

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

Later this month we celebrate Thanksgiving, which in my opinion is the greatest of all American Holidays. First of all, it's secular, so everyone can enjoy it. Plus, there's no gift-giving involved so the materialism and commercialism that can mar Christmas doesn't get in the way (of course with Black Friday creeping into Thursday it's harder to make this point.) It's all about spending time with family, eating your face off and then relaxing in front of the tube to watch some football. By my definition, that's just about a perfect day (especially when my Cowboys win!)

Every year what I do as a run-up to

Thanksgiving is to make a list of all the things I am grateful for. All the things that make my life better. This year, I'd like to share the professional side of my list. The people, places and things in the Mobile DJ Industry that I am appreciative of. So, in no particular order, here's what I am thankful for this year:

My staff: I have such a great group of DJs who work for me. They care about what they do, they are responsible and they have true pride in representing Elite Entertainment. I won't call myself "lucky" (if you read my articles regularly you'll know how I feel about that word) but I will say that my plan is only as good as their execution. Based on the nation-wide recognition that we've gotten on WeddingWire and The Knot, both seem to be pretty effective.

Our clients: Elite would be nothing without our clients. They not only pay our fee (which affords us to have the lifestyles we have) but they refer us to others as well. And, now that WeddingWire is so integral to our success, so many of them give us a positive review after their events are over. There are a lot of great DJs in New Jersey so whenever a client

Mike Walter Continued On Page 2

Talkin' Bride: Keep It In Perspective

By Tamara Sims

Columbus Day weekend is one of our busiest times of the year and we would never think of taking that weekend off to travel, unless it was for a best friend's wedding celebration. I will admit, I had anxiety about leaving, but our staff is more than capable of running the business when we are away. And lets face it, we have all missed family parties, birthdays, New Years Eve celebrations, summer cook outs, etc., as we

entertain each weekend for strangers. I did not plan on writing this month's article about my friend's wedding, but a few days before the big day, the unexpected happened. The bride's father passed away peacefully in his sleep after a 40- year battle with MS. Life happens and your perspective changes and I was no longer worried about leaving my business for the weekend. I couldn't wait to get on a plane so I could hug my friend.

We sacrifice so much as business owners to please potential clients... meeting day or night, weekends and holidays, missing children's sporting events or school activities. I vividly recall a Facebook post from Mitch Taylor where he left his child's game a bit early so he could meet with a client, only to discover the client blew him off and could care less that Mitch had sacrificed

Tamara Sims Continued On Page 2

In The Booth: You Give Me This Box??

By Brian S. Redd

A couple of weeks ago, I did my last wedding reception of the season. There were all kinds of crazy curveballs thrown at me, like DJing a last minute ceremony with iTunes and a small wireless Bluetooth speaker, last minute speeches, and dealing with a few very intoxicated people in

attendance.

Any of the above topics could be prime DJN material. However, the one thing that got the most attention from this particular gig was a photo I uploaded to Facebook. During dinner, I was out in the dining area introducing myself to guests and taking requests. When I returned to my booth, catering had left a box lunch next to my DJ console.

Before I go any further, I need to make one thing crystal clear: I do not expect my clients to feed me. It's absolutely no problem for me to eat at home before I head off to a gig or simply hit a Burger King drive-thru and eat on the road.

Now that I've filed that disclaimer, Brian Redd Continued On Page 7

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Personality And You

By Mitch Taylor

I've been in sales my entire life. My parents gave us the option as a family to choose a trip or a VCR at the time.



I persuaded them to get the VCR as I thought at the time we could have extra entertainment anytime we wanted vs. a few days of fun.

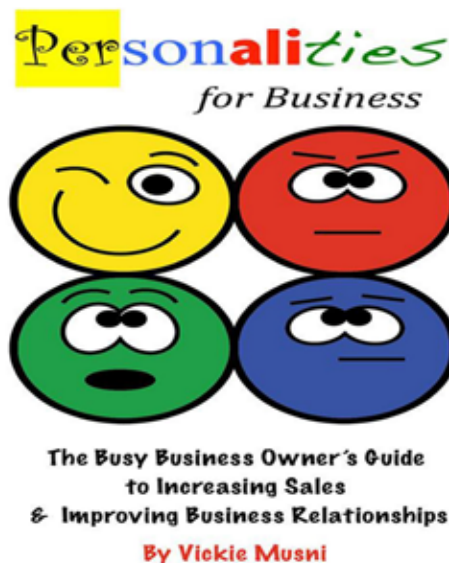
Fast forward to later in life and I've taken many sales courses and even taken the DiSC profile system as well. If you think about it we as people communicate with others every single day and influence others to see things our way. You may have had similar experiences. To date, I haven't found anything that resonates with me as much for describing and understanding people as *Personalities For Business* does.

Want to change your outlook on life in under an hour? READ THIS BOOK. Author Vickie Musni has created the busy business owner's guide to increasing sales and improving business relationships with her breakthrough book *Personalities For Business*. Now this isn't JUST for business owners. Anyone can and will not only dramatically improve their closing ratios and increase their bottom line, but COMMUNICATE better with the people they come in contact with on a daily basis, just by following Vickie's suggestions within.

In this book Vickie outlines the four personality types and walks you through each one. You will discover which one you are, which in turn helps you bet-

ter understand how you need to adapt to work with the other personality types you come in contact with in various settings throughout life. From advertising and shopping, interviewing and hiring, to networking and selling - the tips and techniques to improve every aspect of your business and relationships are here.

Why did this book connect with me SO MUCH? Maybe because Vickie and



I are the same personality type. Want to know what that is? Buy her book at VickieMusni.com and start your journey to profitable *Personalities For Business* now.

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.

Tamara Sims Continued from Page 1 family time to make time for them. Jay and I are guilty of this as well, despite the fact that we have been business owners for over 12 years. Each year we say that we will have more concrete hours for sales meetings, but we always end up doing whatever possible to please a client. I am asking my readers to hold me accountable by dropping me an e-mail or a call or stopping me in the hallway at our next convention to keep me in check. I am counting on you!

Now I would be remiss if I didn't talk about the wedding. It was more beautiful and meaningful than you could imagine. The Pastor had taken a sad circumstance and made it positive. He shared a lovely sentiment that the bride's father now had a front row seat at the Ceremony (due to his advanced illness he would have been unable to attend the wedding), and how lucky the couple was to be surrounded by so much love during a difficult time.

The bride shared a beautiful toast at the reception which focused on making as many memories as possible with the people in her life that are most important...all of those people happened to be in the room celebrating the marriage to her soulmate. It was one of the most honest, heartfelt and poignant toasts I have heard in a long time. No jokes, no embarrassing stories, just pure, simple and from the heart. We then spent the entire evening celebrating. The bride and groom barely left the dance floor and of course they took advantage of Jay's "moves" by asking him to lead a

few dances. A hazard of his occupation, but he gladly went to work and brought many smiles to her and her guests faces. She thanked him for making her wedding so special.

So the next time we find ourselves complaining about a vendor, a client or wedding guest, let's put things in perspective and focus on what really matters - creating lasting memories that will be cherished long after we are gone.

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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Mike Walter continued from page 1

signs on with us, it's a true honor. And we never forget that at Elite.

John Young: For 10 years now John has printed my articles here in The Disc Jockey News and helped me to get my message out to the DJ Industry. He has always been very supportive of all of my endeavors and helps promote them when he can.

This publication is informative and unique and I know John and his wife, Lori, put so much time and energy into putting it out every month that they deserve all the appreciation I (and everyone else) can give them.

Sean "Big Daddy" McKee: His quick pick-me-up phone calls and texts always brighten my day. He is a true friend to me and so many people in this industry.

Promo Only: I know there are other subscription services but I've been a loyal Promo Only subscriber since 1997 and I recommend them to everyone on my staff. I was an early subscriber to their POOL service and just love it.

John Murphy: The founder of Star DJs who first hired me way back in 1988. He not only trusted in me to DJ for him but also gave me a shot in his office. The things I learned in my 5 years at Star are still the basis for so much of what I do here at Elite. John taught me that DJing means entertaining and he also showed me that what we do is teachable and to never be afraid of growing your company.

DJ Times: Fifteen years ago I was a regular attendee at DJ shows and I felt a burning desire to speak at one. I approached the powers-that-be at DJ Times and they gave me my first shot. They liked me enough to have me back, and since that initial opportunity I have had the chance to speak in front of thousands of DJs and share my message of recruitment and training and growing your DJ company. Plus, for the last thirteen years, they've asked me to produce their DJ of the Year competition in Atlantic City which is one of the high-lights of my career.

DJ of the Year Finalists: Speaking of the competition, it takes a lot of guts to get up on that stage. I tell everyone, "My job is easy." The DJs and Entertainers who have the creativity to put together a routine and the guts to get in front of their industry peers and perform it are doing all the hard work.

DJ Event Planner: Troy Ackermann literally changed my life. For the better, of course. We have been using DJ

Event Planner for 5 years now and it has changed everything about our business. Our clients love it, my DJ staff loves it and our internal office staff loves it. I know there are other programs available for DJs but I can't imagine anything that offers the features and benefits of DJEP.

I've
So much to be
THANKFUL
For

Randy Bartlett: There are so many DJs across this country who I owe a debt of gratitude towards

but Randy stands out. He is someone I respect greatly as an entertainer and as a public speaker. His "1% Solution" DVDs have had a huge positive effect on our industry and I've personally showed them to my staff regularly as a way of stepping up our own performances and productions. He also officiated my wedding last year and people are still talking about that!

Social Media: To say the game has changed from 10 years ago is maybe the biggest understatement ever. Nothing is the same. And while social media has created a literal shouting match of people and companies trying to get their message heard, it has also created an easier way to promote ourselves and stay top-of-mind to our clients and people in our industry. Love it or hate it, social media is here to stay.

Marcello: I saved the best man at my wedding for last. Anyone who has



met Marcello knows how positive and inspirational he is. Those are traits that I admire and indeed try to emulate myself. He's a true friend and a mentor to me and I appreciate every chance we get to hang out, whether it's chilling on a beach, going for a run or flying cross-country to a DJ convention.

Happy Thanksgiving!

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

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Anatomy Of Interaction Part 7

By Dean C. Carlson

Happy Thanksgiving to all. We are in the home stretch of the "Anatomy of Interaction", with just two more parts to go. If you have been following along we have talked about The Soul; that which drives your interaction, or the purpose.



Without purpose an interaction just doesn't matter and we shouldn't be doing it in the first place. Next we tackled The Brain and really this is the information center.

