

Disc Jockey News

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Q Corner: Where Quality Meets Quantity

By Mike Walter

DJ Skribble, this year's key note speaker at The Las Vegas DJ Show made a great statement during his presentation (actually he made a lot of great statements). When talking about DJing an event, he said "Record one is the most important song you'll play. It sets the tone for the rest of the night." Dr. Drax, ADJA President and passionate organizer of this up and coming event, must have used the same logic when scheduling Skribble to open this year's show (which took place at The Las Vegas Convention Center, September 9-11th). From the moment Skribble was introduced, leaned on the podium and said, "So, you guys wanna hear my story

huh?" I was hooked. Now, okay, I'm a fellow New Yorker, so his style of direct (if unpolished) communication speaks to me - but I wasn't alone. As I looked around the room he had the rest of the 700+ DJs enraptured as well.

Skribble told us his life story, how he feels the key to his success was "Practice practice practice," how his big break came at an industry event that Stretch Armstrong didn't show up for (Skribble had his records in his car, mixed a great set in front of a ton of industry people and his reputation blew up) and how, because of this he feels, "Part of this business is being in the right place at the right time." Skribble's emphasis on hard work and practice was refreshing to hear. He told us, "Some of today's DJs - they don't want to hustle, they think they're gonna be Tiesto but they don't want to work for it."

He also spoke to me as a married man who tries to juggle the highs of performing with the realities of home life ("When I'm on the road I'm DJ Skribble but when I'm home I'm Scott take out the garbage.") And finally, his passion came through in everything he said. "I still love this s#*t like the day I started" he told us - and no-

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Talkin' Bride: It Could Happen.. And It Did!

By Tamara Sims

A few weeks ago we were preparing for a smooth wedding weekend with 15 events. The weather forecast looked great, all of our DJs and back-ups were in place, birds were chirping... well you get the idea. On Thursday evening one of our DJs was in a minor car accident on his way home from



picking up his kids. He was rear-ended and his lower back took the brunt of the accident. As a result he was unable to

perform at his wedding on Saturday. No problem as we are prepared each weekend with our Emergency Back Up DJ. For those of you who may be wondering, NO I am not the back up plan. the only mixing I am qualified to do is with my spatula in the kitchen! Back Up means an actual DJ from your company who is aware of your policies, procedures and wedding philosophy.

Jay called our back up DJ, sent him the wedding agenda and script, and asked me to contact the wedding planner the next morning (by this time it was very late) to let her know what had happened. All was well. The next morning as I am about to call the wedding planner, I get a text from Jay that reads "call me before you contact the planner." Uh-oh, This can't be good. I call Jay only to find out that our back up DJ is sick! Really?? Luckily our secondary backup

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In The Booth: UK DJ Customer Service

By Brian S. Redd

Recently, I attended my 6th BPM DJ Conference in Birmingham, England. It's always great to meet up with all my UK pals and see what they are up to.



One thing that's consistent at each and every BPM show I've been to are the stories I hear from DJs who are struggling to separate themselves from "60 Quid Sid", which is what they call those DJs who go out and gig for a little bit of nothing (60 Quid is less than \$100 US).

Don't get me wrong, there are mobile DJs in the UK that are more than making a go of it. However, most are struggling. Much of this has to do with total market saturation. DJ culture is huge in the UK. Throw a rock in England and you'll hit 5 DJs.

I'd love to help and do offer advice to individuals that ask for it. However, there is a real challenge I face with actually doing videos on the subject. If there is one thing I've learned about Brits through my travels and social media, they are very sensitive to someone like myself (a "Yank") telling them, well, anything, and I get it. Really I do. The Brits are a proud people and "Americanization" is considered a 4 letter word on that side of the pond.

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Welcome To The Future

By Mitch Taylor

The Las Vegas DJ Show has just concluded and there were MANY great presenters with PHENOMENAL content (some have even commented that this lineup was the BEST of any DJ show in quite some time). I've read reviews of others who have said they haven't been this energized before in a LONG time... ready to come home and put into practice what they've learned (and this is from an industry veteran who has attended at least 3 different shows this year). The reason for the article is simply this. At The Las Vegas DJ Show... I saw the FUTURE of our industry.

Now to be fair...I've seen the future of our industry BEFORE... just in small glimpses. It started back at one of my first Marbecca Method workshops where I met a young man named JD Fisher. JD had somehow happened to stumble upon the workshops and decided to attend. He didn't know how much vile and venom was spewed on the chatboards in the early days of GWYW. He hadn't read the glowing reviews of people who've actu-

ally attended a Marbecca Method Workshop. All JD did was see an OPPORTUNITY to better himself and he seized it to work on his artform, his craft. I was so proud and hopeful for the future of our industry that day.

I've seen the future of our industry as well in many other iterations over the years... but this year was DIFFERENT. A different vibe was in the air. It started with a chance meeting with a fellow DJ who like JD before him, didn't have any preconceived notions of the ADJA nor a conference. This man's name is Derek... and Derek inspired this 20 year veteran of the mobile DJ industry. Derek is from the Phoenix Arizona market and less than 2 months prior to the show got an invite to a local Phoenix ADJA chapter meeting. He was amazed at the camaraderie in the chapter and wanted to learn more. They spoke of this conference and told the young man he should attend...and he did. I met Derek at Breakfast With The Game Master with Scott Faver... another gentleman who had a profound influence on my career as I was getting my company jumpstarted back in 2006. The passion that Derek exuded for wanting to BE better, without the typical "we should all share it for free" crap that is espoused by haters was really refreshing to me having been through all of the Chat Rash (nod to Bill James and DJA radio) that had occurred just a few short years before.

Derek has come back energized from this conference with a completely new

perspective on his DJ business and HOW he can transform it into exactly what he wants to do with his life and how his DJ business can help him achieve his goals. He self admittedly was overwhelmed not only with the sheer volume of great content but also the sheer volume of warmth that was at the show that each DJ had for each other, with everyone coming together under the one umbrella of learning knowledge to become better.

Now that's only the FIRST part of the future. The second part of the future that was witnessed at The Las Vegas DJ Show wouldn't have happened without the insistence of one Randy Bartlett and the open mind of Dr. Drax. The Las Vegas DJ show provided the phenomenal 1-2 punch of great seminars packed with content and added the extra layer of personalized workshops in different disciplines. DJs could better their skills with workshops such as the DJ Scratch Academy with beginner and intermediate sessions of how to become a better beat mixer or turntablist. Randy Bartlett offered an Advanced Level Mic Workshop that I took advantage of and literally SOLD OUT in just hours after announcing it. Cindy Hanser provided an Advanced level Photo Shop workshop following up her already generous seminar of Beginner Photo Shop for DJs at the show.

This combination of great content at seminars where you can gain knowledge to bring back to your business to implement and beginner to advanced level workshops to work on your performance or business skills multiplied with the infusion of young talented DJ's with the desire to improve their skills for the ben-

efit of their clients with no pre-conceived negative notions of our industry past is TRULY the future of our industry. The future looks bright and I for one am proud to be a Mobile DJ who is helping to mold the future of our industry by being involved in the conferences...instead of being one of the DJs bitching from the sidelines.

This years Las Vegas DJ show was held in the spacious Las Vegas Convention Center, with room blocks at the closest hotel to the LVCC for under \$70 per night, nightly parties with one hour FREE open bar at premium Vegas nightclubs such as Marquee and LAVO, and hook ups on dining at the host hotel and a prefix menu at LAVO as well the night of the party at the club. All of this is great and has been created by Dr. Drax, the president and visionary of the ADJA. Dr. Drax has become a good friend and advisor to me and if I know the good Doctor like I think I do, next years show will be even bigger and better with more premium content in both seminar and workshop format alike. If you have to choose just ONE show... this is the show to attend. I look forward to seeing you there next year.

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.

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body in the room doubted it.

I felt DJ Skribble was one of the best keynote speakers I've ever seen at a DJ Convention – and I've seen plenty of them. I'd witnessed him mixing a set at The International DJ Expo over the summer and was blown away. Now, having heard him tell his story, I'm even more of a fan.

My LVDJS experience actually didn't begin with Skribble's seminar. I attended the "Breakfast with the GameMaster" event on Monday morning. Scott Faver (who missed his calling as a preacher) fired up this room of barely awake DJs and got us motivated for the week ahead. Scott hosts these morning get-togethers at every convention he attends and while I usually miss them because I'm out getting my morning run in, I'll be sure to try to attend more of them in the future.

The LVDJS is one of those conventions with concurrent seminars. Personally I hate these because while I sit in one seminar I feel like I'm missing out on something else. That said, I can't accurately report on every seminar, but some of the highlights of the ones I did attend include:

Peter Merry's "Ten Layers" Peter gave some great example of ways to enhance introductions and used photos and videos to demonstrate his points.

Mitch Taylor's "Be the Expert"

Mitch offered some meat and potatoes ideas that can make you stand out as an expert to your clients.

David Hoyt's "Making The Jump"

David was very funny and he brought



us into his life through personal stories including his wife Rebecca encouraging him to quit his day job to DJ fulltime. David opened up by saying this was his first seminar but you'd never have known.

He was smooth and polished and offered great content.

Jim Cerone's "How To Speak Bride"

Jim offered some great examples of how to communicate with today's millennial bride. He also finished his seminar with a call to action that every DJ should hear. (Hopefully Jim will share that part of his seminar in these pages.)

Jamie Bodie's "A Plan For Growth"

Jamie has a very motivating story to tell about how he used Dave Ramsey's method to pay off a six figure debt in 25 months. This seminar was at the end of the day, an unenviable time slot for an speaker, yet Jamie kept the entire group enraptured for the whole hour. When he said, "I don't want to be busy - I want to be productive," I smiled ear to ear. Kudos Jamie! One of my favorite seminars of the week.

Jodi Harris' "Rock What You Got"

Jodi is very busy, make that productive, on social media and she shared some of the great aps she uses to help her make such a powerful social impact.

Tuesday morning began with the ADJA Annual Meeting. It surprised me that Drax would schedule this so early (especially since, based on most of the attendees' Facebook posts, many of them were out at the Marque club till way past bedtime) and the sparse attendance in the room was testament to the poor scheduling. Mitch

Taylor won the Michael Butler Humanitarian Award, The Bay Area Chapter took home Chapter of the Year and Scott Faver won The Peter Merry Leadership Award. Kudos to all the winners.

I know from speaking with Dr Drax in the run-up to this convention that he very much wanted to offer the best educational content that had ever been available at a DJ Expo. I was at the infamous Dallas convention (sponsored by this publication) which in my opinion has always had that record. Whether Drax topped the week that John Young planned is a matter of debate. But what is not debatable is that The Las Vegas DJ Show had nuggets galore. This is a convention that has grown in leaps and bounds in the three short years of its existence and if that growth continues, this show will become one of the "can't miss" attractions for any DJ company owner who is serious about staying on the cutting edge of their industry. Stay tuned to TheLasVegasDJShow.com or like the ADJA on Facebook if you want to get the 2014 dates as soon as they are announced. I'll see you there!

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From The Other Side: What’s Wrong With People...

By Jake Palmer

I know I have mentioned it several times over the years, but I have been a wedding DJ since 1986! Sure that seems like a long time; actually it IS a long time. It does not; however offer me any special treatment or entitlement when I am at a wedding. Lately, I am feeling like I am the only person at these weddings feeling this way. It just seems to me like everyone else has the attitude that they are entitled to something. They are entitled to dance, they are entitled to have fun, they are entitled to have the type of fun they want and the hell with everyone else.



Now, as surprising as it may seem, my first response to these people is “YES,” yes you are entitled to have fun and dance, and enjoy yourself. Of course I am going to do everything I can to ensure they have a great time, but for some reason lately, that’s not enough. It seems like there is always a group of people or a couple people that refuse to follow suit. These people are easy to spot, they are the ones who refuse to “quietly” listen to introductions or instructions, they also choose to do their own thing rather than move and function with the group. Now, originality is one thing, but these people are typically just selfish. It’s about them and their ideas, their music, and activities, if you aren’t part of that then you’re missing out.

