

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

I spent a day consulting with the owner of an up-and-coming Multi-Op recently. For me this is an exciting experience



because I get to peak under the hood of a company and offer some advice and guidance. The driver of the company (I'll continue with my car analogy) has to be pretty eager to get his company revved up (why else would he seek outside help from a paid consultant?) and so I know I'm dealing with a guy who is very motivated and will listen and implement a lot of my suggestions. One of my favorite consulting clients (a guy who has brought me in not once but twice for full day consultation work) just moved into a brand new office and

his company continues to grow and kick butt in his market. I'm proud of whatever small factor I've had in his success.

So I spent a day in this guy's office (I'll call him Tom for the sake of privacy), basically reviewing everything we could about his company. Tom has some definite ideas of where he wants to take things and I think he is well on his way to making it happen. But one of the few troubling things I saw that day, and something we spoke about at length, is the pay structure he has set up with some of his current DJs. When he started expanding a few years ago Tom brought in some local DJs that he knew and started booking them. The deal he worked out gives them 75% of the booking fee and that, quite frankly, is too much to run a successful company. It leaves nothing left for the day to day operations and it pretty much forces the owner to keep DJing at his current pace to maintain his current income.

Also, as we looked at some of the demo videos of his DJs I commented on one of his guys and how he was holding the microphone. Tom made a comment that it's so hard to break the habits of a DJ who has been doing this for so long.

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Talkin' Bride: It's OK To Say NO!

By Tamara Sims

As our wedding season starts winding down I notice many vendors becoming nervous, losing confidence and quoting



ridiculous rates, because, let's face it, 1st Quarter we are mainly "living off deposits." Wedding Season in Chicago is very slow January-March, as brides are afraid of bad weather putting a damper on their big day. With that being said, it is important not to fall into the trap of giving your services

away and later regretting your decision and hurting your clients and business reputation along the way.

Here's what I mean. I am currently working with a couple on their November wedding (another month that tends to be slower here in Chicago), they booked our DJ services at full price, but found another company who charged half of our rate for the lighting (a florist who does not specialize in lighting). The wedding planner who happens to be a former bride of ours warned them "you get what you pay for." But they told her they just couldn't pass up such a great "deal." Fast forward to 3 weeks before the wedding... the planner calls me and asks if our lighting division still has availability. Why? The florist sent an e-mail to the bride cancelling the contract stating, "we accidentally overbooked your date." We all know what really

Tamara Sims Continued On Page 4

In The Booth: UK DJ Customer Service 2

By Brian S. Redd

Last month, I made some observations about the general lack of good customer service in the UK. Most of that article was



more about how the average Brit views customer service "American Style" as over the top and insincere. Fair play, seeing how they may have traveled here and experienced this at a food and beverage capacity where an employee would rely on tips (another foreign concept to the Brits and the rest of the world).

I also talked about how in my many travels to UK DJ conventions, I tend to see and hear the same thing every time. I have met British mobile DJs who have a great formula for success. However, most seem to be struggling with a lack of work and very low wages. The UK DJ market's supply is very high compared to demand, which doesn't help matters.

My argument is that all things being the same, equipment and performance wise, what can separate one DJ from the next is providing great customer service. Now, I say "argument" because that's basically what it comes down to when you are from the USA and dare to suggest anything to some Brits.

So, onto this month's article. If I could

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Pleasure, Pain and Purpose

By Mitch Taylor

Funny.

I was at Jeffrey Gitomer's live event in Milwaukee with my good friend Brian Kelm and Jeffrey mentioned PLEASURE and PAIN.

P A I N is the old-school selling tactic. Who wants to find the pain? NO ONE. (unless you're a doctor)

Pain is negative. Who wants to find the pleasure? EVERYONE. Where would you rather be right now....in PAIN in the dentist chair or having the PLEASURE of sitting in Hawaii sipping a Mai Tai?

When you focus on the PAIN, you bring about a negative perception of yourself. Questions like "What have you seen with BAD _____ in the past?" and "What would happen if _____ didn't show up on your wedding day?" puts the bride in a state of confusion, denial and possible panic. Pain leads her down a dark path of negative thoughts, stress and anxiety.

Why would you want to put these emotions on her in one of the happiest (yet sometimes most stressful) times of her life?

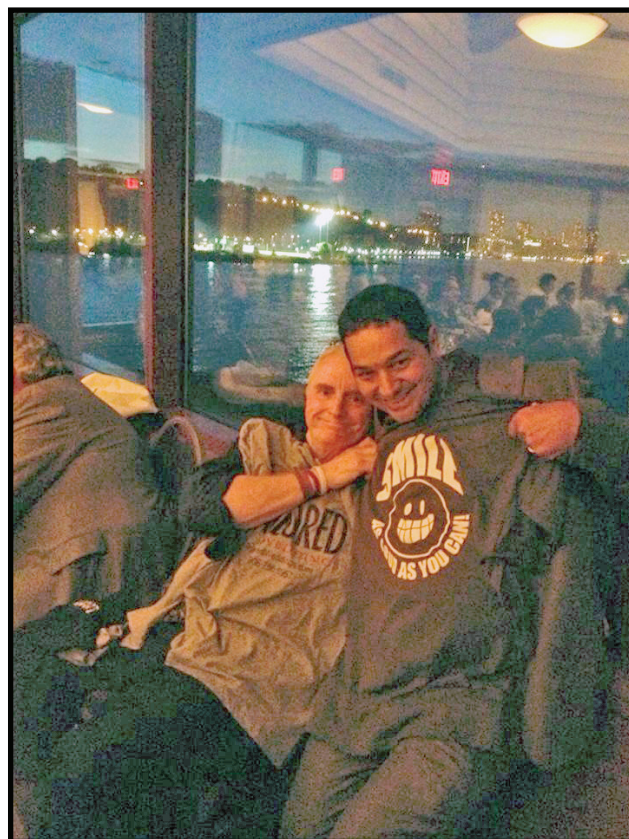
Instead, focus on the PLEASURE of the entire experience. They're about to get married. They're in LOVE. When you paint the picture of her and his beautiful wedding day, be sure to not provide A SOLUTION but THE ANSWER. When you provide a solution, it may or may not include YOU in her plans. When you provide THE ANSWER, you are the only one who can deliver it to her, thereby earning you the sale.

Mike Walter continued from page 1

Now, Tom has read my book (which is one of the reasons he hired me for the day) so he knew what I was going to respond. And if you've read my book or even just followed me here in The Disc Jockey News, you can probably predict my answer as well. Both of these issues get immediately resolved when you hire people who have the right personality all the right talents for this business - but have no DJing experience.

Now, before you go crazy and start thinking I mean send out a DJ with no experience, I don't! I'm talking about training - fully training - someone to DJ . . . you're way. That's the great advantage of this system. Yes, it's a much slower process (which is why I understand why Tom took the other route in the beginning -- he had too many calls coming in and just needed to fill some slots) but when it's all said and done, what you have is a DJ who

The same is true about you in your daily life. What do you focus on? The French mathematician Rene Descartes said "I think; therefore I am." If you surround yourself with positive thoughts, people and emotions you will live a positive life. Of course the reverse is true as well. One can be thrown by TONS of obstacles in life. My good friend Sean "Big Daddy" McKee has dealt with bouts of cancer for quite some time now...undergoing countless treatments and yet he has never given up. Not only has he never given up...he's maintained a work schedule that even self-proclaimed workaholics such as myself can't even hold a candle to. Big Daddy is ALWAYS working...not just as a DJ...but always to put a smile on someone's face...always making new friends



and constantly remaining a positive influence and inspiration to everyone's lives that he touches. He is a person we would



ALL do well to emulate in life. How does he do this? I called him recently to understand the history of Big Daddy and what makes him tick.

In 1993 Big Daddy was at a crossroads, living life with no self esteem and in a marriage with someone he loved but knew they weren't destined to be married to. One day he finally came to the decision that his life's purpose is to make people smile...and in order to do that he had to be happy with himself first. Big Daddy has gone through 5 years of chemo treatment and radiation. His first week of chemo treatments found him in the hospital for three straight days and then in house treatment 12 hours after he was released. Immediately thereafter he had 5 events to perform in 48 hours. For most mortal men that feat would be IMPOSSIBLE. Not for my good friend Big Daddy. Sure he felt like he was on his deathbed at the start of that 5th event but when the music started

and he say the beaming faces of his bride and groom he turned it on and lived for the smiles on his clients faces. His clients didn't have to know that with every step he took it felt like every bone in his body would break. It's not about him. It's about THEM.

Big Daddy's advice to us all is NOT to focus on the news. The world sucks and he weeps for the future. In our personal lives every day is a GIFT...you are blessed with what you have in this life. It's simply a CHOICE you make. You can't live your life negatively you must live your life POSITIVELY. Live life for TODAY. No one is promised tomorrow. He believes fully that he was put on this earth

to make people's lives easier and to bring smiles to their faces. He's a friend to many and he's an inspiration to people in his life.

If you ever have a chance to see Jeffrey live, do it. He pulls NO punches, is a bit off-color (especially as he gets older), definitely not PC but he tells it like it is.

If you EVER have the chance to meet Big Daddy...do it. Like Jeffrey he pulls no punches but he's got big ears (always willing to listen), an amazing mind (always looking for the positive) and the biggest heart of anyone I've ever met. We as an industry need to STOP focusing on the negative and start focusing on the positive. We would all do well to emulate those two amazing individuals. Happy clients (and people) are waiting to cross your path too.

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

has been molded in your style AND someone who is willing (in fact, eager) to do an event for a much smaller percentage of the overall booking fee (I try to keep my total talent costs in the 50-55% range).

My advice to Tom was to start looking around for new talent right away. To get one or two guys into training and target the spring of next year to have them ready by. He should hang on to the other DJs and continue booking them but, looking towards the future, these new DJs will help bring down the overall average that he pays to talent. 2 guys making 40% of the entertainment will help offset 2 guys making 75%. Plus these new DJs won't have any bad habits from their days on their own. They'll only know what you've taught them. And since any successful DJ can credit his "style" to one of the reasons for his success, this will become a company-wide style.

Even if you aren't trying to offset a few guys on your staff who are making top dollar, my advice is that recruitment and training should be an ongoing mission in your company. If for no other reason than that DJs leave from time to time. I just had a veteran MC give me notice, simply because he got a promotion at his day job and his kids are getting to that age where he doesn't want to miss out on the weekends anymore. If I didn't have someone lined up and ready to begin training, when this veteran leaves next June, I'd be down a DJ. But I have someone in mind, a music mixer who has been with the company for about a year now and who is eager to take the next step. He and I will work together throughout the winter and by spring, he'll be ready to step into the shoes of that outgoing DJ. That's how you maintain a company, by always replenishing the talent.