The more you know about the why, when, where, how and history, the better off your interaction will be. As we continued along we went into The Eyes, and this is really the 'what's happening right now around you' aspect. There are dozens of things that are easily missed happening all around you when an interaction is going on, and if you spot them and can make use of them, they will double the outcome of the interaction. We then plunged on to The Lips. It is what and how you say it that drives it. Ever have problems getting a crowd's attention? Then this is an area you need work on. Then things picked up even faster when we talked about The Hands a couple of months back. This represents the work of interaction - that which gets

you to the promised land, like practice. Most recently we talked about The Lungs, which has to do with pacing and bringing it to life. Have you ever seen a comedian with his timing off? Well, that is poor execution of The Lungs.

So let's get right into the next piece of The Anatomy; The Heart, love it or leave it. In October I started my 26th year of DJing, most of which has been strictly full time. As you can imagine there have been a lot of changes in those years, to music, music platforms, gear, interaction and more. But the years 2001 to 2005 go down in my book as the time that I really thought was the end for me and being a DJ. Computer programs such as Acid Pro had reached the masses and every kid and his mother thought they could rap and "make his or her own beat" The music industry followed suit and started pumping out artists in the masses, which in my mind were less than stellar. Not to mention every song was full of 'f' this or 'mother f' that. It was a difficult time working in schools because naturally all the kids thought it was dope, often because they thought they would be the next "talent" to have their beat make the radio. As a man who makes his living by playing other people's music, I was devastated. I couldn't take it anymore and I wanted to quit. My Heart was empty for the thing I used to love most in the world. It affected everything, my interactions were flat, as was just about everything I was doing professionally or personally.



If you were like me - and my guess is that there are a lot of us like this - then you owe it to your clients to make a change. You have probably heard me harp on Drew Carey and his Price

is Right stint. He is horrible, and quite honestly mostly because you can see his heart is not in it. If that is the case you have two choices. First, you can and should just quit because you owe it to your clients to give them your joyful best IF you are unwilling to take on the second option. Second you need to admit you have an issue and then take steps to work on it, which is what I did. There are tons of personal happiness help books out there. Personally I like the Richard Carlson books "Don't Sweat The Small Stuff, And It's All Small Stuff"

Although it seems like I am mostly talking about personal happiness, which obviously affects the outcome of things, this is also just as relevant with interaction happiness. I once had a DJ working for me that every year wanted to completely revamp his entire DJ show, from the ground up. He always wanted the newest and greatest things, but what it really came down to was he had lost the joy of the interaction. Once you lose that joy you either find it again, or you must move on.

There are plenty of interactions we do that can be impossible to get rid of completely, like the Garter and Bouquet Toss. So how can you get the joy back into an old and stale interaction? First, and most simply, you can take on the challenge of getting to know more about your interaction, including the "why" of the interaction such as we talked about in The Brain. For instance there had to be a first time for the Garter and Bouquet Toss. Find out when that happened, what were some of the reasons they did that, and are there any regional unique parts to an interaction? I know for a fact the money dance has tons of regional uniqueness because I have researched it. And don't be afraid to use some of that.

Second, you can look for new ways to do the same interaction. I attended a leadership program by Klemmer and Associates, and they did an exercise that I adapted for our DJ meetings that consisted of simply crossing the room. But each time any person crossed, the

method had to be unique. This would go on for 30 minutes with 25 people! After you used all the easy ways, then the creativity came into play. We would play this same game but use parts of an interaction. Pretty soon you have created an entirely new way of doing things. My Garter and Bouquet Toss to this day is very different than anything else you will ever see. Yes, the bride and groom still toss them, but what happens around that makes it unique and fun for me.

Third, when you design an interaction make sure you add elements that can be interpreted differently by those that play. One of my favorite buffet table release interactions happens when I ask several couples to show us what the bride and grooms' very first kiss may have looked like. What makes this fun every time for me is that every week someone does something I have never before seen. One time I had the lady drop on all fours and her spouse kissed her backside. This is Juicing the Jam, as it were. When you create opportunities for the unexpected, it's always new for you, too.

Finally it's not all about you. Another issue with that DJ I mentioned before is that he thought people were getting bored with the interaction. But consider this; when you go to an AC/DC concert you expect them to play "Back In Black". Just the same, our guests are far less sick of the things we do than we are. Remembering that can help change our outlook on doing "Back In Black" again (and again and again.) If weddings are what you do, we are responsible for helping create memories that will last a lifetime. When you walk in the door of any event, take a couple of minutes to just let go of anything life is throwing at you and put yourself in your client's shoes. Take a deep breath and smile. It's amazing how that can change everything.

Good Luck and Great Shows.

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



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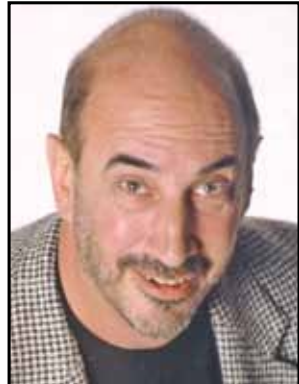


The Overlooked Power That May Be Your Sales Kryptonite

By Jeffrey Gitomer

I see, therefore I learn.
I see, therefore I think.
I learn and I think, therefore I reason and respond.

THE POWER: That is the power of observation.



How are you taking advantage of that power?

How would you rate your power of observation?

What are you looking at?

How does what you see impact your world, your education, your sales, your career, your success, your family, and your life?

HISTORICAL OBSERVATION: In 1939, when Napoleon Hill completed the best sales book ever written, *How to Sell Your Way Through Life*, he included "The habit of observation," as one of the 28 qualities all master salespeople must possess. Here are his exact words: Habit of observation. The super-salesman is a close observer of small details. Every word uttered by the prospective buyer, every change of facial expression, every movement is observed and its significance weighted accurately. The super-salesman not only observes and analyzes accurately all that his prospective buyer does and says, but he also makes deductions from that which he does not do or say. Nothing escapes the super-salesman's attention!

HISTORICAL OBSERVATION: Ten

years ago people looked around and used what they saw to both learn and reason; to think and create experiences; to learn lessons and grow. Life lessons.

PRESENT OBSERVATION: Today everyone has a smartphone and a tablet, and the power of observation is fading into the lure of the electronic siren.

Yes, I look at my iPhone too, but I'm consciously trying my best to limit my "stare time." I'm only interrupted when my phone rings or if I get a text.

Yes, I use apps as a necessary means to wake me up or help me find my way, and I use my phone as a camera, documenting what I observe and occasionally posting my observations on Instagram (@jeffreygitomer). I get no social media notifications, no email notifications, and none of the other dings, bells, or whistles that are offered on the electronic siren.

REASON: Interruption of thought is where focus is lost.

REASON: Interruption of thought is where ideas get lost.

If you are focused, observation can trigger a number of powerful mental responses:

- An idea
- A past experience
- A fact you want to convey
- A developing strategy
- The capture of a thought (voice to text please)
- It enables you to deepen the conversation
- It helps you make a point
- It solidifies your thinking
- You can uncover a motive
- You can find common ground
- You can build rapport
- You may even get an AHA! from un-

finished thoughts or projects.

Observation is both seeing what's around you and thinking what's about you. When you're thinking and staring off into space, you may not be looking at anything in particular but your mental observation is being called into play.

REALITY OBSERVATION: I see people get off a plane and walk into a wall while reading or texting, and they think nothing of it.

Smartphone or no smartphone, in my experience I have observed that most people are not observant, let alone paying attention to their surroundings. The smartphone has merely increased that lack of observation, not created it.

Whatever the outcome is from your observations, they have added to your wealth of knowledge.

The reality is I'm writing this article that will get millions of views, be made into a YouTube video, appear in my weekly email magazine, become a power lesson on GitomerVT.com, and later appear in one of my books. All that will occur while most people are staring at their phones. And while I realize that's a general observation, there is no doubt the world has become much less observant in the last five years. Especially the sales world. How observant are you?

The reason I'm writing this is because I just returned from eight days in Paris. Arguably, the most beautiful city in the world and most people there were NOT looking.

"Dude, look at your phone later. YOU'RE IN PARIS!"

No matter what I recommend, each of you reading this will justify your own situation and circumstance: whether it's

speed of response, need to communicate with customers, need for immediate information, or the simple desire to be "in the know" and "in the now." You will remain with your head buried in your phone, not paying attention to the world around you (with the things around you) and cheating yourself out of your competitive advantage. But, that's just my opinion.

QUICK TIPS:

- Access your phone when you're home or in your office ONLY.
- Access information when you want to, not when you hear a beep.
- Turn off social media notifications during the day.

NOTE WELL: Yes, speed of response is important, but if you must ding, use it as a choice rather than a must.

MENTOR LESSON: "Antennas up!" my mentor and friend, the late, great Earl Pertney used to say with a smile. It was one of his early pieces of advice to me. He said, "Pay attention to every detail around you. People and things". So, I always did. And, I still do today.

That simple, but powerful piece of advice has helped me earn a fortune. And it can do the same for you.

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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Royals Are World Series Champs

By Ron Ruth

It's an exciting time here in Kansas City! As I write the American League Champion Kansas City Royals are getting ready to play the National League Champs, the San Francisco Giants, in the third game of the World Series. That best of seven series is tied at one win for each team. Each of those wins came in Kansas City. Tonight the series moves to the west coast for a three game set before coming back to Kansas City on Tuesday of next week---assuming neither team wins four games.



Everything from the Kansas City fountains to building up-lighting is adorned in royal blue in support of our home team. Royals' American League Championship t-shirts, sweat-

shirts, hats and jackets are flying off the shelves at local retailers at record speed. If a fan wants to buy the latest championship design, they have to be in line when those items arrive at the store or risk going without. I went to a sporting goods store near my home last Sunday morning and the crowd of shoppers could easily be compared to what you might see at Wal-Mart the day after Thanksgiving. The Royals have riled up the entire metro area into fan frenzy unlike any I've ever experienced as a lifelong resident of the Kansas City area.

Sure! They won the World Series back in 1985 against an in-state rival, the St. Louis Cardinals. But, that summer I was working in a different industry and took a job in Houston. So, I missed whatever craziness took place at that time. Frankly, I didn't follow the team that closely in the first place and didn't really care. Much has changed over the last 29 years, though. Local sportscasters and historians agree that because of social media, the amount of support the Royals received in 1985 pales in comparison to what the team of 2014 has experienced. Every Kansas Citian, even those who have never watched the "boys in blue" play a game, is now a

true blue fan. Even the crime rate is almost non-existent while the team is on the field.

I will admit that since my return to KC in the late 80's, I've been a fair weather fan. But, I'm not alone. You see, over the almost three decades since the Royals won a World Series, they've not been that great or even fun to watch. After the 1993 death of Ewing Kauffman, the original and beloved owner, there was a detailed succession plan in place that eventually lead to the team being purchased in 2000 by Wal-Mart executive, David Glass. After Glass took over, he made moves to cut the payroll in half and the team became known and lamented for having one of the lowest payrolls in the league. Those cuts also adversely affected the "product" on the field and over time, game attendance dwindled drastically. To add injury to insult, even during the nine seasons between 2004 and 2012 when the Royals lost 100 games per season, ticket prices continued to rise.

