

Disc Jockey News

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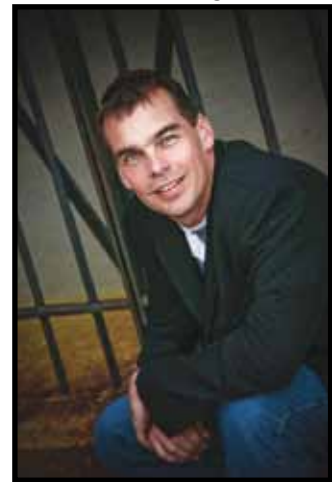
The Monthly Disc Jockey Newspaper

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Q Corner: Where Quality Meets Quantity

By Mike Walter

I presented a seminar called “Growing Pains” at this year’s Las Vegas DJ Show (which took place September 8th-10th at the Las Vegas convention center).



I sought to spotlight some of the stumbling blocks Multi-Op owners may come across as they build their businesses and more importantly how they can avoid them and/or recover from them.

I suspect after this show, Dr. Drax (President of the ADJA and producer of this show) could probably offer a similar seminar spotlighting the stumbling blocks a show producer may come across as he attempts to build his show. This week was not without its glitches and I’m sure Dr. Drax would admit that.

But in the end the good far outweighed the bad and everyone I spoke to (from attendees to fellow presenters) seemed to share the opinion that for the fourth straight year The Las Vegas DJ Show has put together an incredibly impressive curriculum of education that is unmatched by any other DJ Show in the world.

How does Drax accomplish this? Well, it’s one of the things that he and I disagree on. The LVDS runs seminars concurrently. They aren’t the only convention to do this (although from what I hear Mobile Beat is planning the exact opposite approach in February, running only one seminar at a time) but they certainly take the concept to an extreme. On day one, for example, after some awesome keynote speakers the big conference room was cut into thirds by some quickly moved air walls. Then Randy Bartlett, Alan Berg and yours truly got to present seminars at the same time. And if this wasn’t enough, Scott Faver was conducting a workshop across the hallway. Drax’s argument is “choice.” He wants the attendees to have a great selection of seminars and topics so there

Mike Walter Continued On Page 2

Talkin’ Bride: Start On The Right Note

By Tamara Sims

I thought it would be fun to revisit a topic that usually gets overlooked during our DJ wedding planning: Cocktail and Dinner Music.



I know most of you do not get excited about this topic (except for maybe my front page neighbor Mike Walter), but I learned from Mike many years ago during

one of his fabulous seminars, the importance of taking the time to create fun, unique and even personalized play-

lists for the first and second act of your wedding reception. We don’t have to rely on Rat Pack, Jazz or Easy Listening every weekend. And guess what? You may even have some fun creating these playlists that actually tell a story for your clients.

This topic came up recently as one of my corporate clients was planning an event with a literary theme complete with library book centerpieces, a story telling performance by Second City and yes, a themed dinner music playlist created by yours truly. I was very excited to work on this playlist and found myself pouring through the internet to learn about songs influenced by literary works. Of course there are the obvious ones like “Tom Sawyer” and “White Rabbit,” but did you know that Led Zeppelin’s “Ramble On” was influenced by The Lord of the Rings novel or

Tamara Sims Continued On Page 2

In The Booth: Did You Have This Card?

By Brian S. Redd

A friend of mine just posted his Columbia House membership card from the early 90’s on Facebook. He found



it under the back seat of a car he had sold years ago, then recently bought back to restore. What an artifact from my generation!

Remember Columbia House? How about

BMG? For those of you that don’t, way back in the olden days, you used to get these ads in the Sunday paper advertising 11 CDs for 1 cent. All you had to do is buy 3 or 4 CDs at “regular club price” (about \$20 bucks a pop).

When mobile DJs were making the transition from records to CDs, many of us would join, cancel, and rejoin these clubs as often as possible. If you signed up a friend, these services would give you a few more free CDs as a bonus. Some people would even sign up their dog, collect the bonus CDs and run multiple memberships at once.