The reason I bring this up, it because I have been fortunate enough to experi-

ence some of this first hand lately. I have really noticed that it’s not just a particular type of person, but rather wedding guests in general.

Now, I should preface that statement by pointing out that not every wedding guest is selfish and needy. Recently, it seems like there is always that one table of guests that refuses to stop their conversation for introductions, blessing, and toasts, ect... just selfish and rude. I have also noticed a new attitude from people making requests, no matter what they want, it should ne next and if it’s not (no matter the reason), then they get upset and they are not afraid to let you know they are upset. It’s almost like they simply don’t care about anyone else at the event except themselves.

The topper of toppers is, two week-ends in a row I have had guests go behind the system and start messing with the laptop or mixer! WHAT? Really... I mean what if I showed up at one of these guys’ jobs and started messing with their janitorial supplies! If you don’t like the price of milk, you don’t get to go behind the counter and change the price. Both

times I had run to the restroom, it was late in the night and the said offender was pretty loaded, still no excuse.

I am not sure if the “new” attitude of some of these guests is a byproduct of the “instant gratification” society we live in, because of Twitter, Facebook, and iTunes people are simply used to getting what they want when they want it. Maybe it’s simply booze related, there is always that one guy at every wedding that over-indulges and makes some memories.

I know I don’t have all the answers and I know I am not the only wedding professional who has to deal with drunk idiots, but the entitlement attitude is getting a little old... come to think of it, maybe that’s the answer... OLD, maybe I’m just getting old. I guess it all comes back to the old saying, “You gotta LOVE drunk people to do this job.”

Moral of the story... smile a lot and work with an assistant so your system is never unattended.

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Tamara Continued from page 1

DJ is healthy and ready to go. I call the wedding planner who is so appreciative that we actually have a back up DJ and all is calm. The next day I follow up with the DJ who tells me the wedding was great, the evening flowed perfectly and the bride and groom even gave him a tip at the end of the night.

And yes readers... this REALLY did happen which is why I cannot stress enough how critical it is to have back up plans in place in our industry. A wedding is a once in a lifetime event and you cannot ask a couple to reschedule to another date if something bad happens. In almost any other profession you could work at 50% capacity and no one would be the wiser. Your energy level and performance equates to the success of the wedding. I am sure you all have stories of how you “sucked it up” while sick at a wedding, but I bet in hindsight you would agree that your performance suffered and you wish you could have

done something differently. As DJ Entertainers, you all strive to give more than 100% to your couples, so why wouldn’t you make sure every client was taken care of in the event of an illness or emergency. Instead of investing more money in “gear” invest some time in developing an emergency plan for your company. Most things in life can be rescheduled...a wedding isn’t one of them!

Life happens...be ready for it!

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

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



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Bad Endings

By Dean C. Carlson

Last night was the series end for Breaking Bad. I was a late comer to the show, starting only this summer. But I was instantly hooked. As the last eight episodes rolled out week after week I kept asking myself could this show really live up to the hype and would the end disappoint. The final show was very good, although not nearly as good as 3 shows ago, Ozymandias.



This brought me to think about DJing again, oddly enough. See October for us in the Midwest brings a close to the heavy wedding season. I personally have just two weddings till the end of December. As you all know there is a grind to DJing that takes its toll late in the season. So I was wondering do I finish strong, or are the best shows of the year just behind me now?

Being an entertainer is very unique. Unlike a “day” job where most people are slaves to the grind, meaning they just do what they are told, DJing require creative muscles and in the moment energy. That in itself is exhausting. Not to mention all the things we have to do pre

show. The there is the emotional bond we have for both our performances and our clients, if we are doing it right. If you are a mobile DJ then you also have to take into account driving, and the time and toll that it takes. It’s no wonder this time of the year could possibly be less than we want it to be.

So how do we avoid this? First on the list must be that we realize physically what we do and that we must make healthy choice. I am 47 years old, and I plan on doing this for at least another 15 years, maybe more; thus last year I started working out. My only suggestion for this would be to get with a professional, and have them set up a plan like I did. Right now I work out 3 times a week, 4 if you add shows on Saturday which is a workout in itself. Obviously this helps



with load ins and outs.

Next I also changed my diet; you know good in good out. 16 months ago I weighed 255 pounds, which is pretty heavy for any frame really. Currently I am at 210 -215 range. As you might imagine dropping 40 pounds is a lot and truly changes how hard your body has to work. I do about 20-30 minutes of kid activities at every show, and I used to be a complete sweat puddle, and out of breath. Now I can move right along to the next piece.

Working out and weight loss are pretty obvious, so let’s move on to the not so obvious. How creative are you? Do you try to put a spin on every show you do, or are you just ok with the same old same old? There are a lot of things that I do that are similar every show, although I leave a lot of room for living in the moment. Being spontaneous can not only add joy to your clients but it can also add a lot to how you perceive your show.

In a past article I wrote about a book called “Top Performer” and he calls spontaneous acts “Juicing the Jam.” The only real way you can live in the moment while performing is to know you “bit” or “Schtick” or performance piece so well you don’t need to think about doing it. At that point it changes and everything around you becomes clear and usable.

This makes every show the same yet very different.

Speaking of different I have a conversation with every client that lies at the end of the season that talks about how important different can be. It is not totally inconceivable that several guest have been to a couple of weddings this same year. This opens up the creative process, which leads to the next step to getting rid of show fatigue, be original as possible.

Even making one thing at an event brand new for yourself can change how

you feel about doing that show. Keeping things fresh keeps you on your feet, although I don’t recommend doing to many brand new things at a time, and it might stress you more than help you.

Some of you might be thinking how the heck do you make this happen? Well my suggestion would be to form a mastermind group. Over the years I have grown the group of DJs I can call for ideas, but it doesn’t take many; 4-6 would do. I recommend a more personal touch than online chat forums. Face to face works much better because you can sort the ideas easier, and flesh them out more. This is a 2 way street, you should help twice as many DJs that help you. It’s amazing what happens when 2-3 people start out with a single idea and let go totally.

Finally remember WHO you are doing this for. Your newlyweds don’t care that you have done 40 shows up till now, they only care about how great you are going to help make that day. If it was your wedding day, what would you expect? If you charge a livable fee, then you owe them no less than you best.

These four ideas, workout, diet, juice the jam and a completely new entertainment pieces have radically changed how the end of my year goes down. I am always excited about what’s next. So what are you going to do to make the end just as good if not better than the start?

Good Luck and Great Shows.

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

Can I See Your License And Registration Please?

By Kirk Rothrum

Have you ever wondered what responsibility (if any) a DJ, mobile or otherwise, has with regards to music licensing? What exactly is a “public performance”, and is there any situation where a performing DJ is liable?

Leave the hearsay to the online forums. I chopped it up with Jeremy McCulley, Licensing Manager at ASCAP, to the get low-down on exactly who, what,

where, when and how- someone is responsible for licensing.

Kirk Rothrum:

According to ASCAP, what is technically considered a public performance?

ASCAP:

A public performance is when any copyrighted music is brought into a business, including a DJ, Live Music/Band, Jukebox, Karaoke, etc.

Kirk Rothrum:

In those scenarios, whose responsibility would a license fall on?

ASCAP:

The business is always responsible for the licensing, with the exception of a circumstance where a recorded music provider has been hired (Muzak, or

a jukebox vendor for instance who already pays ASCAP licensing).

Kirk Rothrum:

Is licensing required, when a business is providing the physical space for a wedding specifically, and a DJ is hired to perform for guests invited by their client, and not the general public.

ASCAP:

That’s a great question. Anything wedding related would be exempt in all circumstances. A wedding would not be considered a public performance, ever. Now, at a private event, even a non-profit event or a fundraiser, if it’s at a business, and money is exchanged with a hired DJ, there needs to be a license in place. A business is enhanced by a DJ performing, and therefore the business is responsible for licensing.

Kirk Rothrum:

Is there any scenario or situation, where a DJ (mobile or otherwise) would be responsible for licensing?

ASCAP:

No. A DJ will never be responsible for licensing. It will always fall on the venue’s responsibility.

Kirk Rothrum:

For the sake of due diligence: What if a wedding is outdoors at a public park; a private event, in a public space?

ASCAP:

In all situations, a wedding is exempt.

At an event in general and (copyrighted) music is being played, the responsibility would fall on the city, which more than likely would hold a license.

Kirk Rothrum:

My next question is regarding playback format. In a situation where a DJ’s licensed music is unavailable to him/her (due to a computer crash, for instance), can they temporarily rely on a streaming service like Pandora, Slacker radio etc?

ASCAP:



At a wedding you could use any type of music you wanted. If its wedding related, there is never a licensed required, regardless of the music’s origin or playback format. For any other type of event, at a place of business, the licensing would fall on the business, and playback format used by the DJ would be irrelevant.

Kirk Rothrum:

Sometimes a bar or club will hire a DJ who does promotion and partners with the business in bringing customers in. I’m curious if in this situation, a DJ is vulnerable to licensing requirements, or if they are still sheltered by the business and their licensing responsibility.

ASCAP:

In a situation where litigation was to take place, a DJ, even one partnering in promotion, would not have responsibility, and it would always fall to the business owner.

Kirk Rothrum:

Thanks Jeremy! I appreciate your time in helping legions of wedding DJs enjoy a collective sigh of relief!

There you have it!

Does your contract include verbiage that can potentially scare your clients- indemnifying you or your business from legalities related to public performance licensing? Mine does not.

As far as ASCAP is concerned- rock on. You are Mixmaster Teflon Supreme;

you can play WHAT you want, WHERE you want, using ANY DEVICE or format you want. A DJ is 100% sheltered with regards to ASCAP licensing liability. For the policies of BMI and SESAC, contact them directly.

Kirk Rothrum, owner of Select Receptions by CNY Select DJs, is a Disc Jockey, Sound Designer and Audio Engineer based in Syracuse, New York. Kirk’s soundware company, Bangin-Beats.com, has provided custom sound libraries for some of the top recording artists and producers in modern music. Kirk can be reached at kirkrothrum@discjockeynews.com.

An Inside Look At My First Gay Wedding!

By Ron Ruth

It read like any other consultation request. "My name is Chad and my fiancé, Kelly, and I are getting married on September 7, 2013. Are you available and can we schedule an appointment to meet with you?" The request came during the latter of part of 2012 and after checking my calendar, I replied "Yes, I'm still open on your date. When would you like to get together?"

After a couple of back and forth emails to nail down a convenient date for the couple,



I received one final email from Chad that read, "Kelly and I are both guys, I realize that some people may have an issue with this and if that is

the case I perfectly understand and don't want anyone to feel uncomfortable. I just don't want to waste your time if that is the case. Looking forward to hearing back from you. Thanks!"

Although a little surprised, my reply was brief, "I've no issue but I've never performed at a gay wedding before. If that's a problem for you and Kelly, please let me know."

For some readers, performing at gay weddings may be somewhat routine. In the Midwest, however, they're not common place. One major reason could be that, neither, Missouri or Kansas recognizes same sex marriages. With changes in laws in other parts of the country that permit gay marriages, though, more same sex couples in my region are filing for marriage licenses in those states that have deemed those marriages legal and celebrating their unions here.

Now back to my meeting with Chad

and Kelly. After I made the appointment to meet with them I began to think about how I usually direct the conversations at sales consultations. I also realized that all of the planning materials I review with engaged couples in those meetings and all of my print marketing is written in "bride" and "groom" speak. So, I went through each piece and changed the wording of "bride" and "groom" to "happy couple." I also changed the wording of "bridesmaids" and "groomsmen" to a more generic "attendants."

