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Connections

By Steve Moody

Though it's not always the easiest thing to do, making solid "Connections" with local venue staff has been instrumental in the growth of my business. I have stellar first hand experience here. When moving from the Baltimore area to Maryland's Eastern Shore 8 years ago, it was almost like re-booting

my business. Thus, making new connections at brand new venues became a top priority during that period.

These types of connections are so important. Isn't it amazing how easily we are able to connect with certain staff members at specific venues, while other times we can't even break the ice? Believe it or not, here's another example of how I have put the principals of "The Platinum Rule" (by Tony Alessandra and Michael O'Conner) to use. The concepts from the book have not only helped me better connect with my clients but also better connect with people in general.

Where do we start? Though I always make an effort to connect with venue management, I also try to remember that ALL of the staff members have the potential to pass my name along to future clients. Who better to give a referral than a bartender or server that has seen hundreds of celebrations. I would imagine that a bartender or server referring us probably holds a ton of weight to their family and friends. Remember, a venues bartender has seen the good, the bad and the ugly. Each and every person that we come into contact with during an event can be a potential source of referrals. We should all be "on our toes" from our entrance to our exit. Though all of these connections are important, I would really like to use this space to concentrate on the "Big Guns".

Different regions have different titles for the "room manager". Whether it's a room captain, banquet manager, room director, or whatever else, they all have one thing in common. No two are exactly alike. Therefore, our initial approach to each manager should be entirely unique. Many times breaking the ice is as easy as catching up with an old friend. Then, on the flip side, the manager may seem like a drunk with power dictator barking orders at the staff! We have all experienced it. How awful.

Let's begin with one of the most difficult connections... a manager that has the "Director" personality type. As de-

scribed in the book the Platinum Rule, this would almost be like working with Donald Trump as the room manager. Once we realize that a manager fits this description and is all business, we can begin to alter our approach to work better with theirs.

I try to get a feel for the manager's personality type immediately after arriving at the venue and introducing myself. If they're a Director it is usually pretty obvious. LOL From that very first contact, I begin working on our connection. With this personality type, I'm always very short and to the point when speaking and never approach them without my paperwork in hand. If they have a question I want to have the "correct" answer immediately.

In order to obtain a successful initial connection with them, our interactions should be much more business like. This particular personality type is not interested in chit chat, as they believe that they don't have time for such small talk. Managers with the Director personality type take their work very seriously. Therefore, they feel that they don't have time for anything other than the task at hand while at the workplace. In their mind, they are totally responsible for keeping this fine tuned machine of an event running at full speed.

Additionally, as Directors feed off of feeling totally in charge, I always speak to them as such. A little respect in our conversations goes a long long way. Over the years I have been fortunate, in that I have only had to deal with a few "out of control power hungry" managers. In those particular situations I was able to approach the bride and groom in an extremely tactful way (behind the scenes). Though I always try my best to be respectful of a manager, I would never allow them to create a situation that is not in my client's best interest. Very happy to say that I have never burned any bridges with any venue staff to this point.

Though it may seem like bending over backwards, it's usually in our best interest to find a way to work well with these kind of people. It's up to us to work with these folks for the sake of our clients, and for the sake of possible future relations with this venue. Yes, at times my business can actually feel like work...and this is one of them.

Here is a prime example of efforts truly paying off. There has been a certain room manager at a local venue (that will remain nameless) who could be the poster boy for this personality type. Let's call him Bob. For several years, all of my interactions with Bob were as I described above. I was always short and to the point, prepared, and respectful. We were totally business.

A few months ago, I performed for a huge wedding in the Baltimore Area. This

was one of the absolute biggest contracts we have ever done, which has led to several subsequent contracts. A great deal all round! As guests were beginning to arrive, I noticed that this particular manager, Bob (who works at a totally different venue) came in as a guest. Though we didn't speak at any length, it was probably the most that he had ever spoken to me in the past few years.

At the end of the reception the bride and groom explained that it was "Bob" that had recommended me for their wedding. His word was golden to them. They truly valued his opinion knowing that he had been a part of so many wedding receptions. Bob had told them that I conducted myself like a complete professional, was always prepared to get the job done and did a great job of interacting with the guests. WOW! What an endorsement.

Since that time, I have worked with Bob on several occasions. Our relationship has not really changed. He is still the "Director" and I still play my part. I finally asked how he was able to refer me to that couple. I knew that Bob was not able to refer any disc jockey service that was not on the venue's "preferred vendors list" (which has been set since the 1970s ha ha ha). His answer truly surprised me. Due to the restrictions of his job, he

had never been allowed to refer me to the venue's clients. However, he had no restrictions of telling a personal friend about me, as they were having their event at another venue. Again...WOW! Pull out the tissues and cry a river! I never knew he cared! I had always thought that we didn't have any sort of connection. However, in his mind, I connected better with him than any other entertainer that had worked in the building. Keeping that particular relationship "all business" totally paid off! Go figure.

Making these initial CONNECTIONS can be instrumental to our success at any venue. Though the "Director" like Bob may require a little extra work on our part, it can really pay off big time! I will be back again next month to share some techniques on how to alter our approach to better Connect with venue staff that fall into the "Socializer" category.

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

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the Disc Jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: ...and now, the end is near and so I face the final curtain...

As you know, I retired in July of 2010 from the DJ industry due to age, injuries, unhappiness with the industry and the pinch of the economy.

When I announced my retirement I had many DJs respond with positive messages for me along with great advice, job offers and the idea that I would miss it and be back quickly.

Having over a year now to really look inside myself and attempt to heal from the injuries, all the while watching the industry on web sites and speaking with many of you, I have found that being a mobile DJ/Wedding Entertainer is something that I will never get back to. I loved the music and having fun; but hated the heavy lifting and hauling, the incompetent location managers, the ignorant clients, the rude guests, unprofessional vendors, crabby clients and most of all - all the bickering between those of us within the industry.

I became increasingly unhappy

over the last few years and didn't enjoy that of which I had loved for over 30 years.

When I started as a disc jockey, my music source was vinyl, cassettes and 8-tracks: when I left all the music was all digital. The speakers were huge, heavy and covered with carpet: when I left they were small, lightweight and made from plastic. The lighting was large, heavy and blinked on and off with one color all night: when I left they were small, very light weight with L.E.D. bulbs that can create numerous colors. When I started there was nothing known as a "DJ industry" or professional entertainers. There were no classes, seminars or conventions. There were no associations, web site forums or real friendships between competing DJs.

The changes over the years were great for all of us, but there's still a long way for the industry to go before the general public sees us as a viable, valuable, professional and worthy of the money really needed to be charged by all those in the industry.

Over my 30 years as a disc jockey, the last 13 as a full time entertainer, I have met too many great people who have helped me and the industry grow and become stronger to name in this article. I would like to thank just a few who helped me grow and prosper the most in the business.

Much like an Oscar acceptance speech I'll probably leave out a few names when the music starts to play me off, but here I go... I would like to thank John Young for giving me the opportunity to write this column for the last seven years and allowing

me to speak at several conventions. I would sincerely like to thank Mark Ferrell, Peter Merry and Randy Barlett for opening my eyes (and most DJs) to the possibilities and for advancing the industry from the guy in the corner playing music to a person who is a true professional disc jockey entertainer.