By the way, if you are interesting

in getting more information about the consulting work I do, go to my website DJMikeWalter.com and click on the consulting tab. I don't have the time in my schedule to do more than a few of these a year but if you have the desire to break through and become the next big company in your area, to start lapping the local competition (to return to my car analogy again) then maybe bringing me in would be the answer. Either way, please, think about my advice. If you're a multi-op of any size, you should always be looking to find and cultivate your next great DJ.

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From The Other Side: The 1%'ers

By Jake Palmer

No, I am not referring to motorcycle clubs, or outlaws, but rather to the lesser fraction of most groups, organizations, or more simply... people. Regardless of the organization, there is always a natural grouping that occurs. This could be a civic group such as the Lions Club, Elks, Eagles, or Rotary just to name a few. This could also be a sport or athletic endeavor, a church, a corporation, work place or even an industry as a whole.

Everyone falls into their own group and comfort level. The (very accurate and true) quote says; "20 percent of the people do 80 percent of the work."

If you have ever volunteered for any of the above groups or organizations I mentioned above, you know exactly what I am talking about. You have leaders, and followers, you have doers and watchers. Some people manage and organize, others are better at executing... and then there are some who just hang around to tell the doers how they are doing it wrong!

The scary part is that for the most part, all of these "clicks" will fall in the 20 percent category. You see the other 80 percent are usually happy to go about their business, they don't make waves, they don't engage, they simply coast on the track being built by the 20 percent. So again I say, "80% of the work is done by 20% of the people". So what of this one percent, where do they come in? The 1%'ers rise above all of the groups and clicks and strive for more; they are the people who want improvement, change, and growth. Not just for themselves, but for everyone (the 100%). They want improvement for all of the people, the whole company, and the entire industry.

Most importantly the 1%'ers know it starts with them. It was a 1%'er cave-man that thought food would be better cooked, and harnessed fire. It was a 1%'er that figured movies would be better with sound and produced "talkies", and it is the 1%'ers that set their egos

aside and look for ways to improve, get better, and share what they learn.

I am not convinced that the 1%'ers

that most DJs seem to carry.

From where I stand the only way I see this happening is we build the 1%

at a time and improve the 20, and then we'll work on the other 80%.

As for me, I will continue to ap-

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are managers, or doers, or organizers, or group-able at all. I think the 1%'ers simply act. Sometimes they're action is right on the money, sometimes it's not, but they are always in motion. They are always looking for ways to be ahead of the crowd and always looking for ways to be dynamic.

I bring this up because as regular readers of Disc Jockey News are aware, DJN Conclave 4.0 is just November 3rd-5th, or about the time you will be receiving the printed version of this paper. I am honored to be presenting again this year, but I have to be honest, it is a lot harder than you might think.

Oh, sure I could stand up and talk about how I have done this since 1986, so I clearly know more than you, or how I do this for a living so what I am doing is obviously the "right" way and what every you are doing is "wrong". If only it were that easy, (he says, tongue firmly planted in cheek)... Alas it is not that easy and here's why. The people who attend conclaves, seminars, extended training, conventions, ect... are the 1%'ers. The people I will see are most likely the people I see at most of these type of events, the people who have decided to look around and find new ways to learn, new ways to share what they know, to help others get better and grow.

So what do I tell a room full of professional entertainers who have paid good money to learn from my experience and knowledge? It becomes even more daunting when I realize that a lot of the information I have, I want to get to 100% so we can all improve as an industry, so we can ditch the stereo-type

into the 19%. So, go to a convention, attend a seminar, or presentation, join an organizations that helps you and your business grow. Start small with a local group or conclave, and take a friend. If a friend invites you, say yes, go and see for yourself. I think we will always see 20% doing 80%, so let's take one step

proach my speaking and presenting opportunities the same way I approach all of my gigs... "When the nervousness goes away, I'll go away". If I'm not nervous, I'm not taking it seriously enough to be "the guy with the mic."

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Tamara Continued from page 1

happened, right? In a moment of panic they agreed to do the lighting for next to nothing just to book the job, and lo and behold a full price-paying customer came along and they took that job and cancelled on their "little to no profit" client. Charge what you are worth people!! It is ok to say no to a client whose budget is unrealistic! There will always be another client who believes in you and your service who will pay what you are worth.

Just last week I met with two couples that I felt were great fits for our company. The first couple brought out a proposal from another DJ company they met with who charged more less than half of what we do. After our meeting, they looked at each other and said, "now we understand why your rates are higher." They booked with me that day because they 100% understood the value. The second couple had met with me and then decided to visit a few other companies. After two days, I received a call from the Mother of the Bide saying that her daughter really wanted to book us. She went on to say that they met with another company referred by their venue who was "much cheaper" than us. She asked to view vid-

eo footage and testimonials from previous weddings; she told me that her and her daughter fully understood why our rates were higher. Again, value is more important than price to your clients.

Diluting your brand will only hurt you in the long wrong and booking clients solely based on offering the lowest price will eventually put you out of business. I have said it before, but it is something I truly believe in: "You cannot be everything to everybody." I think we can all agree that we are not interested in seeing the McPizza or Soup, Salad & Breadsticks at Starbuck's!

Saying Yes, can often end in a big No!

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

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



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An Inside Look My First Gay Wedding! The Conclusion

By Ron Ruth

Last month I told you the story of how I met Chad & Kelly, a gay couple who contracted my entertainment services for their September 7, 2013, wedding reception. I ended that article with “I was not only thrilled with the opportunity; I had no idea just how far their wedding reception would stretch me creatively.”

In retrospect, stretching me creatively may have been a bit of an overstatement and even the wrong choice of words.



What I should have said was that working with them allowed me to step out of my comfort zone to be more creative.

Because Chad and Kelly had confessed early on that “We’re as new to this whole gay marriage thing as you are so we’re open to whatever ideas you may have,” it was like working with a clean slate. Unlike a bride who begins the planning process with a preconceived notion of what her wedding should be versus what she wants it to be or even what it could be, Chad and Kelly came to me ready to “play.”

Even though Chad and Kelly had no preconceived notion as to how their wedding reception should be, they did have a number of fun and creative ideas that they wanted to include. There’s not enough space here to tell you about all of them but I want to share my three favorite highlights of the night.

As you may remember from part one of this article, Kelly was a professional dancer. As it turns out, so were half of the attendants. He and Chad told

me that they wanted their attendants to perform a choreographed entrance that would lead up to a reveal of the happy couple. When I asked what song they had in mind, they told me “Let’s Have A Kiki” by the Scissor Sisters. Never hearing it before, I immediately pulled it up and listened to it with them sitting across from me. It’s a fun song but the first thing that caught my attention was that the lyrics are riddled with “mother f’er.”

As the song ended, I asked them if they’d like for me to edit out the profanities. Chad chuckled and said “No. We’re all adults.” “Yes,” I replied, “but your grandmother will be there.” Chad chuckled again and said “As long as I’m not the one saying it, we’re good.” I will admit that if I had been having the same conversation with a straight couple, I may have declined to play the song without edits. After all, I have my reputation to protect. For some reason, though, I didn’t press. I think subconsciously, I was looking at their wedding as an adventure, an opportunity to press the boundaries of my own inhibitions and I put my trust in Chad and Kelly knowing their audience far better than me. I’m glad I did. The dance and reveal was a hit like I have never experienced



at a wedding before. The 160 guests went absolutely nuts...including Chad’s grandmother!

I invite you to watch Chad and Kelly’s unforgettably fun “Kiki Reveal” at <http://tinyurl.com/kiki-reveal>. As a word of caution, though, this YouTube video includes the original, PG-13 lyrics of “Let’s Have A Kiki” and may not be suited for all audiences.

Because of Kelly’s love for dance, I suggested to them that they might invite guests to the buffet using music that could be immediately associated with a specific dance. Each table would be named after a song that included what dance moves the guests should perform as they made their way to the buffet. They took that idea to the next level to include Chad’s soon-to-be profession as a pharmacist and named half of the tables after medications. What made that “plussing” so unique and fun was the songs and dance

moves they included for those meds. Here’s that half of their list:

1. Viagra – “I’ll Make Love To You” (Boys To Men)



2. Ritalin – “United States of Pop 2009” (DJ Earworm)

3. Pepto Bismol – “Pepto Bismol Commercial”

4. Nuvaring – “Like a Virgin” (Madonna)

5. Ambien – “Moonlight Sonata” (Beethoven)

6. Keppra – “Sandstorm” (Darude)

7. Promethazine Suppositories – “Back That Ass Up” (Juvenile)

The visual of the guests’ improvisational moves to each of these songs was absolutely hilarious. Each table tried to out-do the other. Unfortunately, I don’t have video footage to share. Hopefully, though, their videographer captured these moments and will post them. If he does, I’ll pass the link along to you.

Because the opening of their wedding reception included the choreographed reveal, it wasn’t possible to introduce the attendants as might happen when they first enter the room. But, it was still important to Chad and Kelly that we do personalized introductions.

So, we placed them at the end of dinner and just before the toasts.

As I sat down to write the introductions, using the very candid information Chad and Kelly gave me for each of their attendants, I realized that I could be creative in a way I had never been before. Of course I always want to make personalized introductions entertaining and, regardless of the information provided by a couple, I never want to overly embarrass anyone. But with Chad and Kelly’s attendants and with all of the other no-holds-barred elements of their reception, I felt free to take liberties I had never taken with others. That doesn’t mean I worked to be disrespectful. Actually, I was afraid I may have “crossed a line” or two with what I had written, so I reviewed the introductions with Chad and Kelly well in advance of their celebration to get their thoughts. As I had hoped, they loved the script. And, even though I know that weddings are never about me, the guests’ response to the introductions gave me a sense of satisfaction as a performer and entertainer that I’ve not previously experienced in my career. Now all I have to do is find a way to top it!

You’re welcome to check out and comment on Chad and Kelly’s wedding party introductions at <http://tinyurl.com/fun-introductions>.

My three favorite highlights (and there were many more) from Chad and Kelly’s wedding reception don’t come with any great take away to be pondered. It was just an extraordinary experience that will always stay with me and one that I hope to experience again with another couple, regardless of their sexual preference. I enjoyed stepping

out of my comfort zone to help create from scratch a one-of-a-kind celebration that can only be emulated but never duplicated...not even by me!

If I were to leave you with any sort of moral to the story, it would be that there really is no difference between two gay people in love and two straight people in love. They all want the same thing; happiness and the right to live their lives without outside interference. Those seem to be reasonable requests to me.

Ron Ruth is a 20 year veteran of the wedding and DJ industry and the owner of Ron Ruth Wedding Entertainment in Kansas City. He’s also a WED® Guild Member, a self-described “Disney Geek” and a nationally recognized speaker who presents seminars at conferences for DJs and wedding professionals on the topic of delivering quality service. Ron can be reached at 816-224-4487 or ronruth@discjockeynews.com



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Backup

By Dean C. Carlson

As a DJ when I say the word backup what do you think of? Maybe music backup, or equipment back up? Although I am sure I could write a meaningful article on either of those subjects, I want to talk about the inevitable, when you go down, or when someone you know just can't make it to their event.

