

Disc Jockey News

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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I've attended about 30 DJ conferences in my life. From the big ones (Atlantic City and Las Vegas) to the smaller regional ones like this newspaper has sponsored. But I've never been to a conference that wasn't strictly DJ focused. So it was with great anticipation that I accepted an invitation to speak at

The Wedding MBA this year. I'd actually considered attending the show after hearing amazing things last year and the year before. So when the ADJA approached Marcello Pedalino and me to fill their sponsored slot, I jumped at it like a desperate bridesmaid at the bouquet toss.

My philosophy going in was to be a student. Other than our own talk, I sat in as many seminars as I could, furiously taking notes on my iPad and even sending some emails back to my office (with a subject line like: OMG I just heard this awesome tip...) As different as The Wedding MBA is from your typical DJ conference, it was an amazing week that will keep me busy for months with all the "To-Dos" I came home with.

The education at WMBA is intense (this year's schedule is at <http://www.weddingmba.com/seminars.html> if you'd like to check it out.). With seminars starting at 8am and running all day long and clocking in at only 50 minutes each, the topics kept coming like that famous scene of Lucy at the candy factory. And I was Lucy. Trying to wrap as many candies as I could, gobbling some with immediacy and I'm sure missing a few as well (YouTube that clip next time you need a good

quick laugh).

When you go to a DJ conference (and I'd assume any conference) rock stars emerge. If you've ever seen Mark Ferrrell speak you know what I mean. I've tried to have lunch with Randy Bartlett at some DJ shows and it's just useless because of how many people want to chat with him. Well the WMBA is no different. The rock stars I got to see and hear in Las Vegas achieved that exulted status by their seminars.

The owners and founders of Wedding Wire (Timothy Chi and Sonny Ganguly) hosted two seminars on day one. Their delivery was loose and casual yet their content was forward-thinking and inspirational. They didn't just talk about the importance of Social Media but they gave solid suggestions on how to improve your presence in this new world of Facebook and Twitter. Andy Ebon is another WMBA rock star. He kicked off the week with an inspirational seminar titled: Your Wedding Prosperity Begins Now. But Andy wasn't just there to get us pumped up. He had two more seminars throughout the week and as always Andy shares

more valuable content than you can implement. And as you can imagine at a wedding specific conference, The Knot had a huge presence. Carley Roney (Co-founder and Editor-in-Chief) presented a seminar called The Ultimate Reveal: Trends for a New Decade. When she opened up with trends in colors for bridesmaids dresses I thought this would be a seminar that wouldn't pertain to me much. But I was wrong. Carley has appeared on Oprah Winfrey as a "wedding specialist" and her expertise was obvious. I took a lot of notes during her seminar. Alan Berg (VP of The Knot) also delivered a powerful seminar about updating your print ads. After so many talks about the Internet it was refreshing to see that the printed word is still valuable in today's business world.

For me the single best moment of the

week was Peter Merry's seminar Platinum Weddings- Finding Your Bride in a Crowded Market. It was my favorite moment not just because Peter shared some great and valuable information but because they blew a circuit while he was talking. The sound system and video feeds went down. Peter was unflappable. In fact he rose to the occasion, using the opportunity to show off his big booming, God-given voice and sense of humor. By the time this article comes to print Peter's book will be published. Do yourself a favor and go to Amazon or your local bookstore and pick up a copy of The Best Wedding Reception... Ever!

The WMBA is different from DJ Shows because there is no thought given to evening activities. I'm so used to having Vanilla Ice perform for me or hosting a DJ competition. I missed the "what's going on tonight?" conversation but to be honest it left more room for dinners with friends and evening networking. The showroom floor was different as well. Having attended DJ Times' DJ Expo just a month earlier I was used to thumping speakers, sweeping intelligent lights and booths with hot chicks inviting me in. The showroom floor at The WMBA reminded me more of a bridal show. Booths were, for the

most part, elegant and quiet. I walked the floor once, spoke to a few of the vendors, sampled some of the free giveaways and was done. It wasn't as exciting as a DJ expo but again, much like the lack of evening activities, it left me more time for networking and longer more casual lunches.

Whether I'm invited back to speak at The WMBA or not I will return as a student. There's just too much good, useful and pertinent information being exchanged to miss out. And if you dear reader are looking for a kick start for your business, I'd recommend you consider this conference in 2011 (check weddingmba.com for next year's dates and location.) But don't go expecting a showroom floor with pumping

speakers and whirling lights and parties where you can learn the latest line dances and games. Go with a notebook or iPad and be a student for a few days. Your business and bottom line will thank you.

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.



Peter Merry signed books at this booth during the Wedding MBA Show.



Andy Ebon presented three sessions at the Wedding MBA Show.



Mike Walter and Marcello presented at the 2010 Wedding MBA Show. Photos by Elizabeth Daley.

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Why We Do What We Do

By Mitch Taylor

As wedding entertainers, we are often segregated to our own markets, not knowing what else is out there. With the advent of the internet and rapidly advancing technology that has changed. One of the benefits of this is established relationships with other DJs across the country. I BENEFIT from having GREAT relationships with other entertainers like you.

I first met Robert Krueger of Robert Krueger Entertainment "online" at Mark Ferrell's Disc Jockey America.com. Robert and I struck up a great friendship. To me, Robert is the epitome of what a young entrepreneur should be in our industry. Always wanting to learn, grow and give back. He exemplifies this in his latest blog post and I thought so much of it that I decided to share it with you in my article space here in Disc Jockey News for this month. Enjoy. -Mitch

<http://robertkrueger.wordpress.com/2010/09/13/just-a-dj/>



After MCing and DJing a wedding this weekend something rather profound occurred to me. Most of my clients don't consider me, "Just a DJ." In fact, most of my clients understand the importance of having a master of ceremonies at their event to help their guests enjoy the evening. But, at Ron and Nicolette's wedding there was something else that was really important to them, or someONE else rather...

Meet "Grandpa": (I'm obviously not a photographer...)

This is "Grandpa" Grandpa is 83 years.

He spent most of the day in a wheelchair and using oxygen, keep in mind the Stanley Hotel is in the mountains of Colorado!

How important is "Grandpa" to the family? VERY important!

Let me explain. I don't know where Grandpa is from. I don't know what

Grandpa accomplished in his life. I don't know who Grandpa married, what job he had, or what social status he is. All I know is Grandpa is sitting in front of me across the dance floor and several family members have asked me to play something for him.

To me, the answer was simple. Glenn Miller's "In The Mood."

Grandpa took his oxygen hose off, got out of his wheel chair and danced his heart out for only one verse!

Grandpa tearing Up the dance floor!

Grandpa dancing!

You should have seen Grandpa tearing up the dance floor and the smile on his

face. For that one short period in time, that one short verse of music, Grandpa was a kid again. He was smiling and having fun like he used to.

Out of breath, he returned to his seat and immediately put his oxygen back on.

Why am I telling you all this? Life.

I have heard the argument that mobile DJs aren't as important as plumb-



ers or electricians. I have heard other DJs say that we can't change, influence, or save peoples lives like a doctor or a firefighter.

I strongly disagree! What if one of the guests was considering divorce?

What if one of the guests was considering suicide and was "dragged" to the reception?

What if family members have been fighting?

Our performance CAN change someone's life. We have the power to influence people's emotions and therefore their behavior, with our vocal performance and music choices.

Think about Grandpa. How long has it been since Grandpa had an opportunity to dance? When was the last time he "got out of the house?" How much time does Grandpa have left before he won't be able to attend family celebrations?

For that one verse, Grandpa was having the time of his life!

Still don't believe me...

I have proof.

After playing "In The Mood," one of the bride's maids looked me straight in the eye, kissed me on the cheek and then said thank you.

Do I need to say more?

Robert Krueger has worked as a mobile DJ for ten years and is a two time Marbecca Method Graduate. He's a IATFE #229 Union Stagehand in the Fort Collins Colorado area and can be reached at kruegeraudio.com

HALLOWEEN THEMED SONGS FOR YOUR SPOOKY EVENT!