I'd like to thank Bill Hermann, Dude Walker, and Mike Anderson for caring, sharing and just being cool guys to hang out with.. (but their heads are big enough - so I won't) LOL. I'd also like to thank all of those past, present and future contributors to the Disc Jockey News for informing myself and all the readers while attempting to make the DJ industry respectable and professional.

I would like to thank all of you who took the time to read my articles each month, my rants and my pushing to make being a DJ a legitimate and respected industry. Thank you for all the e-mails, phone calls and witty banter on the web.

Most of all I would like to thank my wonderful wife Julie for putting up with me being gone on the weekend nights, for having strangers in our house for meetings and for making the transition out of the industry so easy. Over the last seven years I have forced her to read each of my columns before I sent them off to be published and for that I am very grateful. Her love and understanding helped me heal physically and mentally during this tough last few years.

This issue will be my last article for the Disc Jockey News. October of 2004 was the first issue produced by John and Lori and I luckily have never missed an issue in these seven years. After 85 issues I think that I have done all that I can in print to help improve, educate and possibly entertain the

readers.

For my last piece of advice to those first starting as a DJ or even those who have been in it for a long time like me, I say this: Never stop growing. Find a way to attend conventions. Spend the money for the private seminars by the professionals I have mentioned in this article. Read every DJ related paper, magazine, Youtube video and Internet forum that you can. Listen to what others are saying but really think about WHAT they are saying. Many have great advice that will help you learn and grow but most are just filling the world with misinformation, bad information and some very destructive information.

On the net you can go back and read every issue of the Disc Jockey News since October of 2004. There is a lot of great free information to be absorbed there. Looking back at them I can't help but laugh at some of the ideas we shared and how the times have changed and those ideas have changed, advanced or died out in just seven years.

For now I'm just going to continue to be semi-retired, enjoy life and see what comes to be. Thank you all...and Party On!

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

We would like to thank Jeff for his years of service not only to the Disc Jockey News, but also the industry as a whole. Jeff put in countless hours helping others online and in person. He will be missed and we wish him well in his next venture! (and hope to see him drop by our upcoming Con-claves)

-John & Lori Young



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Get Naked

By Dean C. Carlson

Ever wonder why some DJs flourish while others don't. You probably go to all the same conventions they do, take the same workshops, read the same publications. You may even be better at performance skills like mixing or MCing.

Your sales skills are off the charts and promotional material is top notch. So why are they doing better and possibly making more money with what might seem like less work and effort?

You can all point your fingers at one or two DJs in your market that make it look easy. Maybe you have to look nationally, but for sure you know of a few and you may be asking why them and not me? The answer might be that you just don't know how to get naked.

Recently Patrick Lencioni wrote a book called "Getting Naked". You might have heard of Mr. Lencioni's other best sellers, "The Five Dysfunctions of a Team" or "Death By Meeting". He's also a national speaker, and our industries conventions could use speakers like him because he speaks the kind truth. More on that in a moment.

Samuel Johnson once said "People need to be reminded more than they need to be instructed" So everything I write today you will already know, you just might not put it into practice. See "Getting Naked" is about the idea of being completely vulnerable with those whom you come in contact with. More to the point you need to be completely

open and honest with no sense of pretence.

Getting Naked unleashes the power of vulnerability. Through transparency with those we come in contact with comes an unbelievably higher level of trust and loyalty. Just take a look at our current government to understand this better. I don't know about you, but when I look at our political leaders I think they are all in it for themselves and not us. For the most part they are self serving, truth manipulators. And for me, I have lost faith in their ability to lead.

Now the opposite of that might be Warren Buffett. And again I may not have all the facts but here is a guy who speaks the kind truth. He is a highly respected man who it seems to me operates with no pretence. Mr. Buffett once said "... I want employees to ask themselves whether they are willing to have any contemplated act appear the next day on the front page of their local paper — to be read by their spouses, children and friends — with the reporting done by an informed and critical reporter." Who would you rather do business with?

When asked what makes naked service different from the status quo Mr Lencioni says this "So many service providers and consultants feel the need to demonstrate that they have the right answers and that they don't make mistakes. Not only do clients see this as inauthentic, they often feel that they are being condescended to and manipulated." Look back at your own experiences and ask yourself if you have ever felt this way?

So if "Getting Naked" can have such a dramatic effect on our business why aren't we all doing it.? Well in the book he breaks it down to three fears that paralyze us from becoming more vulnerable. First the fear of losing business, second the fear of embarrassment and third the fear of feeling inferior.

So let's look at those from a DJ's perspective. First is the fear of losing

business. No person in their right mind wants to place themselves in a position of losing business. And I think the root of this fear is a scarcity mindset. Meaning I have to get this gig or I won't fill that date. To get you a real life DJ example of this I don't have to dig too far in my past. When I worked for a larger multi op several years ago it was common practice to hide thing. Take for example mileage, it wasn't clearly stated when a client would call because the mileage was really high for clients farther away and the fear was that if the clients heard the cost for a DJ was this much but it would cost X amount more because of mileage we would lose business, because it would put the impression that if they hired a DJ closer it would be cheaper.

The reality of this is people are so accustomed to hearing lies that when someone come to them from a vulnerable or naked standpoint it becomes unique. Unique obviously separates us from the pack and gives us and advantage over our competition.

Patrick talks about two things that we should consider doing to help us in this fear. First is to speak the kind truth. Have terminal niceness, its infectious. The kind truth is an understanding truth and not just saying things because its true, it comes from empathy.

Think about how many times you have sat in a potential client meeting and thought "are they serious? that is a horrible idea!" And instead of saying anything you hold it in. Patrick advises that we need to learn how to enter the danger zone. Yes sometimes we will lose business because of this, but better business and clients can happen when all the chips are on the table.

The second fear of becoming naked with people is embarrassment. You would think that this would not be something most DJs suffer from considering what we do, but we do. This is a pride thing. The first time I took The Marbecca Love Story Workshop my fear of embarrassment held me back from getting everything I could from that workshop.

From a more business prospective when you become more interested in

their (our clients) interests than protecting yourself they will let you in. Will you keep it in or let it out? The thing is clients will trust you more when you are naked with them all the time because they know you will not hold back.

We all make mistakes; it is what you do with those mistakes that will change peoples perspective of you. Patrick says we should celebrate our mistakes. If you fart own it. By acknowledging our own humanity we become more relevant to those we serve.

Finally the fear of being inferior holds us back. From a very young age we get programmed that we need to be the best at anything we do, how many of you said I want to be president when you where 6 years old? Now think about this how many of you have had bosses that will do the dirty work right with you? How does that change your perspective of them?

Mr. Lencioni says this fear is about preserving social standing. But to become the one in a million service provider we need to learn to put people ahead of us, and become genuinely interested in who they are.

In the DJ world there are a so many places we can do this, because we are always "On Stage" as they say. It is my view that practically nothing should be beneath our doing. When at a show I am willing to take on many hats that are not just DJ hats and most of them I really would prefer not to do. But in the end my clients notice, and they will give me referrals.

