

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

In last month's issue I wrote a recap of the Wedding MBA. I attended this conference in Las Vegas this year as a speaker and for that I need to thank Dr Drax and the ADJA. They flew Marcello Pedalino and me to this event to speak in their sponsored seminar slot. I'm proud to say that,

by all accounts, we represented the mobile DJ industry and the ADJA well.

Marcello and I have a seminar that we have written and presented to a few select groups. It's called "Balance" (although the WMBA people didn't like that title so we changed it to "Take Care of Yourself . . . Take Care of Your Bride") This article isn't intended as a recap of this seminar. Nor do I want it to be read as a teaser ("hire us to speak to your group and you'll get the whole story.") Instead I hope this article serves as my own explanation for what a "balanced life" is and why I consider it so important.

And so to begin I want to mention two things: baseball and Randy Bartlett. I'll start with the later. I'm sure almost every reader of this awesome publication recognizes the name. Many of you have probably heard him speak or purchased his DVDs "The 1% Solution." Years ago, before I knew Randy well, I too had the chance to see him speak. And I remember thinking, "That's a guy I'd love to get to know and network with." Well, I have gotten to know Randy and though we do "network" and share some business ideas, most of the time when we talk or text, it's about baseball. Randy is a San Francisco Giants fan and I am a New York Mets fan but we're both baseball fans and have a love for the game in common. As this issue goes to the press the Giants are preparing to face The Rangers in the World Series so good luck to you Randy.

But here's the point. I've finally reached a place in my life where this industry icon is a friend (we've stayed in each other's homes, we communicate often etc) and yet we hardly talk about the business. And that's because, in my opinion and by my definition, we both lead "balanced lives." We both have avid interests outside of DJing. And while that may sound like a common thing, believe me, it isn't. I've met some pretty one-dimensional people in this (and other) industries. People who, if they aren't talking about what they do for a living, aren't talking. As much as I love this industry I have other passions and pursuits and after a long day or a three gig weekend, I'd much rather talk about something else.

One of the questions Marcello and I ask in our seminar is: "If you had more time what would you do?" At the Wedding MBA we got 130 question sheets returned and I can tell you not one person wrote: "work more" or "do more weddings." Instead the answers covered everything from the ever popular "spend more time with my family" to some of the more unique responses like "make my own wine" or "learn to play piano." And the point of this exercise is you do have that time already. You just have to force yourself to use it and pursue your other passions. Because whatever your answer to that question is, that's what you really want to be doing.

Don't work just for the sake of working. But work so you can create a life so that you can do those other things.

We've all heard the cliché questions like: "if you found out you only had six months to live what would you do?" And while we answer these questions we all know with some confidence that that's not the case. We will, more than likely, live way more than 6 months. And so we better provide for ourselves and our loved ones.

But, how much (and I mean that financially) is enough? It's a question I struggle with often because I'm well aware that if I worked more (if I took some more Sunday events rather than passing them off to my staff for example) I could make more money. But to what end? Would it make me happier? A recent study out of Princeton University claims that \$75,000 is the annual income that it takes to be "happy" (for a great article on the study try typing all this into your browser: <http://www.time.com/time/business/article/0,8599,2016291,00.html>) I think the whole point of the study is that after you provide the essentials for yourself and your family (which 75k should do) then it's not money that makes you happier. It's time. And if you can make that 75k (or whatever) in a 40 hour week (instead of a 50 or 60 hour week) then good for you. It means you might actually have some free time to spend with your family or to learn to play piano or to take in a ballgame with your friends.

We all know someone who has passed away too young. These stories are always tragic and they make us think. We spend a day or two (maybe) thinking we'll reprioritize our lives and start living for today and not putting off that dream vacation anymore. But then, inevitably, life gets in the way. Sales calls, meetings, this weekend's

events. They all take precedence. But I'm here to tell you, those people who passed away too soon, they made the same decisions, sacrificing something they really wanted to do for something

I'll DJ about 45 events. I work hard but I also try to leave as much time as I can for my other interests. If I had to define a "balanced life" that would probably be it. Work hard enough to

be successful and happy (by your own definition, not what some Princeton professor tells you) and then make damn sure you enjoy the rest of your life.

Last year I had the absolute thrill of attending a baseball game with Randy Bartlett. Kelly and I were on vacation in California and a bunch of us went to AT&T park for a Giants-Dodgers game. I have lots of pictures taken with Randy, just as I do with most

of my friends. But given our common love for the game, this one's my favorite. Dear reader I hope you are leading as "balanced" a life as possible!

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



that seemed to be urgent at the moment. They didn't have the luxury of "knowing they only had six months to live." They just got taken from us and when it happened, it didn't really matter how full their in-box was.

If you follow me on Facebook you know my girlfriend Kelly and I love our two dogs. I also like my sports, I love to travel, I run as many races as I can squeeze into my schedule, and, oh yeah, I DJ some too. This year, besides running the business of Elite,

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The Latest Gimmick And Fear

By Mitch Taylor

Have you seen this? <http://www.youtube.com/watch?v=KgZ4ZTTfKO8>



If you haven't I strongly encourage you watch it. Go ahead. I'll wait. OK. Now...how often do you have a bride and groom come to you and say "We want to do something unique and fun!" How often do you turn around and suggest to them something like this.... or the "Evolution of Dance" video, or the "Forever" processional you've seen on the 'net?

I would argue that you should rarely ever do this. Use it as a launching point if anything. The problem is that all of these ideas become 'COMMON'.

Common makes it average and average makes it NOT unique.

How do you get unique? Very simply...you ask them. What's the purpose behind what they are asking to do? How do they want their guests to feel? To react? What is their motivation? Put this type of emphasis on the night as a whole and then break it down to the key factors of the evening as well and you will set yourself up for success.

However...what if you and your clients brainstorm something that you might not be able to produce. Or have never experienced before. Maybe they want you to work with new technology that you don't have the first clue about. Fear is a powerful motivator – both positively and negatively. This exact subject was discussed recently on a DeeJaymastermind.com conference call that I have the pleasure to be a part of. Fear. Specifically the fear one has for living up to the pressure...fear of being able to deliver the goods.

You may be saying "Ah...I can do that. No problem. Just show up a little

early plug in and I'm good to go." (This could be a false sense of security or trust in abilities.) Others may just be saying "No...I'll just tell them that's not what I do or charge them extra to do it." (Now you've got an escape route in case things go wrong.) Or if you are honest with yourself about your abilities to carry out the clients' solution, you may realize you have bitten off more than you can chew. Do you admit this to the client? Do you just figure out how to pull it off before the event? How do you handle this situation?

The realization that one may not be able to fulfill the clients wishes or live up to their expectations is one that very few entertainers readily admit. I had the pleasure of being in the company of one such man recently...and his admission was beautiful to see. Most will NOT swallow their pride and admit that they may not know anything. They will just say "Oh yeah...we can do that" and then ask questions later...still selling the client something they may not be able to readily deliver in the allotted time

frame. I've worked with people on both sides of the fence. The ones who just give lip service by saying they create epic parties are only fooling themselves. The entertainers who truly open themselves up to critique, growth and learning are the ones who will rise above in any economy and be able to CREATE the latest and greatest "gimmicks" that will be featured in the future. Where are you and what will you do?

Mitch Taylor is a 18 year veteran of the mobile disc jockey industry and got his start working on the cruise ships of Carnival Cruise Lines. He is a member of the American Disc Jockey Association, WED GuildTM, and recently earned his ACE of Sales certification from Jeffrey Gitomer. Mitch owns and operates Taylored Entertainment in the Upper Peninsula of Michigan and can be reached at 906-786-6967. Mitch can be reached at mitchtaylor@discjockeynews.com

Talkin' Bride With Tamara

By Tamara Sims

What's in a date? Well, apparently "trendy" wedding dates are the new "black." The entire world saw evidence of that last month on 10-10-10, and I am confident that most of you saw the busiest Sunday of the year on that date.



So I started thinking about wedding dates and how each bride and groom selects their date. Is it random? Or is it more methodical than we think? There is only one way to find out, and those of you who know me or follow my column, know that I am not afraid to ask questions.

During my sales consultation I really enjoy getting to know my clients, so I always ask how they met, where they met, how long have they been a couple, how did the groom propose, etc. But it never occurred to me to ask how they selected their wedding date. And when I think about it now, it really is a great question that I am sure other vendors aren't asking.

My quest to find out how the wedding date is selected began on October

11, 2010. I met with a sweet couple Amanda and John to discuss their July 23, 2011 wedding reception. A random date to most of us, but they shared with me that John's mom recently passed away so they decided to get married on John's dad's birthday July 23, so he would have all of his friends and family around. What a beautiful gesture.

October 12, I met with Sheri and Matt. They both had a chuckle when asked how they selected their wedding date of July 9, 2011. The reason: Sheri hates odd numbers and Matt thought it would be fun to get married on 7-9-11, just to drive Sheri nuts!