Star players were replaced by unproven and less than talented rookies and veteran players who were on the downhill side of their careers were brought in to bring life and hope to a team in chronic crisis. Managers came and went as they tried and failed to meld a diamond out of a steaming pile of---cubic zirconium. Things were so bad for the Royals that even if the team had been willing to spend money on talented players, those players had no desire to play in Kansas City. The Royals were mired in a culture of losing and, as they accepted that culture as the norm, the fan base diminished. The few who still went to games were more likely to "boo" than cheer. The only time I went to the ball park was when someone gave me tickets.

During the 2010 baseball season, Ned Yost, a manager who was fired by the Milwaukee Brewers just before the Brewers won the playoffs and went to the World Series, was hired to right the Royals' ship. But as you can imagine, his management style came with "baggage." His questionable in-game decision making was often scrutinized and when the team lost, many fans referred to those losses as having been "Yosted." He's also gained a local reputation of being a curmudgeon, especially during news conferences. I believe it was during the 2012 season he was asked about

the team's less than stellar performance on the field and his reply was "What do you want me to do---take off my belt and spank them?"

What few of us in the city knew or recognized was that the General Manager, Dayton Moore (hired away from the Atlanta Braves in 2006) was chipping away at the losing culture with trades for younger players who showed tremendous potential. Ownership decided to loosen the purse strings a bit and Moore forecasted that the team would also improve by grooming players on the roster of the Royals' minor league system. The idea wasn't to fill the roster with power but to make a mark with speed, defense and quality pitching. Like anything that has gone through years of neglect, the process was slow and sometimes tedious but by 2013 the results were finally coming to fruition. The Royals finished the season 86-76, securing the team's best winning percentage since 1994.

As the 2014 season began, some Royals' fans were excited and many returned to watch the games at the stadium. But the season didn't start with the same explosiveness as the 2013 season ended and once again, by mid-season, the team and some of its' star players weren't performing at a level that resembled a team destined for the playoffs. Some fans were calling for the heads of the General Manager and the Manager during the All-Star break, even though the team was just a couple games under .500. Keep in mind that in Kansas City, we've been conditioned over the past 20 years or so to not put much faith in the Royals when they falter. Stumbles have usually been seen as a sign that the team will end the season somewhere near the bottom of the AL Central Division.

But then the most amazing thing happened. The Royals went on a 22 game win streak between mid-July and mid-August and not only reached the top of the division but remained there for a month before dropping to second place behind the Detroit Tigers at the end of the season. With an 89-73 record, though, the team qualified for the playoffs and seized a miracle win against the Oakland Athletics in a one game, wildcard match-up. But the magic didn't end there. The Royals went on to "sweep" the Los Angeles Angels in the American League Division Series (a best of five game series) and the Baltimore Orioles in American League Championship

Series (a best of seven game series. "The Royals win the pennant! The Royals win the pennant!"

Those eight consecutive postseason wins in one year also broke an MLB record. And now, as I wrote at the top of my article, the Kansas City Royals are in the 2014 World Series. Past transgressions for being a losing team have been forgiven and forgotten. Ned Yost transformed from an "Idiot!" into "The smartest man alive!" Fair weather fans like me (even those who lie by saying they never jumped off the bandwagon) have been absolved of their sins of fickleness and are basking in the sunshine of the possibility that the Royals could #TakeTheCrown. People who haven't been to a game in years are doling out thousands of dollars for a seat just so they can be a part of history and the team has not disappointed.

So what does any of this have to do with DJing or business? Absolutely nothing! I'm just a proud Kansas Citian who is enjoying a ride that has been 29 years in the making. Who knows if there will ever be another opportunity in my lifetime to be a part of something as special as the Royals' 2014 season? The Royals winning the World Series will be something I'll talk about for years to come. Might as well start now!

In order to beat deadline, I have to submit my article to DJN publisher, John Young, this afternoon, October 24, 2014. Before I do, I leave you with the following prediction. The Kansas City Royals will defeat the Giants and win the World Series in six games. That win will happen in Kansas City on Tuesday, October 28th. Which means, by the time you receive your copy of this fine publication, the news will already be out, "The Royals have won the World Series!"

(Editor's note: They were about 90 feet short in game 7 Ron.. Next time, Ron, next time!)

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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The Referral Coach: 3 Ways To Shut Down Negative Thinking

By Matt Anderson

If you are on the quest to get your PQ (Positive Intelligence) over 75 so you can drastically improve your chances of fulfilling your potential, join the club.



AntiNegative-Thinking

If you are honest enough with yourself to know you either beat yourself up or know your thoughts gravitate too much towards the unhelpful, keep reading too.

While you need to be an optimist to begin with to make it in sales/business development/being self-employed, most people are still going to fall short in achieving what they really want.

What to do differently:

1. When you have a negative thought which includes being critical of yourself, others or circumstances, by far the most important thing to do is to catch it – notice it. You will likely be shocked how often your inner ‘judge’ says something (miserable) to you!

It is scary how hard some of people are on themselves. They will spend most of the week criticising themselves for not getting great results each day. They will do eight of ten things well but remember the two things that did not work out and then label the day a ‘failure’. I know because I’ve been that person! It’s the curse of the hyper achiever destined rarely to enjoy life.

2. There are three ways to divert your thinking at this point to avoid the negative spiral where one frustration leads to another and another until you are catastrophising the demise of your business or a close relationship!

a) Whenever you’re in a funk or even just feeling flat, ask yourself a better question such as: “What would be fun to do right now?” or “What would get my head in a good place right now?” It might even be: “Where’s a better place

for me to be productive?”

b) In his book Positive Intelligence, Shirzad Chamine recommends changing your negative focus by activating one of your five senses. This could be as simple as rubbing two fingers together, wriggling your toes or closing your eyes and listening to what’s around you. (I know this sounds silly but it activates a different, positive part of your brain). My favourite is to engage in some deep breathing exercises for a few minutes. Slowing yourself down can help you re-centre, calm down and think straight again.

In the hyperactive workplace this is hard, but what I’ve found is that pausing for a few minutes actually allows people to be more productive afterwards than forcing themselves to continue when they’re unfocused and feeling flat. They can at things with a fresh and more inspired approach.

c) Former Navy SEAL Mark Divine recommends using a power statement such as: “I’ve got this,” “piece of cake,” and “step it up, Matt.”

3. Divine also suggests two other things in his excellent book, Unbeatable Mind:

a) Visualising what you want during a deep breathing exercise.

b) Using what he calls using a ‘jingle’ or affirmation to keep the brain positive.

These can work well for some people IF they are said with real feeling and meaning (otherwise they are hollow and pointless).

My favourite is the motto I use for my Coaching Gym: “Today I will do what others won’t, so tomorrow I can accomplish what others can’t.” I use it pretty much daily when I’m exercising and need to keep pushing myself.

Divine likes: “Feeling good, looking good, ought to be in Hollywood.”

Also consider: “Every day, in every way, I’m getting better and better” which a French doctor coined over a hundred years ago to help patients recover faster.

Don’t get hung up on any of these things feeling a bit odd. Get focused

on quieting down the negative thoughts in your head so you can focus more on feeling inspired, creative and resourceful!

Matt Anderson is the author of ‘Fearless Referrals’ at: <http://www.thereferralauthority.com> or at: Matt.Anderson.intl@gmail.com

Brian S Redd Continued from page 1

on with my story. There is nothing appetizing to me about the contents of these box lunches. For those of you who are unfamiliar with what’s inside, consider yourself lucky. It looks like catering sent someone to the nearest gas station to fill this box with a sandwich wrapped in plastic (AKA the “BANDwich”), a bag of chips, an apple, and the stalest cookie they could find. The most upsetting to me regarding this heresy of a meal is the client probably paid \$20 for it.

Anyway, I posted a picture of this box with the caption “Note to everyone: If you are going to pull this crap, don’t even bother”... or something to that effect.

Believe it or not, people had some



very strong opinions on this. Surprised? Yeah, I didn’t think so. Some people said “Yeah, those suck”. Others were happy with anything they got food wise and didn’t mind eating a Bandwich at all. A few took the position that DJs shouldn’t be eating at gigs period.

Mark Farrell, a man I very much respect, posted a Blog entry he recently wrote on <http://www.markferrell.com> called “Amateur Arguments: Eating”. Mark’s take is you never see rock stars like Beyonce eating on stage because they follow a professional code of conduct. He also talked about how eating

could distract a DJ from performing their duties, especially if something last minute were to pop up. Although Mark’s overall tone and writing style in this particular Blog entry may just rub some people the wrong way, he does make many valid points.

Like I said before, I do not expect or require my wedding clients to feed me. Having said that, there are times where it seems, to the client, food really means something. Refusing a “plate” in some cultures can be perceived as quite rude. At most of my weddings, my clients will approach me and ask, “did you get something to eat?” Just as an experiment, I’ve handled this a couple of different ways: One is to say, “Oh,

no thank you. I actually had a meal earlier.” The second approach is to say, “oh yes, thank you” (weather you ate or not). They always seem to be more pleased when they know they’ve “taken care” of you. Maybe it’s a Milwaukee thing.

So, to eat or not to eat? That’s up to you. For what it’s worth,

I avoid eating at tables with guests or have catering drag me into another room for a full service meal. A quick discrete bite behind the booth usually works best for me. I’m there if something comes up and done in a hurry because, well, I’ve got stuff to do.

... but you can keep the Bandwich
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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- DJ Ariel, 99.7 La Vida Radio - New York City



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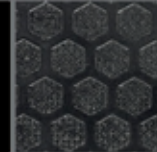
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Do Less - Sell More

By Carr Hagerman

Working the lanes of a popular renaissance festival in Minnesota!

Working the lanes of a popular renaissance festival in Minnesota!

I've been told by a web guru (There are a lot of them lately) that I should practice posting more of my professional work in the form of easy to read lists. I rejected this approach at first because I've always enjoyed writing in long form and thought such a reduction would handicap my brilliance. As it turns out, not only am I not brilliant but the practice of reduction to the list is quite useful because it forces an economy on thinking and word choice. It also has the added benefit of allowing visitors to this blog to get in and out quickly while hopefully leaving with some useful insights.

As I was preparing for a shift to lists and a shorter form of writing, I became aware my daily planner was also suffering from too many things to do, too many words and not enough clarity of purpose. I started to wonder how many sales professionals and service leaders also have lists of things to do; people to contact, goals to reach, projects to advance? It seemed to me that filling pages

with all that we have to do is similar to a word blog, but instead of a computer user bouncing away from the page because it's too wordy, our brain bounces away because it's overwhelmed by too much everything.

