similar experience. Can New Jersey be that different than Chicago? Cocktails and mingling with the bride and groom before the Ceremony... not in Chicago, but what an amazing idea! We loved being able to socialize with Kelly and Mike and their friends and family before they said “I Do.” When it was time for the Ceremony, everybody magically circled around the stage to witness “love saves the world.” Within the first few seconds of the ceremony you knew that their Officiate (our industry’s own Randy Bartlett) took the time to learn about their journey together. The ceremony reflected both their individuality and their strong bond as a couple. (The next time you see Mike, ask to see his

Tamara Sims Continued On Page 2

In The Booth: Upgrade The System

By Brian S. Redd

With spring finally upon us, it’s time to dust off our gear and get ready for the 2013 wedding season! This is a great time to have a look at your Mobile DJ system and see if there are any improvements you would like to make.



Maybe you need a fresh look or perhaps you would just like to lighten the load a bit. This month, I thought I’d go ahead and talk about a few of my favorite Mobile DJ System upgrades.

Lycra speaker stand table dressings

Also known as scrim, these are stretchable, wrinkle free table cloths and speaker stand covers. Love ‘em or hate ‘em, it’s been my experience that brides, wedding planners and banquet managers love this look. Multiple benefits to adding scrim include hiding wires, clutter, and helping your DJ set up blend into the room’s décor. You can go black scrim for that elegant stealth look. Alternately you can go with white scrim and use LED par/wash fixtures behind them as a backlight, which creates a glow effect. This gives your set up a clean, high tech look that can also provide a fantastic dance floor wash that doesn’t blind anyone.

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Do You Give Good Phone? Part 1

By Mitch Taylor

The phone is another possible first point of contact that a potential client may have with you. Let's start with what system you use. Do you only have a cell phone? VOIP? Landline? What is your preferred communication? Even in today's day and age of

everything being online, I wouldn't rely on your primary business communication with clients to be this way. What if your ISP goes down or you lose service? This is why it's important to have backup in all cases. What about your cell phone? Is it reliable? Does your service area have dead spots? (Whose doesn't?) How would you feel if you

were on the phone with your doctor and all of a sudden the line went dead due to a dropped call from his cell phone? Cell phones may work great for on the road...but I wouldn't want to rely on them as your primary form of communication with your clients. You may end up giving them the wrong impression of your business. Finally, your land line. The advantages are no dropped calls, 99% reliable service and phone book listing for your business. The disadvantages are that it's usually more expensive. To me, a small price to pay for the best quality when communicating with your clients...the lifeblood of your business.

Where does your phone number appear? Is it prominently displayed on your business card? Your website? I was looking at a fellow DJs website just the other day and was surprised when it actually took me a while to find out how to reach him. His phone number was buried in his site and hard to find. Make it easy for your clients to contact you. If

you service a large area, you may also want to consider getting an 800 or toll free # so as to better serve your clients and give them a free barrier to entry to your business.

Your voicemail is VERY IMPORTANT with what you say on it and how it sounds. Recently a friend of mine called me and left a message on my cell phone (my secondary means of communication with a client). The message wasn't important but it was what she said to me when I called her back that was. "Mitch...your voicemail isn't clear at all....you should fix that!" I kindly thanked her for the feedback because let's face it...how often do we call our own cell phones and get our own voicemail. I would strongly encourage you to right now call your voicemail on both your cell, land, and/or VOIP lines and see how it sounds. Is the recording clear? Are there background noises that distract from your message to your clients? Do you go on forever about your company or is the voicemail succinct in answering

their call? My good friend Bill Hermann of Bill Hermann Entertainment in Minnesota has probably the best cell phone voicemail I have ever heard. It gives anyone who calls it "warm fuzzies" and makes them know they are important in his life.

Are your clients important to you? Let them know. I'll be back next month with Part 2 of Do You Give Good Phone? Now...I need to go fix my voicemail. ☺

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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learned the day of my wedding:

The Party's Not the Only Thing That Matters: I know we, as DJs, like to think that the most important thing, or maybe the most memorable event, is the dance floor. But from our experience, it wasn't. It was right up there in the top three (and trust me, we had a packed dance floor the whole night) but when Kelly and I reminisced about our wedding (which we did a lot of on our honeymoon) the dance floor and the energy at the party was only one of the things that came up (although how we wound up being lifted in chairs, Bar and Bat Mitzvah-style, is still a mystery). Our ceremony was a big one. Randy Bartlett, who most of you probably know as an industry guru, served as our officiate and he was just amazing. He mixed humor with emotion perfectly and married us off in a way that Kelly and I could have only imagined.

Another highlight for us was the look of the room. A good friend of mine, Jason Jani, and his company SCE did the décor lighting for us and it was just incredible. Kelly (who as an F.I.T. graduate knows a thing or two about design and décor) raved about the look of the room. Obviously Kelly's dress and how beautiful she looked in it (and in a smaller way my suit which I have to thank my best man Marcello for picking out) was another thing that we thought of and our guests commented on. I guess my point here is that we (as DJs) are pieces in a larger puzzle and we should never forget that.

I know some industry experts have made the point that we are undervalued because we as entertainers add so much more to the wedding then, say, flowers,

(and should therefore make more than the florist and even try to convince brides to take from their floral budget and add to their entertainment budget). But in our experience it wasn't a zero-sum game. We saw so many elements of our wedding (yes, even the flowers) working in harmony to create the overall event that we wanted our family and friends to experience. Understanding this more than ever now, I believe, will make me a better all-around DJ and MC.

Get Video: I will, from now on, encourage my brides and grooms to hire a professional videographer. This was a last minute decision for Kelly and me. One of the things that convinced us was that I was in a wedding party last year, and a few months ago the bride and groom invited the whole wedding party over for a "wedding video viewing night." It was so much fun going back and seeing how much fun we'd had at the wedding and driving home that night Kelly and I began to rethink our prior objections to hiring video. Now... we can't wait to see our video! Why? Well, as I've stated before, it goes really fast. You miss a lot. Or you see things and then before you can even process them you're being pulled in another direction. Video (good video anyway) is going to capture a lot of that. And let's face it: we've become a society that lives on video. I mean pictures are awesome and tell a story unto themselves, but video, the moving image and the live audio, is the best way to relive something. I know the push back sometimes is, "but who wants a video camera in your face all day" but I have to be honest I barely remember our videogra-

phers being there (and there were three of them.) I also hear, "I'm sure someone's going to be shooting the important parts" and while that may be true, and it may also be true that the consumer camera has come a long way in terms of quality, we all hate to hear any semblance of that argument when it comes to our services (and the dreaded iPod wedding) so I'd refrain from making it about professional videography. Suffice to say I'll be encouraging my brides and grooms to "get video."

Try to Be Unflappable: This is so much easier said than done but if the bride and groom discuss this beforehand it can help. It certainly did for Kelly and me. We had talked in the days leading up to our wedding how we weren't going to let anything affect us negatively that day. As a wedding DJ I've seen it happen where something will go wrong at a wedding – and sometimes it's something really minor -- and you can tell it just ruins the mood for the couple. Knowing that life is never perfect and things come up no matter how much planning you do, Kelly and I agreed we'd do our best to be unflappable. So 24 hours before our wedding when Kelly's 96 year old grandmother realized that the wedding was going to be too much for her to handle and she wasn't going to attend, I braced myself. Kelly is very close with her grandmother and I know she (Kelly) was very much looking forward to having her there and taking pictures with her. Kelly was certainly upset by it (not her grandmother's decision, but just with the reality of the situation) but she showed no remorse at the wedding. I was impressed by how un-

flappable she was and I'm convinced our pre-wedding pep talks with each other had something to do with that.

Soak it All In: The moments are rare in life when you can fill a room with your family and friends. The best way to counter the whole "it goes very fast" thing is to make sure you step back, a few times, throughout your wedding and soak it all in. Kelly and I did this and we're so glad we did. In fact at one point we even left our banquet room and peered in through one of the windows at the celebration. Removing ourselves physically from the room made it even more dramatic; looking in at so much joy and love and knowing that it was all for us. We watched for a few good minutes then headed back inside to join the dancing. But that moment will stay with us forever.

As I said this past year and a half of planning has taught me a lot. And experiencing the wedding day as a groom had the same effect. I believe I'll be a better DJ in the future because of the lessons I learned and as always I've attempted to share those lessons here, with you, dear reader. Hope you've enjoyed them (and I promise this is the last article you'll be subjected to about my wedding).

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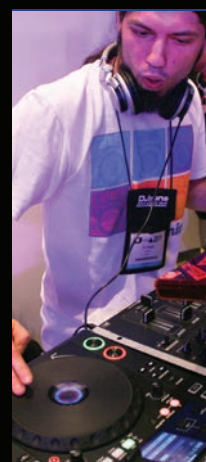
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From The Other Side: Image??

By Jake Palmer

We have all heard the expression “perception is reality,” but I think a lot of people fail to realize how very true this statement is. People are judging you all day, every day, where ever you go; especially when you are the trusted entertainment for the evening.

How’s your first impression? What does your image say about you and your company? What does it say about you as a DJ, an entertainer, or as a person?

The great part is that we can always change or improve our image and our first impression; it’s no different than anything else we do in life. I bet many of you already work on your image on a weekly or even daily basis by going to the gym, jogging, or working out. It makes you feel better (so they tell me), look better, builds your confidence and makes you stronger. As humans most of us are pretty competitive, this can be the driving force that makes us want to do better than everyone else, makes us want to win, be the best, or maybe simply improve our own abilities.

This is why competition is created, be better, faster, stronger. Yet for some reason the DJ industry seems to be dropping the ball when it comes to image, first impressions, and even competitiveness. If you want to be better at something, you practice, from the driving range, to the lap pool, darts, billiards, softball, tidily-winks, it doesn’t matter, if you want to get better you practice.