Cocktail/Dinner Portion of the Night:

- 1) Physco movie Theme.
- 2) Beetlejuice, Movie Theme/Danny Elfman
- 3) Halloween movie theme/John Carpenter
- 4) Tubular Bells (Exorcist theme) Mike Oldefield
- 5) Munsters & Addams Family - TV themes/Vic Mizzy
- 6) No one Lives Forever, Dead Mans Party, Weird Science/Oingo Boingo
- 7) Spooky/Classic IV
- 8) Monster's Holiday/Buck Owens
- 9) Don't Fear The Reaper/Blue Oyster Cult
- 10) Black Magic Woman & Evil Ways/Santana
- 11) Clap For The Wolfman/Guess Who
- 12) The Alfred Hitchcock TV Theme; Funeral March of Marionetter
- 13) Jurassic Park & Close Encounters Themes/John Williams
- 14) Empire Strikes Back Medley & Star Wars (Cantina Band)/Meco
- 15) This is Halloween/Danny Elfman
- 16) Scooby Doo & Casper the Friendly Ghost TV or movie theme songs.
- 17) Nightmare on My Street/Will Smith
- 18) Feed My Frankenstein/Alice Cooper
- 19) Doin' The Zombie/Chubby Checker
- 20) Season Of The Witch/Donovan
- 21) Highway To Hell - AC/DC
- 22) Ghost Riders In The Sky/Johnny Cash
- 23) Spiderman Theme Song/Michael Buble'
- 24) Tales from the Crypt - TV or Movie Theme/Danny Elfman
- 25) Here comes the Bride Of Frankenstein/Elvira

Dance Portion of the Party:

- 1) Thriller/Michael Jackson
- 2) Ghostbusters/Ray Parker Jr.
- 3) Monster Mash/Bobby Boris Pickett
- 4) Bad Moon Rising & I Put A Spell On You/CCR
- 5) Devils Party & Devil Inside/INXS,
- 6) Black Cat/Janet Jackson
- 7) I'm Your Boogie Man/K.C & The Sunshine Band
- 8) Addams Groove/M.C. Hammer
- 9) Devil in a Blue Dress/Mitch Ryder
- 10) Superstition/Stevie Wonder
- 11) Blue Moon/Marcels
- 12) Midnight Hour/The Commitments
- 13) Ballroom Blitz/Sweet
- 14) Welcome To Hell/Trace Adkins
- 15) Moondance/Van Morrison
- 16) Werewolves of London/Warren Zevon
- 17) Men In Black/Will Smith
- 18) Devils Hair Cut/Beck
- 19) The Devil Went Down To Georgia/Charlie Daniels
- 20) Witchy Woman/The Eagles.
- 21) The Time Warp/Rocky Horror Picture Show
- 22) Runnin' with the Devil/Van Halen
- 23) Super Freak/Rick James
- 24) Le Freak/Chic
- 25) Ghostbusters II - Movie Theme/Run D.M.C.

By Jeff Richards

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Starting From Scratch

By Jeff Richards

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

It's my favorite time of year with my favorite holiday. Of course I am



s p e a k i n g of HALLOWEEN! Since I was a kid October 31st has always been the day I did it up big - costumes, m u s i c and scary things! As a mobile

disc jockey Halloween is a great time to do things you normally wouldn't do and have a different kind of fun than at a wedding or corporate event. I originally spoke about the details on performing on Halloween back in the October 2006 issue (check the on line archives) so here are some updated ideas for you. Every year around this time on DJ Chat sites and e-mails and meetings, DJs are asking for lists of songs to play at a Halloween party. Included with this article I have collected a list of my favorite Halloween themed songs to play at your party. (see list) Here are some of the fun party ideas I have used over the years.

Pre Show/After Show: While guests are arriving, cocktail and din-

ner hour or as the guests are leaving the party when it is over, I like to play a variety of Halloween themed songs. Instrumentals, classical tunes and non-danceable hit songs. These are the classic tunes you hear at Halloween but are just not right for the dance portion of the night. It helps people get into the mood of the night while meeting, eating, drinking and getting to know one another. If it's a party with young children I will throw in some of the classic TV theme songs that have a Halloween twist. (See list on page 2)

Dance Portion: You should play a variety of great regular dance songs as you normally would with a few Halloween songs thrown in to keep the theme going. I like to mix in one Halloween song every six to ten regular dance tunes. You don't want to push it and play too many of the Halloween songs but just enough to keep the theme going. (See list)

Many times in October bridal couples love to have a Halloween themed wedding where they and the guests will dress in costumes for the celebration. Here's something special for a "Theme" Halloween wedding. TV's Horror movie host and lady of the night, "Elvira" put out a collection of Halloween themed songs on three CDs in the late 90's and early 2000's. (Elvira Presents...) Elvira sang a song called "Here comes the Bride...Of Frankenstein."

It starts with church bells ringing, then scary classical music with thunder.

There is a funny little intro that jumps into this fun upbeat song about

the Bride of Frankenstein. This song is perfect for a bride to enter the ceremony who has dressed as the Bride of Frankenstein. If she is dressed as something else, it still will be a fun song to play at the reception during dinner.

In the late 90's and early 2000's recoding companies were putting together many different CD collections of Halloween hits for DJs but in recent years it seemed to slow down. Most of the songs I have listed can be found in these collections or on web sites like Amazon and iTunes. Halloween themed songs are not exactly something musical artists strive to put out knowing that they have a short time to sell the song and an even shorter time to have it played on radio stations and to make it a top 40 hit witch is where they make their money. (see what I did there with the word witch)

When I was using CDs, I had access to four players at once in my set up. Two drawers were for the regular dance tunes while the third was dedicated to the Halloween songs and the forth drawer was for a CD of scary sound effects. I would have one CD playing lightly in the background all night with thunder, screams and scary sound FX. When one dance song is fading out and another starting the sound FX could be heard in the transition. I would turn the volume up when it came to starting a Halloween song or if there was a contest or other special moment about to happen. With today's technology you can have a third window on a PC - Laptop playing the FX or have a CD player plugged into your

digital system.

For a great opening that will grab guests, try this little special effect to excite the party. To start the evening dance portion have someone turn off the lights completely to get the room as dark as possible. In the dark, turn your fog machine (dry ice) on to give the dance floor a covering. Play the sound effect of thunder really loud so that the bass makes people feel it in their chests. Give a gentle touch to your strobe light button so that it only flashes once or twice, wait a few seconds and do this again. You will give your guests the illusion of a thunderstorm with lighting that when done correctly will look very real.

Start the song "Thriller" by Michael Jackson and your partiers will scream with excitement and zombie walk their way to the dance floor. Wait for the song to build, then when the first opening notes of the music starts (37 seconds in) start your normal light show. Have your video camera filming because I can guarantee you it will be a great opening.

Halloween is a fun time and with a little imagination you can turn a normally dull party into one people will be talking about until next years event. For decorating my DJ equipment I like to hang fake spider webs, rubber skeletons and plastic pumpkins to get into the mood. Try adding orange and red uplighting to add Halloween colors and style to your back wall.

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com

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Seven Ways To Blow A Presentation... Or Not...

By Ken Day

Many of the people I speak to in our industry and professionals that those in our industry would associate with have shared hilarious things they've done in presentations that have turned their good intentions into complete disasters. Granted, at the time these tragedies weren't all that funny to each of them and sometimes not to their audience. Bearing in mind that when I say "presentation" I am referring to speaking, sales, and/or master of ceremonies performances.

In debriefing, one can either laugh or beat themselves up. I find the former approach to be far more effective in moving forward and improving future performances and presentations.

Even a seasoned professional can get off course during a presentation. My goal for you is to provide you with tips to prevent the various 'presentation' disasters of your own. If one of these scenarios sounds familiar to you on personal basis, please chalk it up to learning the hard way and know that you will do much better next time or you'll be able to completely avoid it in the first place.

Seven ways to blow a presentation:

1. Assume you already know it all. You've given similar presentations numerous times over the years and they have always worked before. Why change now?

You know your stuff. Believe me; if you're bored with your material, your audience will be doubly bored. Fire it up with new facts, stories or metaphors, and personal details. Utilize specific names and situations. It's exhilarating to see a presenter who is genuinely excited about what they have to share with their audience (client). If for some reason you are not genuinely excited about what you are speaking on, it will be perceived by your audience just as though you are wearing a red clown nose. IT will truly be that obvious.