One of the most useful things I learned as a street performer was to eliminate as much as I possibly could from my performance. I did not work with a script so everything was improvised, which left the audience as a key partner because, without them, I would have no material to work worth performing. I carried no props, since everything I needed I could find on or with the audience. I didn't have a traditional stage and everything I did was in real time with an audience at sea level. Anything I could do to make it simpler and easier made the connection with the audience stronger.

As a performer, I needed to make sure my audience knew how much I loved them even if I never said or acted like it. Years ago I asked Penn Jillette (Penn and Teller) why I was successful as a street performer when so much of my performance was lampooning the audience? He said something I remember as "It's in your eyes, they know you love them." It's true.

So, here is a simple list I created for some of my professional sales clients, on how they can create a stronger connection to their clients.

1.) Reduce your "to do" list to no more than 10 doable items for the day.

2.) Create a separate "pick list" of things that energize you, things that can be done in under 15 minutes. It could be as simple as taking a refreshing walk, reading, surfing the web, writing or

thinking. Only choose one at a time and never exceed the time. Choose from this list once every two hours during normal business hours.

3.) Acknowledge one person who supports your success and your life, and let them know. Try to make it personal or face-to-face. Write a note, send a gift, make a call, but mostly avoid doing it electronically.

At the end of each day you'll dis-

cover you've gotten more done, you've done things that energize you, and you let those around you know you love what they do for you. Reduction to the list.

Carr Hagerman is the author of "Top Performer: A Bold Approach To Sales And Service." (Hyperion). You can contact Carr at: carrhagerman@discjockeynews.com Or visit his website at <http://www.carrhagerman.com>

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Biggest Problem with DJs Today

By Ed Spencer

In a recent group on Facebook, a DJ asked... (paraphrased and cleaned up):

"What's up with playing a song and bringing in the next song before it gets to the hook of the song? I thought that a DJ was supposed to let the song play! Especially when it's a hit song!"

There were a number of comments, and those from one user, Jacob Spaulding, caught my attention. He talked



about a variety of topics, including how the modern crowd - and even the modern DJ - tend to suffer from ADHD and switch things up really quickly.

He talked to Russell King's comments about the current 32 beat mixing style to 'hype' the crowd. And lastly, Jacob talked about mixing in key, improvisation, and how sometimes people like the middle or the end of a song.

I will go on record here saying that the discussion so far has been insightful, respectful, and interesting. A delightful departure from what I'm used to seeing on DJ boards... but that aside, I'm going to dig in a little deeper, and talk about what's wrong with DJs these days....

While my typical response on what's wrong with DJs and the DJ industry could fill volumes, (and Michael B. has covered some of it in his book, 'A Different Spin') let's sum up my thoughts limited to the scope of this article: The 'typical' DJ is too obsessed with the technology and 'mix' that they forget about the journey, the dancers, and everyone else resulting in a self serving, ego maniacal performance centered on 'look what I can do

with this stuff I have'. They forget about the people they are there to both LEAD and SERVE.

In the book, 'Last Night A DJ Saved My Life' by Bill Brewster and Frank Broughton (I consider it a MUST READ for ALL DJs) the authors talk about the history of DJing and one particular DJ comes to mind when you mention 'journey' - David Mancuso at 'The Loft'. He was notorious for building a 'journey' on which he would take the people who attended the parties at the Loft. It's become his signature over the years and this same concept has taken on a life of its own in Ibiza at the Cafe del Mar. Using music to create a journey that the entire room can take together is more rare than you might imagine these days. Where music was once used to create a collaborative emotional state for everyone in a room, it's become something far less relevant as the music has become more and more disposable.

But it goes deeper than this. In the book, 'How to DJ Right', (another MUST READ) as well as a number of other books on DJing, they talk about



energy levels and the patterns used in energy levels over the course of the night. One quote I read years ago said, 'Great DJs keep one foot on the dance-floor'. That concept is true today just as it was many years ago. A DJ has to RESPECT his dancers and those he engages with. You can't burn them out; you need to give them time to recover and to enjoy themselves. By bringing

the energy up and down in a room you give your dancers a chance to catch their breath, get a fresh drink and relax before hitting it again. This concept is practiced by many of the best DJs, but if you REALLY want to see it in action - go to a skating rink. They'll have great dance music throughout the night, but then you'll hear.... 'Couple Skate Only' or they'll bring people out to do the Hokey Pokey on skates, all designed to slow things down and give people a chance to catch their breath.

A topic we could talk about for days though is that some people like the middle and end of a song. Let's go deeper. Your music programming should mimic great writing, great plays, great movies and much more. In short, there's what's called a 'story arc'. It has a beginning, a middle and an end. By creating multiple mini 'arcs' throughout the course of a night with your music programming, you create this journey we mentioned earlier.

You can't bring people with you if you don't respect them and their needs. They won't follow if you're DJing for yourself and your ego instead of working to create a shared experience. And while this concept is generally applied here in terms of nightclub work, it applies to all other events as well. Learning to put your ego aside and create something incredible for the guests or patrons is what DJs DO. And if that's what we DO, then at the end of the day, the tools don't matter as long as they help you get the job done. So.... with this article in mind, and many thanks to the contributors over on the Facebook group, I want to give a nod to Nike and remind all of the DJs out there to.... Just Do It. Let us know what you think of the concepts shared in this article... we'd love to hear from you!

Ed Spencer can be reached at "ed-spencer@discjockeynews.com."

Growing With Other DJs

By Glenn Mackay

For many years, I've taken an active role in seeking out as many DJ related educational products as I could find. I purchased every book I could find written by those in our industry. If someone



put out an educational DVD, I was happy to order it. Audio CD? Sure, let's get one of those too. Whatever the product has been, I've ordered it as soon as I became aware of it.

This "addiction" to DJ education was amplified when I started taking performance workshops such as Mark and Rebecca Ferrell's Marbecca MC workshop. I actually had the pleasure of doing 2 of their workshops in a week and it was the first time I had been really exposed to a group of DJs who were willing to share so much. This sharing was not limited to the workshop, it extended outside of that environment as the friendships grew.

It truly amazes with me how much my fellow DJs will share with others in the same industry. It's a beautiful thing. You have no doubt read or heard how the best learning at a DJ convention is in the hallway, not in the seminars. This can be very true. I've experienced first hand how a quick meeting at a workshop, dinner or DJ convention can develop into a friendship where ideas can be shared openly and honestly.

These friendships can facilitate a great deal of growth in our DJ businesses and in our own entertainment skills. I know of many DJs who have a great deal of trust within these friendships or networks where they will share videos of their work and offer up honest critique. This is not a step that can be taken

quickly and without both parties being willing to share, and also trust each other to provide and receive the critique from a place of love and support.

From a business development point of view, these friendships and networks can allow you to grow your knowledge of equipment, sales and marketing, customer care and any other aspect of your business. Whether it's sharing the latest business app that you've found helpful or how to program your new lighting fixture, having a range of connections within the industry will allow you and your business to grow.

The more connections you have, the more opportunities you will have to grow. The further you stretch that network across different geographic regions, across different cultures and across different areas of expertise such as weddings, corporate parties, mitzvahs etc, the more diverse your knowledge will become.

From a geographical point of view, many DJs limit their network either too close to home, or too far from home. There is great power in uniting the DJs in your own market and sharing appropriately with them. The power of a local network is such a big topic it's best left for another article, however be sure to grow and cultivate that network and never neglect it.

So how can you meet the right people and make the right connections? Make a start. Introduce yourself to someone at a DJ convention. Call another DJ either in your market or outside of your market. Sure, not every contact you will make is going to be a fantastic match for you, but sometimes those discoveries will also help you grow.

How much you grow is up to you. How much would you like to improve yourself and your business? Be the change you want to see in our industry.

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



never neglect it. So how can you meet the right people and make the right connections? Make a start. Introduce yourself to someone at a DJ convention. Call another DJ either in your market or outside of your market. Sure, not every contact you will make is going to be a fantastic match for you, but sometimes those discoveries will also help you grow.

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The Way I See It: Lessons Learned and Reaffirmed in '14

By Michael J. Lenstra



We've reached the end of what we call "the wedding season" in the upper Midwest, which unofficially runs from the beginning of April until the end of October. During this period most of our weddings, and thus most of our business, take place. It has been a good season for us, much better than 2013! We created many great memories, and our reviews reflect that we are giving our clients what they expect. I take the phrase "you're never too old to learn" to heart, and even though we celebrated our 20th year in the business I believe we can still keep learning and improving. Among the lessons that we learned or that were reaffirmed this past wedding season are the following:

The Dot-Com Couples Are Here in Force. Those readers who have a little gray in their hair or wrinkles above their eyebrows may remember the Ronco commercials of the 70s and 80s. These infomercials were famous for pushing kitchen products like the Veg-O-Matic, in which the spokesperson shouted, "It slices, it dices, it makes hundreds of French fries in seconds!" Those spots often ended with the phrase "Please allow 4-6 weeks for delivery." It's hard to imagine anyone waiting that long for anything in today's world, and that is beginning to be reflected in the expectations of our bride and grooms in the 21st century. Most of our couples have grown up with a computer in their home from early childhood, and technology

has advanced quickly since that time, which gives many of today's 20-somethings - the most popular demographic for the marrying age - expectations that most anything in this tech-heavy world can be done instantaneously. This idea has sometimes led to procrastination on their part. For example, some couples waited until 4-6 days before their trip up the aisle to provide us with any of their information.

One couple was making changes on the match-ups of who was walking with who, and in what order they would march up the aisle, during her wedding rehearsal the night before her wedding, making the wedding party introduction list I had just printed out the day before pretty useless. Another couple e-mailed me the night before their wedding after 8 p.m. and asked if I could put a medley of songs together for their wedding party dance rather than the song they had previously chosen. The bride then e-mailed me two hours later—after 10 p.m.—to change the songs and the order. One of my associates discovered on the morning he went to set up for another wedding a list of names for the introductions waiting for him, what to say about each individual, and what song to play for each couple as they were introduced. But the award winner had to be the reception in which the bride's personal attendant approached me to let me know the wedding party had arrived and was ready to be introduced, after which she asked, "The bride wants to know if you had gotten her e-mail earlier today?" She had added people to the introduction list and added and changed songs—less than four hours before the doors opened up for her reception. Lesson learned: Be

prepared for the unprepared.

When to Say No: Rick Brewer is one of the industry's leading experts in the wedding marketing industry. In most of his educational DVDs and seminars he emphasizes "Get the meeting," which is where you will most often make the sale. He is fond of saying, "Sell the appointment, not the product." That has held true for me 90% of the time. However, there have been a few times this past year in which no sale was made—by my choice. I had two instances in which someone contacted me and stated he or she was just looking for someone to make some announcements and play only the music on their list. Before pursuing either event I instead explained that is not what we do. One groom-to-be did not take kindly to my response and replied in an e-mail "It's good to know that you will NOT be our DJ. If you think you know our guests and what music they like better than we do it would not have worked." But the truth is, we do. Years of working as DJs has taught us what works and what doesn't, just as chefs learn what ingredients to use in their dishes, photographers know which lens and angles to use for the best pictures, and so on. Lesson reaffirmed: We can't be everything to everybody. Do what you do best and hold to your principles.