After some thought search out examples of people who get naked. Not just in the DJ world but all over. You will find that they attract rather than repel, that they breed loyalty, and ultimately there is a power within them. Yes getting naked may require enduring some suffering and pain in the sort term, but look at the big picture and you will see the benefits. The strongest characteristic of a naked person is humility, and that is something we all can work on.

Good Luck and Great Shows.

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Product Review: Gemini MS-USB from GCI Technologies

Website: <http://www.geminidj.com>

Uses: Outdoor events, small ceremony sound, remote PA applications, trade show booth, mobile music applications

Review: The MS-USB is a versatile, all-in-one portable sound system with a USB memory port and SD card slot, making it easier than ever to play media directly from a USB storage device or SD card. We loaded up a USB thumb drive with some songs to put it through it's paces. The buttons/knobs on the unit allowed us to work our way through the folders and songs in a fairly easy fashion. The large LCD shows folder names and song titles so you can find the exact song you need for a given situation!

The MS-USB boasts a high-quality built-in amplifier, which supplies 100 watts of peak power (50 watts RMS) to its enclosed 8-inch speaker. And to ensure seamless performance wherever and whenever you need it, the MS-USB provides up to twelve hours of continuous operation thanks to its ultra-efficient rechargeable battery. We hooked up an Ipod via the RCA inputs on the unit and played at 3/4

volume for 8 hours before the LED battery level lights went from full to about 1/2 charge.

The system is designed to be portable (and it can mount on a speaker stand) and versatile.

You can plug in a microphone, hook up an Ipod, Ipad, or laptop, and have a small, functional sound system for ambient music events.

While the volume level isn't enough to do a backyard dance, it was very clear and could get loud enough to interfere with conversations within 20 feet of the unit at 3/4 volume. We were very impressed with the sound quality and the sound throw of the cabinet. On our testing day, the microphone could be heard clearly at

over 150 feet outdoors, and the music carried almost 1/8th mile!

Some basic features of the MS-USB: Inputs for USB key drive or device and SD card; Controls for Search, Loop, Reloop, Repeat, and Pitch (buttons & slider); LCD for easy location of USB and SD card files; Master Volume/Individual Gain Control for Input 1 and 2; Enhanced bass output creates a full, rich sound; Professional quality microphone in-

cluded; Heavy-duty aluminum construction; Two-wheel system with retractable handle (similar to a carry on bag) for easy portability; 1-3/8 PA speaker stand mountable; RCA jack for MP3 device; onboard charging system and an LED battery level gauge.

Overall, we were very impressed with this small, battery powered PA system. I could see us using this for a remote cock-

tail sound system (wirelessly transmitting the sound to a receiver plugged into the XLR input) or as a stand alone cocktail

sound system (secure an Ipod on top and let the *Best Of Big Band* serenade the guests in a second room). I would say this would be a great, flexible tool for your DJ company!

How much does it cost? List price is \$299 for the unit. It sells online for about \$200.



Q Corner Continued From Page 1

energy and enthusiasm we needed. She had all the songs we needed for the bridal party entrance, the bride and groom dance, the bride and father dance and the groom and mother dance. She even had the cake cutting song. And with maybe 5 minutes to read through the list of names of the bridal party she get everything exactly right and we definitely don't have easy last names!! Our family will be forever grateful and indebted to her for what she did for us and I would very highly recommend her services."

That was a gratifying email to read and one that I hope brings us some future business.

In the meantime, I thought a lot about the original DJ that this bride had contracted. I could never do what he did yet I'm sure some people might agree with him. After all, New Jersey was already under a State of Emergency, called by our Governor as well as by President Obama. So maybe he was

right to exercise caution and I was wrong to send a dozen Elite Entertainers out into a Category One Hurricane. But as entertainers there's a credo The Show Must Go On (to which I'm sure he'd point out that even Broadway cancelled their shows that night). Brides place a tremendous amount of responsibility on our shoulders when they say Yes, I want you to be my DJ. They trust us to represent them well. To throw the type of party they are looking for. And to look and act appropriate. But first and foremost brides trust us to be there. And I'm proud of my staff that made it through the winds and rain and fallen trees of Hurricane Irene and were there for all those events on August 27th.

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.

What Would Ron Do? (The Secret To Becoming A Disney Geek)

By Peter Merkle

Three things you can do that will immediately effect your client's satisfaction.

Thanks to Ron Ruth for asking me to sit in and write this month's article. Earlier this year Ron asked: "If Walt Disney was a DJ, what would Walt do?" You don't have to be a Disney Geek to find inspiration. You can look to any favorite pass time you have. You're sure to find examples of excellence and innovation. You'll also find performance enhancement, which we'll cover at the end of the article.

When creating a totally geeked out Disney geeked wedding, the first thing Ron

does on the wedding day is get up and comb his hair, holding his comb with his white four fingered Mickey gloves. The next thing he does is go around the house and touch every piece of Disney swag that he has purchased in the over 900 times he has been to Disney. It's what he calls his Disney Moment. Finally, after everything is set up, and before the doors open for the guests, and while no one is looking, Ron dances (by himself) to "Be Our Guest". Really, he does these things EVERY time!

Three things you can do right now...

1. Deconstruct: Walt Disney took his kids to amusement parks. While they were on the rides he sat on a bench and thought there should be somewhere clean and friendly that adults and their children can enjoy together. Ron goes to Disney for inspiration. He's been to the Disney Institute to learn about their best business practices. For you and I, short of doing what Ron would do, I suggest going to an event as a guest or observer. If this is not practical then walk through an event in your mind, or watch COMPLETE video of an event shot from a wide angle. Do like Walt did when he sat on that bench and imagined a better experience for the guest around him. At the recent Wedding MBA conference, Kathy Ireland talked about how she launched the first item in her retail brand: Socks. She "deconstructed" the sock and built it into what she envisioned her ultimate sock to be. What could you come up with if you "deconstructed" and then rebuilt what you do?

2. Change your view: What does Ron Ruth look for when he goes to Disney? When Ron goes to Disney you can conjure up a number of images. First he might look at everything around him through a child's eyes. It's this innocence that can bring a fresh, new vision to something you have seen or done before. Followed by looking through the eyes of a giddy adult. It's this hyper-excited state coupled with the intelligence and wisdom of a mature person that can bring excitement to what otherwise might be the jaded experience

of a grumpy person. Then the perspective of a creative business person. This third perspective is the one that looks for monetized and actionable pieces of inspiration. You've probably put on your Mickey ears when going to a concert, movie, or theatre experience and enjoyed the experience with all of the three perspectives. Find a way to go backstage somewhere, get an in-house tour, read a book/watch a dvd extra about the making of the movie or event.

I was at a wedding once where a little girl came up to me with a lost and found item. She held in her little hand a silver ring. "I found this on the floor, someone lost it." She said this with all the little girl sincerity and concern she could muster for someone's loss of this precious object. I took it from her and guess what it was? I discovered it was the plastic ring that came from around the couple hundred little scrolls of paper the bride and groom had put at the tables as favors. But in her eyes it was so much more than that! Retain some of your innocence.

Ron says-Be inquisitive, be responsive, commit to WED-ology.

3. Tell A Story: For many of us around the world there have been trying times of late. We need the release of fantasy, and insight to create a better NOW for ourselves. There's no better way to do this then to get lost in a good story.