2. Don't practice, you're already good enough. How many presenters have you seen debilitated by having their Power Point fail or the microphone cutting out intermittently or not working at all. I have seen former Secretary of State Colin Powell speak several times. Each time Powell was flawless; his presentation calm and fresh as if it was the very first time he presented this information. There is absolutely no doubt Mr. Powell has spent hours upon hours rehearsing to make it look spontaneous.

3. Arrive late; they'll wait for you. A good friend of mine (Brandon) is notoriously late (we're working on that.) Normally calm and confident, he is immediately flustered when entering a room after a meeting has begun. This is intensified when he is the primary presenter and representative of the client. Things go flying as he tries to inconspicuously rush to his open position. He's coming from a weak position before he even begins. The audience is already assuming he is terrible and that his message is not valuable to them.

4. Trust that the facility will meet your needs. I once arrived at a conference to speak in the first session after lunch.

The room was hot, dirty dishes still on the tables, water had not been freshened since morning sessions. Had I visited the facility the day before or even that morning, I could have made requests to arrange a more conducive setting. If you'll be presenting in a new space, come earlier to check out the sound system, room, and seating logistics. All of these things hold true for DJing and sales presentations. If you don't know the environment / facility, you should be doing a site survey in advance to ensure that you are prepared ahead of time.

5. Assume you know the audience:. Every audience is different. Back when I was in the medical profession, speaking on similar topics to physicians throughout the world. The presentations in Maryland are quite different from those in Palm Desert, right down to the way I dressed and examples that were provided. Knowing what will work or what may be a taboo for your specific audience. One oversight can ruin the essence of your entire presentation and interaction.

6. Don't ask for feedback. It's impossible for us to see how we come off on stage, even if it is taped. You still don't get the same sensation as being in an audience. Fellow professionals often ask me to come to their presentations and performances to provide feedback. These are individuals who are eager to grow and get better each time. If we don't ask for feedback, we could be making the same mistakes over and over again without ever realizing that we are doing this or that incorrectly or that we have one or more hook phrases and words. Toastmasters or Speaking Circles are excellent ways to solicit quality feedback. If you don't have time for those great organizations, then simply ask

someone you trust and take their constructive criticism as a way of helping you and don't be offended by their honesty. And, if you think they might skew or soften their critic – find someone else.

7. Don't bother with Thank You's. I attended a workshop recently where I was appreciative of the speaker's brilliance and willingness to share. As I approached him afterward to thank him, he beat me to the punch and thanked me for my insightful questions. He said the questions gave more depth to his presentation. Not only brilliant, he was genuinely appreciative. I became an instant fan and will likely purchase anything he writes or produces in the future. As well as speaking favorably of him in the future to almost anyone that is seeking his type of specific information.

There is not enough gratitude in this world. After your presentations, thank everyone who contributed from the individual who invited you to speak to any researchers, editors, proof readers, etc. Your ideas come from somewhere. Thank that source – publicly.

No matter what you are doing, you are likely in front of the public and have room to improve your delivery along with your message. Your audience will appreciate your efforts to continually grow and become better tomorrow than you were yesterday or today

Think - Creatively.

Feel – Passionately

Act – Respectably

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

Adding Lights Adds Panache And Revenue To Mobile Entertainment

How do you enhance a successful mobile entertainment business? Add lights! That's exactly what Leslie and Lance Morris of Big Show Mobile Entertainment <http://www.big-showmobile.com> of Spokane, Washington did. Now, they are busier than ever and were voted The Knot Best of Weddings 2010 Pick <http://www.theknot.com>, as well as second place in Best DJ contest for the Z Best of Spokane in 2009

"We wanted to expand the business," said Leslie. "Adding a lighting designer has created a niche market for us. As I like to say: I do pretty, he does party."

Lance Morris, DJ and MC for Big Show Mobile Entertainment, started the business seven years ago. Originally he worked security for a nightclub, but one fateful night he stepped in for the absentee DJ and soon after became their house DJ for many years. Lance says he was "talked into" doing a wedding by a friend and then his brother. These twists of the arm helped forge his true calling and Big Show Mobile Entertainment was born. In April of this year, Leslie became the lighting designer.

Leslie Morris is relatively new to the

industry having spent a good portion of her career in the banking industry. Her move into entertainment was inspired by something nearly all of us can relate to, the desire to do something different. And she hasn't looked back once.

"I've always loved weddings," said Leslie. "I thought about working as a wedding coordinator, but I realized I really responded to lighting. I enjoy seeing what you can do with them, how they transform a space by adding atmosphere and character to a room. It takes a cookie-cutter wedding to the next level, one where the couple's personality can shine through."

Concentrating on the couple's wishes is time well spent for Big Show. And while Leslie and Lance work together, they approach the same event from two different perspectives. Leslie concentrates on the look of the venue, the colors and decorations, the considerations for either indoor or outdoor settings, and where wash lights can be placed and uplighting can occur. She also designs custom gobos and light shows with ShowXpress™

Lance spends time with the couple walking through the paces of the ceremony

and / or reception, talking through the day with a session at the venue itself, and establishing the requisite "do not play" list. He also uses ShowXpress™ and X-Factor™ <http://www.chauvet-lighting.com/x-factor.html> for the lights on his rig.

One of Leslie's biggest "aha" moments came in the form of lighting outdoor spaces. She learned quickly that the standard reception hall or banquet room does not have to limit the setting choices of your big day.

"Being able to take lights outdoors," said Leslie "and take the party outside makes a big difference. Since the fixtures are not permanently installed, you can explore their versatility. Like the new SlimPAR™ 56 <http://www.chauvetlighting.com/slim-par-56.html>, for example, they're grounded, easy to transport and load in and out."

The venues have seen the light, so to speak, and are embracing Big Show's direction as well. They understand the benefit of expanding their offerings to clientele and the effect a well lit space can have on an event. After all, pictures speak a thousand words. And no matter how great the food or sound is, photographs of colorfully filled rooms will go even farther.

"To sell what you love is easy," said Leslie. "When there is passion behind it, people see it. I love what I do because I feel if we can enhance one of the best days

of a couples' lives, what a great gift!"

Complete Big Show inventory list:

18 x SlimPAR™ 56 <http://www.chauvetlighting.com/slim-par-56.html>

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Make Mine Half Full!!

By Kelly Suit

One of the things I most appreciate about being a writer for the Disc Jockey News is that I'm allowed to share my thoughts, knowledge, and opinions concerning various issues within our industry.



I've been talking to many people lately (in our industry as well as businesses outside ours) about the economy. So many people have stories to share about how bad things are, how business has dropped, people out of work, housing market bottom falling out, foreclosures, bankruptcy, and the sort. I know this has been a hard time for many and I know this is the worst economy that our country has experienced since The Great Depression.

With all that said, I've found out some other things that have warmed my heart and encouraged me. I've spoken to people that are experiencing growth and prosperity during these financially difficult times. Furthermore, I've meet and talked with people that are positive and joyful in spite of whatever difficulties they are enduring. This has caused me to be very introspective and I want to share what I've learned.

Lesson 1 – Money doesn't buy happiness! I know, your probably saying that this is old news, heard it before, but do you truly get it? I know that I'd prefer to have money then not have money, but I've talked to people that 5 years ago were making several hundred thousand a year income, but because of the housing market plummeting and some financial investments that tanked, they lost everything! It took some time and I know that it wasn't easy for so many reasons, but here they stand thankful for all that they do have, rather then

morning what they don't.

It's too easy to dwell on all the things that do wrong, the fires that need to be put out, the immediacy of things that require your attention. It's much harder to do the following lesson, but it truly puts things into perspective.

Lesson 2 – Count your blessings! Again, I know this is old news and you've heard this before, but when things are going poorly in any part of your life, it's time to take stock of all the things in your life that you are thankful for. A man without shoes feels low until he meets the man without feet. I have several people in my life that have lots of problems and I get to hear about them, but I truly believe if you put things into the proper light, we are all so blessed in so many ways. Money is a blessing, but it can also be a curse if it rules your life. If you spend your time counting your blessing there isn't enough time to count your problems!

Lesson 3 – Where is your work ethic? The businesses and individuals that I've spoken to that are thriving in the current financial climate are doing so because they are willing to out work the competition. One of the things as an employer that always gnaws at me is that there is an entire generation out there that expects things to be handed to them. College graduates that expect to be handed 100K salaries because they deserve it. I want to scream that no one deserves anything more then what they earn. If your talents put you in high demand you are able to earn more. If you don't put forth the effort or don't have the talent, you get what you deserve!