Making Memories: In May my son graduated from college. Two hours

after he graduated, he proposed to his awesome girlfriend. Each of their parents and siblings was there and got to share in the moment. No, I will not be his DJ next July. I get to be on the other side of this wedding thing for a change. At the end of this school year my oldest daughter will be graduating from high school and embarking on her own college adventure. It made me realize that during the years they were growing up I was never there to see either of them off to any of their Homecomings or Proms or many other milestone events. I'll have the chance to correct that going forward by taking a Saturday night off next spring to see my daughter off to her final Prom. The way I see it, we spend so much of our time helping make memories for someone else that we sometimes miss out on our own. Hard lesson learned: To use another phrase, sometimes you look back and realize the little things were the big things. Don't miss out on them.

Have a great Thanksgiving.

Until next month

~ Mike ~

Michael J. Lenstra is a 20-plus-year veteran of the Mobile Disc Jockey Industry, a full-time entertainer, and owner of Alexxus Entertainment in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

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When You Are Asked To Buy Advertising, What Are You Buying?

By Keith 'KC' KoKoruz

When you are asked to buy advertising, what are you actually buying?

When I am asked to speak at various luncheons, workshops, conferences, etc. I ask this open-ended question, and without fail I always get the same



answers. I typically get "An ad." "A bridal show booth." "A website link." "A website banner." Etc. While these may be the actual items listed on the advertising

agreement, what you are actually buying is an audience. I wish I could take credit for such a simple logical answer but they are the words of Wedding Industry Professional, Alan Berg.

Only 1% of the public is engaged to be married at any given time, so in my humble opinion main stream marketing on things like radio, billboards, TV, etc. tend to be a waste unless you are in a very small market that has very reasonable rates for these things and this allows you to be a big fish in a small pond. 99% of the people who see it don't need your service and then you are limited to the chance that the 1% will see it in time for them to consider you.

Somewhere around 2002, I started

to question whether or not I enjoyed being self-employed. As fate would have it, a local wedding magazine owner asked me for some help at the time and I would end up working for him for a period of 6-8 months while still operating My Full Time DJ Company. I wouldn't repeat it if I had to do over again, but I learned a ton about the wedding magazine industry and magazines in general.

Their pitch is simple; the sales person finds out your average priced package/sale and then quickly shows you that within a matter of just a few sales, you have made your money back and the rest is all going to be profit and you will be driving a new car by the time the wedding season is in full swing. 95% of the customers I called on all bought into this. While this may be true in a sense, it isn't the way that you need to measure your marketing costs.

There are 4 ways that wedding magazines are distributed.

1. News Stands
2. Bridal Shows
3. Bridal Salons
4. Fellow Distribution

The question you need to ask yourself when looking at advertising in a wedding magazine is this; is the magazine readily available in these 4 distribution methods. Are they available on a main stream level so that newly engaged brides can pick up a copy easily? If the answer is yes, you may want to consider it. If the answer is no, there will be other ways to invest your money. Lastly, is their circulation audited by a third party who takes the time to verify that there are magazines in these actual distribution points? Typically these magazines

come with exposure on their website as well as a monthly mailing list. Be prepared to use the entire program to its fullest if you plan on making as much money as possible. Remember post cards may be more expensive but they do have a 100% open rate.

When it comes to bridal shows, you need to ask the show producer how they are going to advertise the show. It may seem a little forward but I would rather you be forward and ask the right question than do the show kicking yourself afterward.

My suggestion to bridal shows is very simple. Pretend to be a bride. Google bridal shows in your market and see if the show comes up organically, or via paid ad on Google. Look at websites like Wedding Wire, The Knot, etc. and see if the show is listed. If the show isn't easy for you to find looking for it, how is a bride supposed to find it? Some markets use main stream advertising such as radio, billboards, TV, etc. Ask to see a clear marketing campaign and only after these questions are answered should you sign a contract to exhibit. Make sure these main stream marketing campaigns are at least focused around highly popular female radio stations and around popular female TV shows.

There are a million different websites, all pining for \$9.99 or more per month to make your company a household name amongst newly engaged brides to be. My advice is simple:

If you are looking at the large websites, look at their Alexa Rating. This determines the popularity of their website. Next look at the purpose of their website and how and when they may

fall into a bride's wedding planning? Are they by nature a wedding planning website with a focus on wedding planning? Are they by nature a reviewing website who will be of use to a bride after she has started to collect information on various companies she may be considering? Is the website an afterthought of the local wedding magazine or local newspaper? I can't stress to you enough how important it is to have Google analytics on your website. This is a free, invisible strip of code that will help you keep track of who is directing traffic to your website.

Marketing doesn't guarantee you sales, it simply offers you opportunities. I see a lot of very envious company owners that complain about losing a sale to a lesser vendor, but the truth is they are simply better at marketing and selling.

Lastly, I like the KISS philosophy. Keep It Simple Stupid. Look at these company's Facebook pages and Twitter pages. At the writing of this article I looked at a local Chicago Wedding magazine whose media kit says that they publish 100,000 magazines per year. Their Facebook page originated in June of 2009. In the past 5 years they have only been able to get 4,100 people to follow them on Facebook. This tells me there is a big disconnect between their distribution and their readers. That is less than 800 people per year in the third largest city in the country, with 60,000 weddings happening per year.

KC can be reached at KC@discjockeynews.com.

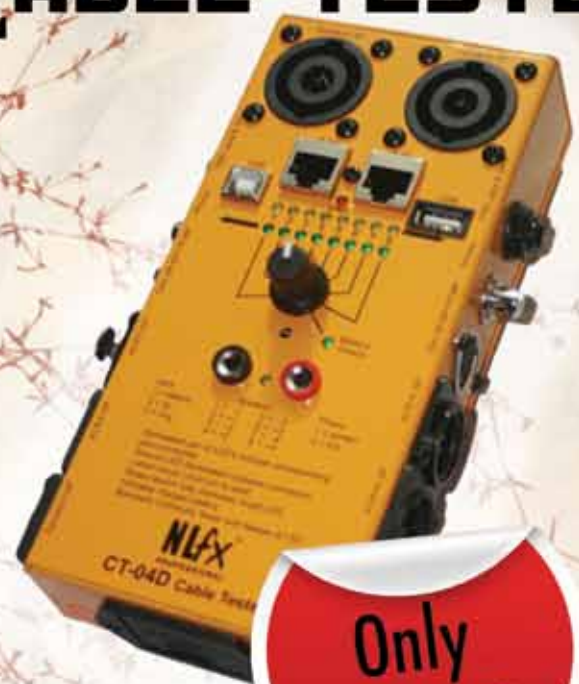
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Too many websites try to optimize for search engines, regardless of how much business they can, or do get from such searches. While it's a good idea to optimize your site, first you need to have an optimization strategy. I like to optimize first for the people who visit your site (prospects and customers) and then for the search engines.

Optimizing for your visitors first

What does it mean to optimize for your visitors? Write to them, in a conversational style, about who you are, what you do and most importantly, how they'll benefit by connecting with you. When I'm helping a client optimize

Are you talking to me?

Try using the words “you” and “your” more than you use “I”, “we”, “me”, “us” and “our”. Of course you’ll have to use the words “I”, “we”, etc., just try to put the focus on your site’s visitors - your prospects and customers. It’s really easy to turn around most sentences to be more “you”-focused. For example, instead of

Then, satisfy the search engines

After you optimize the content on your site for your visitors, then you should make sure that you're using

Alan Berg has been called "North America's Leading Expert and Speaker on the Business of Weddings and Events". Find out more about his speaking, website reviews, consulting, books, DVDs and audio presentations at <http://www.AlanBerg.com> - email or call Alan, 732.422.6362



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A man in a light blue and white striped dress shirt and a dark tie is shown from the chest up. He is completely obscured by a dense, chaotic collection of yellow sticky notes pinned to his shirt and the surface behind him. The sticky notes contain various event planning tasks and reminders, such as 'Update To Do List', 'Buy More Post Its', 'Clean Car', 'Call Mom', 'Organize!', 'Call New Venue', 'Return Phone Call', 'Event at 9:30pm', 'Call New', 'Event at 8:00pm', 'Update Client Contacts', 'Get Venue Info', 'Answer Emails', 'Follow Up', 'Finish Contracts', 'Send Faxes', 'New Equipment List', 'Pick Up Dry Cleaning', 'Receipts', 'Call Plumber', 'New Customer Quotes', and 'Update Client'. The background is a solid blue color with a faint grid pattern.

Are You Retirement Ready? Part 2

By Mike Kazis



There are all types of people in the world. Energetic people, lazy people, rich people, poor people, people with good credit, people with poor credit, people that love to save money, people that love to buy lavish things - you name it, there's every kind out there in the world. Which type of person do you consider yourself? Are you one of the types that will be independently sufficient in your retirement years? This article continues the discussion on our quest to determine whether you've got a sound plan of action, one that assures you that you'll be retirement ready when the day comes.

As a professional mobile DJ for the past 25 years who has made many connections to other DJs nationwide, it's been my observation that the average mobile DJ works mainly on Friday, Saturday, and Sunday. Some may fill their weekdays with various DJ work as well but not the majority. Therefore, I think it's safe to say that most of us out there fill our weekdays with daily productive tasks such as projects, alternate full or part-time work, academics, or day to day management of your DJ business. If you don't fit into one of these mentioned categories or something similar, might I suggest you get started?

If working the weekends suits your lifestyle, then great. However, why not take advantage of the remaining four days of the week to earn some additional income while you can. Of all the enemies you could possibly have, time is probably your worst. What other entity can work against you the way that time does. It never stops. It never changes for you. It never lets you catch up if you fall behind. Therefore, my first bit of advice to you is to use your time effectively by finding ways to earn an income on as many days of the week as you can.

Let's now look at ways to help you save money for retirement. To help you determine where to put your money, how much you should put away, and how often, financial planner Rick Taborda of LBT Wealth Management in Iselin, New Jersey, has a few suggestions to help you set realistic goals for yourself.

As a DJ himself, Taborda understands the challenges DJs experience when it comes to setting money aside - especially for important matters like retirement. "Guys love to spend money on the latest equipment" states Taborda. "Don't always go for the latest and greatest toys. I had the same microphone for ten years. Stick to your budget for equipment upgrades and only invest in what you really need."

Another tip to consider is to make sure that if and when you need to invest in new equipment, be sure to keep track of whether or not you are earning back what you've invested for the equipment.