So it seems a little crazy that there are so many “weekend warrior” DJs that never practice. Even the worst live band around practices, but for some reason, many DJs think they can roll into an event an hour ahead of time, set-up, and be a rock star. What if something goes wrong, or doesn’t work right? What if you have a flat tire on the way there and now

you’re late? What is that first song going to sound like without a sound check, what if your system bursts into flames when you hit the power? How’s your first impression going now? Have you practiced any of your setting up, or music mixing, do you ever practice your games or activities?

We need to practice if we are going to improve. You can “practice” improving your image also. What does your sound system look like? Do you ever do any maintenance or tune up’s on your gear? We not only expect our gear to work flawlessly and sound great every night when we fire it up, we need it to. Does your sound system compliment your look or does it look old and dated, does it look professional is it efficient and clean? I will be the first person to agree that as entertainers, our sound systems are really just a tool we use, and isn’t necessarily the key component or selling factor for us, but I do believe a bad system can make you look more bad than a good system can make you look good.

Most people don’t care if your system is Bose, JBL or Radio Shack, as long as it looks clean, modern, and they can hear what’s going on. Are you sitting in a chair behind a table, or are you moving around the room and interacting? I have always considered my primary job is to keep guests “entertained and engaged” and this takes practice, as well as the right image and attitude.

Please keep in mind that I am NOT suggesting that you need to run out and buy a new sound system, or that you must have top of the line gear to be taken seriously, what I am suggesting is that you take some time to make sure you and your gear are as prepared as possible to do the best job you can.

I hate to steal from another DJN writer, but, I guess what I am saying is “Practice and Enjoy!” thanks Brian Redd.

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

Tamera Continued from page 1

wedding ring and you will know what I mean). I felt I was part of something so magical and so beautiful and I honestly have not felt that way since I renewed my vows to Jay in 2007.



Receptions in Chicago are very predictable; 10 minutes of introductions, a few toasts, a lengthy sit down dinner, cake cutting, parent dances, open dancing, bouquet and garter toss, and finally the last song of the night around midnight.

Dancing between courses in the Midwest??? Not a chance. Mike and Kelly’s reception was something I have never experienced. A true “East Coast” style wedding where guests start dancing immediately upon entering the ballroom. All I can say is WOW! From the minute the band started playing “I Wish” by Stevie Wonder at the start of the evening, to Katy Perry’s “Firework” near the end of the night I could not keep my feet off the dance floor! The floor was packed the entire night and Jay and I have not danced that much since our own wedding 15 years ago!

What really stood out to me as a guest was how generous they were in includ-

ing all of us in every aspect of the wedding. From asking couples to join them at the end of their first dance, to inviting all parents and their children to join Mike and his beautiful Mom Peg during “Teach Your Children Well,” to honoring married couples during their cake cutting. I won’t share too much on this, as I am hoping Mike will write an article or present a seminar on this unique idea. All I can say is I have NEVER felt so special at a wedding. Kelly’s talented nephew Matthew even included guests during dinner by playing familiar sing-a-long songs (Happy Together, Tiny Dancer, etc) complete with song books on each table so there was NO excuse for not joining in on the fun!!!

We were genuinely excited to be at the wedding and at the end of the night Jay looked at me and said, “It can’t be over already?” But it wasn’t over quite yet. It ended on the ultimate high note with Jay Thompson singing “New York State of Mind” as we overlooked the Hudson River. The wedding ended at the right time leaving every guest wanting more.

Mike and Kelly would have been a dream client for me. Always taking the time to let their personalities shine, but also including their guests in every aspect of the wedding versus the “me, me, me” attitude I often find with my millennial clients. How refreshing.

And in case you are still wondering, yes, love can “save the world,” but only when it’s the perfect union between two very special people!

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

Tamera 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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DJ Eye

By Dean C. Carlson

As a DJ we have to be very unique when it comes to finding ways to educate ourselves. Yes, there are conventions and more workshops than ever before; but ultimately it isn't like there is a 4 year degree on DJing. I think it would

be cool if there was.

I try to take a different approach, by watching every type of entertainment I can with a DJ eye. I am constantly on the lookout for things that will

improve my performance. I find it quite interesting how many places you can learn things. I like to say we are more than music. Not to belittle the aspect that music plays in what we do, but if you are looking for USP (Unique Selling Points) then you need to be more than music, much more.

One of the biggest places I have my DJ Eye out is while watching late night TV. A few years ago I wrote an article about this, but I really needed to update it concerning the new order of late night. When I first wrote about this, Jimmy Fallon had just started as a late night host, and I trashed him. He was awful when he first started. But now he

is taking over the Tonight Show in just 3 years.

So what did my DJ Eye notice about Jimmy over the last 3 years? Well first off we are all awful when we start anything new. We may have incredible talent, but that doesn't mean we have instant success. I have trained a ton of DJs in the manner of how I do weddings, and just because it works for me doesn't mean success for other people. But you have to start somewhere, even if it's what not to do. Eventually you will find a style that works for you.

Next, once Jimmy Fallon found what his niche was, he started creating more things around it. If you watch him much you will see that he has the shortest monologue in the business, because that isn't in his wheel house say like Jay Leno or Craig Ferguson. But he does excel at skit humor and feeding off others. So every night right after 2-5 jokes he does something much longer in that realm. The clue here for DJs is to emphasize your niche, and build around it.

Another area I have my DJ Eye out is game shows. It's really too bad we don't have as many as we used to. As a contrast to Jimmy Fallon we have Drew Carey who in my opinion is probably the worst games show host ever, followed closely by Pat Sajak. It boggles my mind how those two have kept their jobs throughout the years. And yet I still tune them in every so often just in case something changes.

The game show host I learn the most from is Alex Trebek. Next year will mark 30 years of hosting Jeopardy. From him a DJ Eye will learn how important

prep work is for a performer. Week in and week out he has to announce every question, not only in English but many times in other languages. And then in one short sentence he also brings those questions to life. Forget trying to answer the question, try repeating it.

The other cool thing about him is his presence on stage. Most the time we don't see him on camera, but when we do he always has a dignity about him. Every mannerism and how he talks lends credit to the show he is representing. As a DJ we must know that there is always a camera on us in a sense. Meaning someone at any time could be looking at us, and what does our presence say about the event we are presiding over?

Another area I had interest in this year with a DJ Eye was award shows. Although I didn't think much of Seth MacFarlane's humor overall, he did an ok job with the Oscars this year. But one thing does stick out with me about presenter and hosts in general, it's when they look like they are reading copy or bringing it to life. Probably the worst case for this is on Saturday Night Live.

You can always tell if they are reading cue cards. It makes me sad when a cast member who only has 1 or 2 skits doesn't have his or her lines down.

In the same way we as DJs need to be on top of our copy. The biggest areas we use copy is for our Grand Entrances and things like Love Stories. If you really want to know the difference between

a \$500 DJ and a \$3000 DJ it's in the prep work. It doesn't mean you have to remember a 5 page Love Story, but you do need to have it down so well that you intuitively know where it's going next. Want to see a good

example of this take your DJ Eye out on a presidential speech. If he doesn't flow, he doesn't inspire.

There are so many places you can keep you DJ Eye out. Reality TV shows, comedy clubs or TV, evening news, live bands, skit shows, the theater, even sports casters and roasts. The list is endless. But if you just tweak how you look at things, there is gold in them hills. Good Luck and Great Shows

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



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Selling The Experience

By Ron Ruth

I'm sure you joined me during the first week of April in celebrating the 40th anniversary of the very first cell phone call. That call was made on the Motorola Dynatec 8000X, a phone that was about the size of a half gallon milk carton. It also weighed a mere two and one half pounds, had a single line and text only LED screen. Even though the first cell phone call was completed 40 years ago, it would be another decade before that technology was available to



the public. The size and weight of the phone didn't change much and with limited coverage and a \$4000 price tag, to own one was more for prestige.

Do you remember the first cell phone you ever owned? Mine was a Nokia and, if I remember correctly, my wife and I got it sometime in the mid-90's. It wasn't as large as its predecessors or as sleek as today's smart phone. There was still no internet connectivity. I don't even think texting was available. It served one purpose; make phone calls. But, the cost to use it wasn't cheap. We had the minimum, 60 minute monthly package and my frugal wife instructed me that it was for emergency use only. I'm guessing we never came anywhere close to that 60 minute limit.

It wasn't until the very late 90's or early 2000's that cell phone service became affordable enough for us to purchase one for everyday use. There was still no internet connectivity and texting was charged separately. Going over the allotted monthly minutes was still costly. Getting a busy signal when making a call was like burning money. Even though it was a 5 second connection, the cellular service billed for an entire minute. Ouch!

Wow! How times and technology have changed over the past 15 years. A year or so ago I traded in my beloved Palm for an iPhone®; a phone that allows me the opportunity to enjoy so many incredible features I've never experienced before and the ability to accomplish tasks that I'd normally have to do in my office on my computer. I can connect to the world with the touch of a finger and without the need to be directly connected to an internet provider.

Set down the paper for a moment and open up the screen on your smart phone. Look at all of the apps you've downloaded and answer this question. What is the experience you enjoy most when using your phone? Is it the enjoyment of playing games on the go? Do you love how you can download and listen to your favorite music? Are you most impressed with the ability to have your calendar in the palm of your hand so you never lose track of appointments? Perhaps your favorite experience is surfing the web, checking email, posting to Facebook, snapping photos, texting with your friends and family? Everybody has at least one favorite experience.

But, chances are your first response to the question wasn't, "I really like how easily I can make phone calls!" Am I right? Even though the ability to make a call was the original purpose of a cell

phone, if that's all we cared about as consumers and users, we could all go back to the phones of yesterday and it would be much cheaper not to pay for all the added buzzers and bells. I don't know



about you but my cell phone bill doubled when I transitioned from my Palm to the iPhone®! Would I go back to using my Palm simply to save money? No way!