As the day of our meeting grew closer, I will admit I was both excited and a bit apprehensive. I was excited to explore a new avenue in wedding entertainment, but apprehensive because I had no idea as to what to expect in their wants, needs or expectations. How different could those elements be from the "traditional" bride and groom?

When I finally met Chad and Kelly, whatever apprehensions I had were immediately put to rest. Chad began the conversation by saying, "We're as new to this whole gay marriage thing as you are so we're open to whatever ideas you may have." As we talked I learned that they are remarkable guys. Both in their mid-twenties, Chad was wrapping up his residency as a pharmacist student and Kelly was a professional dancer who has traveled the world with a Chicago based dance troupe. Our conversation was fun but almost ended as quickly as it began when I asked them to share their vision of the ideal wedding reception with me. Chad really wanted a house DJ who could mix and provide a club type atmosphere. That's not my forte and when I offered to refer them to someone I knew who could meet that need, they insisted that we continue to talk.

I asked many of the same questions that I would of any engaged couple and provided many of the same ideas and advice. The more we talked the more comfortable we all became with each other.

Not that I was surprised, I learned that their expectations were really no different than any other bride and groom I've worked with in the past. Chad and Kelly wanted their reception to be fun, memorable and well organized. Those things ARE my forte and I shared a number of creative options that would fit their personality and style and deliver the results they were truly after.

One thing they shared with me in our 90-minute conversation was that no other DJ in my market had actually taken the time to get to know them as I had. It was clear that we had made a connection. The only thing left to discuss was my fee. My fee is about 3-4 times higher than most DJs in my market and I could tell from the look on Chad and Kelly's faces that I was probably out of their budget.

The next morning I received an email from Chad that read "It was a true pleasure meeting you last night! I was very impressed with your organization and your experiences. As I said, I didn't expect you to come so prepared since no one else really has. I was thoroughly impressed. Kelly and I would love to have you be the Master of Ceremonies for our wedding. However, after looking over our budget and trying to find the funds, we just don't think we have an additional \$1750 (We had planned for \$1000 for a DJ with an absolute max of \$1250). We value your experience and if you know of

anyone who might be more in that price range, we would really appreciate any recommendations you might be able to make. We are truly sad that we won't be getting you and wish you nothing but the best. Thank you!"

To be honest, I was extremely disappointed. I really liked these guys and wanted to work with them. I replied to Chad's email with appreciation for their time and provided the names of a couple DJs who might better fit their budget. But, I also had a gut feeling that I might hear from them, again. And sure enough, a couple days later Chad wrote, "Great News! My aunt is giving us the extra money so we can book the DJ we want! If you're still available, we would love to have you! Let me know."

I was not only thrilled with the opportunity; I had no idea just how far their wedding reception would stretch me creatively. Come back next month for the rest of this story!

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

Brian S Redd continued from page 1

Many Americans proclaim they live in "the greatest country in the world." If you lived somewhere other than the USA, you would probably get sick of hearing that chant that pretty quick. It's understandable from a political perspective as well. American exports like McDonalds, KFC and Walmart certainly don't help matters either. They have their own rich culture dating back over 1000 years before the Declaration of Independence was even signed and have no desire to be like Americans.

Having said that, like it or not, sometimes it takes an outsider looking in to see what's going on. I'm not suggesting I have all the answers here, but I've made some observations and definitely have some constructive criticism.

Thru my travels, I always see things I like and dislike about everywhere I go. These things inspire me to either change how I personally live my life or make me appreciate living in the states. When I'm in England, it's obvious they dress a lot better than we do. Americans could learn a lot from the UK about things like affordable efficient public transit and how to make a proper chocolate bar. Of course there is always the music. They've been blowing us away in that department since the 80's.

Then, there is the customer service element. Out the 8 or so countries I've visited, England ranks dead last in that department. At first, I was shocked at the way store clerks treated customers in general. When I felt I was being treated poorly, I threw a fit. After a few UK trips, I've just come to accept and expect it. That's just how it's done there and everyone seems to be used to it. Nigel doesn't want to work at the corner store and he's going to take it out on you, like it or not. The scary part is, I'd guess most Brits don't even know what good customer service is.

Let me just say that there have been a few times I've received excellent customer service in England. When I do, I'm both surprised and very appreciative.

If you ask your average Brit about good

customer service, they'll often make references to traveling to the USA or Canada. They love having a laugh about the overly friendly TGI Friday's waiter or the Starbucks Barista that laid it on way too thick. Sure, that absolutely exists but is that really good customer service? Of course not. What they don't realize is that behind that laughable persona, you can actually tell this service worker your food isn't quite right or your coffee isn't as good as you expected... and you'll either get a replacement done right OR even your money back. Sometimes, you'll actually get both. It's not unusual that I've waited a minute or two longer than expected for my Starbucks coffee at my local shop and not only will they apologize for this, but give me a coupon for a free one next time I come in. The best part about this is I didn't even complain in the first place.

What in the world does this have to do with DJing? Well, it's my humble opinion that all things being the same, equipment and performance wise (which seems to be the general customer perception in our industry), what can separate us from the next guy is the level of good customer service we offer. If this is as rare in England as this American has experienced, this could give even your most average British DJ a huge advantage over the next guy.

What specifically could our UK DJ pals do to up their game and provide great customer service? How could doing this benefit the DJ, the customer and the overall DJ industry in Great Britain? I'm afraid those thoughts, ideas and suggestions will have to wait until next month. I'm way over 800 words already and my editor John probably already wants to slap me.

We'll pick this up next month. Stay Tuned!

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



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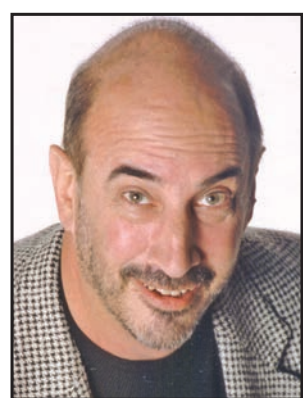
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What's The Difference? What's The Weakness?

By Jeffrey Gitomer

Hi Jeffrey, I just purchased your new book on the 21.5 Unbreakable Laws of Selling. As usual, it's full of amazing content. But as I read it, it generated three compelling questions I hope you can answer. Thanks, Brandon



1. What is the biggest difference between selling today and 10 years ago?

There are three things that have changed selling (and buying) forever

— THE INTERNET, SMARTPHONES, and SOCIAL MEDIA. The Internet sells trillions annually, and it does it 24-7-365. Customers can investigate, shop price, compare prices and values, and buy with one click — anyplace in the world. Social media is the largest one-on-one sales reference on the planet, and like the Internet, it's keeping business (and salespeople) honest. And it's making smarter customers. Smartphones have created access. Ultimate and instant access. Apps are the new Internet. And the combination of these three elements has changed the face and manner of doing business — forever.

NOTE WELL: You can only SELL at your place — but customers can BUY anyplace in the world — any time of the day or night.

What has changed is that salespeople HAVE NOT CHANGED. No personal website, no personal brand, no social media interaction, and not taking advantage of smartphone technology.

ADVICE: Get heavily involved with the Internet. Make sure it serves your customers, not just your company. Get heavily involved in social media, and don't just post — respond to comments, concerns, and praise. Use your smartphone to study your marketplace, transact business, and post on social media. ASK YOURSELF THIS: Is it easier to find and do business with you, or your competition? Got app? If not, invest

whatever is needed in people and money to set and maintain a leadership position in all three areas.

2. Why "21.5" unbreakable laws and not more or fewer?

I started with more than 50 laws that I had written and compiled over the years, and after weeks of study and deliberation, I pared it down to 21.5 through combination and elimination. These are THE hard-and-fast laws of selling. They cannot be broken, unless you're willing to lose sales. These laws form the foundation for your selling success and your personal success. CAUTION: They are NOT rules. They are LAWS. Rules can be bent or broken, but laws remain steadfastly the same. BIGGER CAUTION: Reading the laws once will not make you great — re-reading, studying, and implementing them day-by-day will.

3. What are the biggest mistakes salespeople make today?

I have interacted with hundreds of thousands of salespeople — that's how my 21.5 Unbreakable Laws of Selling came about.

During my continuing journey, I have seen 3.5 flaws that are common to all weak salespeople. Not necessarily "mistakes," like asking the wrong questions. Rather, blunders and errors in judgment and thinking that causes failure...

1. Lack of belief in what they sell, who they represent, and in themselves. Lack of belief shows up in your presentation and is evident to the prospect. ADVICE: Visit customers who LOVE your product and have been loyal to you for years. Talk to them about WHY they have belief. It will strengthen yours.

2. Lack of love of what you do. If you have "hate" or have "no passion" for or about what you do, you'll never give it full effort, and you'll always be looking for greener pastures. "They don't pay me enough" will ALWAYS be your mantra. Your attitude will suffer more than your sales. (If that's possible.) ADVICE: Find a job you love before you're fired from the one you don't.

3. Blaming everything and everyone for what goes wrong or what didn't happen, rather than taking responsibility for

what happened, and adding personal responsibility for making things happen. Seems so obvious, yet it's one of the biggest missing elements of sales (and society). ADVICE: Responsibility starts in the bathroom mirror in the morning. Look, smile, and commit. Next, check your language. Negative talk is usually blame talk. Avoid it. Get a partner to stop you when you start. This is one of the biggest challenges in sales and life. CAUTION: The media is blame-ridden, and the more you expose yourself to it, the more you are likely to play the game yourself. Turn off the negativity. Turn on your life.

3.5 Weak resilience. Rejection occurs 74% more than acceptance. Salespeople, especially those forced to make cold calls, weaken and bow out way too soon.

There are many more mistakes made by salespeople — too many to list here for sure — BUT many sales shortcomings can be reduced or eliminated completely, simply by taking responsibility and purchasing the 21.5 Unbreakable Laws of Selling — and putting the laws into action.

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

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Structure Your Show

By Jason Jones

The Lights went down in the room and the video came up on the screen. Three attractive women talk about life in the 20's. The 2 minute video ends with one of them pointing out a model on stage right. A swing tune kicks through the speakers and the spotlight reveals a model dressed in 20's attire from the hair to the shoes on stage right.

This is how the Hair Show benefit for Make a Wish Foundation I co-produced this past weekend started. The creative ideas were from all the stylists and I provided the structure that we teach in the Entertainment Experience that made the ideas shine for the audience. After seeing the show play out yesterday, I am reminded again about how important structure is in every type of entertainment. Structure is so often the difference between a presentation looking and feeling professional and polished and a presentation looking amateur.

We are all creative and get great ideas all the time. The way to make something out of them that an audience will enjoy is to put the idea into a structure that the audience can follow with ease. A structure that they understand and can track without thinking about it

too much. I have often heard it said that structure stifles creativity. It doesn't. It's the second step to create something that your audience will relate to and hopefully enjoy. Like language, you can be as creative as you want with your words, but if you don't structure them in sentences and in the right order, no one will know or care what you are trying to say.

Here's how we structure the opening of the Hair Show. The audience knows that the show is going to feature five decades of hair styles and how the styles of each decade influences contemporary styles. When we open the show we establish the decade with the opening tile of the video "The Real House Wives of the The 1920's." The actors address three questions about their role, influential men and what was important to them from three different points of view from the era. This establishes a subtext in the show that it is about more than hair styles, it is also about history and women's lives in each era. The video is short, get's it's point across and transitions to the live model on stage. We chose to have the actors in the video point out the model on stage as the transition from the video to the live action.

The structure is what makes these two scenes work. The video opens the whole segment about the 20's era and opens itself with the "tongue in cheek" nod to all of the house wives shows on Bravo. The video has a ending of it's own which is the women fighting over what is important in life. We decided to include a transition in the video that brought everyones focus to the first live model showing hair and costume.

The next time you start planning out

what you are going to say and when you are going to say it at a wedding or any other type of event. Think about the structure you are using to bring the audience along. You might be surprised by the reactions you get from your audience.