In 1934 Walt Disney wanted to do something that had never been done before in animated film. The skeptics said no one would ever sit for anything longer than a

seven minute cartoon. Walt invited his best animators to the studio, chairs in a semi circle, the room was dark. Walt began to perform the story of Snow White. Every character had it's own voice and personality. When he was done he said: "Boys, this is going to be our first animated film." The story was in Walt's head, all they had to do was draw it. Snow White and the Seven Dwarfs pulled Disney Productions out of debt, and went on to get an Academy Award for Significant Screen Animation. There is a story in all of us, all you have to do is harness it. When you do, the financial or existential funk you're in could begin to lift. You might find another door opening!

"You may not realize it when it happens, but a kick in the teeth might be the best thing that ever happens to you." -Walt Disney

About that inspiration from your favorite sport, art, or leisure activity. In each of these you'll find dedication, coaching, and ongoing training. Get the best "performance enhancements" you can. Don't be cheap. The experience of your craft will be deeper and more satisfying. So too will the experience your clients have of the service you provide. It's what Ron would do.

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

Cliché Is Ok

By Jake Palmer

Cookie-Cutter and Mc-Wedding are just a couple of examples of what some Wedding DJs and Entertainers like to call other Wedding DJs that they feel don't "stack-up" to their level of entertainment or creativity.

In some cases large multi-op companies are referred to as Mc-Weddings, because of the style and manner in which most all of the DJs do a wedding. The same format, the same music, the same system every weekend, just change the name of the bride and groom. Is this good or bad? Is this a problem for our industry? Are these brides and guests

being cheated? Is this cliché, or predictable?

Is cliché OK?

The other day I was meeting with a bride about her wedding, this was

our final meeting to cover all the bases from time-line to music and everything in between. As we discussed some of the specific songs she wanted played, she actually said to me "the music can be pretty cliché, our whole wedding is, we are even going to Hawaii for our honeymoon." Now this is a pretty extreme and blunt example from a bride that I have been friends with for many years, so I can understand her being more candid than most brides would be. It is, however, a great representation of what a lot of brides are thinking, and even more importantly, what a lot of wedding guests are thinking.

Yes, I just implied that guests are more important than brides at a wedding reception and dance... we'll get back to that later. My point right now, is that maybe "cliché" is OK.

If you attend any industry conventions or seminars, one of the things you will hear discussed is the importance of branding. You need to create your brand, then sell

your brand. Your brand is what identifies you, what sets you apart from everyone else, and makes you memorable to people in this fast paced, "I get everything I need on my phone" world we live in.

Think about it, when I say Mc-Wedding, of Mc-anything... you know exactly what I mean. This is because Ray Kroc, was adamant about every Mc Donalds, being exactly the same, so people knew exactly what to expect. If the burgers are different in Minneapolis than they are in St. Paul, it doesn't work. They created a brand that people liked, and they went with it. Large wedding companies are not that different.

Think of it this way, have you ever booked a bride that saw you perform at a wedding she was at? It's much easier, and most of the time they want you to do what you did the first time they saw you. They want their wedding to be similar to they one they have already seen, and by similar I mean, they want it to be fun, they want their guests to stay, dance, eat, and have a memorable time. Isn't that what everyone wants? Obviously not all weddings are the same, not all brides and grooms are the same, but I bet you can think of 6-8 songs that you play at EVERY wedding. Why, because they work. In all the years I spent training new DJs, one of the most important things I would tell them is, "wedding guests dance to songs they know the words to." It's really as simple as that. Wedding guests are not looking to hear the newest, hottest, songs, they don't want the biggest, baddest light show, they are not expecting a nightclub. They like things to be a little predictable, a little formatted, to have some flow and familiarity, and this can carry outside of wedding dances as well.

Case in point, Labor Day weekend every year I do a show at a campground in Southern Minnesota. I have been doing this show since 2002, and some of the songs I have played in the same order and mix with the same gimmicks and games during these

same songs. We are talking nine years, and this year when I chose not to do my "usual" routine during some of the songs the regular guests almost looked disappointed and let down. They were expecting that, they were ready for it, they wanted it. I guess it would be like going to see Jimmy Buffet in concert and he didn't play "Margaritaville" (no, I'm not comparing myself to Jimmy Buffet). My point is that, sometimes we make changes, do things differently or not at all to "change it up" or "keep it fresh", but we're only keeping it fresh for ourselves. Party guests don't get to hear the same 60 songs every weekend, over, and over, and over and over... well you get it. Make sure you are giving

the guest what they WANT, not what YOU THINK they want.

Remember, while the bride and groom are the guests of honor, it's guests that make or break the party. They are the people that you use to create the memories, and the moments. So why not give them what they want? That doesn't mean you can't be the brightest, best, most creative MC during the reception and dinner, just make sure that the guests who stay for the dance know what they are staying for. Maybe cliché is OK...

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



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How Is Your Ability To Make The Sale

By Jeffrey Gitomer

"Jeffrey, what's the BEST way to make a sale?"

When I'm asked this question (I'm asked it all the time), what the salesperson's really asking is, "What's the EASIEST way to make a sale?"

EASY ANSWER: The easiest way to make a sale is lower your price to a point that you make no profit. Not a good option.

REAL ANSWER: There is no EASIEST way to make a sale.

And, just like there is no easiest way to make a sale, there is no BEST way to make a sale

— BUT there are several elements that contain the word BEST that you must self-evaluate in order to discover why the sales takes place, or why not.

KEY POINT OF UNDERSTANDING: Selling is NOT manipulating. Selling is harmonizing.

Oh, you can occasionally make a manipulative sale. But if you're still in the 1970's trying to "find the pain," or "sell an up-front contract," or "make a cold call," or "close the sale," you're toast.

Here are the BEST ways to make a sale:

- The best way to make a sale is to have your reputation precede you by word of mouth from your Google ranking, and from your business social media presence.
- The best way to make a sale is to be known as a valued resource before you start.
- The best way to make a sale is to be friendly before you start.
- The best way to make a sale is to meet with the CEO or actual decision maker.
- The best way to make a sale is not to be salesy, or cocky, or condescending.
- The best way to make a sale is to

find some common ground before you start the selling process.

- The best way to make a sale is to ask intelligent, emotionally engaging questions that draw out both needs and buying motives.

- The best way to make a sale is to walk into the meeting with two ideas in favor of the customer.

- The best way to make a sale is to have done pre-call preparation in terms of the customer.

- The best way to make a sale is to convey value rather than features and benefits.

- The best way to make a sale is to focus on how they profit and produce.

- The best way to make a sale is to focus on outcomes and ownership.

- The best way to make a sale is to relax throughout the entire sales conversation.

- The best way to make a sale is to respond in a heartbeat.

- The best way to make a sale is to make yourself available when a customer needs you.

- The best way to make a sale is to support and prove all your claims with video testimonials from existing customers who love you and are loyal to you.

- The best way to make a sale is to ask for a date of beginning, or some type of commitment to move forward, AFTER you are certain you have removed all risks and removed all barriers from your prospect's buying process.

- The best way to make a sale is to have multiple relationships at different levels and departments within the same company.

