

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

If you're a "Q Corner" fan you probably know that I love to train new DJs. It's a passion of mine to work with someone and watch their progress from "know nothing about DJing" to "is starting to pick things up" and finally to "he can do this!"

Filling their head with all the things to say, all the ways to say them, all the mannerisms that make up a great MC and DJ, is actually fun and often times rewarding work for me. The most challenging thing, however, is usually teaching a new recruit about music history and programming.

Let's face it, teaching the other stuff

can be fun. Having a young recruit fumble through Bridal Party introductions or smooth out their Electric Slide counting is enjoyable work. But taking a young person who doesn't know the difference between Elvis Presley and Elvis Crespo, and teaching them enough music history to be a knowledgeable DJ is essential. The best MC in the world is still worthless if he can't relate to anyone over 30.

I break this equation down to two very simple questions: What to play? When to play it?

For the "what to play" part, I start with the basics. I take all the music knowledge I have and trim it down to what this trainee is really going to need once they get out in the field. For example, I'm a big jazz fan and my home CD collection has hundreds of titles by Monk, Miles and Mingus. But I carry about 2 gigs worth of jazz music with me to any given gig and that's probably one and a half gigs more than I ever actually need. So when it comes time to teaching my new recruits about jazz, this is what I tell them, "If your client likes jazz, play a little during cocktail hour or

dinner."

Here's my reasoning, I know there's only so much space in their tiny little heads that I can fill with music knowledge. So I don't need to waste any of that room telling them about how Thelonious Monk was an outcast in the jazz community until his 1956 album "Brilliant Corners." If you can picture an empty liter bottle and everything you teach them is an ounce of soda, then I ask myself, "What's essential?" "What do I want to fill this bottle with?"

I start by taking each decade (I begin with the 40s, not much before that really matters anymore) and covering the highlights of each decade. The main musical genres that they'll really need to know. For example, the 1940's had Big Band and Swing, as well as the great crooners, starting with Sinatra. The 1950's saw the birth of rock n roll and the introduction of the King himself, Elvis Presley. As I mention a song or artist, I play selected tracks for my students as well. I get them to hear the difference between the big, lush, orchestral sound of the 1940's bands and the stripped down sound of

this new thing called rock n roll. I can't play every rock n roll song for them so I want them to start hearing similarities in the music. This will be extremely important later when I start having them group their music in sets.

Also, as I go through each decade, I give a cursory overview of American history during those years. When I first started training DJs, it amazed me how many young people didn't know when World War II was fought, or even who the combatants were (which makes you wonder what is going on in our high schools, but I digress.) I give a few short highlights of each decade so my new recruits have an idea of where the music of that era came from. When you understand the prosperity of the 50s, you begin to understand the sheer joy in a song like "Rock Around the Clock." Conversely, when you understand the unrest of the 60s, Marvin Gaye's "What's Going On" becomes so much more poignant. I paint the zeitgeist of each era with a pretty broad stroke, but I believe it helps my students to understand the

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DID YOU KNOW: on page 12 is says if you want to become a better DJ, you need to come to the

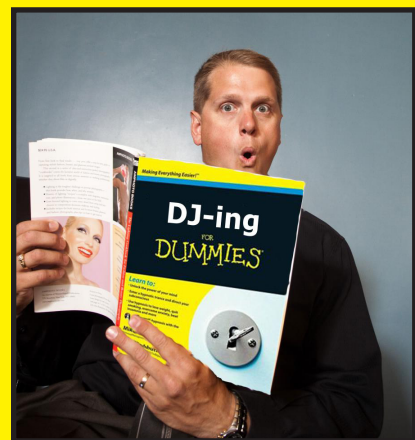
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Needs -VS- Wants

By Tamara Sims

On a recent Saturday night I received a one-sentence text from my amazing husband Jay Sims that read: "Remind me to tell you about the FOB's toast."

Immediately my mind went to the "Oh No" mode, as being the wife of a DJ I have heard too many bad recaps of toasts throughout the years.

Fast forward to Sunday morning as I am eating my oatmeal

(and have long forgotten about Jay's text the night before), Jay asks me 2 poignant questions: What do you need? and What do you want? Without missing a beat, my response to both questions is "For you to be in my life forever." I continue eating, pause and say, "Why do you ask?" He explained that the theme of the Father of the Bride's toast the night before was based on needs and wants and Jay thought it was the best

toast he had ever heard.

The father of the bride had the entire room captivated as he spoke about wanting to keep his daughter close to him forever, but that he needed to let her go to be taken care of by her new husband. So it got me thinking about our client's needs and wants and how we could use this premise to help our brides and grooms figure out what they really need in order to have an amazing wedding.

I had the chance to test out this concept at a recent sales meeting where the reception venue needs two set-ups; dinner, toasts, introductions, cake cutting, etc. take place in one room and cocktails and dancing take place in another.

The appointment went well, but the next day the bride e-mailed me to ask if they absolutely "needed" 2 sound systems for the wedding. They explained to me the night before that their budget was tight and they really "wanted" to hire the mascot from the Blackhawks to appear at their wedding. I was very honest since our company has worked at this venue for almost 10 years that in order to have a successful wedding we needed to have 2 dedicated set ups. My response read like this: "It is important to have a seam-

less transition from cocktails to dinner to dancing, which can only happen if both rooms are set up prior to guests arriving. Our many years of experience at this venue has proven that we would not "want" to do a wedding reception without sound, microphones, etc, in the dining room. We "need" your wedding to be the best that it can be for you and your guests." The bride called 2 hours later with her retainer and said they would try to cut something else from the budget in order to have our company and the mascot.

The very next day I met with another bride who had a similar dilemma. Her venue is very dark and she asked me for some ideas on how she could "warm the room up." I suggested amber uplighting to create a warm glow. She loved the idea. The bride said that she really wanted to spend some of the extra money in her budget on larger centerpieces, but that she new her venue really needed the uplighting to create the romantic feel she was hoping for. In the end, the "need" for the uplighting outweighed the "want" of larger centerpieces.

We can also use this concept as business owners. How many times have you attended a convention and spent hours looking at and buying gear. Stuff, stuff... gotta have more stuff. But do we ever take a step back to ask ourselves why

we need more stuff. Do you really *need* another \$2000 light? Or do you simply *want* more stuff? I meet with so many DJs who complain that business is slow and clients don't want to pay their rates but when I ask them what they have done to improve their business, more times than not they start talking to me about speakers, lights and equipment. Does your performance really improve if you have more lights? Probably not. But would your business improve if you spent that same \$2000 on a workshop or seminar given by one of our industry professionals? My answer would be 100% Yes!

Make a list of your needs and wants. It will be interesting to see how unimportant many of your "wants" may seem once you truly start focusing on your "needs."

Please feel free to share your comments with Tamara by visiting her Blog: <http://www.something2dance2.com/blog/> or tamerasims@discjockeynews.com.

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



Connections

By Steve Moody

We all have our FAVORITE room managers at local venues, don't we? For me, there are certain room captains / banquet managers that have really become like old friends. These CONNECTIONS are priceless for us. Not only is my entire experience at the venue nicer, but the possible business opportunities are endless when we work with folks like this.

If you're new to Disc Jockey News, I have been using the concepts presented in the book "The Platinum Rule" (by Tony Alessandra and Michael O'Conner) and applying them to this unique situation. Last month I wrote about Connecting with venue staff that had the "Director" personality type. Things are much easier this time around as I share with you some tips on connecting with the "Socializer". Let's get to it!

Don't you love walking into a room for the first time and meeting a room manager that is fun loving and carefree? This staff member always has an enormous smile, spends time chatting with the other employees, and just has a certain pep in their step. Although it doesn't happen as often as I would like, this can really start the event off on the right foot for me.

Being greeted with a huge smile and welcoming handshake goes a long way in my book. The "Platinum Rule" calls this carefree up beat personality type the "Socializer". In previous columns, I shared that the character of Michael Scott from the television show "The Office" would be a prime example. You could also picture certain movie characters played by Robin Williams, Owen Wilson, and the late Chris Farley as "Socializers". These people are just really fun to be around!

Venue staff with this personality type are awesome to work with, as it seems like they're ready to have as much fun as the guests. I LOVE IT! Even when they're setting the room they usually have music playing through the house system and singing along. You know the type. The Socializer always has a foot tapping to the music when they come up to talk. They are neat to work with.

More than any other personality type, they love to feel important and have a way of turning each event into their own by going the extra mile. Though it may not be in their job description, they are sure to greet every guest that enters the

room and visit every table throughout the night. They love this type of environment. A Socializer is truly the textbook "Social Butterfly", which makes connecting with them so much easier for us.

To better form this connection, I go back the principals from the "The Platinum Rule". As Socializers love to chit-chat (especially about themselves), I always take the time to ask them about their life and then really listen. They will tell you everything you need to know in order to make the connection. After you are done setting up your gear, you may want to find out how their summer has been, how the kids are, where they went on vacation etc.... There's always a few free moments during the night when you have time to check in and "take their temperature"...so it doesn't hurt to do it. In most cases, they will instantly like you as you have shown an interest in them. Though our natural tendency is to want to talk about ourselves, we have to try our best to keep it "all about them".