Jason Jones is a producer, speaker,

author and DJ who lives in Saint Paul, MN with his wife Kelly, son Max and a couple of cats and dogs. He also does a weekly podcast at: <http://billandjason-show.com>

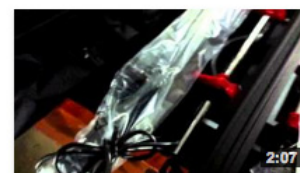
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Keeping Your DJs Happy

By Joe Bunn

This article really applies to multi-op owners, but it's still going to be a great read, so follow along. If you're like me, you have some really great DJs on your staff. Let's face it, without them, your company wouldn't make it. When they do a great job, which I hope is all the time, it builds your reputation as an amazing, reliable and professional DJ company.

Now, we have all been here: We've trained a DJ, let him stand beside us for

weeks and shadow the best of the best, we've even given them a company polo shirt and a company manual and then BOOM, they are gone. They either leave

to "start their own thing" or they decide that they didn't really want to be a pro DJ in the first place. Like they say, **it happens. However, what you don't want to happen is for that guy to be around for a few years, make you a lot of money, get tons of people asking for him and then disappear. Here are some tips that will help keep them on your staff (hopefully) forever.

First and most importantly, pay them and pay them well! You remember when you first started out, and you did those bar gigs for \$50 and a couple of beers? You paid your dues, but then you started getting top dollar for your services when

you got good. Your pros expect the same. If you have DJs that are as good as you are (or sometimes even better), PAY THEM! If you have a sliding scale for how long they have been with you, or how many good reviews they have, that's fine, but just make sure it's set in place each year before the season starts. At the end of wedding season, have a review and talk money again. Don't let money steal away your best DJs. Of course, if it comes to a negotiation over money and they are just asking for too much, then sometimes you have to cut your losses and let them walk. One more point about money. Plan on paying them every Monday and make sure that their paychecks aren't made of rubber (they aren't going to bounce).

The second thing that you should do is set up a monthly full staff meeting. If your office can't hold all of your DJs, then strike up a deal with a local hotel for one of their board rooms. Trade them out their holiday employee party for it. This meeting not only lets you talk about things that are right and wrong with the company, but it also gives the guys a chance to bond and get to know each other.

Next, keep them busy. It is better to be overstaffed than understaffed. However, sometimes the guys at the end of the roster don't get many shows each year. There are times when you have to talk to them and explain the hierarchy. Many times they still will stick around if you are just open and honest with them. Explain it to them like this, "There is turnaround in the DJ business, some people burn out, some people have kids, others get married and have wives that don't like DJs. So your place at the bottom of the roster eventually becomes the middle and then you

start to make money!" If you have a great company, they will want to stick around for the ride.

Lastly, incentivize! What does that big word mean? It means, give them something more than just a paycheck every week. We do a few fun things here at Joe Bunn DJ Company. During the monthly meeting (mentioned above), we always start the meeting with the positives, mainly the DJ of the month, which is usually based off Wedding Wire reviews. That winning DJ gets a \$25 iTunes card right there on the spot, their name in the monthly newsletter, and the envy of the other DJs. Another thing we did when we had a lot of add ons like photo booths and up-lighting was to give them a percentage of the booking. And finally, to me one of the most important things we do, is a couple

of fun things each year. For example, last year we all went and rode go-karts and played laser tag at a local place called Frankie's Fun Park. This year I think we are going to play some paintball. I also host a couple of hotdog, beer and burger parties at my house during the year.

If you can try to implement these things into your program at your company, I can assure you that you'll keep your top talent around much longer. Keep it rocking!

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

Joe Bunn can be reached at joebunn@discjockeynews.com.



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The Power Of Three

By Jeremy Brech

When design and creativity combines it creates something amazing. In 2008 I was fortunate to work with a mother of the bride who wanted their daughter's event to be completely amazing. Last fall I got a call from the mother of the bride wanting to book her youngest daughter's wedding. I was sad to inform her that I was not available and was already booked. Knowing exactly what her expectations were and what she needed, I told her I would have her get in touch with a friend of mine. She



was please to hear that I could point her in the right direction and asked if we would still do the lighting and production for the event. I gladly agreed and the plans started.

When I met with them back in 2008 she was very direct about what she wanted, and wanted me to execute her needs. I gladly did and as we got closer to the event I started testing the waters a bit' and gave her some ideas to think about. The ideas started to build and the event became more than just a vision and it became a reality. When the event happened, we exceeded her expectation with the lighting, ambiance, entertainment and overall production. For their wedding on September 21st she left the ideas up to me. She understood that I would point her in the right direction and only wanted the best for their event.

When it came time for their first planning meeting I had already asked simple questions to prepare myself. I asked about floral design, colors, location, etc. I was fortunate enough to get a blank canvas by doing an outdoor tent wedding. When I asked her what she wanted this time around, she said, "You tell me!" I was touched that a person who was a complete perfectionist wanted my opinion to create this mas-

terpiece. After we figured out the theme we started to discuss concepts and design. That is where the creativity started.

One of her biggest concerns was the stakes used for the tent posts. She wanted to make sure people didn't trip on them so she thought about placing Christmas lights on the stakes and



straps. They wanted a fall rustic natural look so we had birch branches mounted to each of the tent stakes using rebar and then we used battery powered up-lights to create a beautiful sunset orange glow from below. We created glowing pole wraps for the inside of the tent and illuminated them. We added textures to the tent to create a breakup contrast on the top of the tent. Another thing that was important to her was a full wash effect with the lighting. When using typical up-lights you will get a narrow beam so we couldn't have done the wash effect without the Chauvet 60x1 light blending filters and dual lights on each one of the tent poles. It created a nice consistent orange glow throughout the tent ceiling.

So how did we get the power of 3? Well as a Wedding Entertainment Direc-

tor® I knew that she needed a fellow WED to make their event successful to their standards. So I was fortunate enough to be the creative, staging, and production side of the event. They knew I only wanted the best for them and I introduced them to fellow Wedding Entertainment Director® Peter Merry to run the entertainment. Peter then surprised our mother of the bride by bringing in Co-MC and Wedding Entertainment Director® Liz Daley. With three WED

create perfection! Thank you to Peter Merry, Liz Daley, and my crew at DJ Jer Events and Lighting Design Nick, Matt, Dan and Eran for all their hard work. After the event the mother of the bride was speechless and couldn't thank us enough for an unforgettable celebration! If you would like to view pictures from the event or have questions on how you can become a Wedding Entertainment Director, please contact me at Jeremybrech@discjockeynews.com

tor® I knew that she needed a fellow WED to make their event successful to their standards. So I was fortunate enough to be the creative, staging, and production side of the event. They knew I only wanted the best for them and I introduced them to fellow Wedding Entertainment Director® Peter Merry to run the entertainment. Peter then surprised our mother of the bride by bringing in Co-MC and Wedding Entertainment Director® Liz Daley. With three WED

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

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Staying On Top Of Your Marketing Game

By Mike Kazis

Several weeks ago, I caught an afternoon interview on CNBC with Carly Fiorino, the former CEO of Hewlett Packard, on her thoughts on her former company's ousting from the Dow Jones Industrial Average (the Dow). For those of you that don't know what the Dow is it's the average cost of thirty industrial stocks used to give an indication of the stock market over time. New stocks are often substituted of old ones when they're considered important enough and Hewlett Packard stock is no longer considered one of those important stocks.

In Fiorina's interview with CNBC she stated that, "Technology moves too quickly. Sometimes companies can run out of time to turn around. Competitive space is so intense that timeframes are shorter and shorter. Great companies like Kodak ran out of time, Blackberry ran out of time. Companies, even big companies, can run out of time to keep up and keep ahead."

Fiorina's September 13th statement in regard to "technology moves too quickly" was in reference to HP's lack of ability to keep their product line on top of the market as they were once one of the largest printer manufacturers in the nation. Now their products are overlooked by consumers for other products in the market.

This is an important marketing lesson for large, medium, and small businesses alike. In marketing, there's no such thing as status quo. In today's highly dynamic marketing environment, every company regardless of size must research and create new products or services in order to maintain or increase sales. That's because consumers constantly want new choices.

How does one stay on top of the mar-

keting game? There are many complex topics when it comes to marketing practices but I've pulled out a few basic concepts to help you get started. Let's start first by taking a closer look at important marketing strategies in our own DJ industry by first identifying some relevant marketing types. Of the seven or eight total marketing types, we'll concern ourselves with four of them. These include two basics: product marketing and services marketing; and two other that are a mix of the two basic tied together. They are: experience marketing - Walt Disney World

period of time. The first stage is known as the introduction stage, a period of slow sales growth as the product is introduced at the beginning of the product's lifespan. The second stage is known as the growth stage where certain aspects cause the product to gain rapid acceptance and sales to increase. These increases could be due in part to promotions, advertising, word of mouth or anything that drives consumers to purchasing the products. The third stage is the maturity stage where the product is now well known, well established and sales are still high but the sales

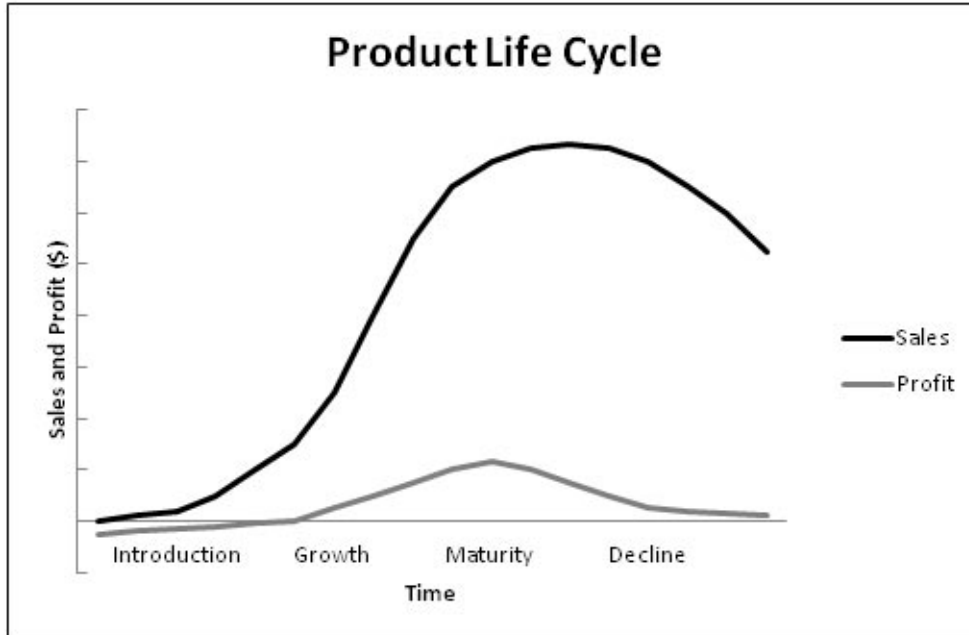
always, and then it was light shows, next was video screens and related services, then came photobooths, soon followed by lounge furniture rentals.

Take a simple example like a photobooth service. Open aired photobooths have been very popular for the past five or six years. When they first came out, they were a new idea and were very expensive due to very little supply and manufacturers were charging premium rates to make back the costs incurred from research and development. Fast forward five years ahead to today and we are already seeing package prices decline due to an increase in supply of booths to meet the demand for them and a great number of companies offering them to the market. Greater supply means that buyers find a more competitive price for them. Therefore, the challenges of a marketing team is to find ways to change the offering of the photobooth service whether it be a newer style booth, a price change, an added package, or some other offered benefit to the customer. The purpose of this article is not to tell you how to market your particular products or services but to merely show you why changes should be made over time.

Identifying these stages will hopefully help you develop the proper marketing strategy for your company's products and services. A new product for instance, shouldn't be marketed the same way as a product in its maturity stage. A product in its maturity stage for example might rely more heavily on a strategy that differentiates it from competing products in whereas a brand new product never seen before in any market would need some type of promotional campaign.