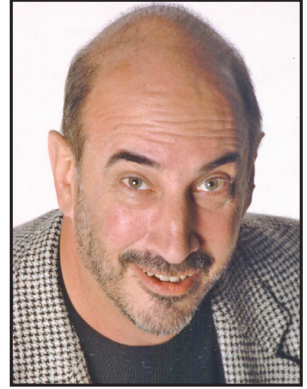
- The best way to make a sale is to earn the status of trusted advisor.

- The best way to make a sale is to create the atmosphere where the customer wants to buy.

- The best way to make a sale is to make the passion of your belief transferable.

And there are questions you must ask yourself that enable the list of the BEST ways to make a sale:

Gitomer continued on page 7



Press Releases: AMDJ VMS2

When it hit the market last year, American Audio's VMS4 4-channel MIDI controller was hailed by many as "the ultimate DJ tool" for its total versatility in adapting to way today's DJs play — whether you use a computer for digital DJ-ing, a traditional analog mixer, or some of both. Now American Audio is building on the success of this marvelous MIDI machine with the addition of a new model to the VMS Series — the VMS2 Digital Work Station, a compact, highly affordable 2-channel version that comes bundled with an updated edition of Virtual DJ LE software.

Like the original, the new VMS2 features MIDILOG™ channels (in this case 2 channels) that are compatible with both any type MIDI software or analog inputs such as CD players or turntables, giving DJs total flexibility to move freely between the digital and analog worlds. Also like its larger cousin, the VMS2 can be used with either a PC or Mac, making it one of the most adaptable pieces of gear on the planet!

The VMS2 also offers more features and a higher level of performance than other units in its price range. For starters, it contains American Audio's exclusive "D-Core" Audio Engine, which provides professional studio quality sound and very high output. It also features balanced XLR outputs, a combo XLR/ 1/4" mic input, and a built-in 4 In/ 4 Out Sound Card. Additionally, like the original model, the VMS2 can be used with an Innofader replacement crossfader (sold separately), an option that puts it in a class with the very top pro gear on the market. All of this for a MAP of just \$349.99!

And of course, the VMS2 comes bundled with popular, easy-to-use Virtual DJ LE software, adding to its value and allowing you to start digital DJ-ing right out of the box. The new, updated version of Virtual DJ LE contained in this package offers added features such as Smart Scratch and Clone, which will further enhance your performance. Those who prefer to use other DJ software pro-

grams will be happy to know that the VMS2 can accommodate those too -- after all, one of the things the "V" in its name stands for is "versatility."

"We are very proud to introduce the VMS2, which offers more features, more performance and more value than any product in its class," said Tom Freret, National Sales Manager for American Audio.

"The response to our original VMS4 was so overwhelming when it was introduced last year that we decided to create a 2-channel version for DJs who didn't need as large a unit, but wanted all of the amazing features and versatility

that made it such a revolutionary product. The VMS2 is designed for DJs who want a high-performance, all-in-one MIDI controller that will allow them to play MP3 tracks from their computer, plus have the option to add analog components such as CD players and turntables. It will definitely help them step up their performance to the next level."

Other features on the VMS2 include: adjustable crossfader curve, 3-band Q with rotary kills, Booth and Master RCA Outputs and 39 MIDI buttons with LED illumination Plus, it features 34 assignable rotary controllers, 10 assignable linear fader controllers, and dual 2048 point resolution touch-sensitive turntable scratch controllers.

In addition to being designed for the way they play, the VMS2 was built for the way today's DJs travel. Its heavy-duty industrial grade steel construction can withstand the knocks, bumps and other punishment that gear takes on the road. As an added convenience, rack rails are included for mounting the unit to a 19-inch rack mount case.

Another feature that makes the VMS2 such a great traveling companion is its compact, easily-portable size. It measures a trim 15.75"L x 12"W x 2.5"H/ 400 x 300 x 65mm, and weighs only 9 lbs./ 5 kg.

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Sales And Kid's Entertainment

By Rob Peters

This month's article will focus on the things you need to know when doing the sales aspect of your children's entertainment program.

Inquiries from your website on the internet or as a result of a previous performance generally come from adults (it's very rare to receive a phone call from a 4 or 5 year old to discuss THEIR birthday party). In some cases, these adults can be the parents of a child celebrating a birthday, or inquiries

can come in from the owner of a child care facility or the director of a kid's camp. Regardless as to who the person inquiring is, or the event being planned, turning an inquiry about your entertainment program from a lead to a booking has some similarities...and differences than when you are selling your DJ services to a corporate event planner or a prospective bride to be.

One of the first things I recommend is that you get the specifics about the party or the WHO, WHAT, WHERE and WHEN: WHO is the party for? WHAT services I the inquirer interested in booking? WHERE is the party being held? And WHEN I the party taking place? These basic facts are important, especially if your business provides more than just children's entertainment. I receive dozens of calls each month asking about "birthday party." My company services all ages, so it's important to ask some probing questions to determine if the party is for a 5 year old, or if the guest of honor is 50 years old.

When asking about WHO the party is for, you may want to consider asking if there is a theme for the party. Sometimes a specific theme can be incorporated into what you offer by tailoring your music and even dressing to fit a theme. In some

rare cases, we find that the theme may not fit one particular entertainment service we offer, but we may be able to book or refer a different service that may better fit their needs.

Another aspect of WHO involves who the primary contact of the organization or event will be. Sometimes when I deal with camps or day care centers, I usually get a call from a teacher, or an assistant director. I want to know what their role is, especially if they are just doing the legwork for someone else. This aspect of WHO is also important on the day of the party. In some cases, the person who you work with is different than the person who you will be dealing with on the day of the event. Having this information, including a cell phone number of the day of contact goes a long way to avoiding any problems on the day of the event.

Obviously, the WHEN and WHERE is important when responding to an inquiry. Your availability is probably one of the most important things that a prospective customer wants to know about. The WHERE is also important, especially if you have a chance to accommodate a specific party request. If the party is close to where your next event is, you have a better chance of booking it, as opposed to a party that 25 or even 50 miles away.

Another aspect of WHERE is about the specific party location. Is the party being held at the prospect's residence, or are they having the party as a function hall? If it is at their residence, is there enough space, and what accommodations are they making in the event of bad weather? (This I probably one of the things that most prospective clients overlook...they ALL think the weather is going to be sunny on their event date!) If the party is at a residence, is there enough space (whether inside or outdoors) for your equipment AND for space for the kids to enjoy your performance. Educating your client in this case is very important, especially in the event the weather is not cooperative.

Another aspect of WHERE comes with parties that are taking place at the client's

home. In certain cases, you may want to consider a site visit with your prospect to look over the area for the party. Look at certain things, such as surfaces that are not level, power accessibility and discuss with your client where they think the best areas for your performance will be.

Over the past few years, I have fine tuned my marketing and sales approach. Depending on how you have set up your website or internet marketing, I have always found that it "REQUIRED" for a prospect to supply their telephone number has helped my success rate greatly. I would rather discuss their event by telephone as opposed to having to type an e-mail. I also have found that by discussing their event by phone, you can communicate better about the things that you...and they need to know.