There was this moment in time when an all CD music library was a huge selling point for mobile clients. No skip-

Brian Redd Continued On Page 2

Inside this issue:

Page 1: Mike Walter
Page 1: Tamara Sims
Page 1: Brian S. Redd
Page 3: Mitch Taylor
Page 3: Dan Carpenter
Page 4: Jake Palmer
Page 5: Mike Kazis
Page 5: Glenn Mackay
Page 6: Ron Ruth
Page 7: Matt Anderson
Page 9: Carr Hagerman
Page 10: Jeremy Brech

Page 10: Ed Spencer
Page 12: Mike Lenstra
Page 13: Keith KoKoruz
Page 14: Jeffrey Gitomer
Page 14: Alan Berg
Page 15: John C Maxwell
Page 16: Top 30 Charts
Page 16: Different Spin
Page 17: Joe Bunn
Page 17: Stevie Ray
Page 18: Recurrent Hits
Page 18: Harvey Mackay

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Mike Walter continued from page 1

is never a time when they look at the schedule and think, “yeah, that doesn’t interest me.” My reply to that would be twofold: first, while choice is a good thing attendees often find themselves missing out (having two or even three topics going on concurrently and having to choose just one). Plus, I don’t think it would be such a bad thing for attendees to skip one or two seminars throughout a three day conference (for lack of interest in a particular topic or speaker). It would only increase the amount of traffic on the expo floor.

With that said, the overwhelming feedback I got from talking to attendees was that the seminars they attended were awesome. Indeed the ones I took in (which were not many as I was tied up presenting a seminar, a four hour premium workshop and manning my own booth on the expo floor) were nugget-rich and well presented. Besides the formal seminars, LVDJS attendees were also greeted with some surprises. At one point I was heading for a cup of coffee and ran into Dr Drax interviewing Chuck D and Keith Shockley in front of about 40 attendees. I hadn’t seen this on the schedule so I was very lucky to have stumbled on it. Chuck D treated us all to some stories of his early days in the hip-hop game and how Public Enemy came about, as well his opinions on music and the key role of the DJ. I certainly read enough books about musical artists and am always intrigued to learn their histories, so having the opportunity to hear it straight from the men who were there was a thrill for me. The next day Drax held a similar interview with Flavor Flav which was far less insightful (although far more entertaining which you understand if you ever saw “Flavor of Love.”)

Besides these Rock and Roll Hall of Fame legends we were also treated to some success stories by guys who have made it as club jocks or re-mixers. I thoroughly enjoyed Danny Boselovic and Nick Ditre from The Disco Fries, and their retelling of how they reacted to Tiesto direct messaging them on Twitter and asking if they’d like to work with him (made me think of that great scene in “That Thing You Do” when the band first hears their song on the radio and they run through the streets in sheer joy). And perhaps my favorite segment of the week was led by Chris Cox (who has remixed everyone from Donna Summer to Katy Perry). Cox could have gone on much longer than he did in my opinion. I asked him afterwards if he had many more notes and when he told me he did I encouraged him to print them as a blog somewhere for us. His insight on how music moves people and how lucky we are to play that music was awe-inspiring for me (example from my notes: “Sometimes people have a crappy day at work and they just wanna go release something on the dance floor”). Hearing Chris Cox speak and then having the unique opportunity to sit on the judge’s panel with him for the Spinmasters DJ Competition was the highlight of the week for me. By far.

Speaking of the spinoff, this is something new that Drax introduced this year. Along with the aforementioned Chris Cox and Keith Shockley, I shared the judging panel with DJ Hapa. We were tasked with judging the 8 minute sets mixed by 9 competitors. There were a frustrating number of technical problems as each DJ wanted to mix off his own computer and hooking different computers up to the same controller over and over isn’t without its hiccups. Mix-offs have come a long way since

the days of 2 Technics 1200s and a mixing board where every DJ just brought his own vinyl. Still, for this to work on an annual basis, the kinks will have to be worked out (like maybe having two controllers and tech people who can hook one up while the other is in action). While the DJs were spinning it was an overall fun night and I send my congratulations to Joe Cortez who took



Big Daddy Sean McKee kicked off the LVDJS with his presentation on passion!

home the title (and about a thousand dollars in prizes.)