The cool thing is whatever you enjoy doing most, can be done on that little device in front of you. Even better, a smart phone user can enjoy a convenient, personalized experience and we gladly pay more for that. We trust it to hold whatever information we put into it. We feel good when we use it and we're so emotionally attached to it we feel like we've lost an appendage if it's not readily available.

The joy you experience when you use your smart phone is the same experience your clients should feel when they do business with you.

It's no longer enough for any of us to simply provide an incredible product or service. Clients want and expect an exceptional experience from you, as well. If you don't provide it, they'll look for it someplace else---and they'll pay more for it. Why? Because they value the experience more

If your business is a smart phone that only makes phone calls, you'll find it difficult to build a loyal client base that is not only excited to enjoy the experience of doing business with you again and again but will also enthusiastically refer you to others. Think about the restaurant you regularly patronize. Do you go back because they serve cheap food or because the owner has made the dining experience exceptional? Do you take others with you so you can share that experience?

What are the favorite experiences you want your clients or customers to say they valued most about doing business with you? Your answers should include the words "trust," "relationship" and "care." An exceptional customer experience is based on emotion, how you make the client feel valued, special, as though the experience you provide is exclusive to that individual.

People who stand in line for hours, sometimes days, outside an Apple® store to get the latest iPhone® don't do it because they want to simply make a phone call. They do it because the user experience is one that is personal. They have trust in the product. They feel good when they use it. They have developed a relationship with the brand and an emotional connection to the user experience.

The good news is that it costs little to

nothing to provide an exceptional customer experience that creates the same loyalty as Apple and a host of other companies are well known for delivering. Here are three steps to get you started.



First, be aware of who your real competition is and learn what it is that they do to remain top of mind with their customers. Remember, according to research from the Disney Institute, "Customers, clients and guests compare experiences across businesses. If any company, no matter their business, satisfies their customers better than you, you will be compared to them in a negative light."

Second, find out what your clients really think about you and the delivery system for your service or product and modify your behavior to turn weakness-

es into strengths. If you're not surveying your clients, you'll be left to guess at what they enjoyed most about their experience with your business and miss out on an opportunity to serve clients who will gladly pay more for that experience.

Third, care about and for your clients in a sincere and compassionate way. I know this step should be obvious to us all but care that produces a sense of well being is paramount. It's not enough just to answer the phone when a client calls. That's common customer service. An exceptional customer experience is one that makes the caller feel that you are genuinely excited to hear from them and that they are the most important call you have received or will receive that day. There are many reasons why a client will abandon their relationship with a company, but their perception that the company didn't care is almost always at the top of that list.

The next time a client calls, emails or texts you, take a moment to look at the screen on your smart phone and imagine your business as an app, an app that could easily become that individual's favorite thing to use. Favorite, that is, if the experience of using it is more exceptional than all others.

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.

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LinkedIn Is Great For Business - Er, I Mean SMART Business!

By Jeffrey Gitomer

I am NOT a LinkedIn expert, but I do have more than 15,000 LinkedIn connections. Do you?

I may have more visibility and notoriety than you do, but we are equal in exposure and linking possibilities. And 98.5% of my LinkedIn connections are the result of people wanting to connect with me.

I do not accept everyone. I click on everyone's profile before connection. Many are impressive. Most are average or less. Some are pathetic.

How's yours? How many connections do you have? How are you communicating with your connections? How are your connections helping your sales or your career?

Your LinkedIn profile is one more social media image. And you choose exactly what it is. When others search for you on Google, LinkedIn is one of the first links they click on. You have a chance to make a positive business and social impression.

THE GOOD: When I realized the business significance of LinkedIn, I immediately sought professional help. I hired Joe Soto at One Social Media to help me with the keywords, layout, and what to include on my profile page. He also recommended what and how to post.

It must be working. In the two years since I hired him, I have added more than 9,000 organic connections. Or should I say, more than 9,000 potential customers. Huge opportunity. At an ac-

quisition cost of ZERO.

REALITY OF LINKEDIN: I receive requests to link and I also get messages. Some are very nice, some are self-serving, some are insincere, and some are stupid (very stupid). And ALL messages are a reflection of the person sending them. That would be you.

Here are some THINGS about LinkedIn to make you think, re-think, and act:

- Your picture is NOT an option. Show a professional, but approachable, image. Be proud of who you are.

- Have a LinkedIn profile that gives me insight, not just history. Not just what you've done, but also who you are. Your profile is your pathway to connection.

- **DANGER: DO NOT USE** stock LinkedIn messages. It shows your laziness, lack of creativity, and overall lack of professionalism. Standard LinkedIn messages need to be replaced with your own. EVERY TIME.

SHOULD.

- If you're asking me to connect you with a 2nd level connection, **DON'T**. The only way to ask is from 1st to 1st. And tell me in a sentence or two **WHY** you want to connect.

- Asking for a recommendation or endorsement is **BAD**. If you're asking your connections for a recommendation: **DON'T**. It is perhaps the dumbest, rudest thing on LinkedIn. Think about it, you're asking people to "please stop what you're doing and tell me about ME." Two words: **GO AWAY**. If you have to ask, it's probably because you don't deserve. Think about that.

- Don't tell me you "found something interesting" in your group message, especially if the link is to join your MLM down-line or attend your "free" webinar.

- Allocate 30-60 minutes a day to utilize this vital business social media asset. **THE BAD** and **THE UGLY:** Here

DUMB: Hi All, As I continue to work on building my network, can I ask that you do me a huge favor and endorse me here on LinkedIn? I would be more than happy to return the favor and endorse you as well. Thank you for your support! (name withheld to avoid public embarrassment)

Scratch my back and I'll scratch yours. Give me a break. Spare me. Beg someone else.

BAD AND DUMB: I got this in my message box (I get a few like this every week)

(subject line) Your Opinion please. (name withheld) Supplier Business Executive

If you're hoping for an endorsement or a recommendation on LinkedIn, or anywhere, here's the two-word mantra: **EARN IT!**

LinkedIn is the business social media site of today AND tomorrow. Harness its

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7pm ~ Meet, Greet 'n' Jam	7pm ~ Karaoke Mixer	Keynote: Jeffrey Gitomer

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- If you're looking for a job, or working a lead, tell me **WHY** I should connect. (Where's the value?)

- If you're looking for leads, use the keyword feature (rather than the job title option) in the "advanced search" link to the right of the search box. It's free, and you'll find hundreds of people in your industry or in your backyard that you never knew existed.

- Why are sending me an e-card on Easter? I'm Jewish, not a good move. Three words to ask yourself with any message you send or post: **WHERE'S THE VALUE?** E-cards are a total waste, unless it's family.

- If you're asking me (or people) to join your group, **TELL ME WHY** I

are some examples of **MESSAGES** and **INVITES** I have received on LinkedIn. Hopefully they'll make you think, re-think, and act...

BAD: Hi Jeffrey, My name is --- with ---, a leading --- provider that helps organizations connect with their customers through email, mobile, and social networks. I would like to connect about apotential partnership to help Buy Gitomer, Inc. increase their interactive marketing ROI.

This is a typical self-serving (and deleted) message. Why not give me a tip, and ask if I'd like more like it? And stop using dead sales words like "ROI," and "helps organizations." Help me, don't sell me.

power, do not abuse its options, and you will reap its rewards.

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

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What Are You Doing With Your Money?

By Mike Kazis

To me, this year seems to be flying by rather quickly. The end of the first quarter, which is the time of year where many of us compare estimated to actual sales and expenses, is already part of the past. Hopefully by now, all of us have had a chance to determine what we've actually done with our money in contrast to what we thought we were going to do with it. And I'm not just speaking profit-wise. Much of our business success is not about whether we make a profit at any given time. There's much more to take into consideration as many business owners have learned over the past several years.

I've spoken with dozens of DJ business owners over the past few months and many are still facing economic challenges and much of the struggle has a lot to do with how their money is being spent. The biggest lesson we've learned from the challenges we've faced over the past five years is, be ready for anything. Here are some suggestions on what can you do to prepare for anything:

Educate yourself: Once in a while you get someone that didn't finish or go to college at all and runs a business that becomes very successful. Some of the biggest names that fit this category

are Michael Dell, Bill Gates, and the late Steve Jobs. Young entrepreneurs today that wish to follow in their footsteps might justify that they also don't need to go to college because they have a business.

I have seen this many times with young owners of DJ businesses. Many of us know that this industry draws a great interest from young adults, mostly male and in high school. So when it comes to making a decision between going to college and working full time as a DJ, they skip college. However, little do they realize that when they do this, they miss a great opportunity to increase their knowledge about business management, especially about financial management. One reason for so many failing businesses is the lack of needed knowledge in areas of business management, accounting and financial management in particular.

Do some research: People become business owners for a number of reasons but most do it to be independent. A survey conducted in 2007 by Harris Interactive revealed that youth want to go into their own businesses to be their own boss and to make their ideas a reality. We see many of today's entrepreneurs doing that already. Many of which became business owners after using their skills first for other companies. Yet we still hear that age-old statistic that only one out of five businesses get past the five-year lifespan.

Man cannot live on profit alone: One of those lessons that I learned about financial management basically tells you what to do with your money when you have a great deal of it. Profit is important but another factor that's just as important is cash on hand. This is the money you

have available in its most liquid form. It doesn't have to be cash in your pocket or under your mattress. Cash in liquid form can be anything that's readily available like money in a checking or savings account that you can use for day-to-day business transactions.

Why is cash on hand important?

Having these types of funds are important if you want to make a sudden purchase of equipment that's needed right away or if you want to pay a bill quickly that you may have forgotten about our will build a strong business relationship with a vendor.