I used to think I was invincible. I had performed for maybe 22 years without missing a single show, and then it happened. Something went haywire with my insides, and the next thing I know I am in the hospital. To top it all off I had just left my job managing and performing for a large multi op, and had opened my own business. What would you do?

Well there are a few things that worked in my favor, and I think we could learn from this. First off we as DJs need to understand that there are other great DJs out there and they aren't out to necessarily steal our business. Try living in an abundant lifestyle verses a scarcity one. I would suggest that you get to know your fellow DJs, really they are a bunch of great people who all struggle with the same things we do. Knowing other DJs is a two way street. When getting to know them, approach them with, not what they can do for you, but what can you do for them attitude. Eventually this will swing back around to you.

Every year there are many conventions or training opportunities available for us as DJs, and instead of looking at them as just a learning experience we should start networking with our fellow DJs. Beside learning some great thing from them you will eventually come to call them your friends, and as friends

they will help you out in a time of need. I probably know several hundred DJs myself, and if any of them would happen to call I would jump at the opportunity to help them.

Another great tool we have is being part of the ADJA (American Disc Jockey Association). Besides being a great national organization and championing DJs in general, they have local chapters which hold meetings every month. This is where you can get to know your local DJs really well, not only that they typically share the same professional values that you do. Who better to call in a time of need?

When compiling a list of DJs who can have your back, you also have to think about if they can handle the type of show you typically perform. If you promised this or that to a client and it doesn't happen, well that might look bad. I take copious notes during client meets and even record some of them, in the case of me going down I need to make those available online to anyone taking over for me. Every scrap of information you can pass on to your fellow DJ will increase the success of that event.

Multi Ops aren't immune to needing backup either, which brings me to why I am writing this article in the first place. Just two weeks ago I got that call at 11 am Saturday morning. A multi op had one of their top DJs go down with a thrown out back, which led them to call everyone on their list until they reached me.

This was my first Saturday off since April, and then I get the call. Obviously I said yes. You all know the saying what goes around comes around, well this is true. If you want people to help you when you have issues then you need to be the type of person that says yes when other have needs too.

In order to be that yes person you have to be ready at a moment's notice. How fast can you get out the door? For this show they needed ceremony sound reinforcement, and special music and the show started at 4pm with a travel time of 1 1/2 hours just to get there. I had never been at this venue, and didn't

know what was required sound or lighting wise not to mention what space I had to work with. This all meant I had about 1 hour to get all my gear loaded, showered, cloths pressed and on the road. I made it with time and gear to spare.

Probably the most difficult aspect of being someone's backup are the clients themselves as they were not only expecting someone else that day, and they had already build a rapport with that DJ. Even though this is tough, it definitely allows you to step up and become their champion for the day. In their mind they have no idea what to expect and if you can deliver the goods, then not only do you look good but you have taken nothing away from the DJ that you have replaced.

A few other notes about being someone's backup. Always deliver your best show. Just because your company isn't getting the credit business wise for this doesn't mean you can slack off. Try to

make it feel as if nothing has changed. If you know the DJs style that you are replacing try to match that. You are representing the DJ world as a whole, not just your company and the one you are helping out. If you can always get cards from the person you are helping and if someone asks at the end of the night hand them the contracted DJs card not yours. Class first always

Overall that night was a win win. I got to not only make some ones wedding a fantastic experience, I got to help out some friends of mine in the process. I am also sure that I can call on them too should the day happen again that go down, I'm not getting any younger. And a big Shout Out to Jake for stepping up for me the day I ended up in the hospital. Good Luck and Great Shows.

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Se Habla Español



Brian S Redd continued from page 1 make some suggestions to some of our DJ pals on the other side of the pond in regards to providing good customer service, what would those suggestions be?

Before I get into that bit, a disclaimer: Some of you may see my suggestions as very basic or just plain common sense. Please keep in mind that just because we may view some of this as second nature, it would be foolish to assume everyone in every culture does things like we do (and for the record, we generally do this bit very well).

Most USA DJs have at one time or another benefited from some type of leadership, or at least something we would consider a standard set by someone like a mentor. Keep in mind there has always seemed to be a lack of real leadership over there. A lot of mobile DJs seem to be on their own and take things like emcee cues from radio jocks. BTW, UK radio jocks are very chatty.

This article isn't about performance, though. So I'll regress.

1. Meet with your clients. During my last trip, I asked a DJ if he was doing this. His reply was, "I try, but I can't get anyone to come to my house." My suggestion was to meet in a public place, like a Starbucks that's a neutral location for everyone's comfort. You can pretty much hang out there as long as you like and accomplish what most DJs and clients need to at a first meeting. What is it that a DJ needs to do at a first meeting?

2. Create value. You will never be any better than the next DJ unless the customer sees value in you and your services. Value isn't necessarily price, it's what you bring to the table that's important to the client. This could be experience, knowledge, and general presentation. It can also be things like your DJ equipment, however...

3. Don't talk too much about your DJ Equipment. If I'm getting brakes done on my car, I don't ask the mechanic what brand of tools he uses. I assume he has tools because he's a mechanic. It would feel really strange if they started telling me about wrenches and screwdrivers when I go for a quote. What the mechanic may tell me is that he's putting premium brakes on my car and that's pretty much all I need to know.

OK so there is the occasional client that asks about equipment. In my experience, there are usually two possible reasons for this. Sometimes I'll get a tech geek; but most of the time, they just don't know what else to ask. Either way, at this point they are trying to take charge of the meeting. You are supposed to be the professional here so it's your job to be in charge. How do you take charge?

4. Ask questions. I've seen and heard a lot of DJs talk about themselves way too much. It's my opinion that you can say a lot about yourself and who you are by simply asking the client all the right questions. You can say, "Yeah I have loads of experience and know how organize events better than the next guy." However, this is bragging and makes it all about you. Make it about the client. Ask questions about them, the event, location, times for dinner, how many people attending, who will be there, where are those people from, what kind of music do they like, etc. Then, take all of this information (make notes) and based on your experience, show them the pro you are. By doing this right, you will...

5. Earn their trust. Something like a wedding reception is a once in a lifetime event (for most). The low budget DJ down the road seemed like a good deal, but now the client sees real value in you and what you bring to the table. If on top of that

they like you, chances are you have now earned their trust. You just became a value at several times the price as the next guy.

Of course we could keep adding points to this list, but then we would have a book. I do hope this helped somebody and that someone across the pond is able to read it. In the meantime, I'm always there for you and our UK pals on YouTube and

Facebook so please feel free to reach out. I don't pretend to have all the answers, but together maybe we can all become happy and successful DJs.

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

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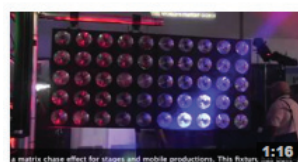
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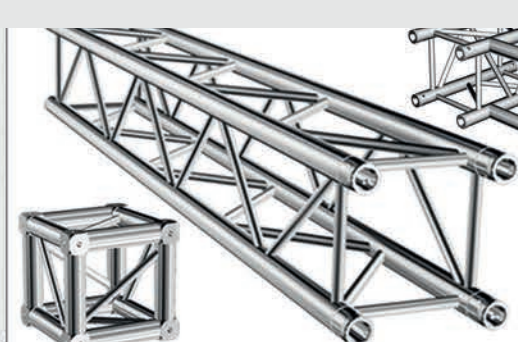


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Social Scheduling

By Joe Bunn

As DJ company owners, we have to wear many different hats-agent, equipment manager, marketing expert, salesman, music guru, DJ, etc. etc. Add to that list, social media specialist. If your social media game isn't up to date and on point, you are lost in today's world. Today's brides are VERY internet savvy and this source will account for a large percentage of your business. I can't encourage you enough to have a Facebook business page and a Twitter account,



but that may be a separate article altogether.

In this article I want to talk about how to make your social media much more manageable. The key is to pre-schedule your content, and the best way to do that is with a web-based program called

ing on Twitter. I have two huge monitors in front of me right now as I type. The left is for work, the right is strictly running a huge Hootsuite screen with my feeds updating regularly. Over the top? Maybe. But I am top of my game!

Okay, so step one, get Hootsuite. Secondly, you need to have some good content to post. There are many items that you can pre-schedule. Here is an idea of what we do on a weekly basis. I schedule all of this while watching "Sons of Anarchy" or "Breaking Bad" on the first day of each month. Try not to steal all of it, but come up with your own game plan!

Monday: #Music Quote Monday. This is where I'll google quotes about music and post it and who said it. For example, "Without music, life would be a mistake" -Nietzsche.

Tuesday: #Throwback Tuesday. On this day, I'll go through my old school music and then pull up the video from YouTube and share that link. For example, "Can I Kick It" (hyperlink) by Tribe Called Quest.

Wednesday: #Wedding Trivia



Hootsuite. I use it religiously not only to schedule my content, but also to monitor what others are saying and do-

Wednesday. There are plenty of sites out there with crazy wedding trivia on them. For example, The English believe a spi-

der found in the dress is good luck".

Thursday: Sales Post. For example, I would write, Looking for a great DJ for your holiday party? Call us!

Friday: #FF also known as Follow Friday. Simply put a list together of people that you like to follow on Twitter. Hopefully, they will retweet you at the very least!

Saturday: Redirect Day. By that, I mean I'll post a link to a recent video blog or blog post.

Sunday: #Song Lyrics Sunday. Google "best lyrics ever". Copy and paste your favorite and who sang it. For example, "Rock N Roll ain't noise pollution" -AC/DC.

There are so many other ideas that you can post! For example, musician's birthdays, who is on TV tonight, mu-

sic news, contests, hip hop quotables, whatever! Just keep the content coming and keep it fresh. Now obviously, to stay current, you will need to check other people's pages and feeds and if you see a relevant article, breaking news, or something relevant today, retweet it (Twitter) or share it (Facebook). People love that. Good luck and start posting!

FYI: We are @bunndjco on Twitter and www.facebook.com/joebunndj-company

Joe Bunn is the owner of Joe Bunn DJ Company in Raleigh, NC. He is also a DJ business consultant. Learn more at <http://bunndjcompany.com/services/nextlevel/>

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How To Create A Client For Life!

By Jeremy Brech

As you know the best clients are the ones you can get over and over again. But obviously you don't want that in a wedding couple. So what type of clients are the best for repeat business? Corporate! Corporate parties are making their comeback with our "New Economy." I noticed on social media the decline in business for DJ and entertainers nationwide. We were fortunate in the Midwest



to have stability but now I hear that corporate parties are making their comeback. This is great news for DJs looking to pick up their off season schedules.