Once you have the important 4 W's, you need to be able to discuss their event and how your services will be integrated in terms that the prospective client can understand. If they are a referral who has never seen your performance before, explaining things briefly to them while giving them enough information for them to create a mental picture in their minds. Be descriptive and informative and give the prospect enough information that allows them to make a good buying decision. I do not recommend that you go through the specifics of your show on a minute by minute basis because if certain elements

have to be removed on the day of your event for any reason, you will be creating some disappointment. Keep it simple and ask questions that will allow you to explain how your services can be beneficial to their event.

What about price? Well, pricing is always an element of the sales process that needs to be included. If you have done your homework, you will have shopped other children's entertainment services and have a good idea of what they charge, and have set a rate for your services based on your market and what you feel your services are worth. Make sure you quote all of the necessary information, such as if you require a retainer fee or deposit, when the final payment is due and how the client can pay these fees. Also, be sure to have a "rain date" policy (we discussed this in a previous article in the Disc Jockey News) and explain to your customer how it works.

In most cases, selling your children's entertainment program to prospective client will be a simple telephone conversation that, if done properly, can result on a booking on the spot. Take some time to develop your phone sales techniques and include the above information to make each call a MONEY CALL....a call where every time the phone rings, you'll be saying "That's Money Calling" (Thanks Mike Walter!)

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Jeffrey Gitomer continued from page 6

- Am I always achieving my PERSONAL best?
- Am I always PREPARING my best for every sales call?
- Is my ATTITUDE set on positive, and positive outcome?
- Is my BELIEF in product, company, and self always at the highest level?
- Do I believe in my HEART that the customer is better off having purchased from me?
- Am I always doing my BEST for every customer, every time?

REALITY: As a customer, I do NOT need a salesman. I need productivity, an idea, morale, a profit provider, and a trusted advisor.

Is that you?

Jeffrey Gitomer is the author of *Social BOOM!*, *The Little Red Book of Selling*, and *The Little Gold Book of YES! Attitude*. President of Charlotte-based Buy Gitomer; he gives seminars, runs annual sales meetings, and conducts Internet training programs on selling and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com



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Time

By Mitch Taylor

Time is our biggest asset and liability all in one. Do you spend your time or do you invest your time? Time is fleeting they say and for the life of a mobile DJ there has never been a truer phrase written.



Do you have a wife? Children? Family or loved ones? Most people, including my wife, work during the day and have the weekends off. Our busiest times of the year are when our loved ones and families have time off and wish to spend it with us. So what's a DJ to do? The answer: prioritize.

Just as financial advisors tell you to always pay yourself first (savings accounts, investments and the like) you NEED to prioritize the PEOPLE in your life before the THINGS. I write this on the 10th anniversary of 9/11 on a flight from Escanaba, Michigan to Las Vegas Nevada on my way to the 2nd annual ADJA national conference. I've invested A LOT of time this year away from my family to improve my business and provide for my family...a struggle as a man that I'm sure you are all too familiar with as well. Sometimes we make sacrifices for the greater good but the key is to make the most of the time that you have with the people in your life who are most important to you. My wife and I still take a yearly vacation together alone. Our family takes one yearly vacation together as well (lately it's been to Disney and THANK YOU to Ron Ruth for supplying me with an endless array of Disney tips for my first trip there). Pay yourself your family time first. Put it on the schedule and don't move it for anything.

There have been several books, seminars and courses written and taken on time management. Some are worth your

TIME while others are not. Some of the best time management tips I have ever received is in Chapter 1 of the highly acclaimed book The Ultimate Sales Machine by Chet Holmes. In the book Chet talks about how best to prioritize our time, how to decide which tasks to complete first, how many tasks you should take on in a day (answer: 5). It's a great read on business, time management and sage sales advice.

Another great way to save time is to automate as much of your tasks as possible. I have an auto responder that is carefully worded NOT to appear as an auto responder that is sent out the morning after an event. I've had banquet managers respond back saying "My gosh...get some sleep! Can't believe you took the time to write after that long of a drive after your event!" Of course I didn't write it that early in the morning but they thought I did. The task of touching base with her still was achieved albeit automated and saved me time and allowed me some shuteye. Here's a copy of that email for you to use if you wish.

"It was a pleasure working with you this past weekend. Working with people such as yourself who truly have their clients best interests at heart makes my job easier. Thank you for all that you do and if I can ever help you build your business, please let me know. I'll be sure to pass along your name to future clients looking for your services."

Finally, take time out for YOU. Yes, YOU. YOU need time to personally recharge your batteries and stay focused to be the best you possibly can be for your clients AND your family. It's one of the best time investments you can personally make.

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.

The Referral Coach

By Matt Anderson

The Five Best Business Ideas I've Learned and Used in 2011.

Make the focus of rest of your year not about being busy but about getting new and better results.



1. Set a Higher Goal Based on Your Last Five Largest Cheques (Checks)

This is a great idea I got from Strategic Coach Dan Sullivan. You can only grow with new and more challenging goals. One way to do that is to determine the average amount of the five largest cheques you've received over the past 12 months. Whatever that number is, increase it by 33% or 50% and start seeking that kind of business.

Focus on continuing to grow and avoiding any (even new) comfort zone. The purpose is who you become in the process of moving towards this new goal.

2. Expand How You Track Your Prospecting Activity; Make It Easier and Build In Rewards.

What gets measured, gets done. I am surprised at how poorly many people track opportunities and prospecting activity. Robert Louis Stevenson summed it up best: "Don't judge each day by the harvest you reap, but by the seeds that you plant."

We all need this reminder. For any 'new' system to work for you, you must make it easy enough so that you use it AND reward yourself along the way. How can you make that happen?

As potentially embarrassing at it sounds, I get a kick out of putting circles around numbers (say 1-5) and then putting an 'X' through them as I achieve the task. It is a small self-confidence boost every day. Plus it's easy to add up and measure each week. I have different categories for my asks.

The real point here is for you to cre-

ate a simple system that plants more and better seeds on a consistent basis that works for you.

3. Focus On More Ways To Be Happy At Work

Why do we think that business has to focus mostly on money?

This often induces a great deal of stress and can cause us to neglect our loved ones, our health and spiritual life.

"Business is hard," writes dentist and author Paddi Lund in his magnificent book, Building the Happiness-Centred Business. But once he found out that he was not alone in experiencing this; "I didn't feel so isolated and stupid."

When we're not working, we tend to do things that make us feel good. So why don't we focus more on doing things that make us feel good in our work? Google gives its employees '20% time' to work on their own projects and many of the most profitable business innovations that Google has had came from this 'free' time.

"When money is the focus, human beings assume a lesser significance."

Your business will be more profitable when:

a) You're happier and having more fun: We enjoy buying from happy people and we buy more. We prefer to spend our time with happy people.

b) You're focused on making clients happier,

c) You're not focused solely on the bottom line

4. You Must Consciously Have A Growth Mindset to Improve Your Referral-Getting Skills

I saw world-renowned psychologist Carol Dweck speak earlier this year. Then I read her book, Mindset: The New Psychology of Success. Her insights have helped me coach others better to address their obstacles in knowing what it takes to get better at generating referrals.