Another lesson is this. No matter what you know about a skill, trade, or method of operation, you still need to expand your knowledge of how to run a business. When I first started my DJ business, I was an electrical engineering major, it was a great degree to have for a DJ business because I was able to fix my own equipment when it broke but it didn't help me when it came to putting together a plan for growing my money in the bank or for increasing my profits. To obtain that knowledge I chose the learn-as-you-go approach. The problem with this method, at least from my experience, you don't learn properly everything you need to know. As a result, I made many unnecessary mistakes and my net worth ultimately suffered.

A basic step toward learning about financial management is to first understand how you, as an individual, handle money. How you handle money today has a lot to do with your early childhood experiences with money. I picked up a great exercise from Suze Orman's book, "Financial Guidebook, Put the 9 Steps to Work", that I want you all to try.

The first step is to think back to your first childhood experience about money - when money first meant something to

you. An experience for instance, where you learned that money "could create pleasure or create pain." As you think about it you may "start to see how your feelings about money today can almost be traced to an incident in your past", says Orman.

When I did this exercise I remembered that while growing up, we didn't have a lot of money. We therefore weren't able to afford things that other people had. I also remember collecting cans on the beach and cashing them in for the deposits. I used to make \$20 on a Saturday afternoon. For a ten year old in 1980 that was a big deal. So, when I had money from collecting cans, I knew that I was able to afford something I wanted. That might seem like a simply natural behavior but compare this experience to another child that learned to save that same \$20 for something greater and you likely see a different type of person. Perhaps you'll see someone that bought their first house at the age of twenty four or has three to six months of their salary saved in an emergency fund because they learned how to properly save their money.

These are lessons that I learned but I wish I had learned them sooner than later. That's why I feel it's important to share this information with all of you. Especially with younger DJs out there that might be earning more than the average working person and think that they're now in the big time. Let me let you in on a little secret. It's not about how much you're earning today, it's about how long you'll earn that much day after day, year after year. How responsible you are with your money will greatly determine your success in this industry.

Mike can be reached at mikekazis@discjockeynews.com.



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It Is Better To Give Than Receive

By Joe Bunn

I don't know about you, but every year I am bombarded with requests from companies and charities asking us to donate our DJ services. In fact, they are so numerous, that I ask that each one of my 17 DJs do at least one free event for the company each year.

These free events usually break down into two categories for us: Non-profit organizations (such as American Cancer Society) or other wedding vendors. The non-profit charity events usually consist of us providing announcements and "get

pumped up" tunes for the start/mid-point of a road race or maybe music for an outdoor family day with bounce houses and games. The vendor sector consists of many other types of events such as

tastings where all of the clients a venue has booked come in to sample the foods the location will be serving at their wedding, or even a holiday party for all of their employees.

As I said, these gigs are non-paying in the money sense, but you can get a lot from doing them:

1. It just feels good! DJing these gigs is a way for you to give back to your town or community and help these non-profits raise money towards their respective causes.

2. It's a way to promote your company. When we book the non-profit gigs, sure we want to help, but we also want to gain

exposure for Joe Bunn DJ Company. We ask that the charity do at least a couple of the following:

- Sponsorship-level recognition in program
- Our company name and/or logo on invitations
- Our company name mentioned in media coverage including newspaper, local news, and print ads
- Have the MC, Band, Auctioneer, or our DJ recognize our contribution from the stage at the event
- Make mentions of the company on all social networking including Twitter, Facebook, LinkedIn, etc.
- Link to our website on the event's website
- Add our logo to any other marketing materials including on-site signage, t-shirts, etc.
- Allow us to put up signage or banner stands by our DJ setup

3. It moves your company up the preferred vendors list. If a catering manager or venue owner contacted you personally and asked for you to come entertain their employees for their once a year holiday party, would you? Would you do it for free? The answer to both of these questions should be a resounding, "Hell Yes!"

Think about it this way. If you do this show for them, who do you think will be the first DJ on their holy grail vendor list? YOU! Another thing that many of the local venues ask us to do are tastings, which I mentioned earlier. The beauty of these tastings is that YOU ARE THE ONLY DJ THERE! Plus, you have a captive audience that are already booked at that venue and possibly needing a killer DJ! What more can you ask for? Can you see why this is so much better than a bridal show? For one, you don't have to pay to be there.

Secondly, you aren't competing with 10 other DJ companies all trying to play their music louder than the guy on the next row over. Third, these are serious brides, not "tire kickers" just looking for a free piece of cake. No brainer!

So the next time the phone rings, or a lead pops into your inbox and it's a charity event, don't roll your eyes and groan. Turn that lead into a freebie booking and realize that even though you aren't making dough, it can lead to so much more-pride,

notoriety, future bookings, and more. Good luck, go get 'em!

Joe Bunn is the owner of Joe Bunn DJ Company (www.bunndjcompany.com) and is looking forward to seeing all of his fellow DJs at The Unconventional DJ Convention (www.unconventionaldjconvention.com) in Raleigh, NC November 10th-12th, 2013.

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

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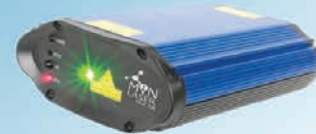
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DJ? Or Speaker Rental?

By Jason Jones

I recently had coffee with a couple friends of mine who booked a DJ with one of the largest multi-operated companies in the city. Entertainment at the reception was a low priority for this couple so they shopped price.



I was surprised as they described the booking process. They were given a song list and asked to create the playlist for the night. They were also advised to arrange their music by the beats per minute because, "it will sound better that way." They then asked the couple how much they wanted the DJ to talk. As in, "Do you want the DJ to talk a lot or very little?" This is a bewildering question. How much I want the DJ to talk depends on what he is going to be talking about.

If a DJ isn't designing playlists based on knowledge of decades of popular music, the ability to read the vibe of the room and generational make up are they really a DJ or a sound tech? The irony is that the

company takes the same amount of ownership of the success of the event as an AV company that provides equipment and a technician without providing music or the ability to talk and charges less than the AV company.

What is most unsettling to me about this practice is that this large company is defining for the majority of consumers what I do and the value I have if I call myself a wedding DJ. It does about 30-40% (by my estimation) of the weddings in my market. So taking into consideration those that don't book this company who came into contact with them makes up to 60% of those shopping for reception entertainment. Now add to that the thousands of guests at those weddings that experience the music playing technicians, playing back playlists made by people who have little or no knowledge of creating a great playlist. What you have is the perception of the majority of people that DJs are low skill technicians and worthy of a tip if they don't do anything to disrupt the event.

It makes me wonder if it's worth the effort to change the perception of the title disc jockey that I have been working on since I was a leader in the Midwest Association of Professional Disc Jockeys. With such a large portion of consumers experiencing DJs as I described before, people are much more likely assume I do the same thing.

The opportunity here is for those of us who do create highly personalized experiences with talent should collectively create

a new category in the wedding industry. A new title. A completely different experience from the DJ whom you have to make a playlist. Peter Merry was on to this years ago when he formed the Wed Guild and the trademarked title Wedding Entertainment Director®. He has made a good effort to promote it through the book "The Best Wedding Reception Ever," the only one of it's kind that is a guide to what happens at the reception.

If Wedding Entertainment Director® is it, that's great! Everyone who works in that category should join and the Wed Guild should put all of it's resources toward publicity and marketing of the titles and what they stand for to make it a part of the public's awareness. The more who join the faster it can happen because it will take an

investment.

Maybe the category is something else, what matters is that we start discussing ways to differentiate ourselves in exclusive groups. We can achieve a shift in awareness much faster together. It will also give those on the lower end something to move up into. I would much rather compete with 20 DJ companies with prices in the same range as me rather than just one or 2 with the rest between \$500 and \$1500 an event.

Find me on Facebook and let's start talking about this.

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: jasonjones@discjockeynews.com.

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The Way I See It: Who is Number One?

By Michael J. Lenstra

Ah the good old days. It was 1990 and the price of gas was 99 cents a gallon, a Coke was 50 cents and we only had to tune in to Casey's Top 40 to find out what the hottest new songs were.

Oh how times have changed. Gas



now teeters on \$4.00 a gallon, the Coke has nearly doubled and music charts have seemed to multiply by hundreds,

bewildering DJs as to which one to follow to keep up with the current trends.

That same dilemma occurred to former DJ Brett Plummer as well, who, when pressed for his DJ name in his early days flippantly stated, "Alaska Jim" and the name stuck and would come back to serve him well years later. Brett had begun DJing in 1996 and was soon trying to keep up with music trends and get biographical information on songs and artists that were dominating the airwaves and dance floor. He was searching for that one magazine or website that would do such a thing. And since there was none, in 2000 he decided to create the place himself.

"I wanted to do a one stop place to learn about music," said Brett from his home in Phoenix, Arizona. And so he launched AlaskaJim.com. "I soon found out after six months of hard work that having an all-encompassing just a one-stop music site was just way too much for one person to handle – especially one that is in graduate school – so I focused on just music charts." He began creating the database of links to different music charts, "and I just kept adding to it and adding to it," he said. Soon people began sending him links to their charts to be a part of the website. Today you can find links to over a thousand different music countdown charts worldwide on the site.

The confusing part seems to be which one to follow to keep up with what's currently hot.

"Download charts [such as i-tunes] I think of as a leading indicator of the airplay charts," explains Brett. What suddenly appears on the download charts is soon to be picked up by radio stations. "That's why Can't Hold Us [by Macklemore and Ryan Lewis] is currently number two on the i-tunes chart right now. People are catching on to that tune and buying it. Radio stations aren't playing it yet. Some are but I think a lot more will once they find out how much people are buying it." Brett predicts the song will soon be a top ten hit on the Billboard chart. (He was prophetic: as of April 27, the song had climbed to #5 on the Billboard Hot 100).