So now the phone is ringing and they want to spend money with you. When you start planning the event keep in mind a couple things: 1. They are probably doing this party more than just once a year. 2. How you perform at the event will depict your value for the future. 3. There are other options if you fail. So how do you tackle these three things? One thing will answer all 3 points. Exceed their expectation. If you only work hard enough to get you through the night, then you will be guaranteed to collect one check for that night. But if you give them more and work beyond their expectation then you will have a client for life! Even though we are discussing corporate keep, this in mind regarding your weddings as well. If you exceed the expectations of your couples and your guests notice it then they will be likely to spread the word or want you for their event.

Now back to corporate. Again we have been very fortunate in our market to work with some amazing clients that appreciate our hard work and creativity. We also had to start somewhere and build the trust of our client. Not only can you get a great repeat client but most the time corporate clients like to share the

love with other corporate clients. We have a fall Gala which we were fortunate to show our talents to this client. We took the time to understand their wants and needs and they understood that we only wanted the best for their event. After last year's Masquerade party, the doctors and organizers told me, "I don't know how you're going to top this event." Of course I am always up for a challenge. So this year in March we started discussion about the Gala for 2013. They wanted to turn one of Sioux Falls' elegant ballrooms into a haunted house.



If you remember a couple issues ago in the Disc Jockey News we did an article discussing the creation this year. When I sat down with the client to discuss the creative production they didn't blink an eye and agreed to everything. Not only did we keep the client but they doubled their budget for this year's event.

October 26th when guests started to arrive, the head doctor came up to me and said, "You truly raised the bar again. What an amazing job and I am not sure how you are going to top this!" Even before the dance portion of things they already offered me the job for next year's gala. Obviously it takes a lot of creativity to make something different and to be more creative than the past. Thanks to the Entertainment Experience with Jason Jones and Bill Hermann it allowed me to think outside of the box and realize that every event has potential to be amazing and different. You don't need to copy everyone else's ideas to be the best at what you do. All you need to do is understand your clients needs and wants and ask yourself, WHY?

This has allowed us to lock in some very large corporate clients that come to me for inspiration and creativity. One last touch that we added for our client as

a surprise was a little flash mob that we setup with the organizers. Being a Halloween theme we contacted one of the local dance studios to surprise our party guests. Once dinner was winding down and the awards ceremony was ready to start we surprised everyone with a little Thriller! Hit <http://www.youtube.com/watch?v=HakNFQyWZ9A> to watch the creation take place. Remember, always look at a moment and figure out how you can enhance it to its fullest potential. That is how you get repeat clients!

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

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The Referral Coach

By Matt Anderson

7 Biz Lessons from Having Newborn Twins

For all those of you who have raised newborns, you will recall how challenging those first few weeks are (yes, feel free to laugh at my naivete at this point because you know my challenges are just beginning!).



Here are a few things I've learned from having twins last month and how it can help your business without any of you having

to meet with a fertility doctor or have (more) children!

1. FAR more people care about you as a person than you realise; be more of an open book.

During the euphoric days following the birth of Callum and Isobel, my assistant sent out a blast email to my network to share the news and include a picture. The response I got was more than I could have imagined and was really touching.

It wasn't just the number of people who got in touch. People emerged from the past that I'd not heard from in years to wish me well and update me; strangers took the time to write sometimes quite detailed words of wisdom. Some clients became philosophers about life and/or closet comedians! I ended up creating an entire new email folder that's entirely personal full of business contacts.

The funny thing is that it was a small group of my clients who suggested the idea of sending an email out to my network. The thought would never have crossed my mind.

How can you share what happens in your life more often (and inquire more with whom you meet?)

People REALLY want to know who's behind the suit.

2. Just don't ask to reschedule a meeting twice!

The less positive lesson I've learned is that MOST people are fabulously understanding about a life-changing event only once. After that you run the risk of seriously jeopardizing that business relationship and being seen as unreliable.

Having just had some of these experiences, I'm rather frustrated. I lost a couple of clients from it. This life change was far more dramatic than my father's death (emotionally awful but not lifestyle changing). Unfortunately, when it comes to business, most people's patience is thin.

While I won't be having twins again, the next time I have a major life event I will need to do an even better job of managing everyone's expectations as well as I possibly can and under-promise.

The flip side is that for those clients who have been most empathic, my loyalty towards them has increased significantly to want to make sure they get my maximum attention.

3. How You Make People Feel Is Never Forgotten: Heart AND details are a winning combination

Most of the medical staff that worked with my wife was terrific. But we will never forget one nurse in particular. Christina was a SAINT. Her level of care could not have been deeper. She demonstrated this in HOW she communicated to Erica (tone of voice, quality time) and in her exquisite attention to the all of the little things.

It is a business cliché to say it's the little things that make the biggest difference but that's why we love hotels like the Four Seasons and flying first class. We are treated differently and feel truly valuable and important.

It's a good reminder: To what extent do your clients get a Christina Care Level and a Four Seasons attention to detail experience from you and your firm?

4. Limit how much advice you get
One of the things that made the first month with newborns so hard was having read too many books by too many authors, looked at too many online resources and getting solicited and sometimes unsolicited advice from friends, family, doctors, nurses, nannies, and strangers.

It is rare that any of us needs more than a couple of great resources and our own common sense to accomplish a great deal - especially when getting started on a project.

The best suggestion I can make here to build up your faith in yourself is to take an hour/week and work on your business strategy. Hit the pause button in your week - don't spend it on learning anything new - just look at your top prospects, top refer-

rals, best referral sources and work on improving those relationships and getting them scheduled. One of my current clients, Sarah, brought in more business in the past three weeks than she has in some years and she attributes some of that success to slowing down enough to focus on what matters most.

5. Low competence means low confidence but a new skill does wonders for your confidence

The more I write this, the more I am reminded of the similarities between having

children and starting in business. At first one of the things that makes success harder is you're not that good at what you do! There is much more that you need to learn so it's slow out of the gates. And that has a negative impact on your confidence and your stress level. I feared I was accidentally going to suffocate one of my babies by swaddling them badly or burp them too hard and dislodge a vertebra! I still check them occasionally to make sure they're still breathing! You need to get better

OmniSistem B3 US800 2.1 Review

By Ken Heath

I picked up the OmniSistem B3 US800-2.1 system anticipating an opportunity to put it through it's paces and report back to you. I'd heard the system at the NAMM convention but it's difficult at best to evaluate a sound system in that environment. Snugly packed in its double-carton cardboard

confiner is a sleeping beast, you have been warned!
The whole system (cables and stands included), comes in a convenient rolling soft-case about the size of a golf bag that fits everything pretty well but the optional hardcase would be infinitely better suited to managing the 87 pounds of equipment entrusted to it. Unfortunately, the stress of lifting the system from its shipping container by the handles was enough to split the seams along two zippers! Like a few other systems I've had the pleasure to play through, the luggage is not why you buy it, the speaker performance is!

The first thing I did was set up the US800-2.1 and give it a go. It's an amazingly compact system, the subwoofer is approximately the size of your average 12" powered speaker and the amplifier is very straightforward; the power cable plugs in, the power switch goes on/off, the line-level signal is fed into the right & left XLR jacks and the amplified signal goes out to the satellite speakers via speakon jacks. The cables provided with my unit had a blue locking collar that prevented the left speakon from engaging properly due to it rubbing on the extruded panel, but switching to a different cable (without the blue collars) yielded fine results. Note that you'll need an allen wrench to attach the brackets to the satellites.

The satellite speakers are very small and the

stands don't go very high, (approximately 48"), but for the types of events you'll use this system at this shouldn't present a problem. Let me interrupt myself right now and say, you might think that I'm pointing out a whole slew of negative things about this system, but I'm really just stating obvious facts that will make what comes next all the more powerful...

THIS SYSTEM ROCKS!!!

I powered it up and slowly brought the gain up from my mixer, I played all manner of music from cocktail music to dance club standards, I played them softly and I played them so loud I couldn't hear people speaking six feet away! The power and clarity were nothing short of amazing, so much so

that I decided right then and there to use this as my main system at a wedding the following weekend!

It was an average-sized room, set for 120 guests, overlooking the ocean. I intended to place the speakers along the east side of the room so one satellite could be directed out over a courtyard below for cocktails, fortuitously, this placed the sub in a corner for better bass coupling with the room. WOW! From cocktails to last dance the B3 US800-2.1 system performed flawlessly. Toasts and announcements were clear and understandable, the music was perfect throughout the listening area, the tables closest to the satellites could even talk among themselves! When it was time to dance, everything was exactly what a DJ should expect; volume, clarity and a surprising amount of bass!

It's small, it's light, it's powerful and it's affordable... OmniSistem certainly has a winner with this one!

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The Way I See It: Lesson Learned

By Michael J. Lenstra

One of our recent wedding receptions was at a 12,000 square foot beautiful home on a dozen acre homestead in the Galena Territories in northern Illinois (if you're not sure where Galena is, I encourage you to check it out; after



Chicago, it attracts more tourists than any other city in Illinois).

It is an ideal setting for a country charm-themed wedding. However,

ever, the down side of that may be that because – as many people describe it – it is in the middle of nowhere, there are areas where no wifi is available, something that has become nearly essential as our company has relied more and more on laptops and downloads rather than CDs.

Things moved along well throughout the ceremony, dinner, and reception, and our DJ, Brian, had the party going in no time.

As things got cooking, guests began to make requests, as they often do. One of them approached Brian and excitedly asked if he had “The Fox”? In case anyone doesn't know, “The Fox” is another of those YouTube overnight sensation songs, like “Harlem Shake” and “Gangnam Style.” Truth be told, when that week began we hadn't even heard of the song; by the end of the week, however, guests at every one of our events had asked for it. Brian told the woman he would look. After checking his database and discovering he did not have the track, and with no wifi available he was unable to purchase it there on the spot. The now slightly tipsy guest came

back a couple more times: “Do you have it? Do you have it?” she begged. When Brian confessed that he did not have it, she presented a solution: she could cue it up on her smartphone and plug it into our system, and she guaranteed it would rock the house. Brian agreed, figuring this would satisfy her and send her on her way once and for all.

As she predicted, the song did pack the dance floor, and it would be great to say this is the happy ending to our story, but it didn't end there. The young lady was so pleased with the results that she self-appointed herself as our event's

She would have none of that, though, and finally became angry and confrontational with Brian. The bride and groom caught sight of this, intervened, and sent the young lady on her way, but the incident left a sour taste in everyone's mouth, one that affected the dance for a while. In time, things picked up again and the reception ended with a great finish (although I'm nervously awaiting the survey comments).