Another important point that needs to be made is that the time periods are not fixed nor are they easily predetermined. A maturity stage for instance could last for years whereas some might merely last a few months. It all depends on how quickly your competitors can get a competing product to the marketplace.

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and Hard Rock Cafe are examples of an experience; and persons marketing where musicians, DJs and MCs are marketed as a particular talent that not only stand out to consumers but to us in the industry as well. Quite similar to the way music or movie companies would market various celebrity performers.

Now that you know what types of marketing you should focus on, let's look at how to market to consumers. First recognize that marketing operates in cycles - known as a product life cycle (PLC). This fundamentally applies to any type of goods or services so it's useful in any circumstance. I've provided a sample sales chart of a product's sales over a certain

growth is leveling out. At this stage, sales growth might decrease due to increased competition from other companies offering similar products. In the final stage, the declining phase, sales start to drop. A drop in sales could be for a number of different reasons such as a loss of popularity or the buzz of a new product on the market.

Due to the existence of the product life cycle that you must constantly challenge yourself to come up with new products, improvements to existing products, services, experiences that give your company more access to peak sales periods. This is the reason that DJ's and DJ companies have invested in other products and services over the decades. First it was give-



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The Way I See It: Be Prepared

By Michael J. Lenstra

September has been a strange month for us at Alexxus Entertainment—mostly for personal reasons, but they do tie back into business. On August 30, while I was in the shower, my wife yelled in to me that my brother had just called.



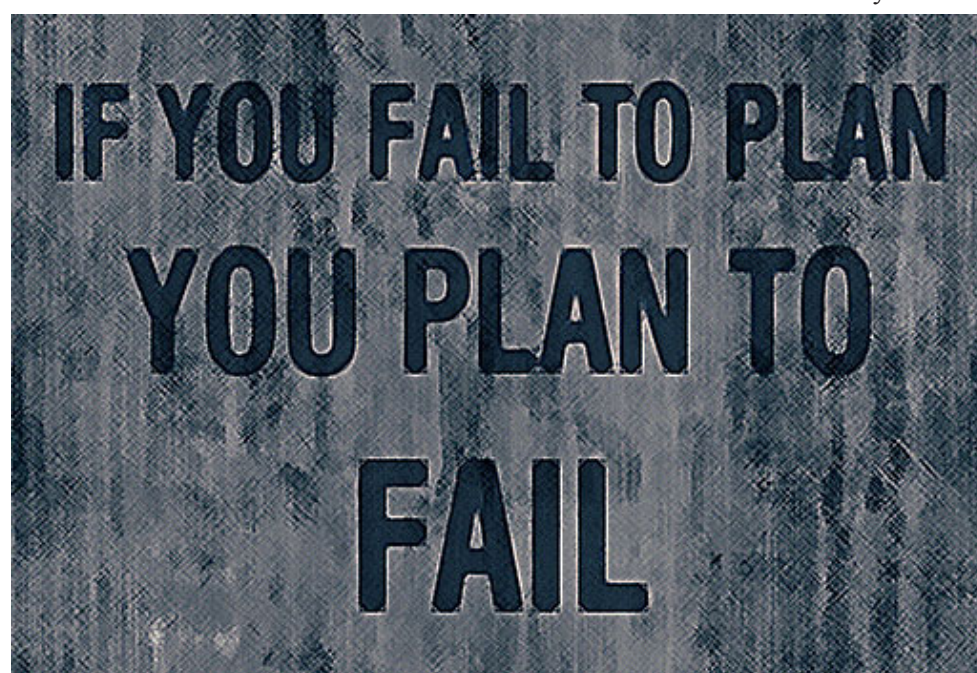
No surprise; my brother lives in Texas and we talk three or four times a week. It was probably less than a minute later, though,

when my wife yelled in again that my sister was calling on the other line. She lives in Reno and we don't talk nearly as often, so this was a surprise. And that's when I knew. I knew before I shut off the shower—my father had passed away. There could only be one reason why both of them had called within moments of each another. It was too coincidental. I returned the calls and my suspicions were confirmed. Even though he had not been sick or shown any signs of ill health, my father had suffered heart failure in his sleep. Truth be told, if I were able to choose how to go when my time comes, I'd hope to go that peacefully, too.

My father had told my brother that he wanted to be buried back in Iowa (he lived in Texas). Because of the Labor Day weekend, the funeral home told us that arrangements would have to wait until the following Tuesday. On Labor Day night I got a call from one of my longtime business partners, Bob, who told me that his mother, who had been battling cancer, had taken a turn for the worse, and they were calling the family in. He asked if Brian, one of our other

DJs, was available in case he was not able to do his scheduled wedding that week. I told him that, as far as I knew, Brian was not scheduled for anything and I would call him the following day.

I made that call but Brian did not get back to me until Wednesday. His father, he told me, had passed away the night before. Bob's mother held on for another



week. So, in a matter of 12 days three of the four of us that comprise the Alexxus Entertainment family had lost a parent. I'd often heard the saying that bad news comes in threes, but in less than two weeks?

Because my father was to be cremated and then returned home to Iowa, his burial was scheduled for Saturday, September 14, which coincided with the funeral for Bob's mother (services for Brian's father would be even later in the month because he had donated his body to science). Fortunately for us, even though we had four weddings scheduled the weekend before and the weekend after, we had nothing scheduled around September 14. It was our first completely open weekend since the end of March (an amazing coincidence . . . or maybe

the Lord working in mysterious ways).

Before all the funeral service dates were set, though, we made arrangements to cover any events that were scheduled around that time period. We checked with other DJs in the area about their availability if we needed help and double-checked the calendar just in case the services fell on a day that we

plan in case something like this happens again—this time during one of those weekends where we have a full schedule. Now that things have returned to normal I've re-evaluated many of our "what if" scenarios. Do you have an emergency backup plan? Do you network with other DJs in your area and offer them help if they are ever in a similar situation? Do you have a few reliable numbers that you can call? Truth is if we are in this business long enough something will occur that will interfere with our planned schedule.

Speaking of contingency plans, it may also be a good time to take a closer look at some of our other "insurance policies." First of all, do you carry liability insurance? If not, can you guarantee that you will never have an incident where a speaker pole fails during an event and comes crashing into a crowd, or a gust of wind at an outdoor event topples one of your light poles? Or maybe someone catches his foot on one of your extension cords, falls, and gets injured.

What about backup equipment? Do you carry an extra amp, laptop, or other music source? Do you bring backup cables, extension cords, and microphones?

Is your vehicle's scheduled maintenance up to date? Do you give yourself extra time when leaving for an event? Do you have a physical checklist that you survey to make sure you have everything packed before you pull out of the driveway?

The way I see it—as Ben Franklin said many years ago—if you fail to plan, you are planning to fail.

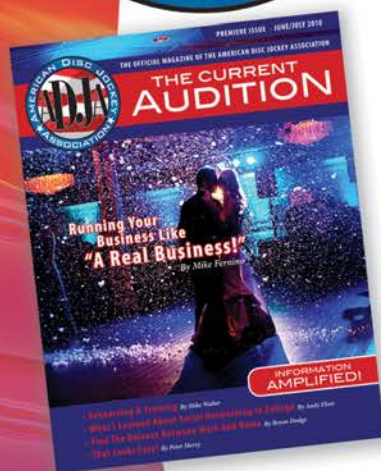
Mike Lenstra is the owner of Alexxus Entertainment and a full time DJ/Entertainer in Dubuque, IA. He can be reached at mikelenstra@discjockeynews.com

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The Referral Coach

By Matt Anderson

Do What You Love BUT FOLLOW THE MONEY

Can changing your behavior and applying a few everyday truths and activities make the difference between being middle class and millionaire? Author Lewis Schiff in Business Brilliant (2013) has done extensive research to argue 'yes'. Here are eight lessons from his excellent new book.

1. Do what you love and follow the money

Schiff debunks as myth the notion that simply doing what you love leads to riches. He also says you need to have an ownership stake in your business and not succumb to Paycheck Paralysis - an employee mindset of getting used to receiving a steady paycheck. Why? Because this can numb the urge to take risks and seek interesting and new growth challenges.

The vast majority of the people written about in the 1987 book Do What You Love, The Money Will Follow were small business owners or self-employed. They pursued creative challenges AND new sources of income. He cites Montreal native Guy Laliberte, founder of Cirque du Soleil, as an example of someone with business and creative goals who always had a nose for knowing where the money was in

his field.

Where is the money in your line of work? How well are you following it?

2. Save Less, Earn More

Millionaires achieve their financial success by earning more not by reducing what goes out. He criticises many so-called financial gurus who claim that personal frugality is the key to riches when they should be teaching it is the key to financial security. The rich do not count their pennies, they ask for more money and negotiate to win.

He particularly emphasises asking for what you want and not being bashful or afraid of conflict (a middle-class choice). This is a key part to bringing in more referral business too - the more doors you knock on, the more that will open.

"Ask for an amount that would make you more than happy, because you just might get it."

Where could you ask more? More fees? More referrals? More speaking opportunities?

3. Imitate Rather Than Innovate

A Harvard study cited by Schiff indicates that 88% of the founders of the 500 fastest-growing private firms in the US in 2005 believed their success was because of "the exceptional execution of an ordinary idea." In other words, you don't need a brilliant unique idea to start a successful firm. Interestingly, 70% of middle-class survey respondents believed in the "big idea" myth.

Paul Orfalea's Kinko's was just a copy shop. What he did better than anyone else was understand that what his customers needed wasn't simply copies but that they were stressed out and

needed their anxieties to be assuaged. "We wanted them to see a sanctuary where they could come to solve their problems." He insisted on his shops being open 24 hours because it relieved worry and caused people to come in more often even though they rarely ever did at night (!).

Since your own business undoubtedly solves problems (and most of your clients are probably stressed), how could you make it more of a 'sanctuary'?

4. Know-How is Good, "Know-Who" is Better

Warren Buffet bought a gas station when he was 21 and lost most of his life savings in the process. This was how he learned the lesson to find others to front money for his business ventures and not put his own capital at risk. Need I say more?

Also, self-made millionaires network CLOSELY with just 5.7 people. They are on intimate terms with these "best friends" especially around the topics of motivation and money. These networks also differ from most people's because they enable them to reach out beyond their respective network to other networks of higher levels of wealth. They are not afraid to get help from their core network.

Who they know is more important than what they know. And that's where luck comes in. 80% of the millionaires surveyed valued luck as important to their financial success and valued luck far more highly than "getting a good formal education."

Who are the top 6 people in your network right now?

5. Win-Win is a Loser

When it comes to negotiating, always be willing to walk away from a business

deal if it is not just right. "The person with the least interest in continuing the relationship is the one with the greatest power for setting its terms." The more needy you are, the worse the deal will be. Write down your business goals so you don't compromise them; research shows that writing increases your likelihood that you will stay the course.

Self-made millionaires know that it's important to exploit the weaknesses in others partly because they know that the other person will often do the same. They do their homework so they really understand the priorities of the other party.

What Schiff means by "win-win is a loser" is that too often when you go in seeking win-win, you will seek reciprocity, be too nice in the process and get taken advantage of. Stephen Covey called this "lose-win".

6. Delegate

It is no accident that small businesses with owners who have some form of dyslexia grow TWICE as fast as others: it's because these people learned early in life how to get others to do things for them. Richard Branson and Charles Schwab are too well known examples.

Self-made millionaires delegate tasks they are not very good at and focus on their strengths. Middle-class professionals see a weakness as something to work harder at. Plus they do the tasks they are only somewhat competent at anyway which is a double mistake because the tasks are often not done as well and the time could have been spent on something more profitable.