For those of you that fill your weekdays with additional non-weekend full-time work as an employee, you may be aware of your company's 401(k) investment plans. This is basically one of the major advantages for choosing to work

for a company full time, especially if that company offers some type of match incentive to get you to enroll in their plan. Taborda suggests that those that have this opportunity should invest in their 401(k) plan at least up to the company match. It's basically "free money", states Taborda. If this description fits you then you are on your way to a happy retirement while you enjoy two sources of income.

In addition to investing in your company's 401(k) up to their matching amount, Taborda also suggests investing the remaining amount into an available IRA plan. This was a plan I followed while working for larger corporations. In other words, my former employer matched up to five percent of what we would invest into the company's 401(k) plan. Since I was willing to invest a total of 8 percent of my salary toward retirement, I put 5 percent into the 401(k) and the remaining 3 percent was invested in an IRA. To better explain why, let's get a simplistic understanding of how an IRA works.

Basically, as described by the CNN Money web site, an Individual Retirement Account (IRA) is a savings plan with big tax breaks. There are two different types of IRA to choose from depending on your situation and needs; the Traditional IRA and the Roth IRA. Taborda points out that the difference between the two plans depends mainly on how money is deducted from your income. For instance, both plans deduct money from your regularly scheduled paychecks in a form of a percentage which you predetermine. However, a traditional IRA according to Taborda deducts the percentage from your gross income. The remaining money is taxed. On the other hand, a Roth IRA will deduct from the net income after taxes are deducted. Later on when the plan matures and you're ready to retire, the money in your Traditional IRA is taxed when you withdraw it. Whereas, the money you withdraw from a matured Roth IRA is not taxed. There are many reasons to choose from one or the other and it really depends upon your situation so if you're unsure which is right for you, check with a certified financial planner.

For small business owners - whether you're single-op or multi-op with fewer than five employees or staff members - you might be looking to build and/or maintain an individual portfolio for yourself. There are many DJs in the industry nationwide that have chosen to make their craft their full time source of income. Some of these individuals may have chosen to do so because the potential to earn more than a weekly salary as an employee is a realistic opportunity. Therefore, the profits they make from running a business might exceed the amount of money they could have made from any company match. The important piece of advice to give here is that you must make sure that you put a little bit of that income away. Whether it comes in the form of wages you pay yourself

for each gig, a weekly salary, or profits earned, deduct a steady percentage on a regular basis. The aforementioned IRA plans are also available to self employed DJs, so be sure to take advantage of the IRA options and benefits.

A third IRA option suggested by Taborda also applies to self employed DJs, but only for those that operate as a single-op business. This available IRA is what's known as a Simplified Employee Pension (SEP) - IRA. Taborda explains that this plan allows you to invest up to 20% of your net profit into a retirement plan. The appealing factor of this plan is that the contributions are tax deductible and the money is not taxed until it is withdrawn from the plan.

So if you claim no other employees on your taxes then this option may be a good choice for you.

Other investment options that involve public stock trading within the stock exchange or the NASDAQ are not discouraged. The only bit of advice to those that make this choice is to do your research

thoroughly and carefully before investing in a company's stock. Also, if you have opportunities to purchase stocks from multiple companies, make sure that your portfolio is diversified.

OK, so you like popular brand name stocks like Apple, Microsoft, Nike, and Reebok? That's great! Many of these stocks perform pretty well on the market and will likely bring you a decent return in the years to come. However, remember not to put all your eggs in one basket. Diversifying your portfolios means to divide your money into different industry types. This will greatly reduce the risk of losing everything if something bad happens in one industry.

Although trading stocks can be exciting, and at times rewarding, there are risks of losing a great deal of money if you're not careful. To reduce your risks, Taborda suggests searching for long term investments. If you're insisting on stock trade investments look for companies that provide high dividend returns and that appear to have projections for a long and prosperous future. Projections, however, are not guaranteed and many of you may not have the time nor experience to constantly monitor your investments on a daily basis. This is why Taborda recommends that you choose investments that are professionally managed and monitored, such as mutual funds and the IRA plans we previously discussed.

In addition, it's important to point out that many IRA plans and mutual funds allow you to invest in various funds based on their levels of risk. Basically, plans that have a higher risk to loss also have a chance of providing you with a higher return. In the past, rule of thumb has always been to choose the type of risk based on your age. Those that were younger in age were often advised to invest in higher risk plans.

However, Taborda states that according to a blog he read recently, this

method of choosing risk leveled plans might not be the best approach. "Young people should not always be aggressive. Funds may go down and it puts a bad taste in their mouth and drives them from investing. It's best to choose on your individual needs", explains Taborda.

Taborda's alternate recommendation is for people to complete a Risk Questionnaire to get a risk number. To complete the questionnaire visit the site at <http://get.lbtwealth.com/risk-number/> for your individual risk number.

As for how much to set aside for your savings plan, Taborda suggests, "Depending on how much you make will really determine how much you can put away but the important thing is just start. Your money invested now will have a snowball effect into future growth."

Another suggestion Taborda makes about how much to put away is in regard to your up-sells. "Anytime you up-sell a client think of it as found money and put it in your IRA", states Taborda.

Personally, I relate wealth building to exercise. You have to do a little bit each day. The same concept applies when it comes to building your wealth. Unlike exercise, it doesn't need to be maintained every day but you should be contributing and researching periodically and consistently. The percentage of your salary saved for retirement can vary, but Taborda suggests that a range to strive toward should be somewhere within \$50 to \$450 per month, depending on what you earn.

For other multi ops or a mid-level company whose number of employees is in the double digits or more, you might be looking for something to enhance the benefits you offer to employees. Taborda states that, "setting up a company 401(k) may be a good way to save money for retirement as an owner and also as way to retain employees." Bear in mind however that setting up a 401(k) for your business may be difficult and costly. Seek a financial advisor's help if needed.

So there you have it, a plan to help you get started on your journey to living a secure retirement. One more bit of advice provided by Taborda is to remember to review your portfolio periodically and make changes when necessary. Remember to consider life changes in your savings plans - marriage, kids, and anything else that might change how much money you can put away on a regular basis. If you have any questions for Rick Taborda about retirement savings or to inquire about setting up a plan for yourself, be sure to reach out to him at LBT Wealth Management, 33 Wood Ave S #600, Iselin, NJ 08830.

Office number: (732) 479-1730
Good luck.

Mike can be reached at mikekazis@discjockeynews.com. Michael is the senior partner and manager of Dynamite Party Productions in Staten Island, NY. He has been a professional DJ for more than 25 years, and has been professionally trained by one of the largest DJ entertainment companies in history. Michael has been operating his own multi-op DJ business since 1990 and received a Masters in Business Administration from the Keller School of Management in December of 2008. He is also the acting Vice President of the New Jersey Disc Jockey Network.



Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Taylor Swift	Shake It Off	1	Jason Aldean	Burnin' It Down	1	Magic!	Rude
2	Iggy Azalea	Black Widow	2	Sam Hunt	Leave The Night On	2	Sam Smith	Stay With Me
3	Jessie J, A. Grande, Nicki M.	Bang Bang	3	Blake Shelton	Neon Light	3	Nico and Vinz	Am I Wrong
4	Meghan Trainor	All About That Bass	4	Frankie Ballard	Sunshine and Whiskey	4	Taylor Swift	Shake It Off
5	Tove Lo	Habits (Stay High)	5	Little Big Town	Day Drinking	5	Maroon 5	Maps
6	Jeremih	Don't Tell 'Em	6	Brantley Gilbert	Small Town Throwdown	6	Rixton	Me And My Broken Heart
7	Ed Sheeran	Don't	7	Florida-Georgia Line	Dirt	7	Pharrell Williams	Happy
8	Maroon 5	Animals	8	Keith Urban	Somewhere In My Car	8	Colbie Caillat	Try
9	Calvin Harris	Blame	9	Chase Rice	Ready Set Roll	9	Meghan Trainor	All About That Bass
10	Echosmith	Cool Kids	10	Maddie and Tae	Girl In A Country Song	10	Coldplay	A Sky Full Of Stars
11	Nick Jonas	Jealous	11	Big and Rich	Look At You	11	Train	Angel In Blue Jeans
12	Jason Derulo	Trumpets	12	Miranda Lambert	Somethin' Bad	12	Charli XCX	Boom Clap
13	Mr Probz	Waves	13	Parmalee	Close Your Eyes	13	OneRepublic	Love Runs Out
14	Ariana Grande	Break Free	14	Tim McGraw	Shotgun Rider	14	Ariana Grande	Problem
15	Charli XCX	Boom Clap	15	Brad Paisley	Perfect Storm	15	Sia	Chandelier
16	Clean Bandit	Rather Be	16	Carrie Underwood	Something In The Water	16	Mary Lambert	Secrets
17	Pitbull	Fireball	17	Scotty McCreery	Feelin' It	17	Echosmith	Cool Kids
18	5 Seconds Of Summer	Amnesia	18	Chase Bryant	Take It On Back	18	Script	Superheroes
19	Sam Smith	I'm Not The Only One	19	Kenny Chesney	Til It's Gone	19	Ed Sheeran	Don't
20	One Direction	Steal My Girl	20	David Nail	Kiss You Tonight	20	Bryan Adams	She Knows Me
21	Ariana Grande	Love Me Harder	21	Eric Church	Talladega	21	American Authors	Believer
22	Maroon 5	Maps	22	Garth Brooks	People Loving People	22	U2	Every Breaking Wave
23	Coldplay	A Sky Full Of Stars	23	Rascal Flatts	Payback	23	Imagine Dragons	On Top Of The World
24	Nico and Vinz	In Your Arms	24	Darius Rucker	Homegrown Honey	24	Villains	The First
25	Fergie	L.A. Love (La La)	25	Dan + Shay	Show You Off	25	Maroon 5	Animals
26	Alesso	Heroes	26	Raelynn	God Made Girls	26	Clean Bandit	Rather Be
27	Mary Lambert	Secrets	27	Randy Houser	Like A Cowboy	27	Matt Nathanson	Headphones
28	Gwen Stefani	Baby Don't Lie	28	Brett Eldredge	Mean To Me	28	Susan Toney	Trail Of Light And Dark
29	Nicki Minaj	Anaconda	29	Hunter Hayes	Tattoo	29	Kongos	Come With Me Now
30	Fall Out Boy	Centuries	30	Brothers Osborne	Rum	30	Bob Seger	You Take Me In
Urban			Rock			Alternative		
1	Chris Brown	New Flame	1	Foo Fighters	Something From Nothing	1	Milky Chance	Stolen Dance
2	Beyonce	Flawless	2	Nickelback	Edge Of A Revolution	2	Alt-J	Left Hand Free
3	DJ Khaled	Hold You Down	3	Slipknot	The Devil In I	3	Hozier	Take Me To Church
4	Rich Gang	Lifestyle	4	Five Finger Death Punch	Wrong Side Of Heaven	4	Vance Joy	Riptide
5	Bobby Shmurda	Hot Boy	5	Royal Blood	Figure It Out	5	Foo Fighters	Something From Nothing
6	Jeremih	Don't Tell 'Em	6	Korn	Hater	6	Big Data	Dangerous
7	Drake	0 to 100/The Catch Up	7	AC/DC	Play Ball	7	Bastille	Flaws
8	T.I.	About The Money	8	Slash	World On Fire	8	Weezer	Back To The Shack
9	Schoolboy Q	Studio	9	Seether	Same Damn Lie	9	Black Keys	Gotta Get Away
10	Migos	Handsome And Wealthy	10	Volbeat	Doc Holiday	10	Fall Out Boy	Centuries
11	iLoveMakonnen	Tuesday	11	Three Days Grace	I Am Machine	11	Lorde	Yellow Flicker Beat
12	Kendrick Lamar	I	12	Pretty Reckless	Messed Up World	12	Kongos	I'm Only Joking
13	Snootie Wild	Made Me	13	Godsmack	Something Different	13	Death From Above 1979	Trainwreck 1979
14	Trey Songz	Touchin', Lovin'	14	Black Keys	Gotta Get Away	14	Cage The Elephant	Cigarette Daydreams
15	Kirko Bangz	Rich	15	Weezer	Back To The Shack	15	Bleachers	Rollercoaster
16	Disclosure	Latch	16	Bush	The Only Way Out	16	Meg Myers	Desire
17	Yo Gotti	Errrbdy	17	Pop Evil	Beautiful	17	Arctic Monkeys	R U Mine?
18	August Alsina	No Love	18	Hellyeah	Moth	18	Fitz And The Tantrums	Fools Gold
19	Rae Sremmurd	No Type	19	Otherwise	Darker Side Of The Moon	19	Bear Hands	Agora
20	Teyana Taylor	Maybe	20	In This Moment	Sick Like Me	20	Walk The Moon	Shut Up And Dance
21	French Montana	Don't Panic	21	Asking Alexandria	Moving On	21	New Politics	Everywhere I Go
22	Nicki Minaj	Anaconda	22	Nonpoint	Breaking Skin	22	Bush	The Only Way Out
23	Wiz Khalifa	You And Your Friends	23	Death From Above 1979	Trainwreck 1979	23	Banks	Beggin For Thread
24	Wale	The Body	24	Islander	Coconut Dracula	24	Royal Blood	Figure It Out
25	Jasmine V	That's Me Right There	25	Nothing More	Mr. MTV	25	Priory	Weekend
26	Mary J. Blige	Whole Damn Year	26	Kongos	I'm Only Joking	26	U2	The Miracle (Of Joey Ramone)
27	Big Sean	I Don't F*** With You	27	Godsmack	1000hp	27	Interpol	All The Rage (Back Home)
28	Rae Sremmurd	No Flex Zone	28	Thousand Foot Krutch	Born This Way	28	Rise Against	I Don't Want To Be Here Anymore
29	Ne-Yo	She Knows	29	Young Guns	I Want Out	29	George Ezra	Budapest
30	Juicy J	Low	30	Live	The Way Around Is Through	30	Spoon	Do You