Top Hits Online is another lead-

ing indicator of trending music and is managed by Brett and Tim Harris of beyondradio.com. "It's based on personal charts," he explains. "There's a small community of people, fragmented on several different websites that produce their own weekly music charts. A lot of people have been doing this ever since the Casey Casem days. It's a great way to discover new music," said Brett. THO is a compilation of those personal charts, although it may be more reflective of the worldwide music scene rather than geographical. "There are songs that are extremely popular in England that are not even known here," and vice versa he states.

"Top Hits Online is a very different and kind of unique chart in two different ways. Number one, it's a worldwide chart and number two, it's a chart based on personal favorites. It's not based on sales or airplay at all. It's also actually, I found, a very leading indicator of what radio stations are going to be playing in the future.

Some charts can be skewed however. For instance, a couple of years ago when the Fox TV show Glee was at the height of its popularity songs featured in that week's episode would dominate the download charts. Were these songs that would be soon playing on the radio or you would be spinning at your next event? No, but "they're [the charts] are not misleading, you just have to remember what they represent," Brett says.

Another indicator of popular music is Youtube and recently Billboard magazine recalculated their formula of charting music and included music streaming from that site. "I think Youtube influ-

ences what's popular right now quite a lot," observed Brett. "YouTube is essentially what MTV and VH1 were in the eighties and early nineties. That's where people go to watch music videos now." In a very real sense it was YouTube that launched the recent iconic hits Gangnam Style and Harlem Shake.

RadioWave Airplay Monitor is another great resource to keep up with trending music. It features titles with the most new online broadcast playlist adds for a seven day period and real-time Internet broadcast trends.

I-Heart Radio and Pandora are also favorites of many who are searching for new music.

As we head into the prom and summer wedding season, you may wonder what charts to pay attention to in order to find those songs sure to be requested and, the way I see it, it's up to us as DJs to know those songs are. While the radio charts give a nice foundation of songs to build from, it's also important to be aware of what people are buying and streaming to stay a step ahead of those requests coming in. That's especially true when entertaining the younger generation. But Brett cautions us not to stray too far from the tried and true. He reminds us, "People like to hear songs that they already know." The majority of people really do want to hear similar playlists of the 100 or 200 songs over and over again."

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

The Entertainment Experience Workshops go world wide!

Every bride and groom wants a powerful, dramatic experience on his or her special day. One Minnesota company is changing the face of wedding entertainment by challenging wedding disc jockeys to create a moving reception entertainment.

The Entertainment Experience is expanding their "Power-to-Create" workshops to three-day intensive events that include storytelling, staging, directing, listening and performing techniques in addition to "Mastering the Sales Conversation." In this workshop, participants learn to understand what is most important to their clients and win their trust as well as business at premium rates. Participants also learn the "Art of the Audio Edit" where songs are blended with the voice of the bride or father of the bride to create a moving experience with the production value of "Secret Garden" by Bruce Springsteen mixed with clips from "Jerry McGuire."

The workshops offer a unique blend of theatre and tradition.

"People started to really want what I brought them once I married theatre and reception," said creator and co-presenter of The Entertainment Experience Bill Hermann.

After two years in business, Hermann and co-owner Jason Jones are expanding their presentations to Australia in January 2014. Workshops in Canada and the United Kingdom are in the works. The next U.S. workshop will be held at Electro-Voice World Headquarters in Minneapolis, Minn. on November 18, 19 and 20, 2013. "Clients are willing to pay top dollar for a theatrical experience that moves and touches them," said Hermann.

"Two days after the workshop, I booked my most profitable event," said participant Chris Hintz.

The Entertainment Experience is different from other wedding entertainment workshops because "our tools bring incredible value to the entertainers who use them and work on mastery," said co-creator Jason Jones. "We wanted to empower the entertainers who take our courses to convey that value and command the rates that reflect it."

"My first wedding after Entertainment Experience was a huge success," said workshop graduate Kevin Croucher. "I had more people come up and give me compliments than any other event I've ever done."

The Entertainment Experience was born out of a one-hour seminar Hermann created for a DJ News Conclave. Hermann used his knowledge and point of view as an actor in creating moving receptions. Jones and Hermann teamed up to turn that seminar into a three-day workshop.

Hermann and Jones are passionate about theatre and acting. Hermann performed as a DJ for more than 30 years and in several stage productions, commercials and films. Jones is a mobile DJ and created theatre of the mind in morning and major market talk radio. In addition, he performs and produces his own live comedy shows.

The Entertainment Experience continues to create new ideas and strives to make wedding receptions fresh and entertaining.

For more information about The Entertainment Experience, go to www.BillCreates.com.

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Creating Wonderland: Part 3

By Jeremy Brech

Creating a wonderland doesn't just happen at this level, but to every client their wedding is a wonderland in their own eyes. To create something for your clients you have to understand what it is they really want to create. Every event that you create for your guests has to be unique and different otherwise you aren't making the event about them. In this collaboration with my client to



make an amazing Alice in Wonderland wedding it takes time and dedication. You also have to create with

the client and make sure that what you have in mind is to their liking. If you want to read the last two articles visit discjockeynews.com and review the archived articles. So as we take this journey through Wonderland we will catch you up with the last two issues.

As we sat down with the client we understood what their theme was and how we were going to create it.

We discussed the creation process and how we would make a moment out of ever possibility. From a queen's quarter

with gold crystal chandeliers to a rabbit hole filled with mystery, we created an event that guests would never forget. We left off at the bottom of the stairwell and the opening of the rabbit hole. The questions in the last issue was, "How was Absolum created? What was so special about the cake table? What was at the bottom of the rabbit hole?" The grand finally is finally here and some of the grandest parts of this event are revealed. To see the full Alice in Wonderland Album visit DiscJockeyNews.com.

So how was Absolum created? We wanted to make him visually appealing and resemble the movie as much as possible. Believe it or not, Absolum body was formed out of 5 gallon pails with conduit running through his body to mouth so he could put out small puffs of smoke with a built in fog machine. He was wrapped in boat vinyl and his face was an alien mask. When you put all of those items together, you get an oversized smoking caterpillar which was one of the most photographed elements. What made the cake so awesome? The client talked about this \$3500 wedding cake and wanted something that was different and would fit with the theme. We

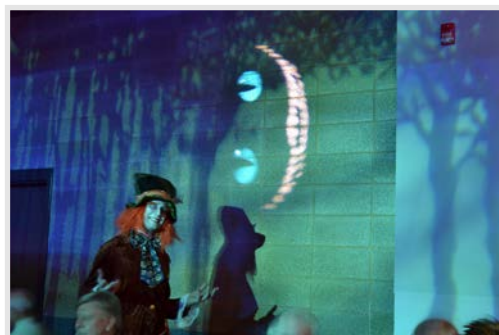
found a four foot tall log that was 36 inches around. Here was the tricky part. The weight of the log was about 600 pounds

so we had to cut the log down the middle from both sides. We then had to cut out the middle of the logs by making a

V shape through each half. This allowed us carry one half at a time and put them together to make a full circle tree stump/cake table. We then used a Chauvet Gobo Zoom 2.0 with a glass ice texture and minimal focus to spot the cake. This gave things a motion effect which created the handcrafted butterflies to have visual movement.

So as you stood at the bottom of the rabbit hole you have two choices to make. You can either go right to the dining area or left to the dance party. Let's start by going right into the dining area or the decol-late forest. There were many elements that created the forest. Colors were a

very important factor when creating this scene for guests. The tree shadow gobos that we used to cast on the surrounding walls were dimmed with a cyan gel filter. We hung dead branches in the ceiling so guests felt like they were in a forest of trees which

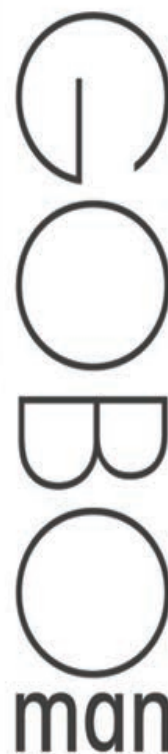


were illuminated by Chauvet Color Strips with more of a greenish blue tint but not quite Cyan. This was important to creating the depth in the room. We also created large tea cups out of flower pots and conduit

and hung them from the tree branches. The structure poles in the room were wrapped with rubber textured mats that

Jeremy Brech Continued on page 15

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The Kids Are All Right: Marketing And Branding Your Business

By Rob Peters

Marketing the kid's entertainment aspect of your business has many similarities and differences when compared to your mobile DJ business. One of the main concerns I find when working with DJs who expand into kid's entertainment is ensuring separation. After all, you want



to make sure that people who may be interested in booking you as a Wedding DJ do not get the impression that you are a kid's entertainer. Likewise, you want to make sure that you are perceived positively as a kid's entertainer, and that kid's entertainment is not overshadowed by the other events you market your business for.

It's almost like stereotyping certain actors. For example, when you think of Jim Carrey, you normally would associate him with comedy movies such as "Ace Ventura" and "Liar Liar", but he also played The Riddler in "Batman Forever." Or Ray Liotta, who is almost always typecast in an antagonistic role in movies, but also did projects that include the animated "Bee Movie." You want to make sure that you are not "typecast" a specific way that may impact the other services your DJ business offers.

One way is to specifically brand your kids entertainment business as it's own brand, separate than your mobile DJ business. Develop a concept or a character as part of your "kid friendly" persona that

you can use to market yourself. For example, I am known as "The Bubble Music Man" to the kids and their parents, but I am also known as DJ Rob Peters to my wedding and corporate clients. My children's entertainment business has a separate website, URL, different business cards and marketing materials than my entertainment business, even though I do mention kid's entertainment services on my main website. But I will expand upon that later.

This separation allows me to market each business separately, without impacting the image or perception of the other. It's a balancing act, but easy for me to work with because my business is a full service entertainment company that provide more than just DJ entertainment.