Keeping in mind that Socializers are generally more whimsical and less organized, I never really bother them with details. They just don't seem to care. When I tell them that I will take care of something, I hardly ever give a full explanation, as their brain is already on the next topic. They just want the job done correctly. As an example, Socializers don't care if I had issues lining up the bridal party because of last minute changes in the order. They just want to know that they are ready to be introduced. LOL

I usually go out of my way to make these folks feel important. As Socializers love being the center of attention, I always try to make them feel like a million bucks in front of their staff and guests. Again, a little "LOVE" goes a long way.

Here's something that always works well for me (with Socializers) right before dinner is served. "Family and friends, I invite you to sit back, relax and enjoy your company and conversation. The meal will be served momentarily. If you need anything at all please don't hesitate to ask. Everyone at "Crofton Country Club" wants to make Jane and John's wedding reception the celebration of the century. Our manager "Bill" and the rest of the staff are eager to help you have an amazing evening."- CUE DINNER MUSIC.

Yep, it works every time and is done in two short sentences at the end of my transition into dinner. "Everyone at Crofton Country Club wants to make Jane and John's wedding the celebration of the century. Our manager "Bill" and the rest of the staff are eager to help you have an amazing evening." That's it. Honestly, I can't tell you how well this goes over. Our manager, the Socializer, always comes up, grabs a handful of cards and extends his hand. New friend for life. A

little bit of razzle dazzle always works with the Socializer. Though other managers with different personality types could care less, the Socializer eats it up. Trust me, Michael Scott from The Office would be doing back flips down the aisle!

In order to give you a clearer picture of the "Socializer", I would like to share a bit about a personal relationship I have here in my own market. There is a certain banquet manager locally that I will refer to as "Billy". He is a riot. From the first time I worked with him I knew that I had a friend for life. Billy is always dressed sharp, grinning from ear to ear and ready to party.

When I arrive at the venue he always greets with me a handshake and even puts an arm around from time, for that "cool half hug" thing that folks do. By the time I have my equipment unloaded, I am already fully updated on all the goings on at the venue since Billy loves to chit-chat. He knows everything about everybody, almost like the CIA. I know the skinny on who has been hired, fired, married, divorced, cheated on etc...

Billy loves music especially Jimmy Buffet (which I learned in the first 2 minutes of meeting him). After I am set up, I always throw some tunes on while they finish setting the room and Billy almost dances through the aisles of tables to

"Cheesburger in Paradise". At times, it is hard to believe that he is a manager, due to the fact that he never has his paperwork in hand. It's true, by the time I arrive he has delegated all the tasks to other staff members. It's like he's just there to watch over everyone and party like a rock star.

It is super obvious that Billy is all about comfort, since he always has a drink in his hand or something to snack on. I know that he drinks diet Pepsi at work, so I am always sure to grab him one when I go up to get a glass of water. Now, here's the best part! Over everything else, he is always very eager to share information with me about other events that have taken place at the venue recently. I hear a ton about other entertainment companies, things that worked well at other parties and things that bombed. He is a great source of information for me. On the flip side, I am always on my guard to never speak down about any other company or wedding vendor to Billy. There is no doubt in my mind that he speaks with others as he does with me. His personality type makes it super easy to turn a conversation into a gossip session, which I really try to steer clear of. Proverbs 20:19 comes into play for me here. LOL

As Socializers always seem to be moving onto the next big thing, Billy

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Looking Back To Move Forward

By Dean C. Carlson

This is what I call a timely article. As November is coming up, at least for those of us in the Upper Midwest our busy season is coming to a close. And with that we have a great opportunity to review, and inventory what has happened



in our past and make a plan for fixing what didn't work or just plain adding something that is needed.

So for me I look at the past in 2 parts: performance

and business.

I'll start with performance. For those of us that have been doing this a while, the first thing we should look at is our act getting stale. Does it still have that fresh feel when you do it? It's kind of funny when I was working with 25 DJ, usually around the end of year 2 they would tell me they wanted to learn something new because the stuff they were doing felt stale. With me on the other hand I find that the longer I work with a piece the more I can get out of my audiences with them.

If your interaction is getting stale ask the next question: why? Is it you? Is it the interaction itself? Are you bored? Has that piece just moved on like the Macarena? Once you know the why

then you can make changes over the next few months. Find some classes to take like an improve class to freshen things up. You also should go back and read my article reviewing Carr Hagerman's book "Top Performer"

The longer I do this the more focused my efforts get. Over the last 5 years I have picked one part of my performance and worked on it for a full year. This year was dinner interaction year, last year was grand marches the year before were garter and bouquet tosses. Anyway I review my progress on this, and then I pick something new to focus on next year. This may seem like the slow road to greatness, but after 5 years my overall performances have skyrocketed because of this approach. Next year is the year of the money dance.

Another great tool for reviewing your performances is the written reviews you get after you complete an event, not the verbal one unless it's after the day and you are video recording them. You can tell a lot by just receiving a review form. Usually you will only get them back if you were outstanding or horrible. So all those you didn't get back usually means you were average. Those are great shows to look at where your performance could use a boost.

The problems I have seen with some review forms are that they don't ask the right questions. Having a rating system like 5 stars can really be tough to tell how your performance was. Where as a review form that has fill in the blank answers can really help. One question I had to change this year on my review form was "how much of the success of your event was attributed to the DJ" Many people gave me feedback on that

being a hard question to answer.

Something else that works well for me is my personal after the show review form. This is where I get down and dirty about my performance. And I keep this on file, and at this time of the year I dig back and read what I have done over the last 12 months. Another side bonus of this is when I get repeat business from families, then I know what I have done and can make changes so that each time is fresh. We are our own worst critics.

The next item and the one that needs the quickest attention right now is the business side. If your market is anything like mine the best booking month is January and February. So adjustments need to be made now so they are well in place by the time booking season comes.

First things first I always look at what forms of advertising pay off the best for me. Lucky for me I use DJ Event Planner, which makes tracking where leads come from and how they book a snap. Just because you have low booking rate from one lead source doesn't mean it's a bad investment, maybe it's the marketing to those leads that needs to be updated. I tend to give a lead source a full 2 years before judging it good or bad completely. And I make adjustments along the way.

Marketing material is the next thing I look at. A friend of mine is starting his own DJ Company and I have gotten to work with him a lot on this. If there ever a place DJs could improve with is marketing material. Take a class or 5. Question 1 should always be what result do I want to get from this? Period! Step 2 is always tracking results. If it isn't doing what its intended for then you need to upgrade it.

Take websites for instance, for me my number one goal is to get people to contact me. Not to sell, not to plan their wedding, just to contact me. I have

a separate website for them to plan on altogether. How about your email campaign? Is it working? Not only should you ask if it's working but is the style outdated? Although plain text emails are ok we live in the age of html ready email senders. DJ Event Planner can be used for that, I also use Ace of Sales for bulk email work.

The biggest change I have made this past month was to my marketing planner. This is a booklet I have written out that gives plenty of options to potential clients. Last year's booklet was ok, but I knew I needed it to POP! So knowing the 2012 booking season is coming up I spent 3 weeks reworking the old planner. The key here is I didn't wait until the last minute to get things done.

There are a lot of area that you can look upon, some easier than others. How is your phone etiquette? What are you face to face meetings like? How about video? But you should review each of them with honesty and open mindedness. Having a strategy and a timetable to review or inventory your past is important. It is equally important for you to acknowledge the things that are working well for you too. An imbalanced inventory will make you shy away from doing this again the next time. It is only by looking back that we can move forward.

Good Luck and Great Shows!

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On My Soap-Box

By Jake Palmer

It's not that often that I feel the need to get on my soap-box... but this month it seems I have a lot to say.

I should probably start by saying that I am in no way the "voice-of-reason" when it comes to this crazy business, there are plenty of DJs who are much more successful than me. I have been lucky enough to stay in this business since 1986, so there really isn't too much I haven't done or seen, or wished I hadn't done or seen. So



I always have to wonder why the DJ business gets a bad rap.

I like to think it's gotten better over the years, we don't show up at high school in a creepy van with a case of beer, and a bunch of bad gear; or do we?

This past summer was a great summer, I only played a couple of halls twice, and was busy every weekend. This meant I went to a lot of different banquet facilities and hotels to do weddings. I was amazed (and sometimes disturbed) by what the facility managers and other vendors I met would tell me about the other wedding DJs they had worked with.

In July at a fairly nice hotel in the Twin Cities metro area, the banquet/event manager told me that I was the first DJ in the last twenty (20) weddings to NOT wear jeans. Come on, this has to be a joke, right? I mean who shows up at a wedding in jeans? Not an outdoor, backyard, hog-roast wedding on the farm, a wedding at a hotel that is less than two years old, located in a major metropolitan area. Seriously who does that?