On October 15, I uncovered a very sweet story from Erin and Nick who selected October 1, 2011, to wed. This the exact date of Nick's Grandparents 50th wedding anniversary! What an amazing celebration it will be when we have both couples share a special Anniversary Dance together.

Finally, on October 16, the couple I have been looking forward to meeting all week were Tiffany and Drew, who selected the mother of all "kitschy" wedding dates 11-11-11! I never anticipated how meaningful the number "11" would be in Tiffany's life and in their journey together. Tiffany and her best friend from college had started a fun game

where they would text one another at 11:11 am or 11:11 pm and they would each make a secret wish. Tiffany's wish was simple...she always wished that things in her life would work out the way they were supposed to. On October 11, 2009, Tiffany caught the bouquet at a friend's wedding, and at the time she never really thought much about it, as she wasn't dating anyone. Fast forward



a few months later when Tiffany and Drew's high school friends helped connect them on Facebook. Tiffany was living in Nashville and Drew was living in Naples, Florida, and when I asked about their first date, Tiffany said she flew out to visit Drew in February. At that moment, a light went off in Drew's head and he went to his phone to look up the date of the visit...sure enough it was on February 11! Neither of them had realized that there was yet another connec-

tion to the number 11 until now! They fell head over heels in love and Drew proposed on September 11, 2010, exactly 11 months to the day that Tiffany caught that bouquet. And as no surprise they selected 11-11-11 as the perfect date to say "I Do." I think we can all agree that 11 is a beautiful and magical number for this couple!

Who knows, maybe we will see a surge of weekday weddings with creative dates. I don't know about you, but we still have availability on Tuesday January 11, 2011 (1-11-11), or Wednesday December 12, 2012 (12-12-12). After all, in our industry many times it is a numbers game!

A special Thank You goes out to Tiffany and Drew, who so generously spent their time with me in sharing their love story for this article.

To hear more from Tamara, please visit her Blog: <http://www.something2dance2.com/blog/>

Tamara is the Director of Sales and Marketing for Something 2 Dance 2 DJ Entertainment in East Dundee, IL, which she proudly owns along with her husband Jay Sims. She has over 20 years experience in the wedding industry and loves to create wonderful wedding memories for her brides and grooms. You can contact Tamara at: tamarasims@discjockeynews.com.

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Starting From Scratch

By Jeff Richards

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

To really have a unique and memorable event, especially at a wedding, you as the DJ need to create special moments for the Bride and Groom that they and their guests have not seen at other weddings over and over again. It

can be as simple as a unique song played for someone special to "Love Stories" or Grand Introductions that look like something from an award show on TV.

Robert Krueger mentioned in his October article a recent special moment he created at a wedding when he played a specific song for "grandpa" which got the 83 year old man up out of his wheelchair and away from his oxygen tank long enough to dance to some Glenn Miller. My hats off to Robert for making a very memorable moment for Grandpas family and friends. Here are a couple examples of special moments I did this past wedding season that you may want to try for yourself.

This summer I was scheduled to do a wedding for this wonderful couple. Three days before the event I was informed that they were big Minnesota Vikings football fans and wanted to do a big "sports" themed introduction for them and their wedding party. To tell you the truth I'm not a sports fan and watch or/and know very little about football, so at first this made me panic not knowing what to do. I've done special extended introductions many times before, but not one with a football theme. After a sleepless night thinking and dreaming about what to do I came up with a plan.

I started by playing the Fox Sports Football Theme and introducing the parents of the bride as "The Coaches for Team Nikki" followed by the parents of the groom as "The Coaches for Team Mike." Up next were the Ushers who were introduced as the "Bench Warmers." I decided to divide the Bridesmaids into the offensive team players and the Groomsmen into the defensive team players.

Each couple were announced as team positions that would play against each other (Offense vs. Defenses) and at a yard line with a football analogy such as "Positioned on the 50 yard line" - "Standing at the 40" - "Crossing the 30" - "Down at the 20" - "Holding at the 10" (Best Man and Maid of Honor) with each couple getting closer to the goal line.

As they entered the room each couple would do a football move or stance together (special photo moment) followed by throwing a football to the next couple as they were entering the

room. Then it was time to introduce the guests of honor. I started the Monday Night Football theme and said in my best Michael Buffer voice: "Lets stand and give a big cheer as we cross the goal line for a touchdown with our star quarterbacks"... (insert name here) The bride and groom entered wearing their favorite Viking's jerseys, giving a high five to everyone in the wedding party, followed by a team huddle and a cheer. The crowd went wild! During the course of the dinner I also played other music you would typically hear at a football game including a local song called "Purple Pride (Go Vikes)" a song that was produced for the team about ten years ago. When the toasts ended I played "We will rock you" by Queen and everyone went nuts banging on the tables and singing the song.

In June I was working for a local multi-op company using their equipment for that wedding. They still used CDs and had a very limited selection for quests to choose from. As soon as the guests started to arrive I was asked several times by several people if I had Rick Astley's song "Never Gonna Give You Up" and was informed that it was a "MUST PLAY" inside joke for this group of people. It was never conveyed to me in the paperwork or in the phone call with the bride and groom that this was an important song to this group. Of course in my own DJ computer I would have had every Rick Astley song he made but unfortunately this company did not have any of his hits. Lucky for me I had just made a few days earlier a "Best Of" CD for my wife to listen to while in my truck

on a long trip we were taking the next weekend.

I ran out to my truck and grabbed the CD as the bride and groom was entering the hotel lobby. The first thing out of their mouths to me was asking if I had that song to which I held up the disc. Having that one song made the night and created a special moment for the bride, groom and guests as they all got "Rick Rolled."

This summer I arrived to set up for a wedding to find there was a screen and everything needed for a slide show set and ready to go. The bride and groom told me just a few days earlier that there would not be a slide show so this surprised me. When the mother of the bride showed up she informed me that she had put together a special slide show for the couple and did not tell them about it. She did not put any music on the DVD so she asked me if I could "just play some music" in the background as it showed. I decided to have the slide show shown directly before their first dance together as a lead in to the dance. Here in the Midwest we typically do the "first dance" after the meal and cake to start the dance portion of the night. I had the bride and groom in chairs close to the screen and right off the dance floor where everyone could see them as they watched the slide show. The lights dimmed and I started playing an instrumental version of the song they selected for their first dance as the slide show played on. The slide show ended at the exact same time as the instrumental song played through

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Lessons From Disney: Want To Be King?

By Ron Ruth

So, I'm a bit behind the curve in commenting about the Wedding MBA in Las Vegas last month since I took time off from writing in September to attend the conference and enjoy my annual vacation. Suffice to say, having attended last year, the Wedding MBA not only lived up to my expectations but, once again, overwhelmed me with very useful information that will help me build and grow my business. If only I can find the time to implement everything I learned.

But as incredible as the Wedding MBA conference was,

attending was not the highlight of my trip to Vegas. From the day I registered, I had made up my mind that I was also going to attend a performance of Disney's "The Lion King" at the Mandalay Bay Resort. I have seen the touring company on two different occasions but have never seen the production on a "home" stage. Through my WED Guild friend, Elisabeth Daley in West Virginia, and her connections to people in the "theatre world," a small group of my friends and I saw "The Lion King" from 12th row, center on a Wednesday evening.

But, the most awesome memory of that evening, beyond an awe inspiring, spectacle enhanced performance of Disney's most successful, live theatre production, was getting a backstage tour from Liz's friend, Jay Atwood. Jay has been the keyboardist and assistant conductor for "The Lion King" in Las Vegas for the bulk of its 600, Mandalay Bay performances.

As we concluded the tour that included a close up look at the hundreds of costumes and a little of the magic that brings life to the animals and thrills of "The Lion King," Jay paused to allow us to ask questions. Trust me when I say I had a bunch of them. As I stood dead center on "The Lion King" stage...let me repeat that in case you

missed it...as I stood dead center on "The Lion King" stage, one of my final questions to Jay was "How often do the actors rehearse?" His answer surprised me. "This production is always in rehearsal," he said. His response has resonated in my head for weeks. Think about it. With almost 600 performances behind the cast, musicians and crew they still rehearse to improve their performance and the production.

Very recently, I had the pleasure to speak with Jay, again, by phone. I asked him to expound on his answer. He told me that rehearsal takes place 5 hours per day, 4 days a week. Although the 40 cast members and dancers (some performing 5 different roles in the production) may not all be rehearsing together as an ensemble, they are all in attendance and "running" their roles in various rehearsal areas of the theatre. All in all, Jay estimates that a total of 20-60 hours are invested in rehearsal every week. Much depends on whether a new actor has come on board to take on one of the many difficult roles.

Jay went on to say that all of that rehearsal time allows the cast to get the "mechanics" of their performance down cold so they can become free to be creative in the interpretation of their roles and experiment without an audience. Rehearsal is also an opportunity for the cast to become best prepared for the unexpected that can slip its way into a performance of a show that is the size and magnitude of "The Lion King."