Even though they are separate, I recommend doing some cross promotion that will allow prospective and current clients to learn more about what you offer. That's what marketing is all about! On the back

Weddings, Corporate Events and More." This cross promotion has yielded me several additional wedding and corporate event bookings on an annual basis, just because they saw my kid's entertainment program!

Is having two separate brands more expensive? Yes, a little, but this separation between these two brands has paid dividends for my business as a whole, and that's an important detail. The additional cross promotion has allowed people to use the other services we offer. Before I did kid's entertainment, I was a full time wedding and corporate event DJ. When I started doing kid's entertainment, I told people about it, including my previous wedding clients. The result...more referrals from them!

A couple of marketing and branding Dos and Don'ts...

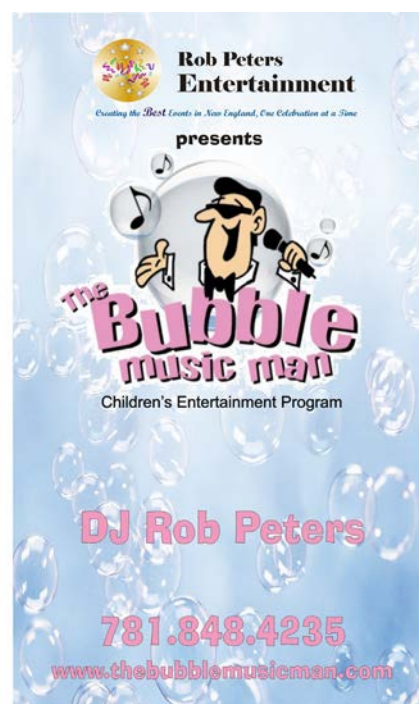
- DO remember that you are marketing to the adults with kid's entertainment. But make your marketing materials FUN so the kids can relate to you.

- DON'T use pictures or video of kids WITHOUT having a signed release form from each parent or guardian of each child whose image appears in the video/photo.

- DO remember that it is about promoting yourself and your business, so cross promotion is completely acceptable

- DON'T forget to have plenty of marketing materials when you provide kid's entertainment. In most cases, if the kids (and adults) liked your show, they will ask

for cards and will call you for events they are planning!



- DO put your business cards for kids entertainment EVERYWHERE where parents go... the gym, bulletin boards at places where they will bring their kids to (such as dance studios, etc). You never know where your card may be picked up.

Lastly, keep your information on your website and business card current. When I go to DJ shows and present seminars... I ALWAYS collect business cards from DJs, and find that when I do follow up, email addresses have changed, or website URLs are different.

Good luck...and happy spring!

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



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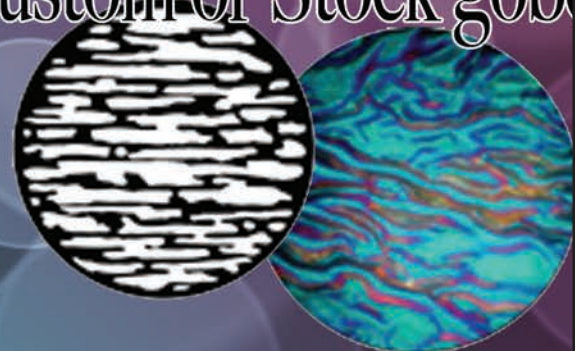
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Connections: With Other Disc Jockeys

By Steve Moody

I don't know about you... but every time I return home from spending quality time with other DJs I have a renewed sense of energy and excitement for my business.



After returning home I usually wind up adding a dozen or so new "friends" on Facebook so this month I would like to share how I have begun using Facebook as a great networking tool. That being said, before I get started, I want to take just a few moments to address a point regarding industry events.

Sadly, I know that many reading this article have not yet taken this step. Maybe the timing of these gatherings doesn't fit around your schedule, maybe you are unsure about meeting with other DJs due to bad experiences in the past, maybe the funds are tight right now, or worst of all maybe you're delusional and think that you already know everything that there is to know. LOL

In all honesty, I can relate. Though I began my business in 1989, I did not attend my first industry event until 2007 (DJ Times Expo). All of the reasons that I listed totally applied to me as well. A great friend of mine Nick Burke (Nicky B Entertainment, MD) had been inviting me to the Expo for years and every year I would just blow it off. Looking back, it is seems so silly. I thought I had it all, when the reality is that, I guess I was just totally oblivious to my own mediocrity. In my mind I had the world in the palm of my hands and had no idea of how much my company could grow. I was oblivious to my own potential.

The relationships that I have built over the past 6 years have meant more

to me professionally and personally than I can ever put into words. Back in 2007 I only knew of about 20 DJs by name but had no real "friends" except for Nick that I mentioned earlier. Now in 2013, I can say that I have developed good quality friendships with over a hundred DJs from across the country and also have several hundred DJs as "friends on line" that I communicate with on a regular basis. Though I enjoy all of those relationships, I have also been blessed to have crossed paths with several DJs that I have come to love as family. It would be an understatement to say that we have some amazing people in our industry.

We are so fortunate to be in this profession. As our industry tends to draw certain personalities, it seems that every time we get together it's like a party. The same excitement is certainly not the case in many other fields. In all honesty, many times, just standing in the hallway with a group of DJs can have the same energy and excitement as any event that I have ever attended.

In order to grow all of these relationships with both acquaintances and dear friends it's so important to stay in touch on a regular basis. Unfortunately, we all have colleagues in the industry that only get in touch when they need something from us. I would encourage you to not be "that guy" but to be the person that has a true interest in your relationships.

Though nothing compares to a face to face time or a phone call.. Facebook has been a great tool in my box for staying in touch with friends. That being said, many of us have more friends on Facebook than we could ever keep up with on a regular basis. The truth is that our news feeds are overflowing everyday, making it much more difficult to stay updated than it was back in the day when we only had 75-100 friends. Think of all of those old class mates, friends from previous jobs, former clients, new clients and family members that are all mixed into the bunch. Trying to keep updated on just our colleagues can be quite the task.

I have tried to take the bull by the horns on this one by creating specific lists of my DJ colleagues within my Facebook Account. Creating lists is a

very easy way to get yourself organized. For anyone that may be uncertain, here are the steps in creating a list:

Looking down the left hand column on your news feed you'll notice the word for FRIENDS. If you position your cursor over it you'll see the word MORE appear. Just click the word MORE and you will be taken to a new page that has a button that reads + CREATE LIST. Just click it and enter the name that you would like to call your group. Lastly, one by one start adding them into the group. Here's the payoff. The next time you come back to your Facebook News Feed you'll be able to scroll down the left side and see the group you just added. By clicking the group name, you will just see the status updates for members of that specific group. All of your DJs colleagues will be in one spot!

Though everyone's thought process would be different on this, I have broken my colleagues down into several categories to make things even easier. DJ Family for my closest friends, DJ Friends for folks that I have developed relationships with, DJ Colleagues for those that I only know from being on-line. The neatest thing is that over this last year, I have been able to move several folks from one category to another as our friendships develop. It is awesome to get to know people better and build those relationships with folks that we barely knew a short time ago.

I know that some of you may be asking yourself why I would care to keep tabs on colleagues that I am only acquainted with on-line. The answer is simple, you can never have too many friends. Though we may all be wired differently inside, everyone thrives from encouragement. I

can't tell you how much I enjoy sitting down on a Monday morning and looking at everyone's posts from the previous weekend. I get so many new ideas on lighting, set up etc. And I am always sure to let the person know. It only takes a few seconds to boost someone's confidence.

Always remember that, just hitting the LIKE button on someone's post doesn't count as interacting with them. As I said, it only takes a few seconds to leave a comment on their post saying "Great Looking Set Up" or "Looks like it was a great time". Showing interest in a person goes a long long way.

In addition to the three categories of "Friends" I just mentioned. I have also created separate lists for the Private Networking Groups that I have been a member of over the past few years and another group of just our local DJs here in Maryland. Getting organized in this way has saved me a ton of time and really helps me to keep tabs on everyone. The rewards have been endless.

Facebook is a great way to stay connected to folks within our industry. Taking a few minutes to get organized can go a long way in saving you time and energy while continuing to strengthen your relationships.

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

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Brian S. Redd Continued from page 1

Powered Speakers

If you are not on board with this yet, you don't know what you are missing! The first time you set up your DJ system with powered speakers, it's going to feel like you are forgetting something. That's because there is no longer the need to carry a separate amp. It's built in. This also means there is no longer any guess work about whether your speakers are over powered, under powered or if your amp is matching up impedance wise. All of that work has already been done for you. To lighten the load even more, I go with the plastic cabinets, which have come a long way in recent years.

When choosing powered speakers, don't skimp on quality. Just like any other purchases you make, if the price sounds too good to be true, it probably is. Listen to several options if possible and get the best sounding speakers you can afford.

If you follow my videos, you know that I'm using 8" powered top cabs with a 12" powered sub. This system was built this way because of my current physical limitations. However, for the best sound quality, I recommend a 12" top cab.

People much smarter than I explained to me that in most cases, a 12" top cabinet is a DJ's best option. This is because they generally give you the tightest mid bass, which is that punchy type of bass you hear in popular dance music. 15" cabinets create a muddier sounding mid bass and 10" and below are too small to move much air at all.

If you go with a good 12" top cab, you may find there is no need to run a sub. Anything smaller and you may feel a sub will give you that much needed fill.

When it comes to powered subs, bigger is usually always better. Having said

that, my little 12" front loaded subwoofer does a great job. It doesn't shake the windows out of banquet facilities, but it provides the aforementioned low end fill. Listen to your options and before you make your choice, consider how much weight you want to carry around as well.

A new light or two (or more)

Yes, your 5 year old LED moonflower effect has given you years of great service. However, you may be getting a little tired of looking at it every weekend. Replacing an old lighting effect or two with something new is probably the most cost effective way to freshen up any mobile DJ system no matter what your budget is. There are so many great choices out there from simple moonflowers to moving heads to battery powered par / wash fixtures.