I was talking to a photographer one night, explaining the layout and time line of the rest of the evening, when we

were going to do speeches and toasts, where the wedding party would enter the room for introductions, ect... She tells me most DJs don't talk to her or even acknowledge the fact that she too is a paid vendor.

I met a catering manager this summer who told me the DJ at the wedding the weekend before, beat everyone, including the bride and groom through the buffet line!

One hotel told me that the guys who was there the weekend before, pulled up in a work truck for some roofing company, that was half full of junk, his gear was tossed in on top of the junk and he looked like he had been roofing all day. During the set-up and reception, he seemed crabby, and "almost irritated to be there," her words.

Livin' The Dream...

You don't have to spend much time around me to hear those words... Livin' the dream. That's because I am livin' the dream. This is the attitude I take into every day and every situation, including every wedding or other event I perform.

When people ask me how

I'm doing... it's always the same answer..."livin' the dream." A little cheesy or corny? ... maybe, but that's not what it's about. It's about attitude. As DJs and entertainers, we are in the attitude business. Our attitude and efforts help to change everyone else's attitude. If you are "livin' the dream," then your attitude is going to show it. The cool thing about attitude is that it's infectious and contagious, so it spreads!

This means that now, everyone you talk to will start to feel your upbeat positive attitude. Listen, you don't have to be a full-time DJ who does this for a living. Think about it this way, you have a full time job; but you have a part-time job or a hobby/passion that allows you to make some extra money on the weekends.

Why the bad attitude? From where I am sitting you are one of two people... someone who gets to do the hobby they love on the weekends and make extra money...(livin' the dream), or you are someone who needs a second source of income for whatever reason, and you have chosen to be a DJ... not a clerk at 7-11, not selling shoes in the mall, not cleaning toilets, you are a mobile DJ who goes to cool parties to make sure people have fun. Your second job is quite literally a celebration every weekend. You my friend are "livin' the dream."

So why the bad attitudes from DJs? One location I was at this summer, the hotel event manager told me that she could already tell I was gonna be good, just based on my attitude. I was half way loaded in, not even setting up yet, and she knows I'm good. Better

yet she started introducing me to brides and grooms that she was meeting with before our wedding arrived. I talked to 6 couples and their parents and gave them cards, before I was done setting up. All because I have a great attitude.

I have said for years, you don't have to charge \$3000 to be great at what you do, or to be taken seriously. You don't have to change the world, no one expects you to... they do expect that you'll try not to make it worse though.

Remember that everything you do effects our entire industry. So take off the jeans, and the bad attitude. Talk to the other vendors (the same way you would want them to talk to you). Put some effort into what you do and most of all have fun! At the end of the day, the average person puts us all in the same category, whether you charge \$200 or command \$5000 a show... we are all just DJs.

So don't be afraid to live the dream, you never know where it might get you.

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

The Way I See It: Now It's A Party!

By Michael J. Lenstra

Funny thing is I never have been a big TV watcher. There are only a couple of shows I have ever made it a point to try and make time to sit down and watch. One of those was the very successful comedy *Cheers*, and so I'm going to go there for this business lesson.

In this particular *Cheers* episode, one of the bars regulars, Norm, was in



charge of putting on his company party. The theme he chose was a toga party and plans were underway. Cut to the night of the party and Norm

bursts through the door and screams "Toga!" only to discover the bar is full, but dead silent, and no one is wearing a sheet. There has been livelier funerals. The band that Norm has hired strikes up and everyone groans.

"I don't understand it," Norm says. "They sounded so good on the phone?" To make a long story short Norms boss makes a play for the Cheers cocktail waitress, Diane, and Norm has to intervene, which costs him his job. News of the altercation spreads through the bar like a flash fire. "Norm, is it true you punched out the boss?" his co-employ-

ees ask. And suddenly it was a party! The energy level exploded, party revelers began dancing and the band sounded fantastic!

And, as DJs guys and gals, how many times have we been that band?

How many times have we been a victim – or a benefactor - of circumstances which we had absolutely no control over at many of our events? There are times when a stressed bride had already tired of her wedding day before she ever sees us at the reception, or office politics have put the employees in a no fun mood when they show up for that annual holiday party.

And how does the DJ come off looking in these situations?

On the other side of that coin are those times when the wedding party is wound up and ready to go, or a school dance that has a student body that will just dance to anything, And don't we look good now!

Truth is we're never as bad as we feel sometimes or as good as we think we are. We're somewhere in the middle, although I hope we're closer to the later.

The way I see it, as professional DJs it is as much our responsibility to recognize these situations and be able to defuse the bad ones and play off the good ones, as it is to carry thousands of songs, state of the art equipment and pack the dance floor. It's these situations that will separate the true professional DJs from those that "just push play."

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origin of the music.

The entire process of teaching "What to play" usually takes me about three sessions. I ease them in with a first class that covers the 1940s and 1950s. The second Music History session is the long one. We cover the 1960s and 1970s all in one night. That's a ton of music I'm throwing at them (everything from the Beatles to The Bee Gees) so this session usually runs close to 2 and half hours.

In our final night of Music History we cover the 80s, 90s and today's music. We also spend some time on ethnic music and ballroom dance in this final session. And even though I have my classes pretty well organized, I am cognizant of when enough is enough. Everyone has their threshold for learning and once they reach it, you'll start sounding like the adults in those old Peanut's cartoons if you continue. Glazed eyes and intermittent yawns are a strong clue that I've given them enough for one evening.

Steve Moody continued From Page 2

has changed catering venues 4 times in the past 10 years. The cool part is that he has gotten my foot in the door at each location. He is such a huge asset to my business, and such a fun person to be around during an event. You just can't help but like the guy. He always makes me feel like a superstar when I walk in the room. Honestly, every single time I walk in the room he shouts to the rest of the staff "Woohoo Steve Moody is in the building... We gonna party tonight!" Gotta love it. He always takes the time to introduce each staff member to me like we are family.

Making these CONNECTIONS can be instrumental in our success at any

Once I have completed this "musical journey" I test their knowledge. Testing is extremely important at this stage to find out if their heads were down taking notes or nodding off. I ask questions like, "Name four Big Bands from the 1940s." Or, "A father of the bride tells you to play some rock n roll. What are three songs you could reach for?"

After I am satisfied that my recruits have grasped the first stage ("What to play") I move on to the next step: "When to play it." Structuring an evening worth of music is the true art of programming. I'll cover this topic in next month's article. Meantime, buy yourself a Jenga game so you're prepared for it.

How's that for a teaser?

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.

venue. The "Director" and the "Socializer" are two entirely different animals, which require unique approaches. Next month, I will bring you up to speed on working with the third personality type that we can run into with venue staff. We will spend some time on the "Relator".

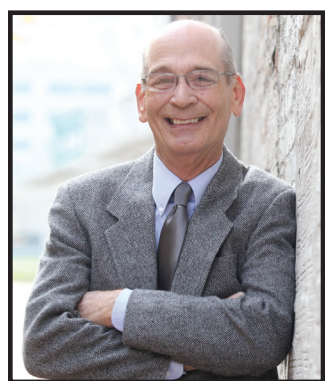
Steve has been the owner of the Maryland based Steve Moody's Entertainment Connection since 1989. After his 2009 DJ Of The Year win in Atlantic City, Steve began travelling the East Coast sharing marketing and sales techniques with Disc Jockey and other Wedding Professional Organizations. He can be reached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

When High Expecations Turn Into Disappointment

By Ron Ruth

Readers may have noticed that my monthly article in the October, Disc Jockey News was absent. As it is most Septembers, I took time off to attend the Wedding MBA conference before taking a much needed, 10 day vacation with my wife at, you guessed it, Walt Disney World.

Some may know from my Facebook page or my presentation at the ADJA National Conference that I was more excited than usual about this trip to the



“House Of Mouse.” For the past 3 or 4 years I’ve been trying to get a behind-the-scenes look at Disney’s Fairy Tale Weddings. With the help of

an Orlando area wedding planner and business acquaintance, my wish was about to come true during my most recent vacation.

My friend was kind enough to work their Disney contacts to arrange a time for me to stop by and take a look around and ask a few questions. I was introduced in emails as a DJ and as a writer for this publication. I was very anxious for the opportunity and had high expectations that I would walk away from the experience with information about how Disney goes about the wedding process with their fantasy leaning, long distance planning brides and grooms. I hoped to learn information that might be especially fun and interesting to share.

I thought for sure that my fascination with Disney would gain me some tremendous new insight into weddings that would make me an even bigger, outspoken fanatic for “The Happiest Place On Earth” than I already am. Plus, I’d be able to add Disney’s Fairy Tale Weddings to my ever growing obsession with Disney’s approach to business excellence.

In something of a very strange and difficult twist for me, however, instead of being able to talk about what I could have learned...I’m left to share with you how sometimes, even companies as reputable and guest focused as Disney, can slip in meeting expectations.