"For high-achieving people, the ultimate reward for great success ... is doing more of the productive things they

Matt Anderson Continued On Page 17

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Connections: With New Office Space

By Steve Moody

Well, after almost 25 years in the industry we have finally taken the BIG step. At this writing, we are not entirely in...but very happy to announce that we have acquired office space! Holy Moly, if you have never done this before, you can't even imagine how fast my brain is spinning. As this has been a huge learning experience for us, I wanted to share a little about this process in hopes that it may help others in the future.

Location, location, locationis everything. After months of talking about where to be, we finally decided to go for a location that was relatively close to our 3 most booked venues. These 3 are waterfront properties here on Maryland's Eastern Shore and between them they account for a huge chunk of our annual income. It's our hope that being less than 1/4 mile away from the venues is going to make meeting with these prospective clients much easier. I have already been practicing my sales pitch ... "oh... you are going to be having your reception at the Beach Club...well we are just down the road! Why don't you stop in and say hi the next time you go in for a meeting?" LOL

The other reason that I fell in love with the location is that other daily tasks

can be completed much easier as there is a bank, dry cleaner, radio shack, and post office right next door. We always hear the old saying "time is money". Well, the amount of time I am going to save from all of my running around each day is priceless.

Modeling our business after a few of our colleagues, we have two very different spaces in our office. Just to give you a better understanding of the setup, the office is located in a business park and we have the first and second floor of the unit. The main floor has everything you might expect from the office furniture, to a lounge area where we can meet with our prospective brides and grooms. There's even a trophy case where we are displaying all of our awards from local wedding magazines, the Knot, Wedding-Wire etc...

Now, the second floor is our "showroom", which basically looks like a ballroom for a wedding reception. We have the DJ booth set up, a portable wooden dance floor, round tables with beautiful linens and even a sweetheart table. Why the set up for the "fake wedding"? So that we can showcase our uplighting, celebration under the stars experience, photobooth, monogram projection, sound system and all of the rest! As you might imagine, the hope is to get them in the door and then let everything sell itself. LOL This is also going to provide a great environment for training our new DJs and assistants as well as provide a space for our staff meetings. Win – Win all the way around.

I have the "before" picture for you this month to take a look at...and I can't wait for you to see the "after" picture next month. It is really mind blowing to see

the difference.

As they are renovating the building while we are moving in, we have hit a few "snags" along the way. We were promised that the building would be ready by the time we moved in....but you know how that goes. Just like moving into home that is "new construction", there are people in and out of here every single day working on electric, bathroom, painting and everything else imaginable. Since we have never done anything like this, there were a few things that I had mistakenly taken for granted. Most importantly... never just assume that the building will already be wired for anything! LOL Little did I know that you can't just mount a flat screen TV to a wall in hopes that you can run cable to it, or sit a desk in the corner of a room in hopes that there will be a working telephone jack.

WOW!!!!... The phone, cable, and internet have all been a huge challenge. In fact, we have been in the middle of this process for 3 weeks...working with the builders electrician and the folks from Atlantic Broadband....drilling huge holes in walls and ceiling, dropping cables etc... I am certain that my cell phone bill is going to be through the roof this month as I have been using my cell as my personal hotspot for internet for the past 3 weeks. Be ready to call 911 for me when that bill comes in the mail. Always keep this in the back of your mind whenever dealing with construction!

As workers are constantly in and out...keeping the place clean has also been a huge issue. Every single day there are new marks on the walls that were just painted and of course saw and dry wall dust everywhere. This being the case, we have decided not to schedule any appointments until things are totally done, as last minute things keep popping up. I am extremely happy that we didn't have

anyone scheduled to come in this week as we had originally planned as everything is still a little crazy. Looks like Starbucks will still be my hangout for at least another week or two.

"If you don't have a sign for your business....it's a sign that there is NO business". Wow what a quote! The sign guy shared that with me as he was mounting our logo on the wall this week. Finally the sign is up! Now I am not one to bad mouth any company...so I won't say their name... but let's just say that the name of the company rhymes with "Signs In A Pay", ha ha ha Holy Cow! It took almost a week just to get an accurate quote from them. ... then another week to complete the sign... and then 4 days to come out and hang it up. Super funny ...that's just about how quickly a fast food place like Wendy's can get you a baked potato.

Though we have had a few hiccups, some other things have worked out really really well. On the flip side of all of this, we've been able to save a little money here and there on certain things, and have had other people actually be excited to help us out during this process. I am going to share a few of them with you next month. I hope that my stumbles along the way may help you in the future if you have your own office on the way.

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

4 Reasons Why Losses Hurt So Much

By Dr. John C. Maxwell

It's about that time of year again: In just two short months, my new book, *Sometimes You Win, Sometimes You Learn*, will be released. I can't wait for this book to come out, because while winning is fun and easy, losing can be challenging. Yet how we deal with loss has a huge effect on our personal growth. We need to learn something from every loss if we want to reach our potential and eventually win in life. That's the goal of the new book: to change our perspective on winning and losing, so we can make loss a learning experience and achieve more wins.

Let's talk about why we tend to react badly to losses. Think of some of the losses in your life and how they made you feel. Not good. And it's not just the pain of the moment that affects us. Our losses also cause us other difficulties. Here are just a few:

1. Losses Cause Us to Be Mentally Defeated

Life is a succession of losses, beginning in childhood. We lose the warmth and comfort of the womb that nurtured us for the first nine months of our existence. We lose our favorite toys. We lose the privilege of pursuing the irresponsible pleasures of youth as adults, we lose jobs and positions. Our self-esteem may take a beating. We lose money. We miss op-

portunities. Friends and family die. And I don't even want to talk about some of the physical losses we experience with advancing age! We lose all these things and more, until we finally face the final loss—that of life itself. It cannot be denied that our lives are filled with loss. Some losses are great; some are small. And the losses we face affect our mental health. Some people handle it well, while others don't.

The quality that distinguishes a successful person from an unsuccessful one who is otherwise like him is the capacity to manage disappointment and loss. This is a challenge because losses can often defeat us mentally. I know I've had to fight that battle. When that happens, our thinking becomes like that of Harry Neale, the coach of the Vancouver Canucks in the 1980s. He said, "Last year we couldn't win on the road and this year we can't win at home. I don't know where else to play!"

Too often losing goes to our heads. It defeats us, and we have trouble coming up with solutions to our challenges. As the losses build up, they become more of a burden. We regret the losses of yesterday. We fear the losses of tomorrow. Regret saps our energy. We can't build on regret. Fear for the future distracts us and fills us with apprehension.

2. Losses Create a Gap between I Should and I Did

Winning creates a positive cycle in our lives. When we win, we gain confidence. The more confidence we have, the more likely we are to take action when it's needed. That inclination to move from knowing to acting often brings success.

However, losing can also create a cycle in our lives—a negative one. Losses,

especially when they pile up, can lead to insecurity. When we are insecure, we doubt ourselves. It causes us to hesitate when making decisions. Even if we know what we should do, we are reluctant to do it. When such a gap is created and isn't overcome, success becomes nearly impossible.

3. The First Loss Often Isn't the Biggest Loss

When we experience a loss, we have a choice. If we immediately respond to it the right way, the loss becomes smaller to us. However if we respond the wrong way, or we fail to respond at all, that loss becomes greater. And it often leads to other losses. As the subsequent losses come at us, they seem to be bigger and bigger, crashing over us like waves in a violent storm. As the number of losses goes up, our self-confidence goes down.

Yoga teacher and writer Kripalvanda said, "My beloved child, break your heart no longer. Each time you judge yourself, you break your own heart." I believe that in times of loss, it's easy to get caught up in thinking about how we could have or should have done things differently. Our self-talk can become very negative. The more negative it becomes, the larger our losses appear to be to us. If our self-talk is angry, destructive, or guilt producing, we become even less capable of breaking free of the negative cycle.

4. Losses Never Leave Us the Same

Coaches of sports teams live in a world of wins and losses. Legendary football coach Knute Rockne quipped, "One loss is good for the soul. Too many losses are not good for the coach." And longtime major league manager Paul Richards said, "If you can say the morale

of your club is good after losing ten out of twelve games, then your intelligence is a little low." But you don't have to be a coach or play on a sports team to feel the impact of a loss.

The number or severity of your losses isn't as important as how you experience those losses. Yes, all losses hurt. And they make an impact on us, an impact that is rarely positive. Losses change us. But we must not allow them to control us. We can't let the fear of looking silly or incompetent paralyze us. We can't let the fear of negative consequences keep us from taking risks. Allowing negative experiences of the past to warp your future is like living in a coffin. It puts a lid on you and can end your life.

How does one minimize the negative damage of debilitating losses? First, by letting them go emotionally. In 1995 when Jerry Stackhouse was a rookie with the NBA's Philadelphia 76ers, he was asked about his take on life now that he was playing professional basketball. His answer: "Win and forget. Lose and forget." If we want to overcome adversity and keep from being defeated by our losses, we need to get past them. And then we need to learn from them!

What losses are you allowing to get you "stuck"? List some ways you can change your perspective and learn from them. Life may contain a succession of losses, but it doesn't have to be defined by them. Learning is what makes the difference.

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Developing The Leader Within You" and "The 21 Irrefutable Laws of Leadership."

Teaming Up

By Glenn Mackay

Who is part of your team? Many DJs are sole operators, therefore they think they are all alone in their business. Even as a multi-op owner, you may feel all alone at times because your staff are only around on a casual basis and it is still you who is doing the day-to-day running of the company.



As your DJ business grows, having someone else who has an interest in the company to bounce ideas off and help with the workload can become invaluable. In my case, I am lucky enough to have my wife who works in our business. Our clients know her as the “Queen of Behind the Scenes” and I must admit, our brides LOVE this title. Her role is currently not at the events, it’s in the office making sure that all of the details get seen to. She often liaises with our clients and they appreciate having a female to chat with.

Having my wife incorporated into the business has certainly helped our business grow. When you are the one taking all the inquiries from clients, it is you that has to sell yourself. Although as DJs we all like to talk about ourselves, when we’re talking about ourselves to a potential client, it can be hard to explain how talented we are without sounding conceited. Having someone else singing your praises is a

much better way, particularly if she liked you enough to marry you.

But what if you are single?

There is nothing to stop you teaming up with another DJ or entertainer. It doesn’t have to be a member of the opposite sex, it can just be a like-minded individual who you trust and want to develop a business with. Caution should be exercised when entering into any business agreement, because things can go sour if disagreements occur.

You don’t necessarily need to create a business partnership with the other person, just having a close friend to bounce ideas off can be a massive benefit. The other person doesn’t even have to live in your city.

I’ve heard of a few wonderful stories of DJs teaming up to host events or workshops together. There is also nothing stopping you from teaming up to offer an entertainment solution to your client that includes both of you working together. We all have our strengths and weaknesses so finding someone that compliments you may allow you to offer more to your clients.

Whenever you’re working with another DJ, mutual respect is paramount. You must both remember to check your egos at the door and work for the benefit of each other. Two heads are better than one, but not if they are banging against each other, or scheming against each other.

Oh and if you do decide to involve your wife in your DJ business, be sure to give her even more respect. Maybe take her along to an event with you so that she can see you work your magic. She will no doubt gain a greater respect for what you do, which will allow her to better sell you and your services. Always keep in mind that your wife may not want to be in-

volved in your DJ business, or maybe she is only prepared to take on a very small role and that’s fine, baby steps are a start and who knows where it will lead to.

Overall, keep in mind that it won’t be smooth sailing all the time, so be prepared to weather some storms as the view from the other side might be well worth it.

If you’re currently working with a partner (wife or otherwise) I would love

What Are You Going To Do?

By Ed Spencer

Well, here we are at the end of September, and I’m just coming off the high of returning from the Las Vegas DJ Show, training with Scratch Academy, and then having spent 2 days with Mark and Rebecca Ferrell in the Master of Ceremonies Gold Workshop.