Dweck's decades of research has found that there are essentially two mindsets (fixed and growth) that people have about intelligence and other skills and talents (such as business, artistic,

Anderson continued on page 9



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Summer School

By Kelly Suit

Our company just finished up our Summer version of Disc Jockey University. This is a program that we do two to three times a year when we have new



employees and we run them through a comprehensive course load in hopes of giving them the foundation to begin their DJ careers. It's one of my favorite things that I get to do as the owner

of my company because I get guys that are typically very passionate about becoming a DJ. Helping them grow and hone their skills is very rewarding and then seeing them out working with our clients and getting rave reviews is an incredible feeling.

We've been doing DJU now for the last two years. It's an idea that we stole and modified from a couple of crack staff here at Disc Jockey News (thanks Mike and Dean). When we started offering this new way of training it was imperative that we offer classes to help create the "perfect DJ." Our training focuses on roughly 10 areas that I feel are crucial to becoming a great DJ, but there is one area that we hit every week and it's the one area that I feel that many DJs struggle the most, using the microphone.

I'm not sure why, but it's been my experience that getting comfortable on a microphone is one of the most difficult things my new employees struggle with the most. I have my thoughts about it, but it's really more of a hypothesis since I can't prove it. I believe that there are several factors involved and if you are struggling with not connecting with your audience, then maybe this article will help getting you think of what it is that you do and how you might go about improving. As a multi-op company, my employees have the advantage of being taught rather than having to learn on

there own from their mistakes. They get the opportunity to see other employees during both training and shadowing at events so as to help get an idea of things to do and what not to do on a microphone. So here are my top five things that I see DJs (my new employees and other DJs that don't work for me) struggling with.

Number One – "The DJ Voice" You know that irritating voice that is a hybrid between Michael Buffer and Ace Ventura? The non-natural voice, that makes a normally eloquent individual sound like they are doing the evening Top 40 radio station show. I understand wanting to sound more professional and commanding, but this is one of my top pet peeves. Use the voice that God gave you and own it! I highly recommend using good grammar and announcing so that you are easily understood, but I don't understand why anyone would fake their normal voice and speech pattern because they are on a microphone.

Number Two – "Where did the energy go?" While I don't like it when my guys do the "DJ Voice", I hate it even more when they go from fun loving, engaging, and gregarious people into robotic and boring MC guy. I'm a huge fan of engaging your audience and being in the moment. I think that often they are so worried about screwing up the intro; they aren't actually into what they are doing. I encourage them to be playful and look for opportunities to showcase their personalities. If you aren't getting your audience into your events, this is an area that you should be looking!

Number Three – "Repetitive Phrases and Wording" I love Randy Bartlett's One Percent Solution series as it covers this area in great detail. New MCs often get stuck on such phrases like "at this time", "put your hands together", and the excessive use of "Ladies and Gentlemen." The English language has many other options to communicate a thought with the microphone; all you need to do is a little homework. At the very least, check out a thesaurus. Tape yourself either practicing or at an event

and listen careful to what you say. I believe that the DJ catch phrases tune audiences out since they've heard them so many times already.

Number Four – "Too Much or Too Awkward Movement" I don't have an issue with a performer defining their space. If you walk while announcing it should be with purpose. It never fails that in everything training group I'll get one or more new employees that I need to coral in because of the way they move. I've had guys that sway, that goose step, that prowl, and move to the beat of the music unconsciously. Breaking people of this is very difficult and tends to cause other issues as they spend so much time being aware of their movement that they aren't aware of the moment. Videotaping is very useful in breaking this habit as well as lots and lots of practice in front of a mirror. I'm not saying that you need to be a statue, far from it, but if your movements are distracting your audience then you need to get this under control!

Number Five – "Talking At Your

sporting ability etc). A mindset is a powerful belief.

Since all our results come from our beliefs, Dweck tells us that we have to change that first. If you believe that you might reveal your inadequacies by taking risks, experiencing initially weak results, and working hard, you won't do what is needed to get great results and build a referral-based business.

On the other hand, if you believe that your qualities can be developed, that "leads to a host of different thoughts and actions." These new actions can move you in the right direction.

The good news is you can change your mindset/belief.

The fixed mindset is afraid of challenges and sees failure as making a mistake – as revealing that you are not perfect and smart all the time. The growth mindset sees failure as growing (learning) and struggle as part of that process.

I cannot emphasize how profound this is. Without a growth mindset, you will never be successful at bringing in more and better referrals. As Dweck said to her audience in Chicago:

"Audience Instead Of To Them" Again I believe this happens because of being more worried about screwing up the announcement rather than being a part of the flow. Little things like making direct eye contact and smiling are so crucial to engaging an audience. I've had guys that during wedding introductions never took their eyes off their scrip, even when introducing themselves. I train my guys to not memorize their scripts, but to be extremely familiar and comfortable with all of the names so that at a glance they can say them. Once again, videotape is the best way to see if you are doing this.

Finally I highly recommend taking your videotape to other DJs that your respect or to others that have to do public speaking. Allow yourself to be critiqued as too many DJs think they already are doing it better than everyone else. Take the time to get this right; it's one of the easiest ways to separate yourself from your competitors.

Kelly Suit can be reached at kellysuit@discjockeynews.com.

"There is nothing worthwhile in life that doesn't take tremendous effort." Same goes for getting much better at generating referrals.

5. Apply the Five Love Languages to Your Business.

Gary Chapman's wonderful book was far more than just great information to improve my relationship with my wife. It has many great business applications.

Whether it's acknowledging clients more (which is how some people feel most loved); giving personalised gifts; human touch; acts of service beyond your vocation, or spending quality time, there is so much more you can do to positively impact the relationship business you're in.

Five of the best for you. Which one has helped you the most?

Matt Anderson can be reached at: <http://www.thereferralauthority.com>



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What Graduates are saying...

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

Mike Anderson, Minneapolis, MN

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

Eric Wies, Mason City, IA

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

Brooklyn Dient, Seattle, WA

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What will you Create?

New Miguel	Quickie		
New Lil Wayne	She Will		
New Wiz Khalifa	No Sleep	Drinking and Partying song	
New Kelly Rowland	Motivation	FT Lil Wayne	
New Dev	In the Dark		
New DJ Khaled	I'm on One	Drake-Rick Ross	
Frank Ocean	Novacane		
Black Eyed Peas	Don't Stop The Party		Okay w/o Genitals-Edit?
Rhianna	California KING bed		
Britney Spears	I Wanna Go		
Katy Perry	Last Friday Night		
Enrique Iglesias	Dirty Dancer		
Rihanna	Man Down		
Nicole Scherzinger	Right There		
Kelly Rowland	Motivation	Lil Wayne	clearly sexual
Travis Porter	Bring it Back		