But, perfecting their roles doesn't end with rehearsals. The cast, dancers and musicians are given nightly notes on their performances by the musical director, the resident director and resident choreographer. Improvement is ongoing and no one is beyond reproach when it benefits the show.

One of the most well known songs from "The Lion King" is "I Just Can't Wait to Be King." It is evident from the incredible dedication that goes into each and every performance that becoming and remaining "King" is extremely hard work. After 600 performances, an average of 9 perfor-

mances per week on one stage, it would be easy to convince one's self that rehearsing for perfection is no longer necessary.

As Jay and I talked, I couldn't contain the Disney geek in me. I asked him to tell me about the excitement that he feels ev-



ery evening when he walks into the theatre, knowing that he has a part in one of the greatest Broadway shows ever produced. I mean, after all, "how cool is that?"

His reply had little to do with excitement. "It is a job" he said. A job that he takes great pride in. But, a job none the less. As he explained, when you do the same thing over and over again, almost 600 times to be exact, it's difficult to appreciate the exciting aspect that you and I might see as a member of the audience. Having said that, however, he went on to say that it is the ever changing, yet enthusiastic audience response at every performance that makes his job so enjoyable.

An unspoken reality is that the audience doesn't care how many performances have come before. They expect to be blown away at the one performance they have chosen to attend. There is no sympathy for any cast member that is caught not giving their all because they're tired or, worse yet, have become complacent.

When asked how he stays "fresh" for every performance, Jay told me that he does it for his "friends" on stage. He is there to support their talent and will give his all and more to make certain that they shine as performers. And, perhaps in a moment when

he let his guard down while talking to me, Jay's voice conveyed the overwhelming joy and exuberance that he feels when he knows that he has succeeded.

If you believe as I do that our client's and "audience" expectations of our performances are on the same scale of "The Lion King," then there is much to be learned from Disney. As DJs we are, whether you want to admit it or not, in show business. And as "actors" and "actresses," we play a major role in every event at which we perform. As such, a sincere dedication and unwavering commitment to our craft is essential to success.

If you just can't wait to be a "King" or "Queen" in the DJ industry, you owe it to yourself, the other wedding professionals you work with and especially to your clients and their guests to

be well rehearsed, extraordinarily prepared and enthusiastic about taking your place on stage at each and every celebration. Discard the notion that you've perfected your role. There is always room for improvement. And, regardless of how long you've been in business or the number of events at which you've performed, seek out ways to make the performance of everyone around you shine.

These same elements have allowed Disney's "The Lion King" to enjoy a 13 year (8th longest running Broadway show in history), worldwide run with packed houses every night. Want to be "King?" Learn from those that have already gotten there.

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

Be A Game Changer

By Ken Day

You've heard the optimistic statements: "Life is not to be dreaded, but lived." "Life is not to be merely lived, but celebrated." But when you are in the heat of the battle balancing ten projects every day, these good thoughts usually go out the window after the first or second "how much?" question.

Rushing through your days of client calling, vendor and venue lunches, late night events, working until you are exhausted, and then starting all over again the next day, sometimes you wonder if you're making a difference or simply living the same day over and over again hoping for different results and witnessing absolutely no change.

changer.

Stop taking anything and everything for granted. Instead, stop everything you are doing, step back and ask yourself: "Is this what I really want?" Look at all of the various events in your day and ask what you can do to attain different results, elevate your experience, or at least learn something new. At this point don't think about the bottom line dollar amount. Assess how you can make your daily life better, for yourself, your family, and those around you.

Here are some suggestions to becoming the game changer and creating a life to be celebrated:

Mentally: Shift your thought process or at least adjust it a little. If you are prone to disparage or find the fault in situations or others, look for things to admire or acknowledge. Then expressing those elements of admiration or acknowledgment directly to that person or persons. Rather than jumping to conclusions or making assumptions, ask questions and wait for the answer – the entire answer. Read more; read, read, read, and then read differently. Reading differently means reading to see what others have as an opinion or perspec-

tive on a subject and not merely to affirm your own perspective or views, actually consider the "other side". Ask someone with a different outlook to lunch to learn what works for them and make a point of listening far more than speaking.

Habitually: If you're typically late to work or meetings, start arriving early to observe what life is like before you rush through the door and witness the new perspective people have regarding your habits and commitment to their time. This could be a completely different experience, observing people and their interactions in a more peaceful setting. Sit at different locations at the table; rearrange something in your office or set your system up differently at one or more venues and see what is noticed by the staff and determine how you feel about the new perspective.

Physically: You feel uplifted when you make a physical change. It doesn't have to be anything severe or drastic you could cut or grow your hair, buy new clothes, or choose new colors for yourself. Stores have free 'personal shoppers' to help you escape from the look to which you're attached. Females, go to the cosmetic counter to get a new look, even if it's just for the day or for an event your attending. Guys, if you're pasty white (which makes you look tired,) get out in the sun or

buy sunless tanning lotion and apply carefully. Warning, don't overdo it; too much tan is a serious turn off, unless you're from Jersey.

Off time: If you love your 'alone time' away from the office, shake it up periodically with more intriguing interactions. If you have to be surrounded by people 24/7, spend a little time alone to see what that's like. You may find yourself more fascinating than you thought. Change your workout and if you don't have a workout routine – you should start one. Once again, it doesn't have to be drastic changes. You could just change your running or biking path, or sign up for a challenging event. Think of new ways to expand or enhance your friendships while exercising.

There are so many ways to shake things up by making very subtle changes. You owe it to yourself to make today different from yesterday. Your work is serious, but your life is too short to be taken for granted or too seriously.

It's your game and your game plan - Become a game changer today!

Think - Creatively.

Feel - Passionately

Act - Responsibly

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

What's In Your Way? Your Ego?

By Kelly Suit

One of the things that amuses and annoys me the most about our industry is the out of control egos that I see much too often from my peers. I see it on the chat boards, I see it at the conventions, I see it from my local competitors, and I even see it on my own staff.

Usually I take it in stride. Truth be told, I have an ego too, I know it and I admit it, but I try very hard not to let it show and even more so I try very hard not to let it effect how I go about running my business and how I perform. I try real hard to not let it effect my life negatively.

I don't believe that ego by itself is a problem; in fact I believe that if your reading this article and your honest, you know you have one too. It's what allows us to sell our services. If we don't believe we are the best how can we possibly convince a prospect to hire us? It's what allows us to perform, when we are in the spotlight we don't shy away from it because we believe that we are excellent at what we do. At the very least, it's what pushes us to be better at our craft.

Now ego unrestrained is a problem! If you go around telling others your better then they are or if you look down at other DJs because they aren't on the same level as you are, your ego is hurting you and you might not even know it. Here is a question, have you ever responded sharply to another vendor at an event because they didn't know what they were doing or that they were questioning what you are doing? Have you ever bristled because you had to setup in a corner rather than in front of the dance

floor? Have you ever rolled your eyes or commented under your breath when someone came up and requested the Electric Slide because that will get the floor packed, like you didn't know?

I've talked with wedding coordinators and venue managers and I can tell you that I'm not the only one that sees this problem from our industry. They all have stories about the DJ that wouldn't take direction because they thought their way was better. I spoke with a coordinator that got into a shouting match with a DJ that was angry about where they were forced to be setup. We are perceived as a whole as being prima donnas, difficult to work with, and arrogant. I realize that this is probably a very small minority of my fellow entertainers, but it's prevalent enough that it's given our industry a bad reputation.

How do you know if your ego is a problem? My suggestion is to ask others about your ego. Chances are if those close to you recognize it then it might be a problem. Keep in mind that you don't know where or when you lose a referral nor do you know when and where your next event is coming from. You also stand the chance of ruining a relationship with a vendor that does currently refer your service if your ego bristles against theirs.

We need to understand that everyone wants to be treated special, with dignity and respect. We should never be so full of ourselves that we don't listen to what others have to share. Just because you are a great entertainer doesn't mean that you can't learn something from a fellow DJ, a vendor we work with, or even a guest. You have to be open to new ideas regardless of where they come from. I once had someone tell me that they would never take advice from a DJ that made less money then they do. That way of thinking can prevent you from growing as an entertainer and as a person.

Another problem I've seen is when someone that truly has some great ideas or something important to say,

but because of their ego and attitude no one wants to listen. I think about a DJ in my market that has gotten a pretty bad reputation among his peers because of the way that he acts and what he says. It's all because his ego has blinded him to the possibility that his peers have anything of value to offer. Funny thing is that this guy has some good ideas, but no one cares to listen to him anymore.

My absolute favorite DJs are the ones that I've met that have a confidence about them and their performance. They know they are excellent at what they do, but they are also humble enough to listen and learn. If you have been to some of the national conventions you know of whom I speak.

They are the ones that sit in the front row, take notes, and spend more time listening then speaking. You aren't the least bit surprised to find out they are among the highest paid entertainers in their markets or that they generate almost all of their work on referrals.

Do these people have egos, certainly! What they don't do is let that ego get in the way of their excellent efforts. They've learned the balancing act between confidence in their abilities and humbleness. Ego isn't a bad thing at all if you are in control of it and not the other way around.