I’ve been thinking quite a bit about the show, the two seminars I presented, the presentations, the training and a LOT more and thought I’d share a few things I have running through my head.

You see, in a talk by Nido Qubein, he mentioned that less than 2% of all the people who attend a seminar will do anything with it. And thinking about all the materials that were presented to me during the show, the cost to attend in terms of travel, lodging, food, lost opportunities and so much more, I realized what a shame it would be to have all these opportunities to learn, grow, and expand your thinking to be cast aside.

So, the first thing I’d like to do is to

challenge each and every person who attended the Las Vegas DJ Show, Mobile Beat, DJ Expo, or any other training opportunity during this year to stop and actually DO something with that training. Even if it’s only one thing you implement in your business, don’t let the investment go to waste.

For those that didn’t attend the show, nor any other training in the course of the past year, I challenge you to find SOMETHING in the course of the next 12 months to attend. Even if it’s something small and local - from Toastmaster’s International to a public speaking course at a local community college, do SOMETHING to advance yourself. Pick one book to read in the next six months. Even if it’s an autobiography of a famous artist, like Tony Bennett’s new book I reviewed just 2 months ago. BTW, I’m currently reading Billy Crystal’s new book - so expect a review on it in the near future.

Contact me to share what you’re doing over the course of the next 12 months or what ideas you’ve put into action from one of the shows. I’ve love to know that the training opportunities and the seminars that many worked tirelessly to put together haven’t gone to waste.

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

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Top 30 Music Charts

By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Katy Perry	Roar	1	Justin Moore	Point At You	1	Phillip Phillips	Gone, Gone, Gone
2	Capital Cities	Safe And Sound	2	Jason Aldean	Night Train	2	Pink	Just Give Me A Reason
3	Lana Del Rey	Summertime Sadness	3	Billy Currington	Hey Girl	3	Anna Kendrick	Cups
4	Avicii	Wake Me Up	4	Tyler Farr	Redneck Crazy	4	Maroon 5	Love Somebody
5	Macklemore and Ryan Lewis	Same Love	5	Florida-Georgia Line	Round Here	5	Rihanna	Stay
6	Robin Thicke	Blurred Lines	6	Luke Bryan	That's My Kind Of Night	6	Justin Timberlake	Mirrors
7	Zedd	Clarity	7	Thomas Rhett	It Goes Like This	7	Robin Thicke	Blurred Lines
8	Lorde	Royals	8	Lee Brice	Parking Lot Party	8	Lumineers	Ho Hey
9	Jay-Z	Holy Grail	9	Chris Young	Aw Naw	9	Maroon 5	Daylight
10	Calvin Harris	I Need Your Love	10	Tim McGraw	Southern Girl	10	Bruno Mars	When I Was Your Man
11	Lady Gaga	Applause	11	Blake Shelton	Mine Would Be You	11	Katy Perry	Roar
12	Maroon 5	Love Somebody	12	Easton Corbin	All Over The Road	12	Bruno Mars	Treasure
13	Drake	Hold On We're Going Home	13	Taylor Swift	Red	13	Sara Bareilles	Brave
14	Miley Cyrus	We Can't Stop	14	Joe Nichols	Sunny And 75	14	Elton John	Home Again
15	Paramore	Still Into You	15	Charlie Worsham	Could It Be	15	Florida-Georgia Line	Cruise [Remix]
16	Taylor Swift	Everything Has Changed	16	Toby Keith	Drinks After Work	16	Capital Cities	Safe And Sound
17	Robin Thicke	Give It 2 U	17	Craig Campbell	Outta My Head	17	Train	Bruises
18	Selena Gomez	Slow Down	18	Miranda Lambert	All Kinds Of Kinds	18	Pink	True Love
19	Phillip Phillips	Gone, Gone, Gone	19	Parmalee	Carolina	19	Taylor Swift	Everything Has Changed
20	One Direction	Best Song Ever	20	Eli Young Band	Drunk Last Night	20	Imagine Dragons	Radioactive
21	Miley Cyrus	Wrecking Ball	21	Jake Owen	Days Of Gold	21	Daft Punk	Get Lucky
22	Bruno Mars	Treasure	22	Band Perry	Don't Let Me Be Lonely	22	Paul McCartney	New
23	Eminem	Berzerk	23	Eric Paslay	Friday Night	23	Celine Dion	Loved Me Back To Life
24	Bruno Mars	Gorilla	24	Darius Rucker	Radio	24	Of Monsters And Men	Little Talks
25	Britney Spears	Work B**ch	25	Keith Urban	We Were Us	25	Michael Buble	Close Your Eyes
26	Awolnation	Sail	26	Cassadee Pope	Wasting All These Tears	26	OneRepublic	Counting Stars
27	Bonnie McKee	American Girl	27	Brad Paisley	I Can't Change The	27	Rod Stewart	Can't Stop Me Now
28	Tegan and Sara	Closer	28	Sheryl Crow	Easy	28	Lorde	Royals
29	Pink	True Love	29	Zac Brown Band	Sweet Annie	29	Passenger	Let Her Go
30	Neighbourhood	Sweater Weather	30	Maggie Rose	Better	30	Gavin DeGraw	Best I Ever Had
Urban			Rock			Alternative		
1	Jay-Z	Holy Grail	1	Avenged Sevenfold	Hail To The King	1	Lorde	Royals
2	J. Cole	Crooked Smile	2	Sick Puppies	There's No Going Back	2	Fitz and The Tantrums	Out Of My League
3	Robin Thicke	Blurred Lines	3	Three Days Grace	Misery Loves My Company	3	Imagine Dragons	Demons
4	Drake	Hold On We're Going Home	4	Pearl Jam	Mind Your Manners	4	Bastille	Popeii
5	August Alsina	I Luv This Sh*t	5	P.O.D.	Beautiful	5	Grouplove	Ways To Go
6	Miguel	How Many Drinks	6	Korn	Never Never	6	Capital Cities	Safe And Sound
7	Rich Homie Quan	Type Of Way	7	Papa Roach	Leader Of The Broken Hearts	7	Cage The Elephant	Come A Little Closer
8	J. Cole	Power Trip	8	Rob Zombie	We're An American Band	8	Neighbourhood	Sweater Weather
9	K. Michelle	V.S.O.P.	9	Alice In Chains	Voices	9	Tame Impala	Elephant
10	2 Chainz	Feds Watching	10	Five Finger Death Punch	Lift Me Up	10	Phoenix	Trying To Be Cool
11	Migos	Versace	11	Devour The Day	Good Man	11	Kings Of Leon	Supersoaker
12	Yo Gotti	Act Right	12	Heaven's Basement	Fire, Fire	12	Thirty Seconds To Mars	City Of Angels
13	Future	Honest	13	Stone Temple Pilots	Out Of Time	13	MS MR	Hurricane
14	Chris Brown	Love More	14	Stone Sour	Tired	14	Panic! At The Disco	Miss Jackson
15	Big Sean	Beware	15	Volbeat	Lola Montez	15	Avicii	Wake Me Up!
16	Sevyn Streeter	It Won't Stop	16	Redlight King	Born To Rise	16	Portugal. The Man	Purple Yellow Red And Blue
17	French Montana	Ain't Worried About Nothin'	17	Halestorm	Here's To Us	17	Coldplay	Atlas
18	Jay-Z	Tom Ford	18	Pop Evil	Deal With The Devil	18	Foals	My Number
19	Hustle Gang	Memories Back Then	19	Kings Of Leon	Supersoaker	19	Muse	Follow Me
20	Sage The Gemini	Red Nose	20	Asking Alexandria	The Death Of Me	20	Linkin Park x Steve Aoki	A Light That Never Comes
21	Nelly	Get Like Me	21	Device	You Think You Know	21	NONONO	Pumpin' Blood
22	Juicy J	Bounce It	22	Seether	Seether	22	Avenged Sevenfold	Hail To The King
23	DJ Khaled	I Wanna Be With You	23	Cage The Elephant	Come A Little Closer	23	AFI	17 Crimes
24	Tamar Braxton	The One	24	Nonpoint	That Day	24	Pepper	FKARND
25	Schoolboy Q	Collard Greens	25	Shinedown	Adrenaline	25	Neighbourhood	Afraid
26	R. Kelly	My Story	26	Alter Bridge	Addicted To Pain	26	1975	Chocolate
27	Justin Timberlake	Take Back The Night	27	Five Finger Death Punch	Battle Born	27	Pearl Jam	Mind Your Manners
28	Sebastian Mikael	Last Night	28	Trapt	Love Hate Relationship	28	Arcade Fire	Reflektor
29	Meek Mill	Levels	29	Soundgarden	Halfway There	29	Alt-J	Tessellate
30	Wale	LoveHate Thing	30	Sevendust	Picture Perfect	30	Naked And Famous	Hearts Like Ours

A Different Spin by Jason Nocera



www.nichecartoons.com

Why Do We Do THIS?

By Dave Winsor

In several online discussions I've read recently, there is something going on that I find troubling. In our industry there are people and companies that stretch themselves so far ahead of everyone else that they end up creating unique and interesting ways of doing things. If



its technology and it gets good reviews then everyone wants it and if they can afford it, they buy it.

However, if it's a person and they've created a unique

way to do something, and it benefits THEM and they decide to share the idea, at a modest cost, then they are pilloried for trying to make money on the backs of their brothers in the industry. Why is that?

Why are we so protective of turf? Why do we take potshots at the people who are so good at doing this type of thing that they deserve to be paid to share the benefits of their sweat and tears? When it comes to money and spending it, this place is WHACK!

Idea sharing is great and it's done quite a bit. Little tidbits dribble out on chat boards from one member to the rest of the group and everyone benefits. But, you can put down money on this: the person who let out the tidbit isn't telling you EVERYTHING they do to be successful. Why should they? It's a competitive advantage and they earned it the hard way...by DOING it. So what should we expect of each other?

A little love goes a long way, and it's time we started showing each other that love. The people who have raced so far ahead deserve to be there. They create a place to aspire to. Don't mock them, it makes you look foolish. Don't be so defensive when someone comes out with an idea to create a level of income that people should aspire to so they can make a living at this job of DJ. It doesn't matter if you are part time, full time or a no good low down lowballer, we all love what we're doing. But more than anything else, this industry reminds me of the Cantina in Star Wars. Everyone has an itchy trigger finger and they are all looking to SCREW the other guy. We are all in that Cantina.

Do you want to stay in the Cantina, or aspire to some greater place? For those of us who have been doing this for a while, we owe it to ourselves and others to mentor and teach the young who are handling audio equipment without any specific regard for the outcome. I like to think of these people as handling our "C-4". Mess around with it too much and it will explode and cause a lot of collateral damage to you, me, our clients and more importantly our industry. Find these people QUICK and offer to help in any way you can.

For those of us who have been around for a while, stop using ammunition on our leaders and each other. "But Dave, we don't all agree on stuff!" I get that. But let's not kill each other in the process. And don't build yourself and your image by being contrarian. It really is tedious. It's amazing to me with the mention of a name, like Mark, Peter, Randy, etc. that the whole discussion erodes into something unbecoming for professionals. I've worked in with the front offices of teams in the NFL, MLB and Major Universities like Syracuse, Villanova, Temple and Georgia Tech.

No where did I ever come across dialogue on any level like I come across in this industry. Don't feel respected? Earn it. Don't like someone? That's ok, but more likely you're not liking yourself first! (Don't you know that? We always argue with the people most like us?)

Life is difficult. Work is sometimes dreary. Good friendships aren't hard to find. Don't exclude people because they might differ from you. A good friend and

mentor Ivan Burnell (www.yesfactor.com) once said to me: "Never use your importance to put anyone else down and never, never, ever allow anyone else to use their importance to put you down.) Try it. You may find that it makes us all "equal" and easier to talk with.

Thanks so much for your responses to my last column. How about this one?

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

Matt Anderson Continued From Page 13

love the most, which often turns out to make the most financial sense anyway."