When I arrived a few minutes ahead of my scheduled time at the Disney’s Fairy Tale Weddings office, located inside “Francks Bridal Salon” (aptly named after the same location in the Steve Martin movie version of ‘Father Of The Bride’), I was greeted by a friendly receptionist sitting behind a very ornate desk, just inside the doors. She acknowledged that she had been expecting me. I had hoped that her next words would be “Have a seat and one of our wedding planners will take you on a look around.”

Imagine my disappointment when she said, “Feel free to look around. The doors to the chapel are unlocked and you’re welcome to go in.”

“That’s it?” I thought. “There must be some mistake.”

So, I took a seat and thumbed my way through the large number of photo albums depicting happy couples that had enjoyed the Disney wedding experience. All the while, I kept hoping that one of the 2-3 wedding planners that

were visibly not with clients that morning, might take a moment to, at the very least, ask me if I had been helped.

After 15 minutes or so of pretending to have great interest in the sample table coverings, cakes and other wedding related decor displayed throughout “Francks,” it was apparent that my visit wasn’t worthy of anyone’s time but my own.

I decided to take a few photos inside “Francks” before heading to the chapel, located about 25 yards away from the salon. The chapel was empty, except for a couple of maintenance cast members changing light bulbs. After snapping a few more photos inside and out, I made my way back to “Francks” to thank the receptionist for allowing me to look around.

As I approached the door, the receptionist came around the outside corner of the building. I thanked her for the time. And then, out of fairness to Disney Weddings, as she stood with the door partially open, standing half in and half out of “Francks,” much like I might do when confronted with an unwelcome salesperson at my home, she turned to ask “Do you have any questions?”

My mistake was in getting so excited about that opportunity that I said, “Yes! I have a several questions I’d love to ask.” Thinking she might invite me in or step outside to talk to me, she didn’t budge from her position of half in and half out. My excitement turned to a very uncomfortable uneasiness. It was obvious she had other things to do than speak with me. Her question was probably asked more as a passing courtesy than with any genuine interest.

I asked three questions. What are some of the challenges in helping so many couples plan long-distance weddings? What is the average budget of the Disney Bride? How important is the role of DJ and master of ceremonies at a Walt Disney World wedding reception? I had more but, for whatever reason, those were the first questions to pop out of my head.

The nice receptionist, still never budging from the doorway, graciously answered my questions in very general terms before she thanked me for stopping by and said goodbye.

OK. Time for a reality check..

Granted. I was not visiting Disney’s Fairy Tale Weddings with the intent of using their services. They owed me nothing in the way of time. No one was rude to me or discourteous. But, that didn’t keep me from feeling as though I was an inconvenience. It was the first time I was ever disappointed in anything related to my many Walt Disney World visits. It was also the first time that my expectations of Disney, regardless of how elevated they may have been, were not only not met, but were essentially ignored.

What can you learn as a business owner from my experience?

When people ask about your DJ business, even if you know they are not inquiring for any reason other than curiosity, how do you respond? Do you still display a passion for what you do and take the time to not only answer their questions, but to make them feel welcome? Do you take a moment to realize that, even though they might not be in the market for your services, they could share their experience with you with someone who is?

The number of people you encounter everyday as a business owner are equally, if not more important than the select audience that may enjoy your performance as a DJ. Don’t believe for a moment that your behavior, attitude or sense of care goes unnoticed or doesn’t carry weight with those that may not be ready to spend money with you at that moment. Those individuals still have mouths and the ability to form an opinion.

Always remember. As a business owner, you are much like a cast member at Walt Disney World. The only difference is that you are always on stage!

Don’t misunderstand. I still love WDW and will be back again next year. But, I would have preferred to be writing about a wonderful experience instead of sharing my disappointment. I would have liked to entertain you with some incredible stories of how Disney Weddings goes about the business of making brides and grooms happy. Unfortunately, and this really pains me, I can’t.

Special Note: Join me at noon on Monday, February 6, 2012 for “Disney’s 3 Keys To Success & Your Wedding DJ Business, Part 2!” at the Mobile Beat DJ Conference in Las Vegas! As it was at MBXX, mine is the pre-show, kick-off presentation and will provide you an updated look at what you can learn from Disney to become the standard bearer of excellence in the wedding entertainment industry!

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.

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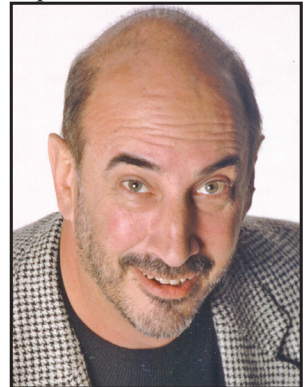


Do You Have Your Mackay MBA?

By Jeffrey Gitomer

I read *Swim with the Sharks Without Being Eaten Alive* by Harvey Mackay in 1992. It was a life-changing, and career-changing, book for me, and millions of other readers (hopefully you).

The #1 New York Times bestseller *Swim with the Sharks* contains a hundred short business lessons that are both impactful and actionable.



After its initial success, the book has become an iconic classic, rivaling any other printed business book in the past 100 years.

Fast forward to 2011. I just finished reading

Mackay's new book, *The Mackay MBA of Selling in The Real World*, and it is with trepidation I tell you that it's better than *Swim With The Sharks*.

If you're reading this article, it's probably because you already know me as a world-class expert in selling who has written and published eleven books in the past 20 years. I make it my business not to read new books because I don't want to be influenced by, much less accused of copying, someone else's idea or style. I have my own style. I have my own voice.

But I could not pass up the opportunity to devour the intelligence, the insight, and the strategies that Harvey Mackay has gained over the past five decades in one of the most successful writing and speaking careers.

Harvey Mackay has made a career out of networking, befriending, giving value, and selling. He sells his business and his product. More important, he sells himself. Actually, people buy Harvey Mackay. I do.

In *The Mackay MBA*, he's taken all those characteristics and broken them down into lessons that you can use immediately in your sales life, your business life, and your personal life.

One look at the sections of the book – You, Imagine, Stick With It, Setbacks, The Championship Stride, Connect, and Excel – will give you an idea of the depth of information that will create new patterns of thinking and provide new actions you can take to become a better salesperson and a better person.

Here are a few chapter titles so you can get an idea of the diversity and completeness of content, so when you read "MBA" in the title you will know how complete the book is:

- Loyalty In The Little Things Is Huge
- Rain Can Make Your Parade
- Enthusiasm: Only You Can Ignite It
- Watch Out For These 4 Letter Words
- Networks Have Power Ratings
- The 7 C's of Success

Harvey uses short chapters to provide condensed information. He's taken out all the fluff, but left in all the meat. You can open the book anywhere and get a practical, real-world lesson that you can take out into the street and turn into money one minute after you read it.

At this economic moment in our world, every businessperson and every salesperson needs new answers and hope. The Mackay MBA of Selling In The Real World provides a plethora of both.

• He gives you inspiration: Every accomplishment begins with the decision to try.

• He gives you strategy: The Mackay 25 Sales Call Prep Checklist is worth the entire price of the book!

• He gives you new information: Social media sites are rapidly becoming the customer service desks of the 21st century.

• He gives you hope: Some people succeed because they are destined to, but most people succeed because they are determined to.

Stop what you're doing right now, head to your local bookstore (or Amazon.com and click on the "Buy Now" button) and get two copies – one for you, and one for your best customer.

When you get the book, follow Har-

Gitomer continued on page 7

Press Releases: AMDJ Micro Lasers

Now DJs, bands and party hosts can bring the spectacular thrill of laser effects to any event or social gathering, no matter how small the space. American DJ has added two new tiny red and green lasers to its Micro Series of mini laser effects: the Micro Hypnotic and Micro 3D, each equipped with one 30mW green laser and one 80mW red laser.

Arriving just in time for the holidays, each of these compact, affordable lasers weighs just 2 pounds (0.8 kg.) and is a mere 6 inches (149mm) in length.

Yet these petite powerhouses exude big-time star quality, creating sizzling red and green laser patterns that can be projected across walls, ceilings and floors for a stunning "VIP club"-type light show.

The Micro Hypnotic is an intriguing, mesmerizing effect that projects unique "web-like" laser patterns that appear as spidery layers of lace. The Micro 3D, despite its small size, produces more than 200 laser beams that rotate back and forth, completely filling the space with razor-sharp daggers of light.

Great for DJs, mobile entertainers, small clubs, frat parties, school dances, holiday events and even home parties, the Micro Hypnotic and Micro 3D are safe and easy to operate. Both units are compliant with FDA standards, assuring they can be used safely in any venue or environment.

Even novices and non-pros will find the Micro Hypnotic and Micro 3D a cinch to operate. Just turn the effects on and watch them run through their exciting built-in programs in Auto Mode. Or flick into Sound Active Mode, and the lasers will sync their movement to the beat of the music – and you'll look like a professional lighting engineer!

To make things even easier, both units come with an RF Wireless Remote Control

that lets you operate them from afar at the push of a button. Using the remote unit, you can select between Auto and Sound Mode, and control Blackout, Color Change (Red, Green Red+Green, Random), and Rotation (Clockwise, Counterclockwise, Random).