Other evening entertainment included special entrance into the club Marquis one night. I passed on this opportunity to get a good night’s sleep before hosting my four hour premium workshop on Tuesday morning - a decision I, and the 15 attendees who paid \$100 to hear me talk about all things Multi-Op related, were grateful for. For the non-club goers Drax had also negotiated special deals on some of the shows that Vegas is famous for. That was a small detail that proves just how much Drax wants his attendees to have a great experience and I tip my hat to him for that level of service.

Speaking of Premium Workshops, this is another topic where the LVDJS excels. Last year they introduced this concept with a handful of these workshops. The word “premium” means for an attendee to participate in the workshop they have to pay more money on top of their conference fee. In my case it was an extra \$100. Randy Bartett, who has gotten the ball rolling on this type of advanced education with his “Advanced Microphone Techniques” workshops (just ask him and he’ll be happy to tell you) offered two different premium workshops at \$150 each. They both sold out. Other Premium Workshops were conducted by Mitch Taylor, Alan Berg and Scott Faver (just to name a few). As with regular seminars Dr. Drax clearly believes there is never too much of a good thing. I’m of the belief that these limited opportunities for advanced education are the perfect answer for those

who argue that there is too much 101 level education at these conventions.

The ADJA holds its annual meeting at The LVDJS and this year I was thrilled to be there. Two dear friends were honored as The Adirondack-Albany Chapter won for Chapter of the Year with Mark Brenneisen accepting the award. Plus, the Peter Merry leadership award was given to Sean “Big Daddy” McKee. I

some opportunity for attendees to learn and be inspired. I will end this article with just a few of the nuggets I jotted down throughout the week. I look forward to returning next year as soon as the dates and location are announced.

“I hope I make an impact on everyone I come in contact with.”

“Monetary should be secondary.”

Sean McKee

Answering how to start remixing *“Pick up Ableton. Start with making a simple edit of a song. Then try to do my mashup. Then maybe do a full remix.”*

Danny and Nick from The Disco Fries

“It is finally the time where music made by DJs, music made for DJs and music programmed by DJs is being recognized and respected.”

“To be great at DJing you have to be a junkie. You have to live and breathe it.”

“Music is a time machine. It has this magic thing and we are the ones that get to deliver that.”

Chris Cox

“The best DJs don’t work every weekend while some of the worst DJs work every weekend.”

Scott Faver (on roller skates)

“I call my staff and my clients Funatics.”

Jodi Harris

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

couldn’t be happier for these two well-deserving gentlemen. I have to be honest though, I was quite surprised by the lack of production value at the national meeting. With no power point Drax wasn’t even able to put the ADJA logo up on the screens and with no music the award announcements were a little less energetic than they could have been. I hope this is an oversight that will be corrected in the future.

All in all, The Las Vegas DJ Show proved to be a great success and an awe-

Tamara Sims Continued from Page 1

that The Rolling Stones “Sympathy for the Devil” was influenced by a Russian novel that Mick Jagger had read. Well, now you know!

I also had a lot of fun researching songs with the word “book,” “story,” “writer” or “words” in the title and before I knew it I spent several hours in literary chat rooms, Wikipedia and iTunes looking for the best (and appropriate) songs to fit the theme. I must have listened to over one hundred songs to come up with a playlist of 25. Some of my favorites include “Everyday I Write the Book” by Elvis Costello, “Paperback Writer” by The Beatles, “Every Picture Tells a Story” by Rod Stewart and even “The Story of My Life” by One Direction. I really wanted to throw in “Marian the Librarian” from The Music Man, but I thought that may be too self-indulgent!