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Starting From Scratch continued from page 3

for the third time. I instantly turned on the mirror ball lights (gems) and introduced the bride and groom then began the actual song they selected as they stood and made their way to the center of the dance floor. They reached their spot on the dance floor as the musical introduction went into the first line of lyrics for the song. Many people commented that night on how beautiful and a perfect transition it was from the slide show into the beginning of their dance.

One of the special moments many couples are doing is the surprise first dance where they work out a special dance routine for their first dance as husband and wife. If you go to YouTube you can see many examples of the surprise first dance.

Some are great and some are just hard to watch. You as the DJ need to be a part of this special moment by doing things like editing the song(s) together properly with the right beats,

length and order. When my couples want to do this I really stress the importance of originality, length and execution of the dance. Don't let them copy something that has been done a million times on the internet. Don't let it drag on and on and stress the importance of them practicing the dance to perfection so that they do not embarrass themselves.

Sometimes the littlest things you as the DJ can do will make the biggest impact on the couple, their family and friends. All you need is a little thought, a little extra planning and a little imagination that then can turn a regular event into a special moment and night. To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

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Cleary Speaking

By Dave Winsor

"Say what you mean and mean what you say." How many times have you found yourself in a situation that required a clear, concise answer? How many times have you struggled to find the right words?



Don't feel bad if you've found yourself in this situation. Many people have had difficulty in saying what they mean.

A good friend and a mentor of mine, Ivan Burnell told me that the most limiting part of speech is when you don't say EXACTLY what you mean. If someone asks "Want to come over on Friday and watch the game?" you can answer that in a few ways. Yes, No, Maybe and I'll try. How about choosing one answer and be honest. If you don't

have any intention of making it over to watch the game say "No, thank you for asking. I'll have to take a raincheck". Don't tell them "I'll try" because you won't. It's the most feeble attempt at an answer and what's really upsetting is most people WILL BELIEVE YOU.

Think about this: How many times have you been in a meeting with a prospective client and they put you on the defensive with a cleverly worded answer? If you're like most people you may stammer and stumble. That's ok. One way to buy a little extra time if a question throws you off is to ask for clarification. Once they start to explain the question in a different way you've bought the extra time needed to formulate an answer. If I get stumped with a question I'm most likely to say "Whew, that's a GREAT question! What made you ask it?" I haven't answered the question, but I've paid them a compliment and got more time to seek clarification.

How many times has a client entered what they THOUGHT was the title of a song in your online planner, and you have NO IDEA what the song is? That's what I'm talking about. You both may

THINK you know the song, but the client has picked out a line of the song that really struck them as important. I can't tell you how many times I've searched for an incorrectly entered song title that I now Google the words that they enter. That begins the quest for the answer and in some cases, leads me to many more questions about artist and version.

It's so easy to think you understand what someone is saying, but in reality it quite a different story. I recently helped a great couple plan a ceremony and reception. Most of the day went off without a hiccup, except for the toast. On the planner, and in face to face meetings we had discussed the Best Man would start the toasts and a group of young women who were named "The Three E's" would have something to say. So, when the time came, the Best Man recited a self written poem for the Bride and Groom. It was very well done. I took the microphone back from him and started to introduce the "Three E's" and the girls quickly looked at me and said "We need more time!!" WTH?! So I have a hot microphone in front of 160 people. What to do? I started to joke that the girls needed some extra time be-

cause the best man's toast was soooooo good. I noticed that the girls were handing things out to different tables and it became clear to me that this was going to be something special. Well, it was. If you've ever attended an overnight camp and done a cheer where different groups has to make sounds on cue? Yep, this was one of those moments. It took about 5 minutes to complete but in the end, everyone was laughing and cheering. If I had only asked DIFFERENT questions during the planning meetings, I would have been better prepared. The funny thing was, the Maid of Honor was the Bride's SISTER and she never mentioned it to me at any time before the reception.

Be clear. Be concise. Understand and be understood.

See you in Vegas this year. I'm going to be delivering a seminar on Microphone technique and Voice Over training. Perhaps I'll see you there? It will help you in moments like I've described and many more.

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

Press Releases

Stunning ADJ Revo Burst Takes Light Shows To New Places With Seven Clusters Of LEDs

The Revo Burst, an intense new LED Moonflower from American DJ, doesn't just fill rooms and dance floors with light, it saturates them with color. Boasting a 46-degree beam angle and 294 LEDs arranged in 7 equal clusters that strobe and turn on/off in synchronization, the new effect creates a fireworks display of light.

The Revo Burst's wide beam angle results in extensive light coverage, so there's no need to hang this effect very high in order to immerse a dance floor with brilliantly colored light. A very dynamic effect, the



Revo Burst spreads vivid clusters of life in every direction on walls, ceilings and floors, to create an impressive color display with or without the use of fog.

The seven 42-LED clusters of light in the Revo Burst strobe and turn on/off in precise synchronization using the unit's built-in programs. As one would expect from such a visually stunning effect, the built-in programs in the Revo Burst are anything but routine, with bold and daring movements that will sweep crowds of their feet. To add to the natural flow and spontaneity of a show, DJs can use the ADJ UC3 hand-held controller to turn the unit on and off and select the various built-in lightshows.

Linkable via XLR connections, the Revo Burst can be run in three operation modes: DMX, Sound Active & Master/Slave, as well as 10 DMX Channels (4 Channel mode or 10 Channel mode). Among the user-friendly features of the unit is a 4-button LED DMX display on the rear panel. The Revo Burst's 7 clusters of light have a total of 294 sharp LEDs (84 red, 105 green, 63 blue and 42 white). Other features include 0-100% dimming and slow-to-fast color strobing.

Compact and lightweight, the Revo Burst is easy to pack and transport for mobile DJs, weighing in at just 8 lb (3.4 kg) and measuring 12"x8.5"x9.5" (312x216x239mm). The unit also features a multi-voltage operation (AC 100-240V 50/60Hz) that allows for a Revo fireworks show anywhere and anytime. Because of the LED lamp's 100,000-hour life and 20W max power consumption, the Revo Burst is as friendly to the environment as it is to any budget.

The Revo Burst is available at an MSRP of \$239.95.

American DJ's Quad Phase Turns Moonflowers Into Rainbows With Revolutionary 10W Quad-Color 4-in1 LED

The moon has 4 phases -- now there's a moonflower effect from American DJ that lights up the night using 4 distinct colors in one LED source. Fittingly called the Quad Phase, this revolutionary LED moonflower can mix and blend nearly twice as many dazzling colors as you'll find in a rainbow, 13 in all -- red, blue, green, purple, yellow, cyan, white, light red, light blue, light green, light purple, light yellow and light cyan.

This multicolor extravaganza is made possible by the Quad Phase's technologically advanced 10W quad-

color LED module, which contains 4 different color LED components



(red, green, blue and white) in one homogenized lamp source, allowing it to mix up a larger variety of hues.

In addition to creating more colors, this 4-in-1 LED produces smoother color changes and eliminates the shadows and halos sometimes associated with LED effects.

A high-power club and DJ effect, the Quad Phase emits a total of 160 brilliant, razor-sharp beams at a 65° angle, enough to fill a dance floor, wall or ceiling with a spectacular shower of color. Utilizing state-of-the-art 1.8° long-life stepper motor technology, the versatile moonflower can produce either quick accurate movements for high-energy dance

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Networking Is A Contact Sport

By Harvey Mackay

On any given week, I receive five to ten books or book proposals from authors asking for an endorsement, an opinion, or a mention in a column. When they are really good, the answer is yes. When they are really, really good, I want to share them with the world.

I'm known as something of an expert on networking, having written books of my own on the subject and speaking about it to Fortune 1000 companies all over the world. I can recognize a winner from a mile away.

Such is the case with *Networking is a Contact Sport*, a new book by Joe Sweeney, who built his career by "combining his love of business and his passion for sports." The title doesn't refer to hard hits or banging bodies -- it's about staying in contact with folks whose paths cross yours throughout a career.

Joe is eminently qualified to write this book. His resume includes owning four manufacturing companies, serving as president of the Wisconsin Sports Authority, and founding a sports marketing agency that specializes in assisting and representing coaches and athletes. He is currently a managing director of an investment banking firm that brokers business transactions and raises capital for middle-market businesses.

But Joe claims his networking abilities were developed at a very young age, long before he got his start in business, being raised in a family of nine boys and one girl. An early example he shares is his meeting -- at age eight -- with then-Notre Dame football great, coach Ara Parseghian. He was hoping the coach would provide a football scholarship

for his older brother, a walk-on at Notre Dame. (For the record, his brother was awarded a football scholarship for the following year.)

Another insightful chapter tells about how Joe "drafted" Bob Costas to speak at the Wisconsin Sports Hall of Fame induction ceremony in 1995. He didn't know Costas, didn't even know how to contact him (this was pre-Google, after all).