"The Micro Hypnotic and Micro 3D are the latest additions to our Micro Series lasers,

which were designed to bring the excitement and 'techno' look of laser effects to everyone – even the smallest lighting user and non-party

host," said Alfred Gonzales, National Sales Manager of American DJ. "The other fixtures in the series, the Micro Gobo, Micro Galaxian, and Micro Star have been so popular that we decided to expand the line with these two new models, which produce terrific laser effects, while being extremely compact, affordable, safe and easy to use. We're anticipating a strong demand for them, particularly as we head into the holiday party season."

Both units are fan-cooled and include a dual bracket for floor-mounting or hanging overhead. The Micro Hypnotic and Micro 3D also come with a UL-listed multi-voltage power supply: 12V DC 1000-240V, 50/60 Hz.

Dimensions of each unit are 6"L x 4.75"W x 2.5"H/ 149 x 110 x 60 mm, and weight is 2 lbs./ 0.8 kg. The MSRP of the Micro Hypnotic is \$159.95. The MSRP of the Micro 3D is \$179.95.

Protect the Micro Hypnotic or Micro 3D during transport and storage with the Arriba Cases AC-60 gig bag. The AC-60 will fit the mini laser, power supply and RF remote so everything will be stored in one place until your next gig.

For more information visit: <http://www.americandj.com>



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Sales And Kid's Entertainment

By Rob Peters

The night before writing this column, I performed at a "Harvest Dance" for a local elementary school. In the process, I not only came up with the topic for this month's column, I also came up with a new idea to promote the kid's entertainment aspect of my business.



Some of the questions I receive about kid's entertainment (and you are welcome to submit yours to me at rob-peters@disc-jockeynews.com) is about how to get bookings and how to market

yourself as a kids entertainer. I have discussed this in a previous article, but this month, I am going to do a "Marketing 201" approach

If you do not already have one, consider having a marketing plan for your kid's entertainment business. This plan should detail the ways you will market yourself as a kid's party entertainer, and the methods you will use to market to them. Just having a website or a business card is not enough. Your plan should also include a strategy you will use to be proactive in gaining results, as well as a set goal for the number of events or the dollar amount you wish to achieve.

My good friend Scott Faver once told me that "Every event you perform is an opportunity for you to showcase your services and talents to a whole new audience of potential clients." The majority of the success I have achieved in the kid's entertainment market has been the result of a great performance that has yielded a referral. So having plenty of business cards and brochures at your events, and handing several of each to your client at the end of your performance will help you become more popular as a kid's party entertainer.

Other than the obvious marketing methods (i.e. website, business cards, magazine

and internet ads), there are some other useful ways to market and promote the kids entertainment aspect of your entertainment business. Some of these practices can also be useful in promoting your entire entertainment company or DJ business too.

As I said before, the majority of the new business I receive as a kid's party entertainer is through a referral. I have developed a "Referral Rewards" program where if a client refers someone, and they book our services, they receive an incentive of some kind. I find that a gift card to a local store or Starbucks is very well received. It does not have to be a huge dollar amount \$5 or \$10 to Starbucks is a treat for most parents!

If you perform for schools, regardless to the grades of the kids attending, you may want to consider offering them a rewards program. Schools have different areas of opportunity, meaning there are different grades, clubs, or organizations that plan events throughout the school year. Offer an incentive where if any organization within the SCHOOL utilizes your company for a certain number of events each academic year, they will receive an incentive. Incentives can be a sliding scale discount for multiple events, gift cards to a local office supply store for the teachers to purchase supplies, or even a 'Coffee Party' for the teachers on Teacher Appreciation Day. (Speaking of which, mark your calendars because Teacher Appreciation Day for 2012 falls on Tuesday, May 8th!) You could even work with the school in developing a lunch-time music program where you could come in during the last week of school and DJ during the lunch periods complementary.

Another creative avenue for marketing your kid's entertainment services is to develop a newsletter that you distribute on a frequent basis (monthly usually works well), and allow parents and clients to be able to sign up to receive it. A newsletter will help potential and existing customers perceive you as an expert in what you do, as well as keep your company and services fresh in their mind. To keep your costs low and be environmentally conscious, you may want to consider an e-mail newsletter.

There are plenty of services online that can help you with this such as Constant Contact (which I personally use and recommend).

When it comes to writing a newsletter, there are some things you need to know. The first is that your newsletter should be informative and NOT filled with information about YOUR COMPANY. It's ok to have a small column about your services, an upcoming promotion or event, but keep it informative for your reader. I have found that having 75% of your content be information for your reader and 25% be about your business is a good formula for success.

So what should you write about and include in your newsletter? Well, your information should be timely and informative for your reader. Remember that as a kid's entertainer, you are sending this to teachers and parents, so make it information that they can use. For example, my e-mail newsletter for October contained information and articles about Halloween Safety and the top 10 most popular Halloween Candy brands.

If you are not a writer, you can still make this work. There are many services on the internet that offer free newsletter articles for newsletters. Look for ideas and article content that will be appealing for the reader, and make sure that if you use any content from any website that you give them the proper credit by mentioning them in your newsletter. One method I find that works well is to "tease" the article with a

brief overview, then provide a LINK for the reader to click to allow them to read the entire article.

One last way to maximize your newsletter is to have a "limited time" (meaning there is an expiration date) special offer or discount available. This discount could be a free upgrade on your services, or a special "newsletter member" price. Having this offer will help you track the success of your newsletter, as well as help boost your sales.

If you have not considered either of these methods in your marketing plan for your kid's entertainment service, give them a try. You may find that one type may work better than the other, but the end result should be an increase in your visibility as a kid's party entertainer.

"Without a plan there's no attack... without an attack, there's no VICTORY!" – from the movie "One Crazy Summer"

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

Rob can be reached at: rob-peters@disc-jockeynews.com.

Jeffrey Gitomer continued from page 6

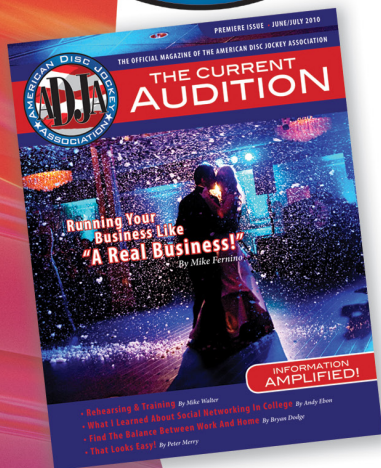
vey's classic advice, "Don't just read it, study it." Set aside personal time so that you can take each chapter and create an implementation game plan.

Bring your fellow salespeople to a meeting, and create a Mackay mastermind group that will help you both understand and implement these classic principles of business and sales success.

For the past 20 years, I have had the privilege and the pleasure of reading every single Harvey Mackay book. His new book *The Mackay MBA of Selling In The Real World* stands out as relevant, realistic, resourceful, right on the money, and ripe with opportunity for you to

take advantage of.

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 at salesman@gitomer.com.



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Drop Your Pants

By Mitch Taylor

That's an old adage that is used in the car business when the salesperson would come in from the lot and talk to the manager about the customer who only wanted to know the price of the red Chevy Impala on the lot. No matter what the salesperson tried to say or do, the customer only wanted to know one thing. THE PRICE.

The sales manager would then go out or send out another salesperson with the original salesperson and "drop their pants" and give them a rock-bottom price.

With the "slow" season upon us for performances here in the Midwest, is that what you are doing with clients that call and ask the price question? Let's examine this further.

First off, how are you approaching the price question? For most buyers (of anything for that matter), they don't know what questions to ask? Let's face it... the guy truly just needs transportation to get from point A to point B and that customer on the phone just wants music for their event, right? The right answer to that question is "maybe".

Maybe that customer just needs a winter beater. Maybe he's traveling on long trips and would like fuel economy and maybe you as the salesperson can show him a new electric model that would save him far more money in the long run. Maybe that client on the phone is just having a backyard BBQ and thought about checking on DJs but it really isn't that important to them....they could get by with an iPod. Maybe it's for their only daughters wedding and they really want to make it special but they have no idea how to hire entertainment because they haven't had that experience yet. This, my friend, is where YOU come in.

It may seem tempting during the cold

blustery fall days to drop your price to get that event but what are you doing for future clients that want to book you and the referrals that they generate? You are setting a precedent in the marketplace for clients to tell their friends "Well...just ask him for a discount and he'll drop his pants for you too and give you a deal just like me." Do you want to be known as the "pants dropper" in your market?

To paraphrase Mark Ferrell, you can either stand out in business or be OUTSTANDING. Which one do you want to be? You stand out in your offerings to your clientele, your planning, your production. You can be OUTSTANDING in your performance and the word of mouth your results will deliver.

"But Mitch...you don't understand... people won't pay my price here in _____." Of course they won't if you still compare yourself to everyone else and have no way of differentiating yourself.

You demonstrate this by encouraging them to see video footage of every other entertainer they are considering. After all...is it wise for them to hire a complete stranger and then give them a live microphone in front of all of their family and friends on one of the most important events of their life? You need to show your clients the RESULTS you can deliver by working WITH them and not FOR them. Big shift in thinking.