A Different Spin by Jason Nocera

www.nichecartoons.com



Just Wait Until Your Manager Gets Home

By Stevie Ray

I remember watching the show Leave it To Beaver as a kid on a black and white TV set; the kind that was built into a living room cabinet so you could close it and not have the neighbors think that all you did all evening was sit around and watch TV. This was back in the day when all you did all evening was sit around and watch TV. This was also a time when you actually knew most of your neighbors, let alone cared what they thought about what you did with your time. Hardly an episode of that show could go by without hearing the mother, June Cleaver, say the immortal phrase, "You just wait until your father comes home!"



Growing up, if my siblings or I got into trouble, we didn't have to wait for dad to get home; we had an equal fear of either mother or father finding out about it. Which parent dealt with you didn't matter because you were going to get the same punishment either way. The only reprieve we had was if dad was not in the mood to "deal with these kids" so we would just be sent to bed early. I think in today's terms it is called a Time Out. This may seem lame, but when you are thirteen years old, it is only 4:30 in the afternoon, and you are stuck in bed for the rest of the night on a nice summer day, you actually wished

for the harsher treatment so you could get it over with and get back outside. Now I see parents on talk shows lamenting the fact that their children are borderline criminals (and, in some cases, not so borderline), and "There is nothing I can do. I've tried everything." Eventually, the host invariably asks, "Have you tried punishing the child?" I am astonished at how often the response from the flustered parent is, "I want to, but I just can't bring myself to do it." Apparently, "trying everything" stops just short of trying anything. One talk show had a parent saying, "I don't know why he is so violent. Every time he acts up I beat him." Sometimes you don't know whether to laugh or cry. I ran into an old acquaintance at a mall recently. He had his two young children with him, and throughout our entire conversation the children waited politely. I said to him, "Man, your kids are very well behaved." Without hesitation, he replied, "It's not an option." It's not an option. I have started to use that phrase in my work with business folks. I believe that, just like bad parents have no idea why their inability to enforce discipline has caused a disruptive child, bad managers who don't stand firm when dealing with poor behavior in the workplace are surprised when their employees act out. America has lost some healthy fear. And fear is sometimes good. My siblings and I were never afraid of our parents, but we have always been, and to a large degree remain, afraid of their disapproval. This extends to a fear of disappointing co-workers, clients, and colleagues. This fear keeps us focused on doing our best, not because of the reward of doing good work or the reprisal of failure, but because doing our best is simply the right thing to do. Our parents didn't say, "Do your homework right away because the reward is being able to play afterwards." They said, "Do your homework now because that is what you are supposed to do." If you lead with reward or punishment, doing right for its own sake takes a backseat to, "What's in it for me?" I was conducting a workshop recent-

ly in which the company leaders were rolling out new standards for conduct; how to treat co-workers better, how to treat customers better, and how to do the best work possible every day. There was concern among the directors, managers, and supervisors about how the new standards would be received. They were worried that the staff wouldn't like the new standards. They were anxious about what to do if the staff resisted implementing the practices. One of the managers asked me my opinion and I said, "Since when is it an option to follow the directives of the company? My parents didn't say, 'Do your homework, unless you don't feel like doing it.'" I certainly don't advocate leading with a "Do it or you're fired" approach. My father once told me that if a boss ever threatens to fire you, quit that job as soon as possible. And if an employee threatens to quit, fire that employee as soon as possible. People can't work in an atmosphere of threats, they can only survive. I do, however, believe in an atmosphere of expectations. A leader's job is to provide vision; a future for the company that others might not see. In order to get to that future the leader has to lay out the path, and then hold people accountable for their behavior. Threats aren't appropriate or effective. What is appropriate is a conversation that states, "I made it clear what I need you to do. You said you understood what was to be done. Now you aren't doing it. Our company is like a secret club. In order to be in the club you have to know the secret password, the handshake, and the code of conduct. If you don't do those things, it makes me wonder why you want to be in the club. You wouldn't join a ski club, buy all the equipment, and then show up at the slopes and walk around talking about how much you hate skiing. You would quit the club first. We're a ski club and you aren't skiing." I don't like the threat of firing someone, but it is fine to ask the question, "Given that you don't want to do the things the company is asking you to do,

why do you still want to stay here?" In such cases, the answer is either "To keep getting a paycheck" or "I want to stay and do things the way I did when I first started here years ago." Neither answer works. Neither answer should be accepted by a leader, however too many leaders avoid even having this conversation. How many times have you seen bad behavior and hoped that the universe would take care of that person for you? Maybe she will quit on her own and you won't have to deal with her bad attitude. Maybe he will eventually tire out and turn around. Maybe someone else will address the issue; I've got a meeting to get to. Sure, and maybe a child's teacher in school will be able to make up for the lack of parenting at home. Or even better, let's produce a training video! If we sit our employees down in front of a video that displays the behavior we're looking for, they will magically become the people we want them to be. I love videos; they ensure that no one ever has to confront each other face to face. Video-based training absolutely has its place, and can disseminate basic information to large groups of people, but managing is face to face. Parents who request that their children behave get what they deserve, and they can't blame TV, the school system, or society for the outcome. They have created an atmosphere in which the children are not afraid of the parent's disapproval. So the kids will grow up not afraid of anyone else's disapproval. The next time you turn a blind eye to inappropriate behavior, or make following your directions optional, get ready to appear on a TV talk show and say, "I don't know what to do about my employee. I've tried everything (except be the one in charge)."

Stevie Ray is a nationally recognized corporate speaker and trainer, helping companies improve communication skills, customer service, leadership, and team management. He can be reached at www.stevierays.org or stevie@stevierays.org.

Top 30 Clean High School Songs
SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM
2	1	Taylor Swift	Shake it Off		201434	81
1	2	Iggy Azalia	Black Widow		201426	82
4	3	Ed Sheeran	Don't		201428	95
3	4	Jessie J A Grande N. Minaj	Bang Bang		201431	75
7	5	Calvin Harris	Blame		201437	128
12	6	Maroon 5	Animals		201438	95
9	7	Mr. Probz	Wave		201435	120
6	8	Meghan Trainor	All about that bass		201423	67
8	9	Ariana Grande	Break Free		201428	126
5	10	Echosmith	Cool Kids		201426	129
11	11	Nick Jonas	Jealous		201437	93
10	12	Charli XCX	Boom Clap		201425	92
15	13	Alesso/Tove Lo	Heroes		201435	126
13	14	Clean Bandit/Jess Glynne	Rather Be		201409	122
18	15	One Direction	Steal My Girl		201440	77
14	16	Coldplay	A Sky Full of Stars		201419	125
22	17	David Guetta/Sam Martin	Dangerous		201441	92
16	18	5 Seconds of Summer	Amnesia		201427	103
20	19	Nico & Vinz	In Your Arms		201438	110
23	20	Fergie	L.A. Love		201440	101
17	21	Enrique Iglesias/Sean Paul	Bailando		201421	91
19	22	Magic !	Rude		201416	72
25	23	Gwen Stefani	Baby Don't Lie		-	-
21	24	Maroon 5	Maps		201425	120
27	25	Secrets	Mary Lambert		201428	93
24	26	Demi Lovato/Cher Lloyd	Really Don't Care		201421	121
30	27	Jasmine V	That's Me Right There		201432	65
26	28	Nico & Vinz	Am I Wrong		201412	120
New	29	Ariana Grande	Love Me Harder		201443	128
New	30	Fall Out Boy	Centuries		201437	88

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Recurrent Hits For The Dance Floor for NOVEMBER 2014