But working his network, and shipping bratwurst and Secret Stadium Sauce from Milwaukee's County Stadium to Costas, a ballpark food aficionado, scored big points for Joe. As Joe says, "If my experience with Bob Costas proved anything, it's that networking is a contact sport. Sometimes you get pushed aside or knocked down, but if you persevere, remain focused, and look for ways to engage people -- ways that are fresh, clever, and persistent -- networking will make things happen and take you where you want to go in life."

The book is chock-full of personal stories and great examples of situations that anyone can relate to. Even more helpful, I think, is the "recap" at the end of each chapter that reminds readers of the most significant lessons.

Joe encourages readers from the beginning to take this approach to networking: "When you truly give to others without any expectations or strings attached, you will receive much more than you ever could have expected."

He stresses ten points for effective networking:

- Be clear about your objectives and outcomes.
- Do your research.
- Don't be afraid to ask.
- Get comfortable with traveling outside your comfort zone.
- Try, try, try -- and then try again in a creative way.
- Do your best to connect the dots.
- Seek out in-person contact -- there's no substitute for the personal touch.

• Take 100 percent responsibility for your networking.

• Treat others as you would want to be treated.

• Present an offer to help others before you ask for anything.

Joe also has advice for networking to find a job, especially timely advice in this economic climate. (Another area I can highly recommend, having spent the last two years writing a book about job searches.)

He shares insights on networking personality styles, identifying traits on both sides of a networking relationship. He shows you how to choose the best

approach to connect productively with many kinds of people. "Business is not about managing money," Joe says. "It's about managing relationships and personalities."

Mackay's Moral: If networking is a contact sport, make sure you get in the game.

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

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tracks or a smooth fluid motion to complement mood music. And with a large palette of colors to choose from, there's a shade to match every mood!

"Homogenized multi-color LED lamp sources represent the latest advance in LED technology. American DJ is committed to bringing this exciting breakthrough to our customers," said Scott Davies, General Manager of the American DJ Group of Companies. "Using this homogenized LED technology, the Quad Phase offers a lot of advantages over traditional LED moonflowers. It can produce more colors, for one. The colors are also richer, because they're blended more smoothly. And the beams are sharper and more vivid, because they don't have any shadows or rings around them, which sometime occurs when single-color LEDs are blended together."

Compact and easy to use, the Quad Phase is great for mobile entertainers, discos and small clubs. It can be run in 3 different modes: Sound Active, Master/Slave (linkable via 3-pin cable), or DMX-512. When operated in Sound Active or

Master/Slave modes, the Quad Phase will move to its own exciting built-in programs, producing an electrifying, colorful light show with virtually no effort. Or you can create your own customized light show with a DMX controller, using 4 channels that give you full command over color, rotation, strobe and dimmer. A 4-button display on the rear panel makes it easy to navigate through DMX settings.

The Quad Phase's light show can go on all night too, thanks to its cool-running LED lamp source, which emits such a small amount of heat that there's no need for on/off duty cycles. This cool operating temperature also keeps things more comfortable on the dance floor, and allows you to pack up the fixture right after your show, since it'll never be "too hot to handle." Other advantages of the Quad Phase's LED lamp are its long life (30,000-hour rated) and low power draw. Despite producing a brilliant rainbow of colors, the unit is "totally green," consuming just 27 watts of electricity at maximum use.

Designed for easy mobility, the

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P = (i) + C

By Dean Carlson

Ever have one of “those” moments in life. One of those moments when someone says or does something in just a certain way, that the second it happens it feels like a loose cog slips perfectly in place and a whole new reality snaps it to being. A few years back I heard it put this way, an “Ah Ha!” moment. I had a big “Ah Ha!” moment while sitting in church several years ago. My pastor was doing a sermon about “The Storms Of Life,” based on the hurricane that had just ravished the south. He said almost in passing words I had heard separately, but not in this order or way, yet afterward’s I wondered how I hadn’t thought of this like that before.



Perfection = (i)nspection + Correction
What I have learned I about the formula P = (i) + C is that the (i) is the most important thing. Without the ability to self inspect there is no chance of attaining Perfection in life or with, say, my DJ performances. And although I am not sure that a perfect performance is actually attainable it is always something that the top DJ / MC talent in the country strive for. In past articles I have talked about different tools that you can use for inspection, videotaping your shows, having someone do a shadow or ride along with you, client feedback both written and verbal, and finally I think one of the most important tools can be your own personal after show critique and review. I keep these on file always. Not only does it give me a chance to dig back and see what I did for previous clients just in case I have repeat families. But more importantly it allows me to check for patterns.

But there is another whole different school of thought about what to (i)nspect. For those long time column readers you know that I managed a larger multi op company for 6 years. At one point we had as many as 28 DJs on staff, with varying levels of experience, desire and ability. I must say that probably the toughest job I had was trying to keep all 28 egos focused on the bigger picture: our clients. I had tried various methods of training

to improve every DJ’s performances. What I found is that ultimately one method doesn’t work for all people. The reality was that each person was motivated by different things, some were money, others were praise and still others were awards. I could ask in our training session “who wants to be the best DJs in the world” and all of them would raise their hands, yet when they left the classroom, half or less would actually put to use the information that was taught.

Having DJs underperform can really test an entertainment manager, causing him or her to have a lot of questions. Why am I not getting through to these people? Have I hired people that truly cannot or will not make the appropriate effort? Or was it something much simpler? And that is when my pastor’s words came back to me. Perfection = (i)nspection + Correction.

I was tailoring a training program that was not individualized nor based on their strengths thus not working for everybody. You may be asking how strengths fit into all of that. Tom Rath wrote a book called “Strength Finder 2.0” and I encourage everyone out there to pick this book up and take the test, you might be surprised. But Mr. Rath writes that part of the problem with our current education system is that we concentrate too much on a person’s weakness and not enough on their strengths. He argues that if we were to identify people’s strengths early on, and push that verses pushing them to work harder on subjects that they struggle with it would actually increase both the stronger areas and the weaker areas. This boils down to that they would actually be doing well in something because they enjoy it, thus since there was victory already in their program they would also do better in the areas that they weren’t as interested in.

So step one for me became to learn or (i)nspect my strengths and those of each and every DJ on the staff. For those of you that take the Strength Finder 2.0 test, my top five strengths are Woo, Achiever, Communication, Input and Adaptability. It’s funny after getting several DJs to jump on board with this program; I found that our strongest DJs had at least one of these, Woo, Communication or Adaptability in common. Although I did find this is not an all inclusive list needed for DJ strengths.

As DJs we could bring this ability to a more visible level. Maybe we could (i)nspect our shows and find out what skill set or sets that we are best at. Some of you may be great at beat mixing, while others this skill may be a bit weaker. Maybe your MC skills are off the

charts while your improvisational skills could be hurting. Whatever the case you should probably consider placing the majority of your training time and money into those places that you are already good at, because you can become outstanding there in the shortest amount of time. This is not to say that you should ignore your weakest areas, but become more realistic about them.

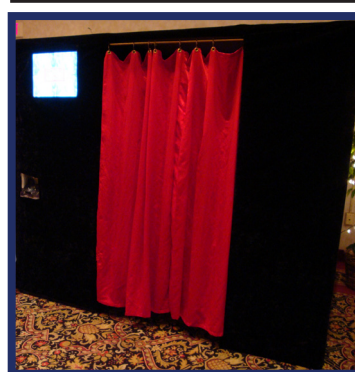
7 years ago my DJ style was a shotgun approach. Meaning I thought if I jammed so many thing into my show people would think “Wow!” And to some extent it worked. People came up to me and were like that was great we had a fantastic time. The question became was I memorable. And again to some extent I was. Then I learned about developing my strengths. I stripped away all the things I was just average at, refocused all my energy at working on the things I thought were my strengths, and within a very short period of time people comments started to change. Instead of hearing that was great, I started hearing how they had never seen a DJ do things like that before. And my memorable factor went through the roof, people started tracking me down to perform at their shows, sometime 3 or more years after I had done a

show they had seen. I will say this amazed me that less could be more. This worked for many of the other DJs I was training as well, and it can work for you too.

Without proper (i)nspection, Correction can become miss aimed, thus you will get diminished returns on your attempt for Perfection. The longer I DJ the more I understand the importance of staying in the moment of life. Never before have we as DJs been more subject to lightning fast technology changes and we need to be ready with the same ability to change in our performances. What we have done in the past just isn’t good enough anymore. With this formula we have a simple tool for making hyper speed jumps in anything we do. But without the check the ego at the door mentality we will never have enough courage to honestly attack the (i) with the depth it deserves to take our shows to new levels.

Good Luck and Great Shows!

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Rates Too High?

By Arnoldo Offermann

There's a phrase I hear often in the DJ community: Pricing yourself out of your market. What does that mean to you? If you're ridiculously high, does this mean you've priced yourself out of the market?



If you're the most expensive in the area and yet are busy year-round, the answer should be clear.