Monthly Music Charts

By TMStudios.com

Pop			Country			Adult Contemporary		
1	Maroon 5 & C.Aguilera	Moves Like Jagger	1	Rodney Atkins	Take A Back Road	1	Adele	Rolling In The Deep
2	Bad Meets Evil	Lighters	2	Toby Keith	Made In America	2	Pink	F**kin' Perfect (Perfect)
3	Gym Class Heroes	Stereo Hearts	3	Keith Urban	Long Hot Summer	3	Bruno Mars	Just The Way You Are
4	Foster The People	Pumped Up Kicks	4	Kenny Chesney	You And Tequila	4	Band Perry	If I Die Young
5	Britney Spears	I Wanna Go	5	Jake Owen	Barefoot Blue Jean Night	5	Jason Aldean	Don't You Wanna Stay
6	Katy Perry	Last Friday Night	6	George Strait	Here For A Good Time	6	Script	For The First Time
7	Nicki Minaj	Super Bass	7	Blake Shelton	God Gave Me You	7	Katy Perry	Firework
8	LMFAO	Party Rock Anthem	8	Trace Adkins	Just Fishin'	8	Lady Gaga	The Edge Of Glory
9	Adele	Someone Like You	9	Eli Young Band	Crazy Girl	9	Onerepublic	Good Life
10	Cobra Starship	You Make Me Feel	10	Miranda Lambert	Baggage Claim	10	Lady Antebellum	Just A Kiss
11	Rihanna	Cheers (Drink To That)	11	Taylor Swift	Sparks Fly	11	Andy Grammer	Keep Your Head Up
12	Pitbull	Give Me Everything	12	Brantley Gilbert	Country Must Be Country Wide	12	Adele	Someone Like You
13	Lady Gaga	You And I	13	Thompson Square	I Got You	13	Cee Lo Green	Forget You
14	OneRepublic	Good Life	14	Lady Antebellum	We Owned The Night	14	Maroon 5 & C.Aguilera	Moves Like Jagger
15	Dev	In The Dark	15	Jerrod Niemann	One More Drinkin' Song	15	Train	Save Me, San Francisco
16	David Guetta	Without You	16	Rascal Flatts	Easy	16	Bruno Mars	Lazy Song
17	Jason Derulo	It Girl	17	Billy Currington	Love Done Gone	17	Katy Perry	Last Friday Night
18	Lil Wayne	How To Love	18	David Nail	Let It Rain	18	Hot Chelle Rae	Tonight Tonight
19	Iyaz	Pretty Girls	19	Steve Holy	Love Don't Run	19	Maroon 5	Never Gonna Leave This Bed
20	Script	Nothing	20	Jason Aldean	Tattoos On This Town	20	Kelly Clarkson	Mr. Know It All
21	Kelly Clarkson	Mr. Know It All	21	Darius Rucker	I Got Nothin'	21	Coldplay	Every Teardrop Is A Waterfall
22	Lady Gaga	The Edge Of Glory	22	Craig Campbell	Fish	22	Script	Nothing
23	LMFAO	Sexy And I Know It	23	Ronnie Dunn	Cost Of Livin'	23	David Cook	Last Goodbye
24	Afrojack	Take Over Control	24	Band Perry	All Your Life	24	Josh Gracin	Long Way To Go
25	Andy Grammer	Keep Your Head Up	25	Eric Church	Drink In My Hand	25	Lady Gaga	You And I
26	Kelly Rowland	Motivation	26	Zac Brown Band	Keep Me In Mind	26	Colbie Caillat	Brighter Than The Sun
27	The Band Perry	If I Die Young	27	Joe Nichols	Take It Off	27	Matt Nathanson	Faster
28	New Boyz	Better With The Lights Off	28	Alan Jackson	Long Way To Go	28	Foster The People	Pumped Up Kicks
29	Patrick Stump	This City	29	Hunter Hayes	Storm Warning	29	Gavin DeGraw	Not Over You
30	Selena Gomez	Love You Like A Love Song	30	Justin Moore	Bait A Hook	30	Margo Rey	Let The Rain

Urban			Rock			Alternative		
1	Big Sean	Marvin & Chardonnay	1	Red Hot Chili Peppers	Adventures Of Rain	1	Foo Fighters	Walk
2	Miguel	Quickie	2	Theory Of A Deadman	Lowlife	2	Red Hot Chili Peppers	Adventures Of Rain
3	Jay-Z & Kanye West	Otis	3	Foo Fighters	Walk	3	Blink-182	Up All Night
4	Drake	Headlines	4	Sixx A.M.	Lies Of The Beautiful People	4	Foster The People	Pumped Up Kicks
5	Beyonce	Best Thing I Never Had	5	Staind	Not Again	5	Bush	The Sound Of Winter
6	Lil Wayne	She Will	6	Alter Bridge	Ghost Of Days Gone By	6	Awolnation	Sail
7	Lil Wayne	How To Love	7	Kenny Wayne Shepherd	Never Lookin' Back	7	Rise Against	Make It Stop
8	DJ Khaled	I'm On One	8	Seether	Country Song	8	Joy Formidable	Whirring
9	Wale	That Way	9	Chickenfoot	Big Foot	9	Young The Giant	Cough Syrup
10	Chris Brown	Wet The Bed	10	Seether	Tonight	10	Mumford & Sons	Roll Away Your Stone
11	Mindless Behavior	Mrs. Right	11	Bush	The Sound Of Winter	11	Jane's Addiction	Irresistible Force
12	Drake	Marvin's Room	12	3 Doors Down	Every Time You Go	12	Foster The People	Helena Beat
13	Kelly Rowland	Motivation	13	Avenged Sevenfold	So Far Away	13	311	Sunset In July
14	Jay-Z & Kanye West	N***** In Paris	14	Adelitas Way	Sick	14	Airborne Toxic Event	Changing
15	Ace Hood	Body 2 Body	15	Breaking Benjamin	Blow Me Away	15	Incubus	Promises, Promises
16	Nicki Minaj	Super Bass	16	Evanescence	What You Want	16	Switchfoot	Dark Horses
17	Meek Mill	Ima Boss	17	Pop Evil	Monster You Made	17	Coldplay	Paradise
18	Trey Songz	Unusual	18	Kid Rock	Purple Sky	18	Staind	Not Again
19	Monica	Anything	19	Five Finger Death Punch	Under And Over It	19	Seether	Tonight
20	Beyonce	Party	20	Puddle Of Mudd	Gimme Shelter	20	Sublime With Rome	Panic
21	Diggy	Copy, Paste	21	Volbeat	Fallen	21	Evanescence	What You Want
22	J. Cole	Workout	22	Nickleback	Bottoms Up	22	Grouplove	Colours
23	Lloyd	Dedication To My Ex	23	Papa Roach	No Matter What	23	Coldplay	Every Teardrop Is A Waterfall
24	Nicki Minaj	Fly	24	Crossfade	Killing Me Inside	24	Cage The Elephant	Aberdeen
25	Verse Simmonds	Boo Thang	25	Pretty Reckless	Make Me Wanna Die	25	Middle Class Rut	Busy Bein' Born
26	Rihanna	Man Down	26	Avenged Sevenfold	Buried Alive	26	Kooks	Junk Of The Heart
27	Future	Tony Montana	27	Korn	Get Up	27	Blue October	The Chills
28	Marsha Ambrosius	Late Nights & Early	28	Art Of Dying	Die Trying	28	Florence + The Machine	What The Water Gave
29	Hamilton Park	Thing called Us	29	Black Stone Cherry	Blame It On The Boom Boom	29	Sublime With Rome	Take It Or Leave It
30	Tyrese	Too Easy	30	Theory Of A Deadman	Bitch came Back	30	Sleeper Agent	Get It Daddy

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