List out all the tasks in your week and over the next few months delegate out as many of those that you are not great at and/or do not enjoy.

7. Nothing Succeeds Like Failure

You must stop and learn from your failures if you want to be rich. Start to see failure as GOOD, as ESSENTIAL to your success – or at least as important as a trip to the dentist! Most people run from their failures and never learn the valuable lessons there because all they can feel is the short-term pain. Yet the most important changes you will make are within yourself.

Many of those who have had the greatest successes in business say: "setbacks and failures have taught me what I'm good at." Marketing legend Seth Godin, who has had many business failures himself, believes: "If I fail more often than you, I win. The ones who lose are the ones who don't fail at all and get stuck, or the ones who fail so big that they don't get to play again." It is a middle-class mindset to do everything possible to avoid failure and rejection.

Schiff himself points out that if you want to be rich, you will have to take risks and try something difficult because that's where the money is. He

argues further that failure can lead to new unanticipated possibilities. Lastly, make sure you have people surrounding you who see failure the same empowered way otherwise you run the risk of conforming to the norm of giving up on yourself and your dreams.

Where have you failed in recent years and what were your lessons learned?

8. Be decisive and LEAP

Don't procrastinate. "Most of our middle-class survey respondents struggle with procrastination. It's important to dive in and get moving."

LEAP:

"Learn what you do best.

Earn some dollars at it.

Get assistance with what you don't be best.

Persist to overcome self-doubt."

List out what you are putting off doing and prioritise it. Then put a timeline on it so you can start chipping away at it. Now is the only time you have that is guaranteed so begin today.

Thanks for reading this. If you found ANY value from this, please share this with several people who are important to you.

Matt Anderson is the author of 'Fearless Referrals' at www.fearless-referrals.com. Matt can be reached at: <http://www.thereferralauthority.com>

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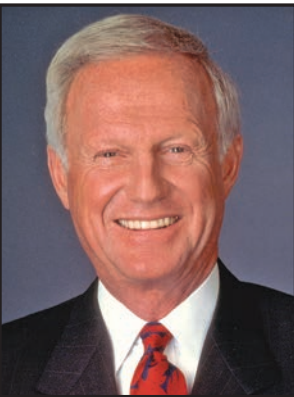
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TM	LM	Artist	Title	Featuring	PC Disc	BPM				
3	1	Jay Z-Timberlake	Holy Grail	201329	72		Taylor Swift	We are never getting back toge	201234	86
4	2	Katy Perry	Roar	201333	90		Psy	Gangnam Style	201237	132
1	3	Zedd / Ft Foxes	Clarity	201305	128		Chris Brown	Don't Wake Me Up	201221	128
6	4	Drake	Hold on We're going home	201332	100		Pink	Blow Me One Last Kiss	201228	114
8	5	Capital Cities	Safe and Sound	201249	118		Owl City-Carly Rae Jepsen	Good Time	201227	126
5	6	Bruno Mars	Treasure	201320	116		Maroon 5	Payphone	201217	111
2	7	Justin Timberlake	Take Back the Night	201329	109		Carly Jepsen	Call Me Maybe	201210	120
10	8	J. Cole	Crooked Smile	201323	82		David Guetta/ Chris Brown	I Can Only Imagine	201230	127
7	9	Robin Thicke	Blurred Lines	201322	120		Rihanna	Where have you been	201216	128
13	10	Lady Gaga	Applause	201333	70		Trey Songz	Heart Attack	201214	75
9	11	Maroon 5	Love Somebody	201314	120		Usher	Numb	201233	125
17	12	AVICCI	Wake Me Up	201326	122		Future	Turn on the Lights	201226	66
11	13	Imagine Dragons	Radioactive	201245	69		Ellie Goulding	Lights	201109	120
16	14	Paramore	Still Into You	201315	136		Nicki Minaj	Pound the Alarm	201227	126
18	15	Taylor Swift/Ed Sheeran	Everything has Changes	201327	79		One Direction	Live While we're young	201240	126
19	16	Lorde	Royals	201325	85		David Guetta	Titanium	201230	125
12	17	Calvin Harris-Goulding	I Need Your Love	201312	125		Calvin Harris	Lets Go	201212	128
14	18	Ariana Grande / Mac Miller	The Way	201314	83		Katy Perry	Wide Awake	201223	80
15	19	Daft Punk	Get Lucky	201317	116		Kelly Clarkson	Stronger	201201	116
21	20	Pink	True Love	201327	97		David Guetta/Nicki Minaj	Turn Me on	201231	128
24	21	Eminem	Berzerk	201335	96		Justin Bieber	Boyfriend	201214	97
23	22	Selena Gomez	Slow Down	201333	128		Taylor Swift-B.O.B	Both Of Us	201220	63
20	23	One Direction	Best Song Ever	201330	118		50 Cent/Dr. Dre/Alicia Keys	New Day	201232	98
29	24	Macklemore/Ryan Lewis	White Walls	201331	117		Katy Perry	Part of Me	201210	130
25	25	Krewella	Live for the Night	201327	128		Flo Rida	Good Feelin	201137	128
27	26	Daft Punk	Loose yourself in Dance	201332	100		Pitbull	Back In Time	201214	127
22	27	Anna Kendrick	Cups	201319	65		Gym Class Heroes	Self Back Home	201203	130
28	28	Fifth Harmony	Miss Movin on	201325	75		Nicki Minaj	Starships	201209	125
New29		Miley Cyrus	Wrecking Ball	201337	60		Chris Brown	Turn Up The Music	201206	130
26	30	Rihanna/David Guetta	Right Now	201329	130		Goyte	Somebody that I used to Know	201205	129
Recurrants- (Still popular)							Rihanna	We Found Love	201140	128
30		Macklemore/Ryan Lewis	Can't Hold Us	201310	73		The Wanted	Glad You Came	201134	128
		Selena Gomez	Come & Get it	201315	80		One Direction	What Makes You Beautiful	201213	129
		Justin Timberlake	Mirrors	201314	78		Drake /Rihanna	Take Care	201150	122
		Macklemore-Ryan Lewis	Thrift Shop	201246	95		Calvin Harris	Feel So Close	201131	64
		Pitbull-C Aguilera	Feel This Moment	201302	136		Rihanna	You Da One	201147	127
		Demi Lovato	Heart Attack	201309	88		Young Jeezy	Leave you alone	201208	95
		Krewella	Alive	201305	128		B.O.B	So Good	201209	86
		Mariah Carey/ Miguel	#Beautiful	201319	107		J. Jessie	Domino	201135	127
		Chris Brown	Fine China	201314	104		Karmin	Broken Hearted	201207	120
		Justin Timberlake	Suit annd Tie	201303	103		Pitbull/w Chris Brown	International Love	201140	120
		Justin Bieber /Wil I am	#that Power	201312	128		Jennifer Lopez	Dance Again	201215	128
		Maroon 5	Daylight	201247	126		Chris Rene	Young Homie	201209	80
		Calvin Harris/Welch	Sweet Nothing	201238	128		LMFAO	Sorry for Party Rockin	201201	134
		Emeli Sande	Next to Me	201230	95		Hot Chelle Rae	I Like it Like That	201139	101
		Sean Kingston/Brown/Wiz	Beat it	201316	98		Bruno Mars	It Will Rain	201140	75
		Swedish House Mafia	Don't You Worry Child	201234	129		David Guetta	Without You	201136	128
		Avril Lavigne	Here's to never growing up	201315	83		J Cole	Workout	201126	93
		Olly Murs/ w Flo Rida	Troublemaker	201250	106		Selena Gomez	Love you Like a Love Song	201131	119
		Imagine Dragons	It's Time	201208	105		Dev & Enrique Iglesias	Naked	201201	125
		Will.I.AM-Britney Spears	Scream and Shout	201248	129		Outasight	Tonight is the Night	201142	120
		Justin Bieber w / Minaj	Beauty and a Beat	201244	127		Foster the People	Don't Stop	201146	133
		Flo Rida	I Cry	201238	126		Gym Class Heros	Stereo Hearts	201125	91
		Justin Bieber	All Around the World	201307	128		Drake	Headlines	201132	76
							Jason Derulo	It Girl	201133	92
							LMFAO	Sexy and I know it	201133	130

Regain Control Of Your Life At Every Level

By Harvey Mackay

No one ever accused Larry Winget of mincing words. Larry, who is often referred to as the Pitbull of Personal Delopment, wouldn't take very kindly to it anyway. His books, speeches and television appearances leave no doubt about where he stands and why he feels the way he does.



I admire Larry's courage to speak plainly and without concern for "political correctness," particularly when writing about a topic that involves convictions and self-confidence. His latest book is bound to pop a few eyeballs, probably starting with the title: "Grow A Pair: How to Stop Being a Victim and Take Back Your Life, Your Business, and Your Sanity." Larry assures readers that the title refers to an attitude, not anatomy. "Growing a pair is a state of mind, an attitude, and a way of thinking," he writes. "It's about giving up being a victim and taking control of your life at ev-

ery level." He adds: "It is the willingness to do the right thing even when everyone else is doing the wrong thing. It has roots in personal responsibility. It's about drawing lines in the sand. It's about knowing yourself, knowing your values, and becoming uncompromising in your willingness to do whatever it takes to stand up for them. . . . Don't you agree that our society is in desperate need of developing that mindset?" I will happily answer: Yes. Larry attributes the social shift in part on the entitlement mentality, attitudes developed during the hippie generation, and the idea that people will do whatever they can get away with. He says, "People will do anything and everything they can until someone stops them from doing it and sets limits and imposes consequences. Therefore, the solution to this problem is to let people get away with less." He writes: "Stop tolerating stupidity and poor performance. Stop letting people get away with bad behavior. Break this natural cycle with yourself, your family, and with your co-workers and employees. It won't change the world, but it just might change your world." He offers a list of 16 questions to determine whether you have "a pair." Among them: Do you allow people to take advantage of you? Do you find

yourself picking up the slack for lazy co-workers? Do you often feel responsible for other people and their feelings? Do you find yourself compromising your opinions and beliefs in an effort to get along? Do people mistreat you emotionally, verbally, psychologically, or physically? Answer those questions with a "yes, but" and Larry will remind you that you need to work on yourself. On the other hand, he wants readers to answer "yes" to questions such as: Do you stand up for yourself and your beliefs even in the face of conflict? Do you recognize your problems as problems but know that with some hard work and a little sweat you will get through it? Do you speak up when you see someone else being mistreated? I was fascinated at the variety of inspirational sources Larry quotes in his book, ranging from Mahatma Gandhi to Benjamin Franklin to Winston Churchill. Those are role models of honesty and courage for any age. Larry offers very practical advice for developing the gumption to change your life. In fact, he breaks it into two dozen categories and explains them very plainly. The one that stands out for me is "Make big, bold, brash, ballsy plans." He says, "No one ever wrote down a plan to

be fat, broke, stupid, lazy, unhappy, and mediocre. These are the things that happen when you don't have a plan." I am an inveterate planner. My mantra has always been "Prepare to win." As I like to say, people don't plan to fail, they fail to plan. Larry puts it this way: "Most people never expect anything bad to ever happen to them until it already has." Larry also insists that setting clear priorities signals that you are in control of your own life. "People don't live the life they dream of because it isn't important enough for them to do what it takes to live that kind of life. Priorities determine your actions, and your actions determine your results. . . . Your time, energy, and money always go to what's important to you." Now you see why Larry Winget is known as the Pitbull of Personal Development. Read his gripping advice, and you won't roll over and play dead ever again. **Mackay's Moral: Control your life or it will control you.** Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," "We Got Fired!...And It's the Best Thing That Ever Happened to Us," and his new book, "The Mackay MBA of Selling in the Real World.

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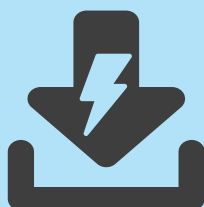
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