However, this brings up a couple of Never Do's on my list. Personally, I never let anyone plug his or her phone into my system. We have been burned

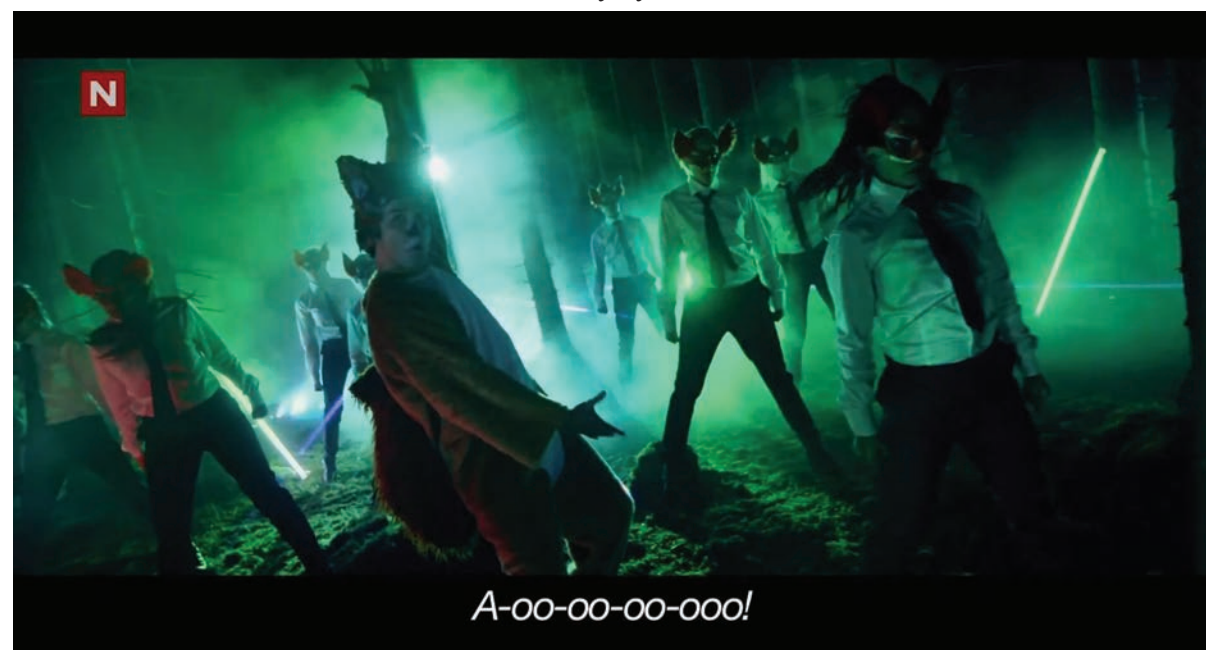
begin scrolling through theirs, expecting the same courtesy.

Another practice I recommend against is accepting money from guests to play a song. Like the phone scenario, this only invites guests to take over your show. Go ahead, take that \$5.00 to play a song next and see how much mileage that person tries to get out of that five spot. More requests will soon follow with this guest feeling somewhat entitled because, hey, they gave you five bucks! And like the guest Brian had to deal with, this person more than likely will also decide to be your assistant for the evening. In addition, since we typically are playing at private parties for clients who have already paid for our services, taking money from their guests just might be a bit on the tacky side.

The way I see it, there are a number of lessons to be learned from this wedding. One is the aforementioned phone policy and the other is to make sure we check the iTunes and/or YouTube Top 10 each week before our events and have those songs as an insurance to make sure we have those ‘overnight sensation’ songs in our database just in case we find ourselves in an area where downloads aren't possible. And finally I may need to reiterate more strongly to my team of the perils these situations may cause.

Until next time,
Mike

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new music programmer for the evening. Suddenly, as Brian explained to me, she was there nearly every two songs, paging through her phone, professing to Brian, with that classic line that we all have heard if we've been doing weddings long enough: “The bride asked me to have you play this; the bride wants you to do this next . . .” Brian held her off by explaining that there were some formalities on the bride and groom's planner that needed to be worked in first, hoping she would either take the hint or get discouraged and move on.

by this a couple of times. Once, at a high school dance, a student asked one of our DJs to play a song that he was familiar with but did not have. Unfortunately, he did not realize there was an unedited version of the song; when the F-bomb started booming out of the speakers, the school officials were none too pleased. Another time this happened with a song laced with the “N” word. Not cool. As Brian discovered, it also invites guests to take over your show. Just let one person play a song off of his or her smartphone and watch how many other guests

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All Airlines Are The Same, Except For Their People

By Jeffrey Gitomer

As you may know, I'm a regular flyer. About 200 flights a year. Mostly on major airlines, but because I'm more interested in flying non-stop than getting travel miles or points, I take whatever airline is most convenient for my schedule.

This past Friday I found myself flying Alaska Airlines from Atlanta, Georgia, to Portland, Oregon.

There are only a few Alaska gates, and they're hard to find, in Delta-dominant Atlanta Hartsfield Airport. FYI: Alaska is part of the same SkyTeam co-op airline alliance as Delta. That's where the similarity ends.

The Alaska ticket agents were amazingly friendly. Actually smiling, laughing, engaging, helpful, and friendly. I hope airline employees at your airport act that way!

NOTE WELL: Yes, there's an occasional ticket agent or two that are friendly and helpful, and there are some friendly, helpful agents in Charlotte, North Carolina, that I've known for more than a decade. But these Alaska people were amazing.

I engaged them in a few minutes of lighthearted conversation and asked them what the hiring criterion was. That's when the startling admission came, "We're actually Delta employees who were hand-picked and retrained."

Hand picked and retrained. What does that tell you?

WAIT A MINUTE! Retrained? It's the same computer system and the same baggage criteria. Just cross out "Delta" and substitute "Alaska" right? Right.

"We were trained to greet and treat customers in a different way," said one of the agents. "You know – smile, chat, be friendly, thank customers as you look them in the eye, and not use certain unfriendly words and phrases like 'policy' and 'all set.'"



and 'all set.'"

Wow! There's a concept.

Yes, I boarded the plane happily and on time. Yes, the flight attendants matched the ticket agent's and the gate agent's friendliness. In-flight service – all five hours of it – was excellent. NOTE: These days, flight attendants emphasize they are there for "your safety" and never say the word "service," let alone the word "friendly."

These flight attendants were gently professional, and friendly; not assertively demanding – almost rude when telling me and others to "turn off electronic devices." I fell asleep between ordering and receiving food. Next thing I knew, a flight at-

tendant was gently rubbing the side of my arm, and smiling as she helped me put my food in place. Classic.

Well, that would have been the end of the story had I not spent the weekend with a 10-year Alaska Airline employee. I told him about my experience and he just smiled.

I asked him what makes Alaska different.

Here is his eye-opening response about the big things Alaska does better than oth-

er airlines:

- It starts before training. It's all about who they hire. It's about finding the BEST people. They have some process of pre-identifying the right people.

- No test at time of hiring. Interviews are human to human. They ask questions and go with gut feelings.

- They select people they believe will be hard workers. People who they believe will go beyond what's expected. "North" of what's expected.

- They select people they believe have a natural inclination to take ownership. People who are caring and friendly.

- They select passionate people who

love what they do.

- They don't just train front-line employees, they train all employees. They have found that front-line people are buoyed by internal employees if attitudes are consistently positive throughout the company.

Why is this eye opening? Because it's not fancy! It's nothing new.

It's not complicated. It's natural.

It's not costly. It's human.

You know the rest right? Alaska Airline's leadership and management is "by example" not "by the book." All employees feel valued and are happy to serve. And customers love it. It's humanized and natural. It's caring people serving traveling people in need.

Well, why don't all airlines do this? Long list of reasons. Too numerous and way too negative to mention here. This is a business lesson, not an airline reprimand.

HARD QUESTIONS:

What's your culture?

How consistent is attitude throughout your corporate environment?

How is that affecting your morale?

And more important how is that affecting your customers?

Jeffrey Gitomer is the author of twelve best-selling books including *The Sales Bible* and *The Little Red Book of Selling*. His forthcoming book, *21.5 Unbreakable Laws of Selling*, will be available September 3rd, and will feature a national public seminar tour. Get the details at www.gitomer.com. It will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.

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Connections: With New Office Space

By Steve Moody

WOW! What a difference a month can make! I am so excited to report that things are really trucking along in the new office. Though we're still not completely done, I am so proud of how far we've come in a month.

Last month I shared a few of the snags that we hit along the way in hopes that it might be helpful to some folks in the future. This month, I would like to share few of our triumphs that might be helpful in saving time and money.

One of the most positive and frequent comments that we have received has been regarding the hardwood floor on the first floor of the building. From Facebook posts to visitors that have come in, we have heard so many nice things. The big secret is that it isn't real. The "hard wood" look is actually a vinyl flooring that rolled out. It looks amazing and requires much less upkeep. Super super easy to clean.

This all came about as our office space was being renovated by the owner. He said that we would have our choice on carpet color. Well, after looking through a few different magazines we asked if it would be okay for us to split the difference and put down this vinyl. To our shock, he agreed....and we got this gorgeous floor for just a few hundred dol-

lars. Here's the takeaway....it never hurts to ask! All he could do was say no. This being said, on our end, we were nervous to ask....but he didn't even blink. It was absolutely no big deal to him. As this was my first purchase like this I guess I was



just not used to the way business was done.

This whole process has also proven to show how many friends that we have gained in the wedding / disc jockey industry. I have had folks come out of the woodwork that have given so many helpful suggestions. One of the most helpful hints actually came from my dear friend Sean "Big Daddy" McKee.

During one of our phone conversations I told him about my plans for the upstairs portion of the office. It was my "grand vision" to have the upstairs look like a ballroom for a wedding reception. I could see several round tables and chairs, beautiful linens, dj booth, uplighting,

monogram projection, our photobooth and all the rest. As I was explaining that I needed to go out and purchase the round tables, chairs and linens... Big Daddy floored me with his suggestion. "Hey Babe....why don't ya just call your local rental company and see if they would donate the furniture in exchange for you promoting them in your show room?" Holy Moly!!!!!! Why didn't I think of that!

Again, my lack of experience in this whole process played a big role. I was actually nervous calling our local rental company. To my surprise, they were thrilled to bring over several round banquet tables and chairs... and even all of the linens! Who knew???? I made up a small sign for each table and



went to the discount store and purchased some pretty little crystal frames to put them in. Now, right in the center of each table(under the floral centerpiece) reads a sign that says "A Huge Thanks To Our Friends at Ebb Tide Rental Company for Furnishing Our Showroom". Great Stuff! THANK YOU BIG DADDY! We saved

a bundle!