The people that are succeeding are doing both the little things and the big things to grow their businesses. Rather

The people that are succeeding are doing both the little things and the big things to grow their businesses.
-Kelly Suit

then wallow in the decline of business coming to them, they go out and locate clients and create business. They look for ways to increase the sales from current clients, ask for (and expect) referrals, seizing opportunities, and adapting to changes and challenges.

Lesson 4 – What happened to common courtesy and appreciation? It also drives me crazy to see employed people that obviously don't like their jobs. If you accept employment and agree to the terms of the job, you should give your absolute best regardless of what your getting paid or your job description. I hate when going through line at say a drive through res-

taurant and the person taking my money or handing my my food doesn't smile, doesn't acknowledge me, doesn't say

thank you and come again. Is that truly that hard? In our profession, are you thanking your clients, sending them cards and/or emails, friending them on Facebook? Other then cashing their check, do you show your appreciation?

Lesson 5 – The power of positive thinking. There is a freedom in believing (and even expecting) good things to happen. There is a strength in knowing that no matter how bad things, they will get better. No matter what challenges you encounter, you will over come. An additional benefit to being a positive person is that your positive energy is attractive to others. You will find that people want to be around you, that clients want to do business with you.

I believe strongly in all the above lessons and I believe that applying these lessons to our lives reaps lots of dividends beyond just the financial benefits. So keep your head up, work hard, and stay positive, better times are around the corner!

Kelly Suit can be reached at kelly-suit@discjockeynews.com.

Top 30 Clean High School Songs SchoolDanceNetwork.com

LW	TW	Artist	Title	Featuring	PC #	BPM	Notes
1	1	Usher	DJ Got Us Fallin In Love	Pitbull	201029	120	Edit
2	2	Eminem	Love The Way You Lie	Rihanna	201027	87	Edit
4	3	Katy Perry	Teenage Dream		201031	120	
5	4	Enrique Iglesias	I Like It	Pitbull	201019	129	
3	5	B.O.B	MAGIC	Rivers Cuomo	201028	83	
6	6	Taio Cruz	Dynamite		201020	120	
9	7	Kesha	Take It Off		201028	125	
11	8	Bruno Mars	Just the way you are		201030	109	
7	9	Jason Derula	Ridin Solo		201019	90	Edit
10	10	Sean Kingston	Letting Go (Dutty Love)		201025	92	
8	11	Flo Rida	Club can't Handle Me	D Guetta	201024	128	
12	12	New Boyz	Break My Bank	Iyaz	201028	91	Edit
14	13	Jay Sean	2012 (It ain't the end...."		201032	127	
16	14	Justin Bieber	U Smile		201032	75	
18	15	Nelly	Just a Dream		201032	90	
13	16	Katy Perry	California Gurls	Snoop Dog	201020	125	
15	17	B.O.B	Airplanes	Hayley Williams	201016	94	Edit
21	18	Kid Cudi	Erase Me	Kanye West	201034	94	Edit
23	19	Ne-Yo	One in a Million		201035	100	
17	20	Usher	OMG	Will I am	201012	130	
19	21	Travie McCoy	Billionaire	Bruno Mars	201011	88	
25	22	Only Girl	Rihanna		201037	126	EDIT
20	23	Mike Posner	Cooler Than Me		201014	130	
29	24	Will.I.am	Check it Out	Nicki Minaj	201037	130	edit
22	25	Lady Gaga	Alajandro		201012	99	
27	26	Mike Posner	Please Don't Go		201034	121	
30	27	3OH13	Double Vision- Dance Edit		201035	120	
28	28	Auburn	La La La		201031	112	
New	29	Akon	Angel		201039	126	
New	30	Travie McCoy	I Need You				
Recurrents- (Still popular)							
24		Tao Cruz	Break Your Heart		201004	122	
26		Drake	Find your Love		201019	95	
		Black Eyed Peas	Rock That Body		201013	125	
		Ready Set	Love Like Woe		201020	90	
		3OH13	My First Kiss	Ke\$ha	201019	138	
		Nicki Minaj	Your Love		201013	95	
		David Guetta	Getting Over You	Fergie & LMFAO			
		Cali Swag Dist.	Teach Me How to Dougie				
		Kesha	Your Love is My drug				
		Jay Z	Young Forever				
		Justin Bieber	Somebody to Love				
		Jason Derula	In My Head				
		Justin Bieber	Baby	Ludacris			
		LaRoux	Bulletproof				
		Lady Gaga	Bad Romance				
		Timberland	If We ever Meet again	Katy Perry			
		KE\$ha	Tic Toc				
		Timberland	Carry Out				
		Christina Aguilera		Not Myself Tonight			
		Selena Gomez & The Scene		Naturally			
		Black Eyed Peas	Imma Be				
		B.O.B.	Nothing on you	Bruno Mars			
		Trey Songz	Say Aah				

The hottest new songs that are taking off this week, from the adds last week, are Rihanna "Only Girl", Bruno Mars "Just the Way you Are" and Will.I.Am "Check it out"they are getting the most airplay and selling top ten on I tunes....If you are doing school dances, these should be in hot rotation. The new add to the Do Not Play list is Try Songz with Nicki Minaj "Bottoms Up" Just like it sounds this is a blatant drinking song. Go to the bar, get drunk! No one will miss the story line in this one.

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The Return of Worth Tuesday Afternoon, February 1

Mark Ferrell, MB Hall of Famer and founder of the influential *Worth Movement*, returns to speak for the first time in 8 years. The time is right for Mark to remind DJs of their true value as part of each client's entertainment equation. Come get inspired and equipped to make the money you're really worth.



Keynote: Champion in Any Field Tuesday, February 1

Ted DiBiase, once known as wrestling's arrogant "Million Dollar Man," has been reborn as a straight-shooting, sought-after motivational speaker. In his keynote he describes how discipline, determination and desire can separate you from the herd and make you a "Champion in Any Field."

On **February 2**, Ted will talk about his life before and after wrestling in a breakout session: "**From a Warrior to a King.**" Don't miss his powerful, brutally honest story of personal transformation.



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Early Birds May Get The Worm, But Late Birds Get The Job

By Harvey Mackay

From the time we were kids, we've been force-fed the idea that first is best. It doesn't always work that way. Sometimes last is best.

The conventional wisdom is to be first across the finish line, first in our class in grades, first in line for chow, first for tickets to the Beyonce concert and first to be interviewed by a prospective employer. A, B, C, and D work just fine. E doesn't. You do not want to be the first candidate to be interviewed.

Advertising genius Pat Fallon taught me long ago that ad agencies which pitched new business first or early in competitive reviews almost never won the account. Those who were positioned sixth or seventh in a typical review had far better chances. Give any savvy ad agency an opportunity to select a time slot for a client pitch and they'll always take the last one, the one closest to the moment when the choice of agencies is made. These people make their living understanding human nature. They know what makes people tick psychologically.

Clients tend to dismiss the first pitches they hear as they would preliminary fights on a boxing card. Not to be taken terribly seriously. They're on the card to give them an opportunity to see what's out there, to try out their questions, and sharpen their reactions in preparation for the main event.

The same kind of buildup is used in assembling a concert program. You start with the aptly named "warm-up" acts. They're the appetizers. The headliner is the main course.

A similar pattern emerges in the se-

lection of films and stars for Oscars. Those that win rarely make their box office debut at the beginning of a given year. The strongest contenders are those appearing at year-end. They end up with far better recognition and recall value in the eyes of Academy members.

Want to see true creative ingenuity in action? Watch what happens when a prospective client tries to schedule an agency pitch.

"We wish we could take the Monday eight 8 a.m. slot, but all our account people will be having open heart surgery that day. They should be up and around by Wednesday afternoon, though."

With most openings, the company's job specs are likely to be vague at first, becoming clearer only after they have had the opportunity to interview (and argue about) a couple of candidates. You don't want to be the test dummy, smashed into a wall, so the company can design a better set of wheels for someone else.

If you are going for a job interview, try to learn how many candidates have already been seen. If you ask, and the recruiter dodges the question, consider yourself to be among the first or second entrants, and be prepared with a good, believable reason why a later time would be better. Perhaps a conflicting business trip or prior engagement prevents you from doing an early interview. Particularly in this economy, people are so anxious about getting a job that they are willing to schedule anything at any time, often to their own great disadvantage.