If you are running multiple moonflowers, consider replacing one with a cool laser projection effect. LED par / wash fixtures are by far the most versatile effects available and they are now more affordable than ever. They can be used for uplighting, downlighting, dance floor washes, strobe effects, slow fades and quick color chases. Start with 2 if you are on a tight budget. You can always add more later.

Even the smallest upgrades and improvements can make a huge difference, especially with our repeat customers who will get to experience something new. Then there's that great feeling we, the DJ gets whenever new toys are involved. Have a great wedding season, everyone!

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

Jeremy Brech Continued from page 12

we painted. We also mounted Chauvet Rain 56 lights in the ceiling to shoot down on the tables. We used a contrasting greenish yellow tone so that way the cyan or blue wasn't overwhelming and people could see what they were eating. One of the most exciting effects was the ground fog through the room with the Chauvet Nimbus and also we had a custom glass full color high res image of Cheshire the Cat. Cheshire was installed in a Chauvet Q-spot 160 where he would float around the room, disappear, rotate and scan past tables and walls where

if you can figure out how they were constructed. It is easier than you think. For this area we used a many different fixtures to create the look we wanted. From Elation Black Lights, numerous wireless pucks, 3 bliss lights, glowing vine lights, and many source fours captured the wonderland the client was looking for. So the question of why was it important to understand the movement and mannerism of the characters? Because I got to dress up as Mad Hatter! Talk about going above and beyond for your clients. Let me reassure you, with a price tag like



guests were enjoying their meal.

Last but not least, it was time to party! As guests transitioned from the dinner to the party they were welcomed by large flowers and oversized mushrooms. You have to be creative to create elements above and beyond the normal event. So how did we create the flowers and 12 foot mushrooms? Visit discjockeynews.com to view the close-up images to see

about creating a theme. The next themed event we will discuss is Masquerade and how you can create it successfully.

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

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2	Bruno Mars	When I Was Your Man	2	Thompson Square	If I Didn't Have You	2	Pink	Try
3	Pitbull	Feel This Moment	3	Miranda Lambert	Mama's Broken Heart	3	Phillip Phillips	Home
4	Pink	Just Give Me A Reason	4	Florida-Georgia Line	Get Your Shine On	4	Kelly Clarkson	Catch My Breath
5	Justin Timberlake	Suit & Tie	5	Chris Young	I Can Take It From There	5	Taylor Swift	I Knew You Were Trouble
6	Macklemore & Ryan Lewis	Thrift Shop	6	Kenny Chesney	Pirate Flag	6	Maroon 5	Daylight
7	Maroon 5	Daylight	7	Darius Rucker	Wagon Wheel	7	Fun.	Some Nights
8	Demi Lovato	Heart Attack	8	Lee Brice	I Drive Your Truck	8	Bruno Mars	Locked Out Of Heaven
9	Justin Timberlake	Mirrors	9	George Strait	Give It All We Got Tonight	9	Bruno Mars	When I Was Your Man
10	Olly Murs	Troublemaker	10	Tim McGraw F/ Taylor Swift	Highway Don't Care	10	Maroon 5	One More Night
11	Icona Pop	I Love It	11	Eric Church	Like Jesus Does	11	Ed Sheeran	The A Team
12	Krewella	Alive	12	Brad Paisley	Beat This Summer	12	Michael Buble	It's A Beautiful Day
13	Macklemore & Ryan Lewis	Can't Hold Us	13	Brantley Gilbert	More Than Miles	13	Mumford & Sons	I Will Wait
14	Taylor Swift	22	14	Jason Aldean	1994	14	Alicia Keys	Girl On Fire
15	Fall Out Boy	My Songs Know What Youâ€¦	15	Band Perry	Done.	15	Josh Groban	Brave
16	Fun.	Carry On	16	Jake Owen	Anywhere With You	16	Hunter Hayes	Wanted
17	will.i.am F/ Britney	Scream And Shout	17	Blake Shelton	Boys 'Round Here	17	Of Monsters And Men	Little Talks
18	Justin Bieber	All Around The World	18	Zac Brown Band	Jump Right In	18	Emeli Sande	Next To Me
19	will.i.am F/ Bieber	#thatPOWER	19	Henningsens	American Beautiful	19	Pink	Just Give Me A Reason
20	Mumford & Sons	I Will Wait	20	Kip Moore	Hey Pretty Girl	20	Bon Jovi	Because We Can
21	Emeli Sande	Next To Me	21	Gloriana	Can't Shake You	21	Jewel	Two Hearts Breaking
22	Of Monsters And Men	Little Talks	22	Luke Bryan	Crash My Party	22	Fun.	Carry On
23	Muse	Madness	23	Easton Corbin	All Over The Road	23	Mariah Carey	Almost Home
24	Selena Gomez	Come & Get It	24	Dustin Lynch	She Cranks My Tractor	24	Imagine Dragons	It's Time
25	Florida-Georgia Line	Cruise (Remix)	25	Kelly Clarkson	Don't Rush	25	Rihanna	Stay
26	Ariana Grande	The Way	26	Rascal Flatts	Changed	26	Justin Timberlake	Suit & Tue
27	Avril Lavigne	Here's To Never Growing Up	27	Jana Kramer	Whiskey	27	Christina Aguilera	Just A Fool
28	Little Mix	Wings	28	Hunter Hayes	I Want Crazy	28	Franklin McKay	More Than A Memory
29	Zedd	Clarity	29	Gary Allan	Pieces	29	Whitney Wolanin	Wrong Guy
30	Ed Sheeran	Lego House	30	Brett Eldridge	Don't Ya	30	Taylor Swift	22
Urban			Rock			Alternative		
1	Wale	Bad	1	Soundgarden	By Crooked Steps	1	Imagine Dragons	Radioactive
2	Drake	Started From The Bottom	2	Three Days Grace	The High Road	2	Lumineers	Stubborn Love
3	Justin Timberlake	Suit & Tie	3	Halestorm	Freak Like Me	3	Muse	Panic Station
4	Rihanna	Pour It Up	4	Papa Roach	Where Did The Angels Go	4	Thirty Seconds To Mars	Up In The Air
5	Rihanna	Loveeeeeee Song	5	Device	Vilify	5	Of Monsters And Men	Mountain Sound
6	Tamar Braxton	Love And War	6	Corey Taylor & Dave Grohl	From Can To Can't	6	Neighbourhood	Sweater Weather
7	Kendrick Lamar	Poetic Justice	7	Volbeat	Hangman's Bodycount	7	Capital Cities	Safe And Sound
8	B.o.B	We Still In This B*tch	8	Shinedown	I'll Follow You	8	Mumford & Sons	Lover Of The Light
9	Ace Hood	Bugatti	9	Young Guns	Bones	9	Muse	Madness
10	Kelly Rowland	Kisses Down Low	10	Stone Sour	Do Me A Favor	10	Fall Out Boy	My Songs Know What Youâ€¦
11	Lil Wayne	Love Me	11	Slash	Anastasia	11	Phoenix	Entertainment
12	Future	Karate Chop	12	Pop Evil	Trenches	12	Mowgli's	San Francisco
13	Chris Brown	Fine China	13	Alice In Chains	Stone	13	Family Of The Year	Hero
14	Kendrick Lamar	B**ch, Don't Kill My Vibe	14	Sevendust	Decay	14	twenty one pilots	Holding On To You
15	Young Jeezy	R.I.P.	15	Black Veil Brides	In The End	15	Alt-J	Breezeblocks
16	Sevyn Streeter	I Like It	16	Imagine Dragons	Radioactive	16	New Politics	Harlem
17	J. Cole	Power Trip	17	Rob Zombie	Dead City Radio	17	Fitz & The Tantrums	Out Of My League
18	Fabulous	Ready	18	In This Moment	Adrenalize	18	Foals	Inhaler
19	Miguel	How Many Drinks	19	Alice In Chains	Hollow	19	Vampire Weekend	Diane Young
20	Juicy J	Show Out	20	Beware Of Darkness	Howl	20	Frank Turner	Recovery
21	French Montana	Freaks	21	Deftones	Swerve City	21	Passion Pit	Carried Away
22	B. Smyth	Leggo	22	Red	Perfect Life	22	Airborne Toxic Event	Timeless
23	Ciara	Body Party	23	Thirty Seconds To Mars	Up In The Air	23	C2C	Down The Road
24	T. Rone	Hello Love	24	All That Remains	Asking Too Much	24	Three Days Grace	The High Road
25	Lil Wayne	Rich As F**k	25	Bullet For My Valentine	Riot	25	Queens Of The Stone Age	My God Is The Sun
26	Rich Gang	Tapout	26	Killswitch Engage	In Due Time	26	Biffy Clyro	Black Chandelier
27	KStylis	Booty Me Down	27	Black Sabbath	God Is Dead?	27	Macklemore & Ryan Lewis	Same Love
28	Trinidad James	Females Welcomed	28	Foals	Inhaler	28	Imagine Dragons	Demons
29	Meek Mill	Believe It	29	Avatar	Smells Like Freaks	29	Depeche Mode	Soothe My Soul
30	Kat Dahlia	Gangsta	30	Drowning Pool	One Finger And A Fist	30	Linkin Park	Castle Of Glass

A Different Spin by Jason Nocera



www.nichecartoons.com

Behind The Mic: Never Mind Social Networking... Just Be Social

By Dave Winsor

Data moves so rapidly now that with the click of a mouse, you can transfer data and your money to a second party and receive something valuable in return. You can get something tangible for that data transfer. You can hold it, see it, smell it and feel it.