New charts weekly on <http://www.discjockeynews.com/weekly-music-charts>

Pop Recurrents			Urban Recurrents			Adult Contemporary Recurrents		
1	NICO and VINZ	Am I Wrong	1	RICH HOMIE QUAN	Walk Thru f/Problem	1	MAGIC!	Rude
2	CALVIN HARRIS	Summer	2	USHER	Good Kisser	2	JUSTIN TIMBERLAKE	Not A Bad Thing
3	EMINEM	The Monster f/Rihanna	3	TY DOLLA \$IGN	Paranoid f/B.o.B	3	IMAGINE DRAGONS	Demons
4	MACKLEMORE and RYAN LEWIS	Can't Hold Us	4	YG	My Hitta f/Jeezy,RichHomieQuan	4	LORDE	Team
5	PARAMORE	Ain't It Fun	5	AUGUST ALSINA	I Luv This Sh*t	5	CAPITAL CITIES	Safe And Sound
6	PITBULL	Timber f/Ke\$ha	6	KID INK	Show Me f/Chris Brown	6	KATY PERRY	Roar
7	ELLIE GOULDING	Burn	7	FUTURE	Move That Doh f/Pharrell...	7	SARA BAREILLES	Brave
8	MKTO	Classic	8	T-PAIN	Up Down (Do This All Day)	8	IMAGINE DRAGONS	Radioactive
9	JUSTIN TIMBERLAKE	Not A Bad Thing	9	JOHN LEGEND	You and I (Nobody In The World)	9	LUMINEERS	Ho Hey
10	DJ SNAKE and LIL JON	Turn Down For What	10	RIHANNA	Pour It Up	10	BRUNO MARS	Locked Out Of Heaven
11	JUSTIN TIMBERLAKE	Mirrors	11	J. COLE	Power Trip f/Miguel	11	LORDE	Royals
12	BASTILLE	Pompeii	12	JAY Z	Part II (On The Run) f/Beyonce	12	PHARRELL WILLIAMS	Happy
13	AVICII	Wake Me Up	13	BEYONCE	Drunk In Love f/Jay Z	13	INGRID MICHAELSON	Girls Chase Boys
14	ONEREPUBLIC	Counting Stars	14	CASH OUT	She Twerkin	14	AVICII	Wake Me Up
15	SAM SMITH	Stay With Me	15	MIGOS	Fight Night	15	SAM SMITH	Stay With Me
16	DISCLOSURE	Latch f/Sam Smith	16	CHRIS BROWN	Loyal f/Lil Wayne	16	NICO and VINZ	Am I Wrong
17	MAGIC!	Rude	17	TINASHE	2 On f/Schoolboy Q	17	BASTILLE	Pompeii
18	IGGY AZALEA	Fancy f/Charli XCX	18	LIL WAYNE	Believe Me f/Drake	18	AMERICAN AUTHORS	Best Day Of My Life
19	JOHN LEGEND	All Of Me	19	YOUNG MONEY	Trophies f/Drake	19	ONEREPUBLIC	Love Runs Out
20	KATY PERRY	Dark Horse f/Juicy J	20	BEYONCE	Partition	20	ONEREPUBLIC	Counting Stars
21	ARIANA GRANDE	Problem f/Iggy Azalea	21	K CAMP	Cut Her Off	21	JOHN LEGEND	All Of Me
22	ENRIQUE IGLESIAS	Bailando f/D.Bueno/S.Paul/GDZ	22	JHENE AIKO	The Worst	22	PARAMORE	Ain't It Fun
23	JASON DERULO	Talk Dirty f/2 Chainz	23	WIZ KHALIFA	We Dem Boyz	23	ONE DIRECTION	Story Of My Life
24	SIA	Chandelier	24	IGGY AZALEA	Fancy f/Charli XCX	24	KATY PERRY	Dark Horse f/Juicy J
25	LORDE	Team	25	TEEFLLII	24 Hours	25	JUSTIN TIMBERLAKE	Mirrors
26	ZEDD	Clarity f/Foxes	26	TREY SONGZ	Na Na	26	ELLIE GOULDING	Burn
27	IMAGINE DRAGONS	Radioactive	27	ASAP ROCKY	F**kin Problems f/Drake	27	PHILLIP PHILLIPS	Home
28	ZEDD	Stay The Night f/H. Williams	28	USHER	She Came To Give It To You	28	GOTYE	Somebody That I Used To Know
29	BRUNO MARS	Treasure	29	PHARRELL WILLIAMS	Happy	29	MAROON 5	Love Somebody
30	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	30	KENDRICK LAMAR	B**ch, Don't Kill My Vibe	30	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
31	MACKLEMORE and RYAN LEWIS	Thrift Shop f/Wanz	31	WALE	Bad f/Tiara Thomas	31	NEON TREES	Everybody Talks
32	DEMI LOVATO	Really Don't Care f/Cher Lloyd	32	MIGUEL	How Many Drinks? f/K. Lamar	32	ALEX CLARE	Too Close
33	KID INK	Show Me f/Chris Brown	33	CIARA	Body Party	33	PINK	Blow Me (One Last Kiss)
34	CALVIN HARRIS F/ELLIE GOULDING	I Need Your Love	34	YO GOTTI	I Know f/Rich Homie Quan	34	ANNA KENDRICK	Cups (Pitch Perfect's When...
35	JAY Z	Holy Grail f/Justin Timberlake	35	FRENCH MONTANA	Pop That f/Rick Ross	35	PINK	Try
36	DAVID GUETTA	Titanium f/Sia	36	KENDRICK LAMAR	Poetic Justice f/Drake	36	A GREAT BIG WORLD	Say Something w/C. Aguilera
37	LANA DEL REY	Summertime Sadness	37	DRAKE	All Me f/2 Chainz and Big Sean	37	ARIANA GRANDE	Problem f/Iggy Azalea
38	ONE DIRECTION	Story Of My Life	38	TY DOLLA \$IGN	Or Nah f/Wiz Khalifa	38	DAFT PUNK	Get Lucky
39	RIXTON	Me And My Broken Heart	39	DRAKE	Started From The Bottom	39	OF MONSTERS AND MEN	Little Talks
40	BRUNO MARS	Locked Out Of Heaven	40	RICH HOMIE QUAN	Type Of Way	40	FUN.	Some Nights
41	PHARRELL WILLIAMS	Happy	41	TREY SONGZ	SmartPhones	41	MUMFORD and SONS	I Will Wait
42	DRAKE F/MAJID JORDAN	Hold On We're Going Home	42	MIGUEL	Adorn	42	PASSENGER	Let Her Go
43	IMAGINE DRAGONS	Demons	43	DRAKE	The Language	43	PHILLIP PHILLIPS	Gone, Gone, Gone
44	SWEDISH HOUSE MAFIA	Don't You Worry Child	44	SEVYN STREETER	It Won't Stop	44	RIXTON	Me And My Broken Heart
45	LORDE	Royals	45	JAY Z	Tom Ford	45	PITBULL	Timber f/Ke\$ha
46	CAPITAL CITIES	Safe And Sound	46	RICO LOVE	They Don't Know	46	ANDY GRAMMER	Back Home
47	AMERICAN AUTHORS	Best Day Of My Life	47	DRAKE F/MAJID JORDAN	Hold On We're Going Home	47	PINK	Just Give Me A Reason
48	KATY PERRY	Roar	48	KID INK	Main Chick f/Chris Brown	48	IMAGINE DRAGONS	It's Time
49	DAFT PUNK	Get Lucky	49	J. COLE	Crooked Smile f/TLC	49	RIHANNA	Stay f/Mikky Ekko
50	CALVIN HARRIS	Sweet Nothing f/Florence Welch	50	NICKI MINAJ	Pills N Potions	50	KELLY CLARKSON	Stronger (What Doesn't Kill ..

Thrive On Pressure

By Harvey Mackay

Pressure. The very word strikes fear into many people. Winners thrive on pressure while losers fear it.

What is pressure? My definition of pressure is when you absolutely have to do something you are not prepared to do. If you have to kick a field goal to win a big football game and you aren't



prepared to do it, you are going to be nervous. You're going to feel pressure. But if you've really prepared for it, you can't wait to show people how good you are.

That's why winners look forward to pressure. It brings out their best. People who welcome pressure are more successful.

Conversely, pressure can cripple you if you're not prepared. When pressure is self-inflicted, it can control you. Pressure is an attitude. It's 10 percent of what is happening and 90 percent of how you handle it.

Don't be like my friend Mark. They used to call him "Jigsaw" because ev-

ery time he was faced with a problem, he went to pieces.

Tennis pro Billie Jean King said: "Match point is a love-hate relationship. The torment of 'Oh, God, what am I doing here?' and 'This is it! This is what I've been working for.' I know this is why I paid the price. This is what it's all about if you want to be a champion. The challenge of that moment. Match point!"

To be a champion in sports or business or any phase of life, you have to learn to handle pressure. If you've prepared mentally and physically, you don't have to worry.

During my corporate speeches I repeat one of my favorite aphorisms: "Practice makes perfect ... not true. You have to add one word ... Perfect practice makes perfect." I wish that I had coined that phrase but I didn't. Legendary pro football coach Vince Lombardi did.

This is why over my lifetime I've had numerous coaches to help me develop whatever natural talent I have. I've had coaches for public speaking, writing, ideas/creativity, running marathons, golf, tennis, water skiing, swimming, bowling, basketball, to name only a few. I've even had a dance coach ... thanks to my wife.

Why do I have all of these coaches?

Because whatever my God-given talent is, whatever my God-given potential is ... That's it. I can't do any better. But I will still try to do the best I can, with the best help I can get.

If I have a project, I'll have a time and action calendar; get the best coaching I can find; and then try my hardest and focus and give it all I've got.

Should I feel pressure? Yes, but I will use it to my advantage. I'm as prepared as I can be. I can't do anymore.

Research shows that one of the key ways to deal with pressure is to have a feeling of control. And what better way to be in control than to be prepared and experienced.

Take NASA as an example. NASA puts all its astronauts through situations they might encounter in space. Who can even begin to think about what might happen thousands of miles in space? The moon is more than 238,000 miles away from earth! Pressure? You better believe it. But they are prepared. If you are familiar with what is happening to and around you, you will have a powerful feeling of confidence.

Let's face it. No matter what, you are going to be in pressure situations. No one is free from pressure. It can't be avoided. Don't panic. Don't lose your cool. Concentrate. Return to fundamentals. Get your confidence back.

As simple as it sounds, try taking deep, relaxing breaths. Pressure often causes people to breathe more quickly and shallow. Deep breathing allows oxygen to more efficiently enter the blood and the brain, which will help you think more clearly.

Don't stress over what you cannot control. Everybody gets a curveball now and then. Shake it off the best you can. Be flexible and appreciate adversity. It will help you grow stronger.

As Jacques Plante, a former professional hockey goalie for the Montreal Canadians once said, "How would you like it in your job if every time you made a small mistake, a red light went on over your desk and fifteen thousand people stood up and yelled at you?"

Try to relax. Things could be worse.

Mackay's Moral: A diamond is a chunk of coal that made good under pressure.

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

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