If you can't avoid being first, try to leave the interviewer with something to think about: "I know you'll be talking with other candidates, and it might be hard to remember the first person you talked to, but I'm committed to doing everything I can to work for your company, and I'd like to be asked back for a second interview. These are challenging times, and I believe I can make an

immediate impact in strengthening this business. When you bring me back in, I will give you a detailed plan."

I'm proud to have known the late Norman Vincent Peale, who told the story about the eager job applicant who sees a help-wanted ad and rushes down to apply. By the time he arrives, there are at least two hundred people lined up waiting to be interviewed. After waiting in line for some time, he bolts out, runs to the front, where a woman is ushering them in one at a time, and says, "My name is Bruce Madison and you tell the

people who are doing the hiring in there that I'm two-hundred-fifty-third in line and don't hire anyone until they've talked to me." He got the job, of course.

Mackay's Moral: The second mouse always gets the cheese.

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

'Press Release' From The Industry

This article excerpt was release via an internet press release site by a mobile entertainer. This release can be viewed by anyone and could be found by via search engines. I am interested in your thoughts. Email me your response to a press release like this put out for customers to read. I will share the best thoughts in the November issue. john@discjockeynews.com

With 2010 still being a recession year, modern brides should be on the lookout for dead giveaways to a rip-off vendor that will ruin your wedding reception. Below are ten things that overpriced wedding DJs don't want the modern bride to know.

10. Some overpriced wedding DJs kick-back a substantial amount of money to the facility/country club that recommends them. You'd recommend them too if they paid you \$500 for every wedding you give them.

9. Uplighting - today's popular trend. The upsold cost of uplighting often times is more than what the DJ originally spent on all of their lighting....The average uplight fixture is about \$150-\$200 to own.

8. The overhead is high for a company that contracts several DJs. Often times overpriced rates are only to recoup expenses like lease and administrative help.

7. 95% of most overpriced wedding

DJs are using free DJ software or programs like iTunes to play your music. Moral of the story: you could have done it yourself sometimes if the DJ is mediocre.

6. Nobody is buying CDs anymore which means that most of your overpriced fee is going towards some bozo to make a few announcements and to press a couple of buttons.

5. Monogrammed initials - another one of today's popular trends. Monogrammed initials have a wholesale cost of \$20. They are usually upsold for \$300 and up by most overpriced wedding DJs. Moral of the story: most DJs should offer it for free.

4. Most overpriced wedding DJs are terrible DJs but good salesmen. Although you may feel comfortable signing a contract, your stomach will turn when 90% of your guests take off after dinner.

3. Most overpriced wedding DJs don't have any video footage because they haven't had enough good gigs. Scary but true!

2. Facebook business fan pages consist of grandma, Uncle Buck, little sister Susie, and everyone else they went to elementary school with.

1. That they are really not all that good! They really don't want you to know this.



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Becoming A Student Of...

By Dean Carlson

So I was having a spirited discussion with my dad recently on talk show hosts and game show hosts. Ok...we were arguing. He seemed to like how Drew Carey is performing on the Price is Right, and well, I think the Drew Is



Wrong. Which lead into the question; why he is wrong? After intensely detailing what I think Drew is doing wrong, and comparing him with other hosts and their growth over

similar periods of time on a show, he asked me what made me such an expert. I replied, "I am a student of anything that relates to what I do as a DJ - not only that, I make it my goal to become an expert on the subject."

I eat up talk show hosts and games show hosts. We have been in a great place to witness the good and the bad lately. Like I said before, I don't think Drew is right for game shows, and it boils down to the fact that he doesn't connect very well with the guests. He comes off worrying too much about the segue from one game to the next, and I believe it has pulled him away from being present in the moment. The good news is that bad game shows host might actually teach you more than good ones. So my lesson learned from Drew Carey is to live in the moment.

Another example; Jimmy Fallon might be one of the best things that has happened to late night TV in a long time. His first couple of months he was downright horrible. And I should probably admit at this point I didn't think he had what it would take to make it. I'm glad he proved me wrong. It's my opinion that in the beginning, he didn't believe he belonged there as a talk show host. If you look at tape of his first interviews, he looked star struck himself with his guests. Now compare that to his performance hosting the Emmy's last month, where he nailed it. Watching Jimmy Fallon has taught me to believe I belong where I am at. So, how does this all relate to DJs? How many of you want to raise your prices but haven't? My bet is you don't believe you belong in that

bracket, and the truth is many of you do. By believing in yourself, others will too - but you have to be the first.

The Family Feud is another great case study of hosts that have it or don't. From Richard Dawson to Ray Combs, Louie Anderson, Richard Karn, John O'Hurley and most recently Steve Harvey. Its timely that I am writing this. I just happened to switch the station and found Steve Harvey on Family Feud, and my only thought was what happened to John O'Hurley?

I haven't watched enough of Steve yet to make an educated guess on how he will do, but the episodes I have watched make it clear he has work to do. He's a bit grittier than the previous host O'Hurley. So the quick lesson I learned here is what it looks like to handle age or situation appropriate material. As wedding DJs we come across this all the time during the garter removal. It's how we handle it that will really make the mark of a true professional. Do you make it feel a bit dirty, or can you make it feel light and fluffy yet funny, or maybe just make it feel natural? From what I have seen so far, Mr. Harvey is going to be on the wrong side of that, and it will affect how people view him as a host.

Of all the hosts of Family Feud, Mr O'Hurley was hands down the best. In my opinion, of the modern day game show hosts no one comes close to the quality of his work. I read this comment about him on a chat board and how true it is. "The first time I saw John O'Hurley on Family Feud I thought that finally here's a guy who has the style, pacing, comedy and intelligence of Bob Barker" Wow. I just hope that people would say the same thing about my ability as a host.

Let's break this down a bit. Style is everything physical about you. From the moment people look at you, just 3 seconds it takes for them to make up their own stories about who you are. It's your clothes, hair and posture, and even how you move, the words you say and how you say them. I took this concept to heart myself a few years back. I was in The MarBecca MC Workshop. I had longer hair at the time. And between day 1 and 2, it hit me. My longer hair was saying something about me that I didn't want it to. So I got a very conservative hair cut, and I will tell you it was amazing the change in how people perceived me. It was as simple as that.

If you don't know John O'Hurley by name you might remember him on the TV show Seinfeld. He played Mr. Peterman, Elaine's boss. What I remember most about that charac-

ter was his pacing and cadence. He had a very distinct rhythm in how he spoke. Not a bad rhythm, say like William Shatner's Kirk of the Star Trek series. Mark Ferrell has a very true tagline, "It's not what you say, it's how you say it." This is such an important technique for us to master. Fear tends to rush us in deliverance, while having your material down by rote allows you to become more natural. The difference here for all of us is rehearsal and confidence.

One of the things that you see if you look at almost all the later Family Feud hosts is that they are mostly comedians. And for the most part that does not mean you will be a successful host. In fact, I think comedy is the most dangerous of skills. Done incorrectly nothing can shoot you to the bottom of the barrel faster than this skill. The lesson learned here is that even the best comedians in the world struggle with comedy while hosting - again look at Drew Carrey. Another reason he fails as a host is he consciously "tries" to add comedy, where with John O'Hurley the comedy feels like it happens organically.

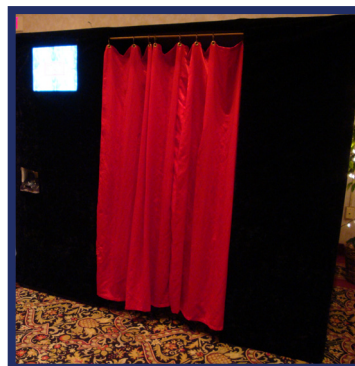
Finally I want to mention the skill that is the most important of all skills as a host. Con-

nection. You must be able to connect in a very real and relevant way with those that you are sharing the stage with, and also everyone who is in your audience. To do that you must live in the moment with people around you. So many times I have watched poor game show hosts and talk show hosts, worrying about how everything else is happening, but forget to be completely present with the people right in front of them. Chuck Woolery, Bob Barker, Monte Hall and Johnny Carson were masters of connection.