What does your "data" say about you? What is that interaction like on a personal level? After all, it's ALL you've got to sell, you! You can post

data, manipulate it to fit your needs, but the origin of that information won't change who you are. When a potential client visits your website, it tells them a story about you. When they inquire, you offer more data in return and you try to make them feel comfortable with you. When you finally meet, does the interaction match all they've been seeing up to this moment?

It's very easy to create a website, make a FB fanpage and have a Twitter feed. You can populate these different sites with clever words, images and more. But do they really tell the story of who you are? If they don't, how can you fix them?

"Above all, be true to yourself, and if you cannot put your heart in it, take yourself out of it." --Hardy D. Jackson

Have you ever visited a restaurant based on someone's referral and it wasn't very good? What do you do fol-

lowing your visit? You most likely relate a story to your close friends about how lousy the service, food, server, décor, etc. was. In turn, when it comes time and someone asks any of your friends that heard your review, they will automatically tell everyone asking to "stay away" and deliver a list of reasons.

There is a local Pub in the next town over. We've been a few times in spite of these issues: Getting a pizza with nachos under the crust and above the pan. How they got there, who knows but the kitchen staff let the food leave contaminated like that. One time I ordered chicken parm and it arrived with a massive piece of chicken on the plate. As I cut into the chicken I noticed that there was a drumstick attached along with some ribs. The chicken was pink inside. Each time we got comped for our dinners but that still doesn't stop me from telling people and in this case "you" wherever you live. Their lousy service and food is now explained internationally.

So, you can be really creative online and manipulate data and it won't be of much good to you if you can't personally back it up with awesome customer service skills. If you have an online presence, please be sure that it translates to all platforms so people don't have to enlarge and scroll to see the data.

I just had a "mobile" version on my website built so that when you visit you'll be greeted with a perfectly "fit" website for your mobile device. You won't find a cramped, unreadable version. Michael Stedman did the work for me and I took advantage of a sale he was offering. I'm glad I had it made because my data now looks correct on all platforms. It doesn't take long to do, and it certainly is worth manipulating your site so it makes user interaction more pleasurable. After all, isn't that

why you're in business?

I want people who interact with me have as easy a time possible to use my data. I want them to know that I'm ready to help them create something unique and memorable. I want it to be simple to learn about me.

Visit my site: www.winsorweddings.com on your mobile device and on a desktop to see the difference. If you're interested in getting a mobile site made, email me here and I have Michael get in touch with you.

Remember, manipulating data is important to a pleasurable user experience. Don't abuse the responsibility.

"Consult not your fears but your hopes and your dreams. Think not about your frustrations, but about your unfulfilled potential. Concern yourself not with what you tried and failed in, but with what it is still possible for you to do.--Pope John XXIII"

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

The Unconventional DJ Convention

November 10-12, 2013, Raleigh, NC

Top Wedding and Music Industry Leaders and DJs Share Advice for Owning and Running A DJ Company

The Unconventional DJ Convention is coming to Raleigh, North Carolina, taking place November 10-12, 2013 at the Cobblestone Hall in Raleigh's historic Moore Square. DJ company owners and employees will have the opportunity to learn about all of the facets of running a DJ company, including best SEO practices, using social media, branding, performance and more. The 12 featured speakers include established DJs and wedding and music industry leaders, including Mark Katz, Head of the UNC-CH Music Department, Stacie Francombe, Editor-in-Chief of ISS Magazine, Lara Casey, branding expert and owner of Making Brands Happen and Jay Izso, "The Internet Dr."

"I am thrilled to be a part of the Unconventional DJ Convention and to be having it here in Raleigh. DJ companies have business and performance needs unique in the event and music industries, and this convention provides us all with the opportunity to learn and grow our DJ companies with the best information available," says Joe Bunn, owner of Raleigh-based Joe Bunn DJ Company.

The 3-day Unconventional DJ Convention will host 2 parties, providing networking opportunities for attendees and speakers, and will also include panels of representatives from North Carolina's best wedding venues and North Carolina's most respected wedding planners. Further information can be found at the Unconventional DJ Convention website, www.unconventionaldjconvention.com.



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Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM				
1	1	Justin Timberlake	Suit annd Tie		201303	103	Calvin Harris	Lets Go	201212	128
6	2	Pitbull-C Aguilera	Feel This Moment		201302	136	Katy Perry	Wide Awake	201223	80
2	3	Macklemoore-Ryan Lewis	Thrift Shop		201246	95	Kelly Clarkson	Stronger	201201	116
3	4	Maroon 5	Daylight		201247	126	David Guetta/Nicki Minaj	Turn Me on	201231	128
25	5	Krewella	Alive		201305	128	Justin Bieber	Boyfriend	201214	97
22	6	Justin Timberlake	Mirrors		201314	78	Taylor Swft-B.O.B	Both Of Us	201220	63
5	7	Swedish House Mafia	Don't You Worry Child		201234	129	50 Cent/Dr. Dre/Alicia Keys	New Day	201232	98
4	8	Calvin Harris	Sweet Nothing	Florence Welch	201238	128	Katy Perry	Part of Me	201210	130
8	9	Imagine Dragons	It's Time		201208	105	Flo Rida	Good Feelin	201137	128
21	10	Macklemore/Ryan Lewis	Can't Hold Us		201310	73	Pitbull	Back In Time	201214	127
9	11	Will.I.AM-Britney Spears	Scream and Shout		201248	129	Gym Class Heroes	Self Back Home	201203	130
7	12	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127	Nicki Minaj	Starships	201209	125
15	13	Justin Bieber	All Around the World		201307	128	Chris Brown	Turn Up The Music	201206	130
*	14	Demi Lovato	Heart Attack		201309	88	Goyte	Somebody that I used to Know	201205	129
27	15	#that Power	Justin Bieber /Wil I am		201312	128	Rihanna	We Found Love	201140	128
12	16	Kelly Clarkson	Catch My Breath		201243	124	The Wanted	Glad You Came	201134	128
14	17	Flo Rida	I Cry		201238	126	One Direction	What Makes You Beautiful	201213	129
29	18	Olly Murs/ w Flo Rida	Troublemaker		201250	106	Drake /Rihanna	Take Care	201150	122
11	19	Taylor Swift	I Knew you Were Trouble		201248	77	Calvin Harris	Feel So Close	201131	64
*	20	Emeli Sande	Next to Me		201230	95	Rihanna	You Da One	201147	127
16	21	Ed Sheeran	The A Team		201205	86	Young Jeezy	Leave you alone	201208	95
*	22	Ariana Grande / Mac Miller	The Way		201314	83	B.O.B	So Good	201209	86
17	23	Ke\$ha	C'mon		201252	126	J. Jessie	Domino	201135	127
*	24	Chris Brown	Fine China		201314	104	Karmin	Broken Hearted	201207	120
10	25	Baauer	Harlem Shake		201309	70	Pitbull/w Chris Brown	International Love	201140	120
18	26	Pitbull	Don't Stop The Party		201238	127	Jennifer Lopez	Dance Again	201215	128
13	27	Rihanna	Diamonds		201241	92	Chris Rene	Young Homie	201209	80
*	28	Selena Gomez	Come & Get it		201315	80	LMFAO	Sorry for Party Rockin	201201	134
20	29	Afrojack-Chris Brown	As Your Friend		201308	128	Hot Chelle Rae	I Like it Like That	201139	101
23	30	Maroon 5	One More Night		201229	93	Bruno Mars	It Will Rain	201140	75
							David Guetta	Without You	201136	128
							J Cole	Workout	201126	93
Recurrents- (Still popular)							Selena Gomez	Love you Like a Love Song	201131	119
19		Trey Songz	Simply Amazing	201250	100		Dev & Enrique Iglesias	Naked	201201	125
24		Ne-Yo	Let me Love You	201229	124		Outasight	Tonight is the Night	201142	120
26		Ke\$ha	Die Young	201240	129		Foster the People	Don't Stop	201146	133
28		Pink	Try	201243	105		Gym Class Heros	Stereo Hearts	201125	91
		Alecia Keys	Girl Unfire	201237	93		Drake	Headlines	201132	76
		Justin Bieber	As Long As You Love Me	201227	71		Jason Derulo	It Girl	201133	92
		Alex Clair	Too Close	201115	63		LMFAO	Sexy and I know it	201133	130
		Taylor Swift	We are never getting back	201234	86		Lady Gaga	Marry the Night	201145	131
		Psy	Gangnam Style	201237	132		Nicki Minaj-Rihanna	Fly	201132	120
		Chris Brown	Don't Wake Me Up	201221	128		Maroon 5/Aguilera	Moves Like Jagger	201132	128
		Pink	Blow Me One Last Kiss	201228	114		Britney Spears	I Wanna Go	201124	131
		Owl City-Carly Rae Jepsen	Good Time	201227	126		Enrique Iglesias	I Like How it Feels	201139	128
		Maroon 5	Payphone	201217	111		LMFAO	Party Rock Anthem	201102	131
		Carly Jepsen	Call Me Maybe	201210	120		Cobra Starship	You Make Me Feel	201120	132
		David Guetta/ Chris Brown	I Can Only Imagine	201230	127		Alexandra Stan	Mr. Saxobeat	201119	127
		Rihanna	Where have you been	201216	128		New Boyz	Better with the Lights on	201120	112
		Trey Songz	Heart Attack	201214	75		Bad Meets Evil	Lighters (squeaky clean)	201125	90
		Usher	Numb	201233	125		Kanye West	All of the lights	201050	71
		Future	Turn on the Lights	201226	66		Nicki Minaj	Super Bass	201115	127
		Ellie Goulding	Lights	201109	120		Karmin	Crash Your Party	201144	96
		Nicki Minaj	Pound the Alarm	201227	126		Sean Paul	Got 2 Luv	201129	92
		One Direction	Live While we're young	201240	126		David Guetta	Where them Girls at	201119	130
		David Guetta	Titanium	201230	125		T-Pain	Best Love Song	201108	81

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