Lastly, I wanted to share with you how I have become the King of Craig's List over the past few weeks. I had never used it before and was totally blown away. There were so many listings for "Like New Office Furniture". We really did get some amazing deals on furniture that looks fantastic. For example we purchased a table and 4 office chairs from a couple that lived about 20 minutes from us. The man had just bought this stuff about 6 months ago for his office at a car dealership and then decided to retire. BARLEY used. Not a single scratch all dark cherry wood...normally sells for \$795 and I got it all for \$150. It was in his garage and he needed to make room. Crazy! We had similar outstanding deals all the way around from my desk to the plasma screen tvs. I will never ever again underestimate the power of "Like New" on Craig's List. Yes, I know that as a buyer we have to "beware and be aware" but a little common sense goes a long long way. Thankfully all of our transactions went off without a hitch!

I wanted to take a second to thank those who have called, sent emails, Facebook messages and even sent cookies.....Mike Walter. Your encouragement has been and is appreciated more than you can ever imagine. This is a huge step for us financially, and emotionally but I know we are headed in the right direction. Much Much love to our DJ Family!!!!!!

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

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- Event at 8:00pm
- Call New
- Return Phone Call
- Event at 9:30pm
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What To Wear...

By Ed Spencer

Many are familiar with the show ‘What NOT to wear’ which recently ended its run. But recently in DJIS Donny asked “Question about wedding attire. I have been in the business since 1994. I typically wear a tux with vest and tie for weddings. What do you all wear? Suit, tux, etc...”

The resulting responses varied from “No tux for me ever.” to “For myself and my staff it’s always a tux for a reception.” to “I wear a suit.” to “I do tux shirt and pants but not bun jacket or vest and I’ve got steadfast reasons for doing it that way(sic)” to “Suit, no tie.”

And to be 100% honest, most of the responses were, to put it simply. WRONG.

What does this mean, this ‘WRONG’ thing? Isn’t attire open to interpretation? Isn’t suggesting that these responses ‘wrong’ egotistical and shortsighted?

No, it’s not. It simply means that ignorance on what you should wear abounds in our industry. To suggest you would NEVER or ALWAYS wear something is well, just plain wrong. To suggest that your clients should tell you what to wear, is also wrong. Last time I checked, a gentleman knows what to wear and attires himself appropriately.

Sadly, being a gentleman is a lost art and it’s something I could talk about for hours and write volumes... but perhaps this is a topic for another time.

Going back to the original topic, I said, ‘... attires himself appropriately.’ What does this really mean?

It means that a gentleman reviews the event in question, and dresses ap-

propriately. So, in the case of a wedding, it means that whatever level of formality the bride and groom are attired, you should be attired at the same level.

So, that simply means that if the groom is wearing a tuxedo or military semi-formal attire, then you should wear

dard mobile DJ type operation where you work with a wide variety of people and the approach is simply one of attiring yourself like a professional.

But what about someone who works in a club? Well, first of all, since this isn’t a formal event, you should attire your-

plies, even if it doesn’t match the level of formality specifically. For example, if you hired Deadmau5 to DJ your wedding reception, do you really think he would show up without the head? I’d suggest that ‘no’ he would not. If you’re the ‘Hawaiian Shirt DJ’ and that is your ‘personality’ while DJing, then you should wear that ALL the time. But these are persona driven choices as a performer tied to your marketing and so much more. Your attire is likely tied to a part of why you might be hired. If you fall into this narrowly define category, then ‘attiring yourself appropriately’ still applies, but not in the same way as would apply to a ‘gentleman’ who has been tasked with acting as the Master of Ceremonies and DJ for a families celebrating the union of two of their members in marriage.

So, going back to the original topic in regards to attire, anyone who suggests that you should ALWAYS wear this or that (beyond the ‘persona’) is simply ignorant to etiquette and the gentlemanly pursuits.

If you’re wanting to learn more about gentlemanly pursuits and what this means, hop on over to John Bridges web site (<http://www.JohnBridges.com>) and do a little reading or pick up some of his books. As professionals who often are called upon to work formal, semi-formal, and other events, then we should take the time to learn to carry ourselves as gentlemen and ladies. I assure you, doing so will only advance your career and professional standing.

Ed Spencer can be reached at” edspencer@discjockeynews.com.



a tuxedo.

If the groom is attired in tails or military formal attire, you too, should be attired in white tie, or formal wear.

If the groom is wearing a suit, then you should wear a suit.

If the groom is in cowboy formal (dress shirt, black jeans, boots, hat, and likely a coat), then cowboy formal, a suit. or even a tuxedo would be appropriate depending on the specifics with regards to the rest of the guest.

If the groom is wearing khakis and a button down shirt, then you can relax your attire choice as well.

And of course, if the groom is wearing khakis and a Hawaiian shirt, you too, should match this level of formality.

Keep in mind, this is based on a stan-

self to match your DJ ‘persona’. When Will.I.Am played Vegas he wore a futuristic suit that almost made him look like a robot. Let’s be honest, if he had showed up in a t-shirt and jeans, many people would have wondered if that was really Will.I.Am DJing. Same thing, if David Guetta showed up in a suit and tie, people would think he was insane or there was a ‘look alike’ or double. If you don’t have a DJ ‘persona’ or ‘image’ and you do club work, then it might be time to take a long hard look in the mirror and think about how you go about marketing yourself and how attire plays a part in that.

Let’s dig a little deeper in this briefly, if you are a ‘personality’ and attire is a part of your persona, then attiring yourself in that would be appropriate still ap-

Where Does Your Moral Compass Point?

By Glenn Mackay

Most people are brought up to do the right thing. It’s something that our parents instilled in all of us right from that first time we did something that



could be seen as socially unacceptable. Then from that point onwards, many people spend a lot of time pushing the boundaries of what is right or wrong in order to ‘better’ or ‘prove’ themselves.

Many self-employed business people, at some stage in their self-employment have done the wrong thing by someone in order to ‘get ahead’ in business. Whether they did the wrong thing by a customer, a supplier, the government or a loved one, at some point, I’m sure most could identify some point in their life that they have done something that could be classed

as morally questionable.

One of the problems with doing something that is morally wrong, is that often you can get away with it, which then leads you to do it again, and again, and again. As a result, it can be quite a challenge to right your moral compass and move in the right direction. There are times that you might not even realize that your moral compass is not quite right.

One of the best ways to ensure you’re on the right track is by simply chatting with others in your situation. I recently found out about a fellow DJ who was not sourcing his music legally. The interesting thing was that he honestly thought what he was doing was perfectly fine. Once his mistake was pointed out, he

was quick to ask a lot of questions about how he could get things legal.

So what are some ways to correct your moral compass, or just make sure it’s still pointing in the right direction?

A great way to keep your moral compass pointing in the right direction is by building a strong set of moral guidelines you wish to adhere to. Documenting a “Code of Conduct” for your business could be a great step in the right direction. That way, when you are faced with the option to ‘stray’ you can easily remind yourself of the right thing to do and how to go about doing it.

Many people will look to a religious or spiritual guide in order to reinforce their moral compass. If that works for

you, then you are probably in safe hands, as what the general community sees as morally sound is often derived from religious beliefs.

At some point, it takes a personal decision to “draw a line in the sand” and decide for yourself that you are going to do the right thing, even if it is a bit more work or a little less profitable. More than often, the only person who will know you’ve made this change, is yourself, and that is where the true power of a strong moral compass lies. Just knowing you’ve done the right thing, will make you feel better. You will walk a bit taller and smile a bit brighter.

Doing the right thing once, will no doubt lead to doing the right thing more and more. Once you’ve done something once, you know you can do it again. Over time, this will lead to many positive outcomes for you, your business and your family.

Please feel free to share your experiences about overcoming a moral challenge at the email address below

Glenn Mackay is a mobile DJ from Brisbane, Queensland, Australia and owner of G and M Solutions Mobile DJs. Glenn can be reached at glennmackay@discjockeynews.com



Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Lorde	Royals	1	Luke Bryan	That's My Kind Of Night	1	Katy Perry	Roar
2	Katy Perry	Roar	2	Thomas Rhett	It Goes Like This	2	Anna Kendrick	Cups
3	Avicii	Wake Me Up	3	Tim McGraw	Southern Girl	3	Phillip Phillips	Gone, Gone, Gone
4	Miley Cyrus	Wrecking Ball	4	Blake Shelton	Mine Would Be You	4	Pink	Just Give Me A Reason
5	Jay-Z	Holy Grail	5	Chris Young	Aw Naw	5	Justin Timberlake	Mirrors
6	Lady Gaga	Applause	6	Lee Brice	Parking Lot Party	6	Maroon 5	Love Somebody
7	Lana Del Rey	Summertime Sadness	7	Billy Currington	Hey Girl	7	Rihanna	Stay
8	Drake	Hold On We're Going Home	8	Keith Urban	We Were Us	8	Sara Bareilles	Brave
9	Paramore	Still Into You	9	Joe Nichols	Sunny And 75	9	Bruno Mars	When I Was Your Man
10	Selena Gomez	Slow Down	10	Tyler Farr	Redneck Crazy	10	Robin Thicke	Blurred Lines
11	Bruno Mars	Gorilla	11	Taylor Swift	Red	11	Bruno Mars	Treasure
12	Robin Thicke	Give It 2 U	12	Parmalee	Carolina	12	Capital Cities	Safe And Sound
13	Taylor Swift	Everything Has Changed	13	Darius Rucker	Radio	13	Pink	True Love
14	Britney Spears	Work B**ch	14	Eli Young Band	Drunk Last Night	14	Taylor Swift	Everything Has Changed
15	Justin Timberlake	TKO	15	Miranda Lambert	All Kinds Of Kinds	15	Florida-Georgia Line	Cruise [Remix]
16	Imagine Dragons	Demons	16	Jake Owen	Days Of Gold	16	Lorde	Royals
17	Tegan & Sara	Closer	17	Band Perry	Don't Let Me Be Lonely	17	Train	Bruises
18	Awolnation	Sail	18	Eric Paslay	Friday Night	18	Elton John	Home Again
19	Jason Derulo	Marry Me	19	Toby Keith	Drinks After Work	19	Michael Buble	Close Your Eyes
20	Neighbourhood	Sweater Weather	20	Craig Campbell	Outta My Head	20	Paul McCartney	New
21	Macklemore & Ryan Lewis	Same Love	21	Zac Brown Band	Sweet Annie	21	OneRepublic	Counting Stars
22	Eminem	Berzerk	22	Cassadee Pope	Wasting All These Tears	22	Avicii	Wake Me Up
23	Rihanna	What Now	23	Charlie Worsham	Could It Be	23	Passenger	Let Her Go
24	Pink	True Love	24	Brad Paisley	I Can't Change The	24	Lady Gaga	Applause
25	Travie McCoy	Rough Water	25	Cole Swindell	Chillin' It	25	Imagine Dragons	Radioactive
26	J. Cole	Crooked Smile	26	David Nail	Whatever She's Got	26	Rod Stewart	Can't Stop Me Now
27	Zedd	Stay The Night	27	Jon Pardi	Up All Night	27	Daft Punk	Get Lucky
28	Fifth Harmony	Miss Movin' On	28	Frankie Ballard	Helluva Life	28	Paramore	Still Into You
29	Miley Cyrus	We Can't Stop	29	Florida-Georgia Line	Stay	29	Celine Dion	Loved Me Back To Life
30	Fall Out Boy	Alone Together	30	Hunter Hayes	Everybody's Got Somebody	30	Imagine Dragons	Demons
Urban			Rock			Alternative		
1	Drake	Hold On We're Going Home	1	Three Days Grace	Misery Loves My Company	1	Bastille	Popeii
2	August Alsina	I Luv This Sh*t	2	Avenged Sevenfold	Hail To The King	2	Grouplove	Ways To Go
3	J. Cole	Crooked Smile	3	Korn	Never Never	3	Cage The Elephant	Come A Little Closer
4	Jay-Z	Holy Grail	4	Papa Roach	Leader Of The Broken Hearts	4	Fitz & The Tantrums	Out Of My League
5	Future	Honest	5	Alice In Chains	Voices	5	Imagine Dragons	Demons
6	Jay-Z	Tom Ford	6	Volbeat	Lola Montez	6	Lorde	Royals
7	Sevyn Streeter	It Won't Stop	7	Stone Sour	Tired	7	Capital Cities	Safe And Sound
8	K. Michelle	V.S.O.P.	8	Pop Evil	Deal With The Devil	8	Neighbourhood	Sweater Weather
9	Chris Brown	Love More	9	Five Finger Death Punch	Battle Born	9	Thirty Seconds To Mars	City Of Angels
10	Miguel	How Many Drinks	10	Devour The Day	Good Man	10	MS MR	Hurricane
11	Rich Homie Quan	Type Of Way	11	Redlight King	Born To Rise	11	Linkin Park x Steve Aoki	A Light That Never Comes
12	Hustle Gang	Memories Back Then	12	Seether	Seether	12	Pearl Jam	Sirens
13	Juicy J	Bounce It	13	Pearl Jam	Sirens	13	Panic! At The Disco	Miss Jackson
14	DJ Khaled	I Wanna Be With You	14	Rob Zombie	We're An American Band	14	Avicii	Wake Me Up!
15	Robin Thicke	Blurred Lines	15	Shinedown	Adrenaline	15	Arctic Monkeys	Do I Wanna Know?
16	Sage The Gemini	Red Nose	16	Cage The Elephant	Come A Little Closer	16	Lorde	Team
17	R. Kelly	My Story	17	Stone Temple Pilots	Black Heart	17	Neighbourhood	Afraid
18	Migos	Versace	18	Alter Bridge	Addicted To Pain	18	Arcade Fire	Reflektor
19	Schoolboy Q	Collard Greens	19	Asking Alexandria	The Death Of Me	19	Kings Of Leon	Supersoaker
20	Sebastian Mikael	Last Night	20	Pearl Jam	Mind Your Manners	20	Alt-J	Tessellate
21	Wale	Clappers	21	Bring Me The Horizon	Go To Hell, For Heaven's	21	Coldplay	Atlas
22	Drake	All Me	22	In This Moment	Whore	22	Switchfoot	Who We Are
23	2 Chainz	Feds Watching	23	Kings Of Leon	Supersoaker	23	Killers	Shot At The Night
24	Mike Will Made It	23	24	All That Remains	What If I Was Nothing	24	Blue October	Bleed Out
25	Yo Gotti	Act Right	25	Sevendust	Picture Perfect	25	AFI	17 Crimes
26	Rick Ross	No Games	26	A Perfect Circle	By And Down	26	Vampire Weekend	Unbelievers
27	French Montana	Ain't Worried About Nothin'	27	Deftones	Romantic Dreams	27	Avenged Sevenfold	Hail To The King
28	Rico Love	They Don't Know	28	Skillet	Not Gonna Die	28	NONONO	Pumpin' Blood
29	Tamar Braxton	All The Way Home	29	We As Human	Strike Back	29	Twenty One Pilots	House Of Gold
30	2 Chainz	Used	30	Killswitch Engage	Always	30	1975	Chocolate

A Different Spin by Jason Nocera

www.nichecartoons.com



Customer Service: Bose Style

By Dave Winsor

I've been using Bose L1's for a while now, I own two L1 Classics with 4 B1's. I normally only need to use one for weddings up to 175 people or if the room is really huge. I had a wedding recently where the bride and groom expected over 250 people. So, I brought both systems and set them up.



During cocktail hour music I mingled with the guests and learned more about them. There was a large contingent from Canada.

I would use that information during my introductions. I was having a great time and started to get ready for the introductions.

They flowed smoothly into the room and first dance. Then toasts and it was on to dinner. While I was standing behind my set up, I heard a distinct "pop" from the left side L1 and the volume dropped out momentarily. Shortly thereafter another distinct, crisp "pop" and that L1 shutdown for the night. I tried to get it to work again by doing the only thing I could, change the fuse. No luck. I remembered that most Bose owners reported that they had them fixed for around \$250 and a week or two at the Bose Mountain. The rest of the event

went smoothly, although I was a little stressed at the thought of using my L1 Compact as my backup.

The following Monday I called

At the same time, I was offered a special on the new B2. I asked for some time to think it over. I was informed that they would hold any quotes for 90 days. So I



Bose and was trying to get the L1 serviced when I was informed that they no longer service the L1's because of the availability of parts. To tell you the truth, I felt abandoned and frustrated. I was a loyal Bose owner and user. What the heck? All was not lost, but my quick turnaround fix by Bose was no longer possible, so what was I going to do?

Bose offered an upgrade option to me, but it was for a new system. So now I'm no longer looking at a \$250 expense but something much greater.

discussed this with my wife, she was as angry as I was, at first. But as I thought longer about it, I had used the product for a few years, Bose told me 7 years, of uninterrupted audio that sounded great. Frankly I couldn't see me leaving Bose for another manufacturer because I've never had an issue with it. So I made the choice to call back.

I was helped by Westley. He was friendly, understanding and forthcoming. While he wouldn't give me anything FREE, he certainly negotiated with me

to a point that I felt comfortable making a purchase of the L1 model 2 with the articulated array and the new B2 bass cube. I informed him that I'd need anything from Bose by the weekend. It was Tuesday and he informed me that all the parts were in stock and available by Friday with upgraded shipping (no cost to me). I called back on Wednesday and ordered the system and was informed that it would be at least 2 week until I would get the product. WTH?! I told the procurement person about my discussion and he apologized and told me that the inventory was spoken for. In a panic, I called and got a hold of Westley.

Westley was as upset as I was and told me he'd look into it. He told me to watch my email because as he got the parts he needed, a shipping email would be sent. Not an hour later I got my first email for the tower. About 30 minutes later another email with the power stand listed. It wasn't until an hour later that I was notified about the shipment of the B2. So, they would all be arriving on time, as promised thanks largely to Westley and his amazing work.

So, I got the name and email address of Westley's boss and sent him a great email regarding the work that Westley had done for me. I wanted to be sure that he knew and perhaps West could get something of a perk. Don't know, but I felt like he had done a GREAT job for me.

How's your Customer Service?

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

The Law Of The Lid

By Dr. John C. Maxwell

Leadership Ability Determines a Person's Level of Effectiveness

I often open my leadership conferences by explaining the Law of the Lid because it helps people understand the value of leadership. If you can get a handle on this law, you will see the incredible impact of leadership on every aspect of life. So here it is: leadership ability is the lid that determines a person's level of effectiveness. The lower an individual's ability to lead, the lower the lid on his potential. The higher the individual's ability to lead, the higher the lid on his potential. To give you an example, if your leadership rates an 8, then your effectiveness can never be greater than a 7. If your leadership is only a 4, then your effectiveness will be no higher than a 3. Your leadership ability—for better or for worse—always determines your effectiveness and the potential impact of your organization.

Let me tell you a story that illustrates the Law of the Lid. In 1937, two young brothers named Dick and Maurice opened a small drive-in restaurant in Pasadena, California, located just east of Glendale. Their tiny drive-in restaurant was a great success, and in 1940, they decided to move the operation to San Bernardino, a working-class boom-

town fifty miles east of Los Angeles. Their business exploded. Annual sales reached \$200,000.

In 1948, their intuition told them that times were changing, and they made modifications to their restaurant business. They streamlined everything. They reduced their menu and focused on selling hamburgers. They created what they called the Speedy Service System, in which their kitchen became like an assembly line, where each employee focused on service with speed. The brothers' goal was to fill each customer's order in thirty seconds or less. And they succeeded. By the mid-1950s, annual revenue hit \$350,000, and by then, Dick and Maurice split net profits of about \$100,000 each year.

Who were these brothers? Back in those days, you could have found out by driving to their small restaurant on the corner of Fourteenth and E Streets in San Bernardino, to see a neon sign that said simply MCDONALD'S HAMBURGERS. Dick and Maurice McDonald had hit the great American jackpot, but they never went any farther because their weak leadership put a lid on their ability to succeed.

The McDonald brothers' genius was in customer service and kitchen organization. That talent led to the creation of a new system of food and beverage service. But in 1952, when they tried marketing the McDonald's concept, their effort was a dismal failure. The reason was simple. They lacked the leadership necessary to make a larger enterprise effective. Dick and Maurice were good single-restaurant owners. They under-

stood how to run a business, make their systems efficient, cut costs, and increase profits. They were efficient managers. But they were not leaders. Their thinking patterns clamped a lid down on what they could do and become. At the height of their success, Dick and Maurice found themselves smack-dab against the Law of the Lid.

In 1954, the brothers hooked up with a man named Ray Kroc. As soon as he



visited the store, he had a vision for its potential. In his mind he could see the restaurant going nationwide in hundreds of markets. He soon struck a deal with Dick and Maurice, and in 1955, he formed McDonald's Systems, Inc. (later called the McDonald's Corporation).

And the leadership lid in Ray Kroc's life was sky high. Between 1955 and 1959, Kroc succeeded in opening 100 restaurants. Four years after that, there were 500 McDonald's. In 1961 for the sum of \$2.7 million, Kroc bought the exclusive rights to McDonald's from the brothers, and he proceeded to turn it into an American institution and global

entity.

I believe that success is within the reach of just about everyone. But I also believe that personal success without leadership ability brings only limited effectiveness. Without leadership ability, a person's impact is only a fraction of what it could be with good leadership. Whatever you will accomplish is restricted by your ability to lead others.

Let me give you a picture of what I mean. Let's say that when it comes to success, you're an 8 (on a scale from 1 to 10). That's pretty good. I think it would be safe to say that the McDonald brothers were in that range. But let's also say that in leadership you're functioning as a 1. To increase your level of effectiveness, you have a couple of choices. You could work very hard to increase your dedication to success and excellence—to work toward becoming a 10 in that area. It's possible that, with a lot of effort, you could make it to that level.