Just remember that we are always in school. If you are in it to win it, in the game we call professional DJing, then you have to be always on the lookout for ways to make yourself better at this craft. And since there are so few real structured training opportunities you need to become that student of life, and look for things that parallel what we do as DJs. TV, Radio, Movies, Concerts, and the internet are a goldmine of learning opportunities. Many of which can become tax write-offs if you have the right accountant.

Good Luck and Great Shows!

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



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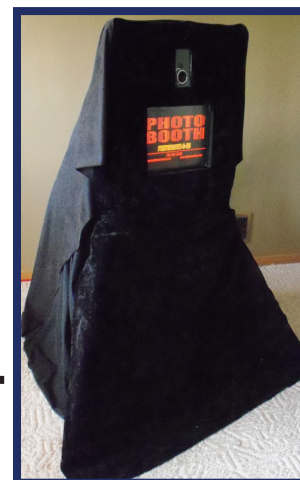
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Talkin' Bride With Tamara

By Tamara Sims

This month I will stray from the path a bit from simply "talkin' bride," to address my fellow DJ colleagues about the power of becoming involved in your local ADJA Chapter, especially if you are a single operator.



As we all know, sometimes "life happens," and our industry is very unique in the fact that we cannot ask a client to "reschedule" the wedding if an emergency arises. Think about it, even a Doctor can call a client to reschedule an appointment or even a surgery. We do not have that luxury. You may be wondering, why I am addressing this topic

at this moment...well within the past month our company was called upon to help a fellow DJ, and conversely, our company reached out to fellow DJ colleagues for assistance just a few weeks ago.

The first scenario truly was an emergency. One of our DJ friends who we met through the ADJA (and happens to be a single operator) found out on a Thursday that he needed emergency eye surgery, and yes, he was scheduled for a wedding on Saturday. Our company was called upon to help, and being a very complex wedding that included Rehearsal Coordination, Ceremony and Reception, we needed to send 2 of our staff members to cover the event. One of our DJs even cancelled his weekend travel plans with his wife to help this DJ in need. Imagine what could have happened if this single operator had no connections in the DJ world! How would his business have been impacted by "cancelling" on a bride and groom?

And only a few weeks ago, one of our DJs was providing the entertainment for a backyard Sweet 16 Party. Jay and I were one hundred miles away in Madison, Wisconsin on the eve of Jay's first Ironman Race. We were enjoying the evening walking around downtown Madison, when we received the "dreaded" phone call before the party was to begin that our system AND backup system were not working. Jay troubleshooted with our DJ for close to an hour, without any luck, and at that point I stepped in and told Jay to start making phone calls to our local DJ colleagues. Even though this was a Saturday night in September, every DJ we contacted responded, most likely realizing that we wouldn't be calling unless there was an emergency. Two of the companies had staff available to help and offered to bring another system to our event in time for dancing.

We could not have been more grateful to have joined our local ADJA Chapter six years ago where we began building these valuable relationships in our industry. No sooner was help on the way...we received a call from the caterer at the event saying there was a

problem with his generator we were running power from. The problem was then quickly fixed and our client had a party filled with dancing, fun and great memories. The party even extended an hour!

No matter how strong we think we may be, there will always be a time where we will need the help of others. Building relationships within our industry starts with your local ADJA Chapter, so don't be afraid to put yourself out there and connect with your fellow DJ colleagues...you may even make some life long friends along the way. I know we have!

To hear more from Tamara, please visit her Blog: <http://www.something-2dance2.com/blog/>

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

10 Tips for School Dances

By Arnoldo Offermann

For those who don't know me, my first love is schools. We're involved enough in schools that we have its own division, located at 4SchoolsOnly.com. The setups, energy, and overall production cannot be matched by most weddings. (Notice I said most, more on that later!)

Today's article will be simple and to the point as I explain 10 tips to a successful homecoming or prom. I'm not going to cover equipment or preparation.



To be honest with you, if you're needing help with equipment, you should start there before even getting involved in school dances. These events are beasts if you're doing them right. To

be candid, our average dance this homecoming season was roughly \$4,500. There is profit to be made if you do these dances right!

So let's talk tips on performance:

1) Energy! If you're polished, keep speaking to a minimum, or don't do a lot of hyping, then you need to step your game up. While you can get away with playing music the entire time sans any hyping, your performance will really stand out when you do energize the students. This is much more than just "put your hands up!" Proper hyping involves a deep level of call and response. Watch some rap concerts and see what the hype men do. Their entire job is to keep the crowd's energy pumping as the artist performs. My favorite entertainer has been Lil' Jon. Watch him live on YouTube. He commands the crowd and the levels of call and responses are out of this world.

2) Know the music. No.. don't just memorize the Top40s, but also throwbacks. What are the songs that they will scream "OH HHHH" to? What's the song that peaked #1 in the charts as they en-

tered high school? These "OH HHHH!!" moments are KEY to keeping the crowd energized.

3) Working solo? Knock it off! You NEED an assistant to take requests and handle the massive amount of students that want to talk to you. Are you setting up barriers to keep them at a distance? Then school dances aren't for you. Mr. DJ, take down this wall!

4) Wearing a suit? When's the last time you saw the hip, cool DJ wear one? That's right-- NEVER! My schools expect me to come in looking like a DJ... this means a dress shirt and designer jeans. It's comfy AND fits the motif!

5) GIVEAWAYS! We give out anywhere from 500 to 2000 glowsticks a dance. Students love them and it allows you to be a lot more interactive with them! Remember: the more rapport/trust you build with them, the more your music will be a big hit!

6) Slow songs? I always make a few call and responses for single people VS those who brought someone special. Why? Because it lets me gauge how many slow songs to play. My average dance is so high-energy that students boo at slow songs, thus I play 2-3. Yes, only 2-3 TOTAL in four hours. No complaints, ever.

7) If you're not on a stage.. get some sort of platform. Personally, I stand on my subs. You cannot build up energy to its maximum potential unless the crowd can see you!

8) You must work with your lighting designer and he/she needs to know the music, and your performance, well enough to be able to sync the lights perfectly. If you're going to build suspense during the build up of Sandstorm, your lights need to match that energy level.

9) I've heard stories from DJs that at school dances you get at least one student who says "YOU SUCK." This may happen once or twice in your career, but if it's happening at every dance, you need to check your skill set. Always walk around when the dance ends and talk to students to see how you did.

10) NEVER END WITH A SLOW SONG! A high-energy song will keep

the energy level up as they leave. Students will be so pumped up they will be talking about what a great dance it was. Administration will hear these comments and help your chances for next year!

Remember, 800 students screaming the songs at the top of their lungs is a

Am I Too Old For This?

By Jake Palmer

As my 40th birthday quickly approaches, I sometimes find my-self questioning if I am getting too old to be running around playing "rock star DJ" every weekend?



I know, you're only as old as you feel; but I am sure some of you can probably relate to the fact that some days you feel younger

than others. With that said, I don't really want to stop doing this... I mean think about it, as a mobile entertainer and DJ, I get to go to the coolest parties and make sure people have fun. Yet I still have this weird fear that one day a room full of people are going to look up and think... "I don't wanna' party with grandpa here." OK, so I am nowhere near "grandpa" yet, I'm starting to notice little things I do differently now than say 5 or 10 years ago.

One of the biggest adjustments I have made is that I don't do high schools or kids shows anymore. I am not sure entirely if it's the music or the kids or the headache I always seem to have on the ride home, but I just don't do 'em. Now don't get me wrong I can bounce to Usher and Taio Cruz on my car stereo with the best of the suburban middle aged white guys, but have you noticed the way a Justin Bieber song gets lodged into your brain and stays there for hours. You find yourself walking around Cub Foods looking for whole grain bran muffins humming "baby, baby, baby" now you just look weird and kinda creepy. I am fairly certain that the 3-4 hours of thump, thump, thump, interrupted by the ever present question of "what are you gonna play next?" or "play something good!" is where the headache comes from. I know there are people and compa-

nies out there that make a very nice living play high schools, Mitzvas, and Sweet 16's, and my hat is off to everyone of you.

Another thing I do differently now is my load in and load out. I used to subscribe to the school of thought that said this should be done as quickly as possible. I have always been a firm believer in the theory of "it's not the size of the load, it's the number of loads!" Meaning don't make five trips when you can make 2 really big trips, especially if there are stairs. I want to state, for the record, that once you 35 or older, this is a ridiculous idea. I am now willing to take as many trips as comfortably possible to get in and out of a facility. I have also noticed other little things, like all of my cable and light tubs have wheels now, this is new for me. If it is really hot, I give myself an extra hour to load in and set-up so I don't get too sweaty. When people at the hall ask me if I want a hand, I say sure, grab something heavy.