How do you show results to your clients of an intangible product they are purchasing (i.e. YOU)? Proof of your results and performance can be found in video footage from your events. Hire someone to be your assistant and have them videotape EVERYTHING you do. Watch it back for critique and capture the events that went well and then show that to prospective clients and encourage them to view video of other entertainment professionals actually performing and NOT the latest video highlight of people dancing and a voiceover.

You see in today's society we are virtually trying to replace humans. Heck, I got my wife an iRobot vacuum last year for Christmas to vacuum the house. We have

Taylor continued on page 9

The Referral Coach

By Matt Anderson

Two Ways to Richer Relationships

Why is it that people can have the same training and work for the same fine company and yet get such varied results? In other words: same knowledge, same credibility yet night and day outcomes.

The two factors that I see once you've established trust: how much others like you and how much of a resource you are for them. 'Logically' it should be expertise, but often that's not it.

Being 'all business' can damage relationships.

What builds likeability and can you improve in that area? You don't have to change your personality and become someone you're not.

But some people do need to focus much more on the relationships and improving their emotional intelligence.

1. Be more personable and interested.

Be more curious, ask more questions, and show more interest. Seek more common ground. What shared interests do you have? I had a meeting earlier this week where both of us felt it perfectly appropriate to talk English football for a few minutes. We're both big fans.

Take notes: Remember what they care about.

2. Be more of a resource

How do you become a better resource?

a) Think like one. With every important relationship, give your brain time to answer the question: How can I most add value to this person?

It might be professional help or personal. A great idea may not come to you right away. The variety of ways to impact someone positively is so broad, I could write a book of examples. Here are five things recent clients of mine have done. Your brain can come up with even better.

i) Jason sent an inspiring book to a number of his clients. Half of them said thank you. One was prompted to refer him

to someone who invested \$6m with him.

ii) Bob networks with a lot of family law attorneys. When he hears great business practices from one of them, he shares these ideas with others so they can generate more business too. These people refer financial planning opportunities to Bob.

iii) Steve sent a bouquet of flowers to a client who had sent him a referral. The next day he got two more referrals and both of them hired him too. (P.S. Steve is only able to work with clients worth more than \$500,000)

iv) Mary is a good example of where the 'adding value' is to more than one person - an organisation. This past year she was president of a charitable board. Her service and leadership has given her the credibility that has led to several new high quality business relationships.

v) Kevin has had great success meeting prominent business leaders by frequenting a popular restaurant in his area. He adds value by literally bringing new people in the door on a regular basis to eat there with him. The owners appreciate this, give him superior attention and introduce him to other top patrons.

b) Act like one. Try your best to help others. It is not a disaster if you can't help; many people will appreciate your sincere effort.

c) Have enough faith in yourself that you too can become a great resource to others with enough time and practice. Few people go above and beyond; you won't have much competition.

How are you a resource to others?

3. Be more grateful

I was talking to a financial advisor called John the week before last when I was in Canada. He gives lavishly to those who do significant business with him. Often he'll take his better clients and referral sources out to fancy restaurants as a thank you. I've never met anyone who goes to the lengths he does, and he gets many quality referrals without asking. Sounds like a best practice to me!

Do you generously thank key people in your life and show appreciation to them?

4. Blend your work meetings into more casual environments

Anderson continued on page 9



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Less Than 5.0...

By Dave Winsor

I'm on Wedding Wire and I'm really excited about most of the reviews I get from clients because they are all 5 out of 5 for ratings. I spend a lot of time with my clients and I really work hard to make their events memorable and exclusive and I've been perfect 5.0's until recently. I failed one client.



I met "M and P" in April of this year at a local Border's Bookstore on a wet Saturday afternoon. They were visiting Maine from the mid-Atlantic and had just checked out their lovely choice for a scenic venue. They were a wonderful couple, big city confident, in love, world travelers and knew exactly what they wanted for a ceremony and reception. This whole event would be in 4 locations and two buildings. Ethic music and customs intertwined with long established Anglo history. I agreed it would be something I'd like to be involved with and after about an hour, we parted company. I was excited.

As with all business dealings, there may be a timeline that you may find irritating and frustrating because of the length between

meeting and signed contract. This was one of those cases: Meet in April, follow up a week later, a non-committal response. Two weeks go by, nothing. Another month passes and still no agreement. April turns into May. May into June, and another month goes by. All the time I'm getting: "We're having visa problems"....."The venue added \$1,200 to our total, can you adjust yours" and so on. FINALLY at the beginning of August I get a response: "We want to hire you!" So, by this time I'm angry and cynical because I feel like this has taken too long and now this really involved wedding is less than 3 weeks away. But because I'm a complete jerk I take the job and inform the groom that I need a signed contract and retainer before anything else happens. He agrees.

A week passes and no contract or retainer. Now we are less than a couple of weeks away. The groom tells me that he misunderstood that he was supposed to MAIL the check and the signed contract. I get the check a couple of days later but still no contract. Finally it appears and I send an online planning link and we begin tense, hurried, long ranging discussions about the variables of this wedding. As a side note and important to this story, I had told my wife when I got the verbal "go" that I was a little angry that it had taken so long for him to make a decision and I wasn't going to be bullied into reacting very quickly. He made the bed, let him sleep in it. I would do my "best", but I wasn't going to kill myself getting there. So, we finalized all the details, I got the Middle

Eastern music I would need for the ceremony and other reception things and I was ready.

August 24th the wedding day on the coast of Maine. I arrive extra early, set up in the four different areas and then we're ready to go. Ceremony went perfect. Here's the setup: outdoor cocktail hour with open bar. Then, into building one for introduction, toasts and dinner. Transition from building one into building two for formal introductions, first dance, cake, father/daughter and mother/son dances and then BOOM...it lights up for 3 hours. I'm amazed at the depth of the Middle Eastern influence and the wonderful dancing, etc. But as all good things, the night must end. Accolades abound. Handshake from the groom with a Benjamin and a hug from the wife.

Her father gave me a hug, put his hand on my heart and said in a thick, Iranian accent: "Thank you for honoring my daughter and my family in the way you did!" I was floored. I load my equipment in the rain and the groom and his friends pass by, he stops and hugs me again and says "Thank you for an amazing time".

A couple of weeks later I send a note asking if they would provide a review on Wedding Wire and they said yes. I'm all jacked up because it's gonna be AWESOME!!! I get a notice in my email that I've got a new review and I pound in the address on the keyboard as fast as I can and this is what I see:

4.7 out of 5.0
Quality of Service: (5.0/5.0)
Responsiveness: (3.5/5.0)
Professionalism: (5.0/5.0)

Anderson continued from page 8

Meetings in more social settings over a drink or two always loosen up the mood. They almost always improve the likeability odds.

5. Be a better listener

Everyone in your network is going to feel more connected to you if they know you truly understand what they say. Few people listen well. Most primarily hear the words but miss a good chunk of the meaning.

Listening is one skill area that we consistently overrate ourselves.

6. Be a learner

I benefit from reading the latest books on communication and revisiting Dale Carnegie's How to Win Friends and Influence People. If you keep doing the same

Value: (5.0/5.0)
Flexibility: (5.0/5.0)
Services Used: DJ

We had a complicated set up (outdoor wedding, Persian style ceremony/songs, music set up in four locations including two outdoors), and Dave handled like a true pro. Dave provided creative input to the flow and worked with our unique needs. He had just the right balance of staying in the background and keeping things lively with the intros, toasts, etc. And he complemented our playlist with great selections of his own to keep the dancing lively. As one of my guests told me, "your DJ rocked!" He's easy to work with and seems really caring -- you'll be happy if you select Dave to DJ your wedding.

OUCH. 3.5?! After I CHASED them for over 4 months for an answer? Yep. I deserved to get knocked down a few pegs and you may have already figured out why: Because I was cranky that THEY took so long to book me. My wife stood me up too and took a swing: "I remember when you told me that you weren't going to "bend over backward" because you were upset with the amount of time they took to book you, serves you right!" I can't argue with her. I deserved it and I will carry this lesson with me for a long time. You get out of it, what you put into it. I left 1.5 points of perfection on the table. Never again.

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

Taylor continued from page 8

dishwashers to do our dishes. Microwaves to cook our food. Now, with the advent of the iPhone 4S, we have virtual assistants in our pocket to help us with any inquiry 24/7/365 (for some fun ask it who it's daddy is?!?!).

So next time you think you are just the music, think again. Can some of these inanimate objects replace us at some events? Possibly. Can they for the vast majority? HELL NO. What society can't take away is PEOPLE. PEOPLE are what drives our world. PEOPLE care. PEOPLE love. PEOPLE talk. These intangible items without feelings, heart and talent CANNOT re-

place YOU. Show you care (if you do... if not get out of this business) CONNECT with your clients on a personal level and don't just look at them as a paycheck. It's the quickest way to lose a sale.

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 michtaylor@discjockeynews.com.