But you have another option. You can work hard to increase your level of leadership. By raising your leadership ability—without necessarily increasing your success dedication at all—you can increase your original effectiveness a tremendous amount. That's because leadership has a multiplying effect. I've seen its impact again and again in all kinds of businesses and nonprofit organizations. And that's why I've taught leadership for more than thirty years.

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."

Top 30 Clean High School Songs

SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM					
7	1	Lorde	Royals		201325	85	Olly Murs/ w Flo Rida	Troublemaker		201250	106
2	2	Katy Perry	Roar		201333	90	Imagine Dragons	It's Time		201208	105
4	3	AVICCI	Wake Me Up		201326	122	Will.I.AM-Britney Spears	Scream and Shout		201248	129
3	4	Jay Z-Timberlake	Holy Grail		201329	72	Justin Bieber	Beauty and a Beat	Nicki Minaj	201244	127
1	5	Drake	Hold on We're going home		201332	100	Flo Rida	I Cry		201238	126
5	6	Lady Gaga	Applause		201333	70	Justin Bieber	All Around the World		201307	128
8	7	Taylor Swift/Ed Sheeran	Everything has Changes		201327	79	Taylor Swift	We are never getting back together		201234	86
6	8	J. Cole	Crooked Smile		201323	82	Psy	Gangnam Style		201237	132
11	9	Miley Cyrus	Wrecking Ball		201337	60	Chris Brown	Don't Wake Me Up		201221	128
10	10	Paramore	Still Into You		201315	136	Pink	Blow Me One Last Kiss		201228	114
9	11	Capital Cities	Safe and Sound		201249	118	Owl City-Carly Rae Jepsen	Good Time		201227	126
14	12	Selena Gomez	Slow Down		201333	128	Maroon 5	Payphone		201217	111
12	13	Bruno Mars	Treasure		201320	116	Carly Jepsen	Call Me Maybe		201210	120
13	14	Eminem	Berzerk		201335	96	David Guetta/ Chris Brown	I Can Only Imagine		201230	127
17	15	Macklemore/Ryan Lewis	White Walls		201331	117	Rihanna	Where have you been		201216	128
20	16	Justin Timberlake	TKO		201339	69	Trey Songz	Heart Attack		201214	75
15	17	Zedd / Ft Foxes	Clarity		201305	128	Usher	Numb		201233	125
16	18	Pink	True Love		201327	97	Future	Turn on the Lights		201226	66
22	19	Fifth Harmony	Miss Movin on		201325	75	Ellie Goulding	Lights		201109	120
24	20	Ariana Grande / Big Sean	Right There		201340	78	Nicki Minaj	Pound the Alarm		201227	126
18	21	Justin Timberlake	Take Back the Night		201329	109	One Direction	Live While we're young		201240	126
19	22	Robin Thicke	Blurred Lines		201322	120	David Guetta	Titanium		201230	125
21	23	Maroon 5	Love Somebody		201314	120	Calvin Harris	Lets Go		201212	128
23	24	Imagine Dragons	Radioactive		201245	69	Katy Perry	Wide Awake		201223	80
27	25	Jason Derulo	Marry Me		201335	105	Kelly Clarkson	Stronger		201201	116
New 26		Imagine Dragons	Demons		201303	90	David Guetta/Nicki Minaj	Turn Me on		201231	128
29	27	Rihanna	What Now		201336	128	Justin Bieber	Boyfriend		201214	97
30	28	Travie McCoy/Jason Mraz	Rough Water		201337	86	Taylor Swift-B.O.B	Both Of Us		201220	63
25	29	Calvin Harris	I Need Your Love	Ellie Goulding	201312	125	50 Cent/Dr. Dre/Alicia Keys	New Day		201232	98
New 30		Zedd/Hayley Williams	Stay the night		201339	127	Katy Perry	Part of Me		201210	130
Recurrents- (Still popular)							Flo Rida	Good Feelin		201137	128
26		Ariana Grande / Mac Miller	The Way		201314	83	Pitbull	Back In Time		201214	127
28		Daft Punk	Get Lucky		201317	116	Gym Class Heroes	Self Back Home		201203	130
		Krewella	Live for the Night		201327	128	Nicki Minaj	Starships		201209	125
		One Direction	Best Song Ever		201330	118	Chris Brown	Turn Up The Music		201206	130
		Anna Kendrick	Cups		201319	65	Goyte	Somebody that I used to Know		201205	129
		Rihanna/David Guetta	Right Now		201329	130	Rihanna	We Found Love		201140	128
		Macklemore/Ryan Lewis	Can't Hold Us		201310	73	The Wanted	Glad You Came		201134	128
		Selena Gomez	Come & Get it		201315	80	One Direction	What Makes You Beautiful		201213	129
		Justin Timberlake	Mirrors		201314	78	Drake /Rihanna	Take Care		201150	122
		Macklemore-Ryan Lewis	Thrift Shop		201246	95	Calvin Harris	Feel So Close		201131	64
		Pitbull-C Aguilera	Feel This Moment		201302	136	Rihanna	You Da One		201147	127
		Demi Lovato	Heart Attack		201309	88	Young Jeezy	Leave you alone		201208	95
		Krewella	Alive		201305	128	B.O.B	So Good		201209	86
		Mariah Carey/ Miguel	#Beautiful		201319	107	J. Jessie	Domino		201135	127
		Chris Brown	Fine China		201314	104	Karmin	Broken Hearted		201207	120
		Justin Timberlake	Suit annd Tie		201303	103	Pitbull/w Chris Brown	International Love		201140	120
		Justin Bieber /Wil I am	#that Power		201312	128	Jennifer Lopez	Dance Again		201215	128
		Maroon 5	Daylight		201247	126	Chris Rene	Young Homie		201209	80
		Calvin Harris	Sweet Nothing	Florence Welch	201238	128	LMFAO	Sorry for Party Rockin		201201	134
		Emeli Sande	Next to Me		201230	95	Hot Chelle Rae	I Like it Like That		201139	101
		Sean Kingston	Beat it	Chris Brown/Wiz	201316	98	Bruno Mars	It Will Rain		201140	75
		Swedish House Mafia	Don't You Worry Child		201234	129	David Guetta	Without You		201136	128
		Avril Lavigne	Here's to never growing up		201315	83	J Cole	Workout		201126	93
							Selena Gomez	Love you Like a Love Song		201131	119
							Dev & Enrique Iglesias	Naked		201201	125

Advice For Winning Entrepreneurs

By Harvey Mackay

Ever since I was a kid, I wanted to be an entrepreneur. I still have trouble spelling the word, but I didn't let that stop me.

I've always believed that entrepreneurs are the unsung heroes of our economy. They're the ones who start the companies that create the majority of new jobs.

The term "entrepreneur" originally meant a person who led a military expedition. It has come to mean an innovative, creative leader who undertakes a risky venture in the hope of creating wealth and capital.

Eric Sevareid, the legendary radio and TV commentator, wrote. "Entrepreneurs are the lead players in the drama [of business]. In at least four specific settings their role is crucial. A new industry... a new product in an existing industry... the one who opens up new markets... when, so to speak, the economic ground shifts....The category of entrepreneur includes all the people who set out to change the corner of the business world in which they find themselves – all the people, in a word, who push the

system along its restless path."

Entrepreneurs are a distinct group. They often like to lead the pack. Fulfillment often means more to them than money. Entrepreneurs believe in making things happen. They are seldom content. They're constantly looking for new things. They have faith in their ideas and are risk takers.

In short, they aren't satisfied with the status quo. They need to change, improve, innovate and invent.

Actor Alan Alda, the star of the TV show "MASH," gave some great advice to his daughter: "Be brave enough to live life creatively. The creative is the place where no one else has ever been. You have to leave the city of your comfort and go into the wilderness of your intuition. You can't get there by bus, only by hard work and risk and by not quite knowing what you're doing. What you'll discover will be wonderful. What you'll discover will be yourself."

Maybe you don't want to start your own company. Maybe you aren't ready to strike out on your own. Maybe the economic climate makes financing tough. Maybe you need a little more time to develop your idea. I understand that. I toiled for a few years at an established company to prepare myself.

But you undoubtedly want to be the master of your own career. You can let

your entrepreneurial spirit come through whether you are your own boss or not. You can cut your entrepreneurial teeth at jobs that present opportunities for innovative thinking and management experience. Companies large and small will always find room for employees with attitudes and abilities that will advance their goals. It's a win-win situation to be sure.

Here's some valuable advice that's useful for anyone wanting to get ahead. You can apply these tips to your career, and your life, whatever your path might be:

- Network. The more people you know, in your business and outside of it, the more sources of information, advice and support you have to rely on. The more you exercise your networking muscles, the stronger they get – and the easier networking becomes.
- Don't listen to naysayers. Some people will always say you can't succeed. Listen to everyone, but don't pay undue attention to "friends" with negative attitudes.
- Think creatively. Entrepreneurs succeed by finding new solutions to old problems. Don't repeat what everyone else has already accomplished. Instead, look for ways to achieve something different.
- Learn from mistakes. You're going to make them. Most successful people fail from time to time, but they don't let

setbacks stop them. Commit yourself to learning from your mistakes so you don't make them again.

- Be honest. No matter what you're engaged in, you need associates, friends, employees, investors and other stakeholders to trust your word. Tell the truth at all times to build solid relationships.
- Be flexible. No matter how good your ideas are, or how committed you are to your goals, remember that things change. Be ready to modify your plans so you can take advantage of opportunities that present themselves.

• Find a mentor (or two or three). Seek talented people willing to share their expertise and wisdom. You can't know everything, especially when you're starting out, so an experienced mentor can supply guidance that will help you avoid the obvious mistakes.

Mackay's Moral: Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.

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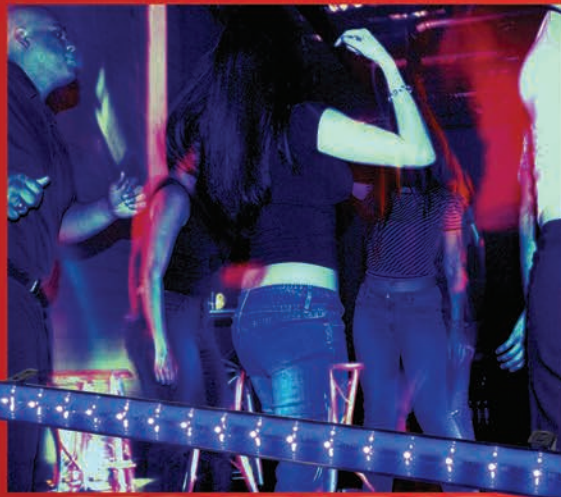
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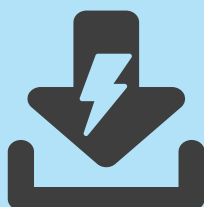
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