Last week I was explaining to a non-dj friend of mine that a dance floor is a living, breathing, growing thing. That a dance floor truly is alive, much like firefighters talk about a fire or my wife talks about her garden. It needs a few common element to live and grow, and as the DJ / Entertainer I am really just the care-taker if you will. I coordinate the elements and the dosages of those elements in the right order to keep the dance floor healthy, happy, and constantly growing, I nurture the dance floor until it's strong enough to leave the nest, then I go to another party. I am like the DJ Mary Poppins or Nanny McPhee, see kids movie references...

I am getting' old.

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The Referral Coach

By Matt Anderson

11 Effective Ways to Meet Your Best Referral Sources

I spoke to a group of experienced professionals this week who network with one another on a regular basis. It is a strong group



in that its members really do have connections to most of the large companies in that community. They have the ability to pass high quality referrals – once they know, like and trust you!

I asked them first to write down who their best centers of influence/referral sources were. Then I asked them: “Where did you meet these people?” Their responses may give you an idea or two you had not previously considered.

1. Volunteer work

This had worked well for several people in the group including a relocation specialist at a real estate firm. Thomas J Stanley comments in his brilliant audio, *Networking with Millionaires*, “People see you at your best when you are doing something for a charitable cause.”

What people interpret from your character makes them more open to knowing you professionally. Plus you are meeting people in a non-threatening environment so others can get comfortable with you first.

Research done by marketing expert Harry Beckwith has found that most consumers do not choose a service provider because they are the best; they choose you because

they are comfortable with you – it’s the same as with many of the people who get your business. You do not need your vet or dentist to be the best in the entire country, right? Just someone you know, like and trust.

The key here is to volunteer for something you truly care about and, if you have a business agenda too, to target one that attracts your target audience.

2. An existing client referred me to a great center of influence

An accountant was referred by a client to his attorney.

Do you ask your clients for such introductions?

3. Co-workers from previous jobs that I tracked down on LinkedIn

An IT professional mentioned that this had worked well for her. The relationship was such that she could go back to them, reignite communication and ask for referrals. You might need to bring some new value to them first (or at least buy them a drink!).

4. Complimentary businesses who target the same niche

This week I was working with an insurance agent who gets most of his business from the contracting industry. He had just met with a commercial banker who had the same target market. As we brainstormed, we realized that other potential complimentary referral sources could be approached: accountants, attorneys, engineers, architects and marketing firms all with the same niche. No, they won’t all be open to it but most people are looking for business at the moment!

5. Former competitors!

This one really intrigued me. Primarily they were people who became good referral sources after one party had left their origi-

nal business. The competitors knew that this other person was good at what he did AND he had never bad-mouthed them when they were competitors.

He added, “I just always tried to think long-term because I know things change. I try not to burn those kind of bridges – not when we are all in a fairly small business circle. Now I’m no longer a threat to them, they are sending me business – it’s great!”

6. Political affiliations

One member had found her best referral source from jointly helping to organize a fundraising event. Interestingly, taking a firm stand on a topic can make some people like you a lot more. It’s a bit like finding out you support the same (often less-popular/non-local) team. Sure, you won’t win over everyone but do you really need to?

She also made the point – rather like with a charity – that the people this activity attracts are not people working at Burger King. Nor do you generally meet struggling business owners at such events because they do not have the resources or time to do this.

Warning: You will meet such people at a chamber event (I know I used to be one of them!)

7. I was a client of theirs

The partner of a consulting firm said that his luxury home builder had become a great referral source. The consultant had also helped him pro bono with some HR software and this demonstration along with a good relationship helped to coach the contractor as to who made good clients for the consultant.

I think you should expect more from most of the people who get your business – your hard-earned money. Why shouldn’t at least some of them be referring you opportunities?

8. My clients have been my best referral sources

A financial advisor had found this the easiest way to get his best referrals.

9. Other members of this group!

Why be in a referral group if it doesn’t generate good referral sources?! A marketing consultant, business broker, insurance agent and promotional products supplier all chimed in on this.

10. I network within a niche

An employee benefits specialist has found that networking with HR professionals has worked well for her to develop her best centers of influence.

11. Someone who serves on our board

A banker mentioned that one of their board members was a terrific referral source. If you don’t have a board, you can treat some of your best contacts as if they are.

Pick one or two of these and schedule time to start doing them right away. Good luck!

Thanks for reading this. Please forward it on.

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

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

Three Reasons Not To Be A Donald Duck

By Peter Merkle

Three Reasons Not To Be A Donald Duck

(and The Secret To Being More Like Mickey)

Thanks to Ron Ruth for asking me to sit in and write this month’s article. If Ron Ruth is the Mickey Mouse of DJN then let me be the Donald. Ron has helped the DJ world embrace the Key’s to Disney’s Success. What if you were not so much Mickey and a little too much Donald?



Three things point to you being too much The Donald (Duck that is, the Trump would be an entirely different theme park).

1. Semi-intelligible

Speech

It’s amazing that as professionals on a microphone we are sometimes semi-intelligible. Why is that? Wrong mic technique? Incorrect use of audio gear? Now Mickey doesn’t have the deepest pipes in the Club, but he’s got a great sense of friendly showmanship. More on Donald’s speech in a moment.

2. Bad Luck

In many of Donald’s films he is repeatedly attacked, harassed, and ridiculed by his nephews. This type of persecution can really get a Duck down. In most cases Donald turns things around (such as in “Der Fuehrer’s Face.” Waking up from a bad dream, he looks at the Statue of Lib-

erty and American flag with renewed appreciation). How can you overcome the hard knocks that come your way? Just like Donald, there is a better outcome that you can choose to focus on. Mickey has had his fair share of bad luck, too. Fortunately he always manages to clean up the Sorcerer’s Apprentice mess.

3. Explosive Temper

Donald’s most famous personality trait is his easily provoked and explosive temper. Donald’s story often starts out with him in a good mood, but something gets in his way to spoil things. Donald will often use his nature to come out on top against some formidable foes. If we were to react to every point of adversity in our work like Donald, we’d end up ticking a lot of people off, intimidating friends, and just plain lonely. However, Donald Duck gumption might help you in a time of need.

There is inspiration in The Donald Duck state of mind.

Getting back to Donald’s semi intelligible speech. Donald was created by Walt Disney when he heard Clarence Nash doing his “duck” voice while reciting “Mary Had A Little Lamb.” Disney wanted a character that could portray some of the negative character traits he could no longer bestow on Mickey. In the August 11, 1934 cartoon Orphan’s Benefit, Donald is performing in a benefit for Mickey’s Orphans. Donald’s act is reciting poems, but every time he tries, the mischievous orphans heckle him, leading the duck to fly into a squawking fit of anger.

You’ve probably mastered the art of not showing your anger when an audience doesn’t react the way you want. How would it be if you didn’t have to hold in

the anger because it wasn’t there? By programming yourself to not react to what other people think, you can easily find a solution to why people aren’t responding the way you want them to.

Seth Godin, author of *Purple Cow* and *Linchpin*, said: “...I think it’s really important that no one care in the slightest about what you do or what I do. I think that we have to divide the world into several groups. One of them is the people you need to please. That’s your constituency. They are the people you are trying to touch, change and influence.”

Can you please most of the people at an event?

Giving a presentation in front of a group, it would be really easy to get down on myself, because I’m focusing on the one person in the room who isn’t laughing at my jokes, who’s fidgeting in their chair, and looking at their watch. Now this person might have a lesson for me. Maybe there’s something about my presentation that can be improved so that the energy of the room is one big bang of a fun, learning experience. Don’t let yourself get down because one person is not having the ultimate experience while you ignore the rest of the room hanging with you the whole time.

Have you ever come back from an event that went exceptionally well except for one thing? That one thing just keeps eating away at you! Here’s where your inner Donald can step up and eradicate the error thinking. One of his favorite sayings is: “What’s the Big Idea!?”