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At the end of the night a gentleman came up to me and said I own a few hotels, I have never seen anything like this before. Do you have a card? I'll be in contact with you.

Mike Anderson, Minneapolis, MN

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

Eric Wies, Mason City, IA

The Entertainment Experience knowledge has won me 3 jobs in one week. It's truly the gift that keeps on giving.

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What will you Create?

Prosperity Is Possible In Tough Times

By Harvey Mackay

During economic downturns, most folks are content to maintain the status quo, not expecting to really get ahead.

Turns out, a defeatist mindset like that stop someone from living the life they really want to live. And there is a terrific new book that will change attitudes and inspire people to Prosper, as the book is aptly titled.



C o - a u - thors Ethan Willis and Randy Garn are well-qualified to offer this life-changing advice. Together they are founding partners of Prosper, a company that has mentored more than 75,000 entrepreneurs since its inception in 1999. Ethan co-authored the best-selling book *The One Minute Entrepreneur* with Ken Blanchard and Don Hutson, and has founded or cofounded six businesses in the past twelve years. Randy has founded several companies, which are industry leaders in online marketing including AdCafe.com, which has more than 2 million subscribers.

What I find particularly refreshing about their book is that it doesn't con-

centrate on how to just survive an economic downturn; it challenges readers to make choices and take action that will be sustainable for a lifetime.

They write: "We know that it is possible for people to have a life that balances the pursuit of prosperity with happiness. It's not easy, but it's not as hard as you may think it is.

"Some people did it by creating new businesses that allowed them to make money doing the things they are passionate about. Others worked within their companies to carve out lives of balance, meaning and increased compensation. Some finally came to understand what they are really good at, then expended their talents to create new careers. Still others learned new expertise, which made it possible to reinvent themselves in areas they had tremendous passion for."

The authors define prosperity by the equation "Money + Happiness + Sustainability = Prosperity."

By money, they mean income sufficient to support one's goals. How much money is enough? "Enough to support your financial dreams in a way that honors your deeply held values and principles, but not so much that your money distracts or alienates you from those very values and principles," they say.

Happiness includes:

- State of mind -- "having positive feelings about ourselves and the world;"

- Authenticity -- "living a life consistent with our deepest beliefs, values, and principles, and knowing that our earnings are aligned with our passions and purpose;"
- Commitment -- "adhering to what we most value;" and health and wellness, prosperity that supports complete health in mind and body.

Sustainability boils down to four questions: "Can I feel good about it? Can I sustain the work required over a long period of time? Is the prosperity I contemplate ethical, beneficial to others, and environmentally sound? Does it offer lasting value?"

To help readers get started, Ethan and Randy offer a Prosperity Assessment (available online at www.prosperbook.com/assessment.) This tool is a 10-minute evaluation which you can complete, and you can invite others to answer based on their views of your level of prosperity. Then you will receive a personalized report identifying strengths and areas to develop. You can take the assessment over and over again as you put their practices into action. And it's free!

The real work begins with their Six Prosperity Practices, which are individually described in separate chapters. I won't give away their secrets, but I will tempt you with the six points:

- Locate Your Polaris Point
- Live in Your Prosperity Zone
- Earn from Your Core

- Start with What You Already Have
- Commit Yourself to Your Prosperity Path
- Take Profound Action.

This isn't cookie-cutter advice. Rather, it is solid information based on honest self-study that will help you transform your life. I whole-heartedly recommend their practices, because I know it is possible to prosper in any economic times. It's not just about the money.

As the authors say, "Prosperity is not a recreational activity but a lifestyle that you have to choose and renew."

My favorite section of the plan, however, is what happens once these practices start to bear fruit. Ethan and Randy write: "You know you are really living in the Prosperity Zone when your passion shifts from accumulating to giving. It's no coincidence that the most prosperous people in the world have committed to giving the bulk of their wealth away."

Mackay's Moral: The journey to prosperity is like driving a car at night. You can only see as far as the headlights, but you make the whole trip that way.

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," and "The Mackay MBA."

Top 30 Clean High School Songs

SchoolDanceNetwork.com

#	Artist	Title	Featuring	PC #	BPM	Notes						
1	Gym Class Heros	Stereo Hearts	Adam Levine	201125	91		Mike Posner	Bow Chicka Wow Wow		201107	74	
2	Cobra Starship	You Make Me Feel		201120	132		Taio Cruise-Travie MacCoy	Higher			201102	128
3	David Guetta	Without You	Usher	201136	128		Nelly	Gone	Kelly Rowland	201101	73	
4	Lil Wayne	How to Love		201123	77		Bruno Mars	Grenade		201044	111	
5	Maroon 5/Aguilera	Moves Like Jagger		201132	128		Chris Brown	Deuces		201031	74	
6	Jason Derulo	It Girl		201133	92		Rihanna	What's My Name		201043	100	
7	New Boyz	Better with the Lights on		201120	112		Edward Maya-Mia Martina	Stereo Love			201013	127
8	LMFAO	Sexy and I know it		201133	130		Pink	Raise Your Glass		201041	122	
9	Britney Spears	I Wanna Go		201124	131		Flo Rida	Who Dat Girl		201046	125	
10	LMFAO	Party Rock Anthem	Lauren Bennett	201102	131		Nelly	Just a Dream		201032	90	
11	Bad Meets Evil	Lighters (squeaky clean)	Bruno Mars	201125	90		Enrique Iglesias	I Like It	Pitbull	201019	129	
12	Nicki Minaj	Super Bass		201115	127		Rihanna	Only Girl (In the world)		201037	126	
13	Alexandra Stan	Mr. Saxobeat		201119	127		Pitbull	Hey Baby		201037	128	
14	Sean Paul	Got 2 Luv		201129	92		Black Eyed Peas	The Time (Dirty Bit)		201045	128	
15	David Guetta	Where them Girls at	FloRida-Nicki Min	201119	130		Mann	Buzzin		201050	104	
16	Nicki Minaj	Fly	Rihanna	201132	120		Will.I.am	Check it Out	Nicki Minaj	201037	130	
17	Kanye West	All of the lights	Kid Cudi, Rihanna	201050	71		Katy Perry	Teenage Dream		201031	120	
18	Afrojack	Take over Control	Eva Simons	201048	130		KE\$HA	We R Who We R		201043	120	
19	Pitbull	Give Me Everything	Ne-Yo & Nayer -	201114	129		Mike Posner	Please Don't Go		201034	121	
20	Rihanna	We Found Love		201140	128							
21	Flo Rida	Good Feelin		201137	128							
22	Breathe Carolina	Black Out	Use Radio Edit	201124	124							
23	T-Pain	Best Love Song	Chris Brown	201108	81							
24	Bruno Mars	It Will Rain		201140	75							
25	Iyaz	Pretty Girls	Travie McCoy	201120	78							
26	Lady Gaga	The Edge of Glory		201120	128							
27	Enrique Iglesias	I Like How it Feels	FT Pitbull	201139	128							
28	Hot Chelle Rae	I Like it Like That	FT-New Boyz	201139	101							
29	Drake	Headlines		201132	76							
30	Jennifer Lopez	Papi		201135	120							

Recurrents- (Still popular)

Chris Brown	She Ain't You		201114	91	
Bruno Mars	Lazy Song		201108	87	
Beyonce	Best Thing I Never Had		201124	100	
Lupe Fiasco	The Show Goes on		201045	72	
Black Eyed Peas	Just Can't Get Enough		201106	94	
Jennifer Lopez	I'm Into You	Lil Wayne	201115	84	
Wiz Khalifa	Roll Up		201106	94	
Adele	Rolling in the Deep		201048	105	
Britney Spears	Til The World Ends		201111	133	
Katy Perry	ET			105	
Tinie Tempah	Written in the Stars	Eric Turner	201104	93	
Hold it against Me	Britney Spears		201103	134	
Lady Gaga	Born This Way		201102	120	
Usher	More		201047	125	
Enrique Iglesias	Tonight	Ludacris	201047	126	
Ke\$ha	Blow		201102	120	
Pitbull	Rain on Me	Marc Anthony	201125	128	
Far East Movement	Rocketeer	Ryan Tedder	201047	96	
Chris Brown	Yeah 3X		201044	129	
Katy Perry	Firework		201041	124	
Keri Hilson	Pretty Girl Rock		201042	80	