I had a friend show me his product and service via gig logs, and in my opinion it was superior to what anyone else offered in the area. He said business slowed down since he priced himself about \$300 more than the average DJ. My answer? Film himself at 5 events, make a good polished highlight reel and immediately raise it up another \$200.

Guess what? He started booking more. Consumer logic is simple: when you're spending a few grand on your event and you're looking at a \$500 and an \$800 DJ, they're immediately going to price shop if both DJs "look" the same. A dismal difference of \$200 is not going to make them ask the latter why they're more expensive.

Let that same customer find a \$500 and a \$1000 DJ, and NOW they'll be

curious. They may even be so bold as to ask "why are you so much more expensive?" To me, that is the best question they can ask us. With those seven words, they have just given you the right to brag about yourself and politely compare yourself to your competition.

Words are just words, and one needs to remind the client this. ALL DJs say "we're the best" "we offer unique service" "everything is custom" and blah blah blah. Prove it with a video showing your MC skills: interaction, performance, and improv set. Often, I tell my clients that while we are twice the cost of the normal DJ, my talent is set out in front of them for their review through HUNDREDS of videos. How many other DJs in my area do this? ZERO.

Did this DJ price themselves out of the market? Nope, it seems the market doesn't offer this DJs particular services. It's almost like he's at a monopoly and can charge whatever he wants. The tough part is not pricing yourself of your your TARGET market's budget.

My very own example lies within the school market. I can guarantee you that NO DJ company in our area can offer the combination of services that we do. There's only a handful of companies that have the equipment, but two of those companies don't beatmix. None of those companies offer custom web pages where students can do requests, or help the school with marketing the dances like we do.

But for the general part, those com-

panies range in the thousands of dollars as do we. It's a close race at times and it comes down to who offers the best price. Many times, the client is looking for the cheapest... in that range. It may come down between DJ X offering a \$8,000 proposal and we offer a \$9,000 proposal. We may lose it to price if the offerings are similar in their eyes. Will this client even consider the \$600 DJ that SAYS he can do the same? Simply put: hell no.

Now put it on the flipside and let's talking about the cheaper school spending more. I had a school that had a PAR-ENT DJ last year and really wanted an upgrade. After I met with them, they finally shared their budget at \$1500, thinking it was a high-end budget. Call me the crusher of hopes and dreams, but I had to explain to them that this number is our barebones package for schools and wouldn't do them justice. They were expecting 700 students (we helped them sell 1200 tickets, but that's for another time) and \$1500 wasn't going to cut it. We got them to stretch their budget to \$3,000 after they saw, heard, and experienced what we have to offer. There were other DJs, which were a step up from last year's offering, proposing packages of \$800 or less, but I showed them what a high-end production can achieve long-term and now they wanted to feast on what they just had a slight taste on.

I email them to follow up the next day and was told the \$3,000 package wouldn't fit their needs. Instead, they have decided to upgrade to our popular

ShowStopper package. This is right in the middle price range and our company's favorite to set up, starting at \$5,000.

By the date of the dance, their final package came to almost \$7,000. Her words to me the day of the dance: "we'll never be able to go back [to anything smaller], you know."

It's always been my belief that it's not the vendor that can price himself out of a market, but the client that budgets themselves out of a market. While the law of supply and demand can prove otherwise, there's an exception to every rule. We are not a product, but a service. Unless someone offers the exact same thing you do in terms of talent, style, and appearance (this means equipment), then you are a unique provider of such product and thus supply and demand becomes different.

I'd love to say "Years ago people spent \$500 on schools now they all spent \$5000." However that's never going to be the case. There will always be different target markets.... we're not pricing ourselves out of the market, they just budgeted themselves out of our market. As long as we see a growth in our target market, we're doing the right thing.

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Take My Advice

By Jake Palmer

Have you ever been too sore to sit, or too sore to lay down? You know, when you think a hot shower or hot bath would feel great if it weren't so much work. You take Advil & Tylenol, but since you didn't even know you had half the muscles that hurt, it seems impossible to kill the pain. All you can do is wonder... How did this happen?

It all started so innocently, a southern Minnesota thunderstorm, some big hail, and plenty of roof damage. I'm still not sure exactly why, but for some reason I thought I would re-shingle my house... myself! Why would I do this, it doesn't make sense, I'm a DJ, an Entertainer, not a carpenter, and certainly not a roofer. Roofing is a young mans game... young, flexible, fit, and eager are just a few words I would use to describe the perfect roofer. I am not many off those things, other than a little "not too bright", I am in no way qualified to roof my house. Again, I ask... how did this happen? Was it the financial savings, the personal satisfaction of doing it myself? Was it plain ole ego, (lord knows I have plenty of that)... I know I'll blame it on my wife. I do remember her saying something to the effect of, "well, Mr. DJ you're home all week, and have plenty of time to do the roof". I then distinctly remember hearing her utter the fateful words I simply couldn't resist... she said "think of the money we'll save by not hiring a company, you

can use that [saved] money to my some new gear that you have been wanting". Boom, there it is... she baited me with new gear, something no Mobile DJ can resist. She's right, I thought, I can do this... it'll be easy. So half way thru the project, I am already realizing that I am in big trouble. I hire some help, cheap not very experienced help, and we somehow knock out the new roof in just under one week, and just before the rain and wind and "holy cow it 40 degrees" weather sets in. I couldn't help but think about something my neighbor told me on the first day of the roof renovation, he said "you know Jake, there are people who do that for a living". Boy, was that the understatement of the year. It got me thinking, how often do we take our own advice?

As DJ's and Wedding Entertainers it seems one of the constant "complaints" is about people who don't hire a professional. We have all run into the I-Pod bride, or the couple that dictates every song and the order in which they want us to play them. We think these people are crazy, we try to explain all the reasons why they should hire a PROFESSIONAL rather than try to do it themselves, but sometimes they just don't listen. Wedding Dance or roof, what really are the downsides to doing it yourself? In my case, the roof is on, doesn't leak, looks pretty good, so what's the big deal. Well the pros could have done it in one day not , it would be perfect, not pretty close, and if there is a problem I have someone to go back to. I would be able to eliminate the "regret", isn't that what we tell our prospective clients. Do we take our own advice? Do

we practice what we preach? In the economic business climate we are in, it simply doesn't make sense to take chances. We are really great entertainers, super DJ's, but maybe not so mush with building a web-site, or designing brochures, business cards, advertising. Am I the best person to fix my laptop? Everyone wants to save a buck, but some things are worth chancing. Are we using the

right Professionals with the right skills to make our business the best it can be, or are we trying to re-roof our house when we could be out perfecting our own skills?

Jack of all trades, ace of none... sometimes you need an ace. I need some ice...

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Quad Phase measures just 7.5"L x 12"W x 13.25"H/189 x 306 x 334mm and weighs only 9 lbs./3.8 kg. Featuring multi-voltage operation, it can be taken virtually anywhere. Offering a lot of moonflower for the money, the Quad Phase has an MSRP of \$279.95.

MegaSeg 5.5.1 DJ Software Update Released with Optimizations and Improved Magic Mouse Mixing

Fidelity Media released MegaSeg 5.5.1, an update to their DJ software for Mac, with several optimizations and addressed issues. Among the changes are improvements to mixing with Apple's Magic Mouse, better performance during Time Machine backups, a fix for reading AAC metadata created by Sound Grinder and Logic Pro, and several other refinements. This update is recommended by Fidelity Media for all MegaSeg 5 users.

The recently released MegaSeg 5.5 introduced a new Wave Viewer with Magic Trackpad and Magic

Mouse beat syncing for easy visual mixing and cueing. MegaSeg 5.5 also includes integrated album art in redesigned decks, track info popups, audio and video browsing options, 3x gain controls, automatic title and album separation, improved streaming playback, and more.

Pricing & Availability

MegaSeg 5.5.1 is available for download today at MegaSeg.com as a free update for MegaSeg 5 users, a \$79 upgrade for older versions, and \$249 for new users. A free trial version is also available.

The Referral Coach

By Matt Anderson

Karren Brady's 6 Ingredients for Success

A couple of weeks ago, after my referral workshop, I had the infinite good fortune to see Karren Brady speak at the annual conference of the Institute of Financial Planners in the UK. She is an amazing woman who at 23 was the first female and youngest ever managing director of a



premiership football club. Now 40, a wife, mother, author, board member, cancer survivor and managing her second team, what she created at Birmingham City is the blueprint on how to run a top-flight club.

Her insights on leadership and getting what you want in life were an inspiration:

1. Leadership

"If you're a real leader, you face the music even when you don't like the music."

A few years ago she was diagnosed with a brain aneurysm. She identified with Martin Luther King's comment that: "The ultimate measure of a man is not where he stands in a time of comfort but where he stands in a time of challenge."

As she described how she handled herself, she said: "I'm a very logical person. I'm very focused. So I chose the treatment, then I had the treatment, then I recovered (much quicker than I was

supposed to) and then I lived my life. When I talk about it now, it's as if it happened to another person."

2. Ambition

"Nobody started anything without it." Having some SPARK matters.