Seth Godin says this about focusing your thoughts:

“My goal is really simple. Everyday I

try to do something that scares the pants off of me because you know there’s a big difference between fearless, reckless and feckless. Right? Fearless is that ability to ignore the voice in your head that says, Oh maybe you shouldn’t do that. Reckless is nuts. Reckless is when you do something where it’s likely your going to get hurt and feckless means your totally helpless. My goal is to be fearless but not reckless. My goal is to do something everyday, write something everyday, say something everyday that pushes me to an edge where I’m worried that I went just a little too far. Because, if your not doing that, your coasting.”

Donald has always been jealous of Mickey. He wants the spotlight; to be Disney’s greatest star. Truth is once he has committed to something he is in for 100%, sometimes going to extreme measures to reach his goal. ‘Cause even though Donald isn’t the most lucky character there is, he never gives up and if someone knocks him down, he always gets right up again.

So you see, it’s good to know when not to be a Donald. And sometimes it pays to be like the Duck. Unlike Donald, though, I would advise you to continue wearing pants.

I want to thank Ron Ruth for the opportunity to speak to you. Ron has inspired me with his “Disney’s 3 Keys To Success” presentation. I highly admire him and I think you should too.

Peter Merkle is the owner of Chicago Weddings by Global Heart Entertainment, President of the Chicagoland Chapter of the ADJA, public speaker, webinar host and facilitator of the open invitation Think Cycle Sessions in Las Vegas.

Monthly Music Charts

By TMStudios.com

Pop

1	Katy Perry	Teenage Dream
2	Enrique Iglesias	I Like It
3	Taio Cruz	Dynamite
4	Eminem	Love The Way You Lie
5	Bruno Mars	Just The Way You Are
6	Usher	DJ Got Us Fallin' In Love
7	Ke\$ha	Take It Off
8	Maroon 5	Misery
9	Mike Posner	Cooler Than Me
10	Flo Rida	Club Can't Handle Me
11	Nelly	Just A Dream
12	B.o.B.	Airplanes
13	B.o.B.	Magic
14	Taylor Swift	Mine
15	OneRepublic	Secrets
16	Jason Derulo	Ridin' Solo
17	Adam Lambert	If I Had You
18	Katy Perry	California Gurls
19	Neon Trees	Animal
20	Rihanna	Only Girl (In The World)

Urban

1	Chris Brown	Deuces
2	Trey Songz	Bottoms Up
3	Monica	Love All Over Me
4	Drake	Fancy
5	Rick Ross	Blowin' Money Fast
6	Eminem	Love The Way You Lie
7	T.I.	Got Your Back
8	Drake	Miss Me
9	Jazmine Sullivan	Holding You Down
10	Usher	There Goes My Baby
11	Nicki Minaj	Your Love
12	Usher	Hot Tottie
13	Dorrough	Get Big
14	Fantasia	Bittersweet
15	Soulja Boy Tell'em	Pretty Boy Swag
16	Waka Flocka Flame	Hard In Da Paint
17	Trey Songz	Can't Be Friends
18	Jeremih	I Like
19	Drake	Find Your Love
20	Lil Wayne	Right Above It

Country

1	Lady Antebellum	Our Kind Of Love
2	Kenny Chesney	The Boys Of Fall
3	Josh Turner	All Over Me
4	Easton Corbin	Roll With It
5	Billy Currington	Pretty Good At Drinkin' Beer
6	Little Big Town	Little White Church
7	Darius Rucker	Come Back Song
8	Uncle Kracker	Smile
9	Sugarland	Stuck Like Glue
10	Taylor Swift	Mine
11	Rodney Atkins	Farmer's Daughter
12	Rascal Flatts	Why Wait
13	Band Perry	If I Die Young
14	Zac Brown Band	As She's Walking By
15	George Strait	The Breath You Take
16	Josh Thompson	Way Out Here
17	Brad Paisley	Anything Like Me
18	Reba McEntire	Turn On The Radio
19	Justin Moore	How I Got To Be This Way
20	Craig Morgan	This Ain't Nothin'

Rock

1	Disturbed	Another Way To Die
2	Shinedown	The Crow & The Butterfly
3	Five Finger Death Punch	Bad Company
4	Stone Sour	Say You'll Haunt Me
5	Alice In Chains	Lesson Learned
6	Ozzy Osborne	Let Me Hear You Scream
7	Avenged Sevenfold	Nightmare
8	Soundgarden	Black Rain
9	Godsmack	Love-Hate-Sex-Pain
10	Rush	Caravan
11	Buckcherry	All Night Long
12	Tom Petty	I Should Have Known It
13	Papa Roach	Kick In The Teeth
14	Ozzy Osbourne	Life Won't Wait
15	Slash	Back From Cali
16	Finger Eleven	Living In A Dream
17	Linkin Park	The Catalyst
18	Stone Temple Pilots	Take A Load Off
19	Hellyeah	Hell Of A Time
20	Eric Clapton	Run Back To Your Side

Adult Contemporary

1	Train	Hey, Soul Sister
2	Lady Antebellum	Need You Now
3	Script	Breakeven
4	Uncle Kracker	Smile
5	Rob Thomas	Someday
6	Daughtry	Life After You
7	Katy Perry	California Gurls
8	John Mayer	Half Of My Heart
9	Adam Lambert	Whataya Want From Me
10	Colbie Caillat	I Never Told You
11	Lifeshouse	Halfway Gone
12	Taylor Swift	Mine
13	Lady Gaga	Alejandro
14	Sara Bareilles	King Of Anything
15	Five For Fighting	Slice
16	Daughtry	September
17	Maroon 5	Misery
18	Michael Buble	Hollywood
19	Lady Antebellum	I Run To You
20	Pink	Glitter In The Air

Alternative

1	Neon Trees	Animal
2	Jimmy Eat World	My Best Theory
3	Dirty Heads	Lay Me Down
4	Mumford & Sons	Little Lion Man
5	Anberlin	Impossible
6	Phoenix	Lisztomania
7	Linkin Park	The Catalyst
8	Black Keys	Tighten Up
9	Brandon Flowers	Crossfire
10	Kings Of Leon	Radioactive
11	Switchfoot	The Sound
12	Cage The Elephant	In One Ear
13	Stone Sour	Say You'll Haunt Me
14	Avenged Sevenfold	Nightmare
15	Arcade Fire	Ready To Start
16	Sick Puppies	Maybe
17	Disturbed	Another Way To Die
18	Muse	Undisclosed Desires
19	Finger Eleven	Living In A Dream
20	Crash Kings	You Got Me

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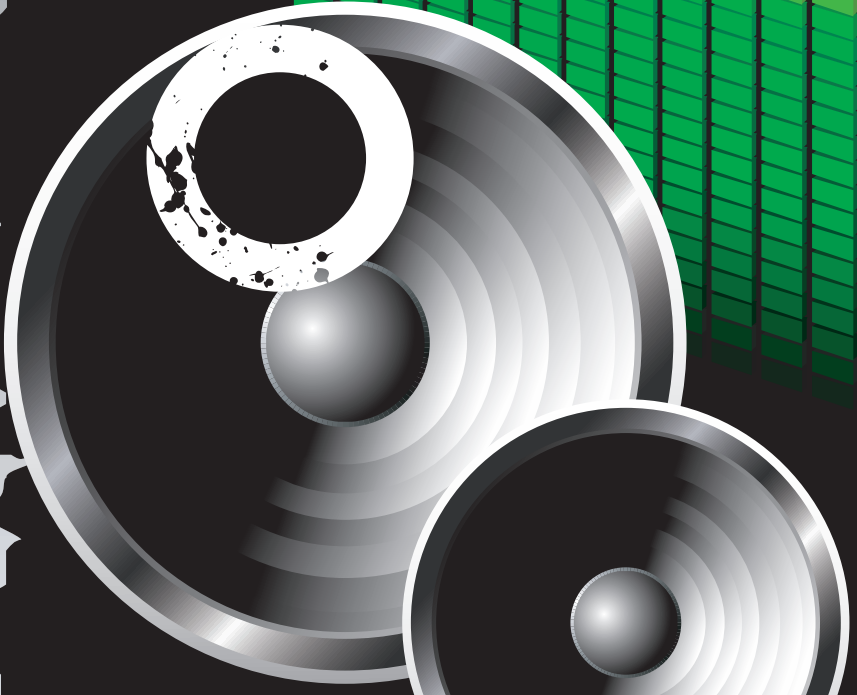


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