DO NOT PLAYLIST

Big Sean	Dance (A\$\$)	Even cleaned up with edits this one talks about grinding and butts. Best to leave this one at home.
Taio Cruise	Hangover	Stand clear of this song. It is all about drinking, getting drunk and the residuals of being drunk.
Foster the People	Pumped up Kicks	Search out the clean version with no guns, no bullets and no violence and this one is safe to play. Otherwise better avoid it at schools.
Rick Ross	I Love My Bi**hes	Rick Ross almost never produces a decent school friendly song. When you see a Rick Ross song...beware!
T-Pain	5 O'clock	Clearly describes a 5am sexual encounter.
Ace Hood	Body 2 Body	Leaves little to the imagination. Title says it.
Chris Brown	Wet the Bed	
Loyd	Dedicated to My EX	The original version uses bitch, shit and pussy 46 times. If you use the Prime Cuts version, it's clean. Not popular enough yet to worry about playing at schools.
Jay Z-Kanye West	N****s in Paris	"Get Jay Z and Kanye together its bound to be over the top. The title has the "N" word. The first line: "So I ball so hard muhf*ckas wanna fine me But first ni**as gotta find me. What's 50 grand to a muhf*kaa like me" NOT GOOD FOR SCHOOLS.
Rihanna	Drink to This	Third song in a row for Rihanna on this list.
Miguel	Quickie	One for sexual violence, one for just sex and this for glorifying drinking. She's 3 for 3.
Lil Wayne	She Will	
Wiz Khalifa	No Sleep	Drinking song
Kelly Rowland	Motivation	FT Lil Wayne
Dev	In the Dark	
DJ Khaled	I'm on One	Drake-Rick Ross
Frank Ocean	Novacane	
Black Eyed Peas	Don't Stop The Party	
Rhianna	California KING bed	
Katy Perry	Last Friday Night	
Enrique Iglesias	Dirty Dancer	
Rihanna	Man Down	

Monthly Music Charts

By TMStudios.com

Pop			Country			Adult Contemporary		
1	Maroon 5 & C.Aguilera	Moves Like Jagger	1	Blake Shelton	God Gave Me You	1	Adele	Rolling In The Deep
2	Adele	Someone Like You	2	George Strait	Here For A Good Time	2	Band Perry	If I Die Young
3	Gym Class Heroes	Stereo Hearts	3	Eli Young Band	Crazy Girl	3	Pink	F**kin' Perfect (Perfect)
4	Foster The People	Pumped Up Kicks	4	Miranda Lambert	Baggage Claim	4	Adele	Someone Like You
5	Cobra Starship	You Make Me Feel	5	Taylor Swift	Sparks Fly	5	Bruno Mars	Just The Way You Are
6	David Guetta	Without You	6	Brantley Gilbert	Country Must Be Country Wide	6	Script	For The First Time
7	Lady Gaga	You And I	7	Keith Urban	Long Hot Summer	7	Jason Aldean	Don't You Wanna Stay
8	LMFAO	Sexy And I Know It	8	Lady Antebellum	We Owned The Night	8	Onerepublic	Good Life
9	Dev	In The Dark	9	Jason Aldean	Tattoos On This Town	9	Lady Antebellum	Just A Kiss
10	LMFAO	Party Rock Anthem	10	Thompson Square	I Got You	10	Lady Gaga	The Edge Of Glory
11	Rihanna	We Found Love	11	Zac Brown Band	Keep Me In Mind	11	Andy Grammer	Keep Your Head Up
12	Bad Meets Evil	Lighters	12	Rascal Flatts	Easy	12	Maroon 5 & C.Aguilera	Moves Like Jagger
13	Pitbull	Give Me Everything	13	Jerrod Niemann	One More Drinkin' Song	13	Kelly Clarkson	Mr. Know It All
14	Nicki Minaj	Super Bass	14	David Nail	Let It Rain	14	Colbie Caillat	Brighter Than The Sun
15	Jason Derulo	It Girl	15	Eric Church	Drink In My Hand	15	Bruno Mars	Lazy Song
16	Britney Spears	I Wanna Go	16	Band Perry	All Your Life	16	Katy Perry	Last Friday Night
17	Kelly Clarkson	Mr. Know It All	17	Darius Rucker	I Got Nothin'	17	Train	Save Me, San Francisco
18	Script	Nothing	18	Luke Bryan	I Don't Want This Night To End	18	Hot Chelle Rae	Tonight Tonight
19	Bruno Mars	It Will Rain	19	Ronnie Dunn	Cost Of Livin'	19	Script	Nothing
20	Katy Perry	The One That Got Away	20	Chris Young	You	20	Lady Gaga	You And I
21	Andy Grammer	Keep Your Head Up	21	Alan Jackson	Long Way To Go	21	Daughtry	Crawling Back To You
22	Britney Spears	Criminal	22	Hunter Hayes	Storm Warning	22	Foster The People	Pumped Up Kicks
23	Nicki Minaj	Fly	23	Kenny Chesney	Reality	23	Gavin DeGraw	Not Over You
24	Selena Gomez	Love You Like A Love Song	24	Martina McBride	I'm Gonna Love You Through It	24	Nickelback	When We Stand Together
25	Flo Rida	Good Feeling	25	Joe Nichols	Take It Off	25	Josh Gracin	Long Way To Go
26	Rihanna	Cheers (Drink To That)	26	Edens Edge	Amen	26	Cobra Starship	You Make Me Feel
27	Lil Wayne	How To Love	27	Justin Moore	Bait A Hook	27	Matt Nathanson	Faster
28	New Boyz	Better With The Lights Off	28	Brad Paisley	Camouflage	28	Margo Rey	Let The Rain
29	Lloyd	Dedication To My Ex	29	James Wesley	Didn't I	29	Justin Hines	Tell Me I'm Wrong
30	Patrick Stump	This City	30	Sara Evans	My Heart Can't Tell You No	30	Duran Duran	Leave A Light On

Urban			Rock			Alternative		
1	Lil Wayne	She Will	1	Foo Fighters	Walk	1	Bush	The Sound Of Winter
2	Jay-Z & Kanye West	N***** In Paris	2	Red Hot Chili Peppers	Adventures Of Rain Dance	2	Foo Fighters	Walk
3	Drake	Headlines	3	Nickleback	Bottoms Up	3	Red Hot Chili Peppers	Adventures Of Rain Dance
4	Wale	That Way	4	Theory Of A Deadman	Lowlife	4	Foster The People	Pumped Up Kicks
5	Chris Brown	Wet The Bed	5	Chickenfoot	Big Foot	5	Young The Giant	Cough Syrup
6	Big Sean	Marvin & Chardonnay	6	Seether	Tonight	6	Blink-182	Up All Night
7	Beyonce	Party	7	Staind	Not Again	7	Awolnation	Sail
8	Mindless Behavior	Mrs. Right	8	Sixx A.M.	Lies Of The Beautiful People	8	Foster The People	Helena Beat
9	Ace Hood	Body 2 Body	9	Seether	Country Song	9	Rise Against	Make It Stop
10	Jay-Z & Kanye West	Otis	10	Bush	The Sound Of Winter	10	Coldplay	Paradise
11	Miguel	Quickie	11	3 Doors Down	Every Time You Go	11	Mumford & Sons	Roll Away Your Stone
12	J. Cole	Workout	12	Evanescence	What You Want	12	Switchfoot	Dark Horses
13	Meek Mill	Ima Boss	13	Pop Evil	Monster You Made	13	Incubus	Promises, Promises
14	Future	Tony Montana	14	Kenny Wayne Shepherd	Never Lookin' Back	14	Jane's Addiction	Irresistible Force
15	Beyonce	Best Thing I Never Had	15	Breaking Benjamin	Blow Me Away	15	Grouplove	Colours
16	Drake	Marvin's Room	16	Daughtry	Renegade	16	Seether	Tonight
17	Lil Wayne	How To Love	17	Five Finger Death Punch	Under And Over It	17	Chevelle	Face To The Floor
18	T-Pain	5 O'Clock	18	Chevelle	Face To The Floor	18	Evanescence	What You Want
19	Nicki Minaj	Fly	19	Sixx A.M.	This Is Gonna Hurt	19	Cage The Elephant	Aberdeen
20	Verse Simmonds	Boo Thang	20	Puddle Of Mudd	Gimme Shelter	20	Naked And Famous	Punching In A Dream
21	Big Sean	Dance (A\$\$)	21	Papa Roach	No Matter What	21	Sublime With Rome	Take It Or Leave It
22	Elle Varner	Only Wanna Give It To You	22	Skillet	It's Not Me It's You	22	Staind	Not Again
23	T.I.	I'm Flexin'	23	Black Stone Cherry	Blame It On The Boom Boom	23	Airborne Toxic Event	All I Ever Wanted
24	Diggy	Copy, Paste	24	Mastodon	Curl Of The Burl	24	Blink-182	After Midnight
25	Bei Maejor	Trouble	25	Disturbed	Hell	25	Kooks	Junk Of The Heart
26	Wale	Lotus Flower Bomb	26	Theory Of A Deadman	Bitch Came Back	26	Sleeper Agent	Get It Daddy
27	Birdman	Y U Mad	27	Alice Cooper	I'll Bite Your Face	27	Everlast	I Get By
28	Marsha Ambrosius	Late Nights & Early Morn	28	Awolnation	Sail	28	Florence + The Machine	Shake It Out
29	Lloyd	Dedication To My Ex	29	Eve To Adam	Run Your Mouth	29	Middle Class Rut	Busy Bein' Born
30	Melanie Fiona	4am	30	Megadeth	Public Enemy No. 1	30	Noel Gallagher's HighÉ	If I Had A Gun

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