Recently she has been recording a TV show with one of Britain's best known entrepreneurs, Alan Sugar. She marveled at how hard he works even though he could have retired years ago. He was the first there at 4am and the last to leave at midnight. He told her:

"The toughest thing about being a success is to keep on being a success."

Her tip: If you're not sure who's driven in your company, look at the annual sick leave numbers to see who's motivated.

3. Determination

"Grit your teeth and keep going. When you get beaten, bounce back."

4. Attitude

She says every organization needs people with a 'can do' attitude – believing that there is a way to get things done.

When hiring, she only wants three things from people: enthusiasm – "this is something you cannot teach", determination, and people who understand their role and purpose in the structure. She aligns with what I heard Stephen Covey say the week before in Seattle that all organizations need to make it in the information age: "Our asset base is people on and off the pitch (playing field)."

"If you don't like something, change it. If you can't change it, change your attitude."

When making decisions, ask yourself, 'what's the worst that can happen?'

Protect your downside.

5. Direction

"The whole world steps aside when it sees a man who knows where he is going."

a) Work hard to develop your own brand. She likes Jim Collin's 'hedgehog concept' of 'what can we be the best in the world at?' While this concept is a stretch for most advisors and business owners, it's still worth thinking hard about ways to differentiate yourself based on your passions, being true to yourself and being more transparent.

b) Encourage new hires. She tells them: You can't determine where you start, but you can determine where you will end up.

c) One of the great best practices she has as a leader is she has her retail people go to the store in their area that's doing retail better than anyone else to learn from them – then come back and report what they learned and how they can replicate that in their own industry. She also has her marketing, catering, PR, sponsorship and the groundskeeping departments all do the same.

d) Find out what's wrong with your business before your competition does. Every six months she discusses with her board what Brian Tracy calls 'zero-based thinking': "If we bought this business today, what would we do differently?"

e) To thrive in the future, hire for diversity. She deliberately brings in a variety of leaders – including several women (football is still in a male-dominated industry): "Diversity creates creativity – not people just like you following you off the edge of a cliff."

f) Every six months she asks her staff four things:

What do you like about our organization?

What do you dislike?

What are your priorities? (To make sure they are all on the same page!)

What can I do to help you be more successful?

6. Be positive

I'm not entirely sure how this differs from having a good attitude, but her passion for persistence is what struck me the most: "True success is hanging on when everyone else has let go."

Two final nuggets:

How does she manage wearing so many hats? "The real trick is to have two personalities: one at home and one at work – and don't let one personality drain the other."

What are the most important words in the English language in developing relationships and effective communication with others? Knowing their answer to: "What's in it for me?"

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

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

Acting Against Discouragement

By Dr. John C. Maxwell

It's hard to imagine a time when Samuel L. Jackson wasn't an A-List celebrity, but twenty years ago he was a frustrated, little-known actor who couldn't seem to breakthrough. Despite his prodigious talents, as of his 41st birthday Jackson could claim nothing more notable than a few minor cameos. Intensely discouraged, he turned to cocaine and quickly developed a dependency on the drug. Within a year, he hit rock bottom. When



his wife and eight-year old daughter discovered him passed out on the kitchen floor, there was no denying that he had lost control. After finding Jackson unconscious, his wife LaTanya immediately checked him into a rehabilitation clinic. For the first time, Samuel L. Jackson was forced to face up to his anger and discouragement, and he began to make life changes. To his credit, Jackson submitted himself to the recovery process, and with the encouragement of his family, he was able to break his addiction. Less than twelve months later, he finally achieved stardom for his supporting role in Jungle Fever. From then on, his reputation grew steadily, and his career flourished. Today, he is regarded as one of Holly-

wood's finest and hardest-working actors.

What can we learn from Samuel L. Jackson's journey?

No one is immune to discouragement.

Regardless of your personality, potential, or position you will encounter discouragement at some point in life.

Our response to discouragement holds the key to our future.

I've noted two types of people in the world: splatters and bouncers. When splatters hit the bottom they land with a thud and stick like glue. No matter what you try to say and do, there's no use trying to pick up a splatter who has fallen flat. Bouncers on the other hand, pull themselves together and rebound after hitting the bottom. Give them a little bit of encouragement, and they will ride it back up to the top.

Everyone who falters has a choice: are you going to get up or give up? The difference between the splatters and bouncers lies in their attitude. Splatters bemoan their fate and blame others for their problems. Bouncers learn from their failures and find supporters to help them recover.

Our influence can be pivotal in rescuing others from self-destructive discouragement.

Imagine if Samuel L. Jackson had not been married, or if the people who cared about him had not intervened on his behalf. He might never have checked into rehab, he might never have beaten his drug addiction, and the world might

never have been entertained by his acting. Thankfully for Jackson, he was surrounded by people who loved him and encouraged him as he recovered from substance abuse.

In leadership, inevitably you will cross paths with someone who is downtrodden. When you do, your encouragement can be a lifeline to save them from spiraling into self-destructive despair. Here's how you can counteract discouragement:

1) Guide Them to the Right Perspective

People who are discouraged often-times seem trapped under a black raincloud. Everywhere they turn appears to be dark, and they cannot see rays of light anywhere. As a leader, you can point to the positives and help them to keep hope alive. In additional, you can assist the discouraged person in properly interpreting setbacks. Remind them that just because they experienced failure doesn't mean they are a failure.

2) Connect Them to the Right People

You may encounter people whom you have limited ability to encourage because you can't relate to their area of discouragement. For instance, if you've never been in sales, it can be hard to cheer up a dispirited salesperson. However, within your network, you may know someone who has undergone similar frustrations in sales and would be glad to share some encouragement from his or her experience.

Also, the depth of someone's discouragement may necessitate professional

assistance. In the middle of his drug addiction, Samuel L. Jackson didn't need a pep talk from a buddy as much as he needed medical care and attention from a licensed counselor. Sometimes the best service you can do for someone who has hit rock bottom is to persuade him or her to get help.

3) Restore Them with the Right Words

Dr. Martin Lloyd Jones, at one time the greatest heart surgeon in England, says this in his excellent work, Spiritual Depression, It's Cause and Cure: "Most of your unhappiness in life is due to the fact that you are listening to yourself rather than talking to yourself." Think about it. When you're discouraged, you wake up in the morning and right away, there are streams of thought coming into your mind. You haven't invited them; you didn't ask for them; you are not consciously doing anything to produce them; they just come! They start talking to you.

As a leader, you can help people filter unfounded fears and unwarranted worries from their inner dialogue. After doing so, you have the opportunity to speak affirming and encouraging words that can take the place of negative thoughts. Once people change their thinking, their attitudes and actions eventually follow.

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

Monthly Music Charts

By TMStudios.com

Pop

1	Bruno Mars	Just The Way You Are
2	Usher	DJ Got Us Fallin' In Love
3	Nelly	Just A Dream
4	Katy Perry	Teenage Dream
5	Far East Movement	Like A G6
6	Rihanna	Only Girl (In The World)
7	Taio Cruz	Dynamite
8	Flo Rida	Club Can't Handle Me
9	Enrique Iglesias	I Like It
10	Neon Trees	Animal
11	Taylor Swift	Mine
12	Pink	Raise Your Glass
13	Eminem	Love The Way You Lie
14	Ke\$ha	Take It Off
15	OneRepublic	Secrets
16	Mike Posner	Please Don't Go
17	Train	If It's Love
18	Ready Set	Love Like Woe
19	Trey Songz	Bottoms Up
20	Cee Lo Green	Forget You

Urban

1	Trey Songz	Bottoms Up
2	Chris Brown	Deuces
3	Jazmine Sullivan	Holding You Down
4	Trey Songz	Can't Be Friends
5	Waka Flocka Flame	Hard In Da Paint
6	Lil Wayne	Right Above It
7	Drake	Fancy
8	Usher	Hot Tottie
9	Lloyd	Lay It Down
10	Miguel	All I Want Is You
11	Eminem	Love The Way You Lie
12	Rick Ross	Aston Martin Music
13	Willow	Whip My Hair
14	Monica	Love All Over Me
15	Drake	Miss Me
16	Rick Ross	Blowin' Money Fast
17	Twista	Let's Make A Movie
18	Jeremih	I Like
19	Nicki Minaj	Right Thru Me
20	Ne-Yo	One In A Million

Country

1	Darius Rucker	Come Back Song
2	Sugarland	Stuck Like Glue
3	Easton Corbin	Roll With It
4	Zac Brown Band	As She's Walking By
5	Taylor Swift	Mine
6	Rodney Atkins	Farmer's Daughter
7	Brad Paisley	Anything Like Me
8	Band Perry	If I Die Young
9	Josh Turner	All Over Me
10	Rascal Flatts	Why Wait
11	George Strait	The Breath You Take
12	Reba McEntire	Turn On The Radio
13	Jason Aldean	My Kinda Party
14	Carrie Underwood	Mama's Song
15	Josh Thompson	Way Out Here
16	Justin Moore	How I Got To Be This Way
17	Trace Adkins	This Ain't No Love Song
18	Miranda Lambert	Only Prettier
19	Keith Urban	Put You In A Song
20	Tim McGraw	Felt Good On My Lips

Rock

1	Stone Sour	Say You'll Haunt Me
2	Disturbed	Another Way To Die
3	Ozzy Osbourne	Life Won't Wait
4	Godsmack	Love-Hate-Sex-Pain
5	Five Finger Death Punch	Bad Company
6	Soundgarden	Black Rain
7	Saving Abel	Sex Is Good
8	Avenged Sevenfold	Nightmare
9	Alice In Chains	Lesson Learned
10	Kid Rock	Born Free
11	Finger Eleven	Living In A Dream
12	Papa Roach	Kick In The Teeth
13	My Darkest Days	Porn Star Dancing
14	Shinedown	The Crow & The Butterfly
15	Eric Clapton	Run Back To Your Side
16	Three Days Grace	World So Cold
17	Apocalyptica	End Of Me
18	Hellyeah	Hell Of A Time
19	Slash	Back From Cali
20	Alter Bridge	Isolation

Adult Contemporary

1	Train	Hey, Soul Sister
2	Script	Breakeven
3	Lady Antebellum	Need You Now
4	Uncle Kracker	Smile
5	Daughtry	Life After You
6	Taylor Swift	Mine
7	Michael Buble	Hollywood
8	Katy Perry	California Gurls
9	Daughtry	September
10	John Mayer	Half Of My Heart
11	Colbie Caillat	I Never Told You
12	Maroon 5	Misery
13	Sara Bareilles	King Of Anything
14	Katy Perry	Teenage Dream
15	Five For Fighting	Slice
16	Bruno Mars	Just The Way You Are
17	Lady Gaga	Alejandro
18	Train	If It's Love
19	Lady Antebellum	I Run To You
20	Seal	Secret

Alternative

1	Black Keys	Tighten Up
2	Kings Of Leon	Radioactive
3	Jimmy Eat World	My Best Theory
4	Neon Trees	Animal
5	Anberlin	Impossible
6	Linkin Park	Waiting For The End
7	Mumford & Sons	Little Lion Man
8	Stone Sour	Say You'll Haunt Me
9	Dirty Heads	Lay Me Down
10	My Chemical Romance	Na Na Na
11	Muse	Undisclosed Desires
12	Phoenix	Lisztomania
13	Switchfoot	The Sound
14	Finger Eleven	Living In A Dream
15	Cake	Sick Of You
16	Crash Kings	You Got Me
17	Sick Puppies	Maybe
18	Thirty Seconds To Mars	Closer To The Edge
19	Florence + The Machines	Dog Days Are Over
20	Arcade Fire	Ready To Start

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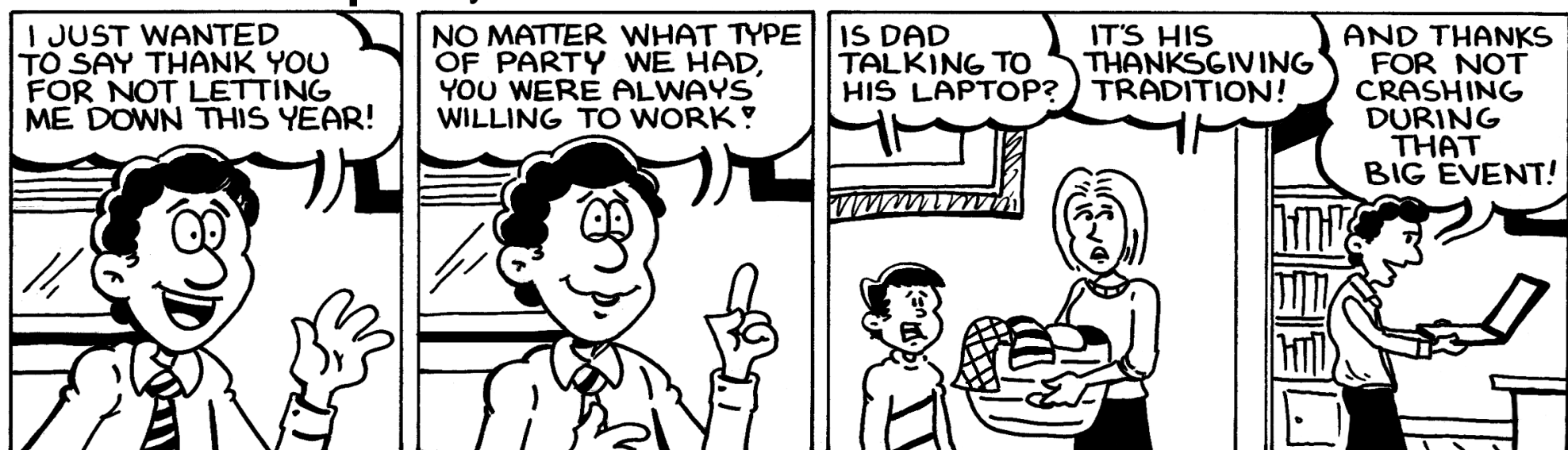
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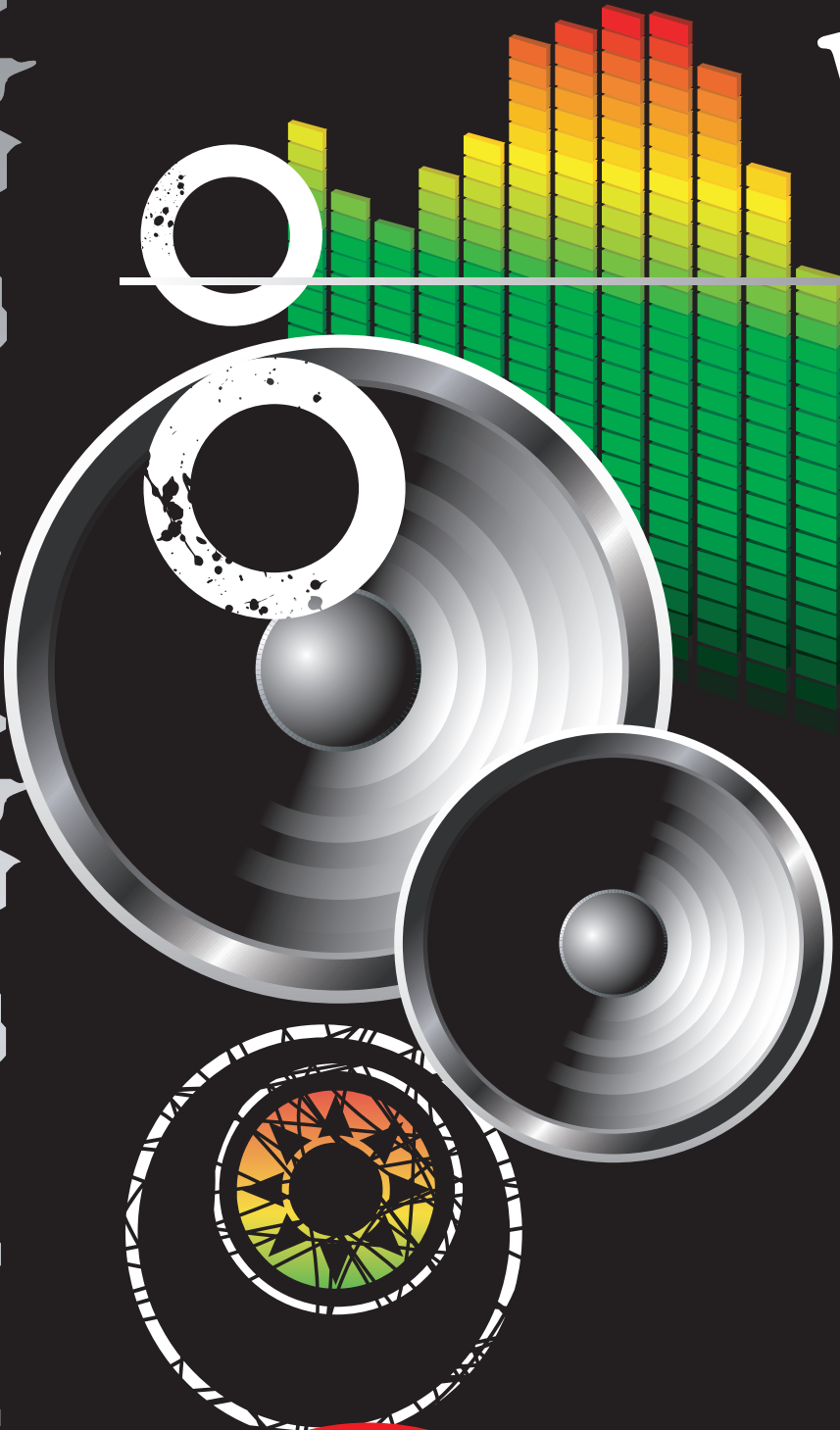


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