So, the next time you meet with a couple don’t forget to ask what they like

to do for fun, where they were engaged, where they grew up or if they have a specific “theme” for their wedding celebration. Connecting with each couple is second nature to most DJs, and a little extra effort goes a long way. I know I would have been tickled pink if my DJ surprised me with a Broadway Musical Dinner Playlist. We often focus on bigger speakers and brighter lights, but let’s not forget that the little things in life often reap the biggest reward.

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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Competitors or Friends - What Do You Want?

By Mitch Taylor

The year was 2002. My wife and I had just had our first born, a son named Hunter. At that point I took stock of my life and made the (hard at the time) decision to move our family from where we had built a life in Metro Detroit, to drop roots in either the



Upper Peninsula of Michigan or my home state of Maine. It took a LOT of discussion with her and I together to make the decision and was a hard choice but IMO in the end it was the RIGHT choice for us. I LOVE Maine... but more as a place to say where I'm from and visit. So the U.P. of Michigan it was.

After that decision was made we decided it was time for me to start my own company and Taylored Entertainment was born. I immediately did a TON of research as to companies in the U.P. and there was only one that was performing and had service offerings comparable to what the company I worked for in Metro Detroit was offering. That company and DJ: Lee Haynes of Legend Entertainment.

I remember it like it was yesterday... driving along the 696 freeway in Metro Detroit and making a phone call to the

906 area code calling Lee. He answered "Image Studios" (his name back then) and I told him "Hi! My name is Mitch Taylor and I'm a DJ in Metro Detroit. I'm moving to Escanaba and you're the only one offering what we offer here in Detroit. We can be competitors or we can be friends. What would you like it to be?" LOL. True story.

Looking back I was cocky and arrogant...which was probably why Lee gave me the time of day (because that's exactly how he is :)) We chatted that day on the phone and arranged a meeting for when I came to the U.P. in about a month for some other job interviews. We met, became fast friends and Lee was my agent for the first several years of Taylored Entertainment's existence while I got my feet underneath me in the area. There are quiet leaders and there are leaders who are a bit more noticeable. Lee is, in regards to this industry, a quiet leader. But what about those who write/speak/blog/create content for the DJ industry?

I remember first arriving at Mark Ferrell's DiscJockey America forums and seeing posts from the Podcast Personalities of DJA radio and I had a bit of the "starstruck" feeling. Hey...there's Bill Hermann....whoa that's Randy Bartlett posting. Man did you see what Bill James McElree posted? Wow...Jim Cerone is here too! What can I bring to the table to contribute? I don't think there's anything I can offer....

Fast forward to just about two months ago. A fellow DJ who is a bit older than me reached out to me after speaking

with my good friend, Jeremy Brech. This gentlemen, who has years on me, decided to humble himself and reach out to those who are a bit more successful than himself to see how we are doing what we are doing. He realized that there is more to entertainment than what he is currently offering, and not only wanted but sought out help. I answered his Facebook message and thus began the beginning of a good friendship and mentorship.

In my conversation with this gentlemen he brought up that he had the same feelings about me that I had about the aforementioned gentlemen about a decade ago. He asked me "Why, Mitch, did you accept my friend request? Why do you take the time to chat with me?" I told him the story I related above about me being "starstruck" about a decade ago. I realized after talking with these gentlemen that they are NOT elitists at all. Bill Hermann, Mark Ferrell, Jim Cerone, Randy Bartlett and anyone else who is a leader in this industry put on their pants the same way we do. Lee reached out a helping hand when I needed it, starting a business in a place where no one knew my name. Lee has been a great mentor, business associate, business partner, and most of all best friend to me, over the last twelve years of my life. Each of the aforementioned gentlemen have two traits in common. They know that we ALL started somewhere and they've chosen to give back somehow to the industry that has given them so much.

In any walk of life or career, it's im-

portant to NEVER forget where you came from. I started out playing dances using OLD PA equipment and stepping out of a back door to cue up cassettes in my car. Your challenge...if you choose to accept it...is to BE A LEADER. It doesn't matter if it's getting more involved in your industry publically via speaking, writing or blogging, or if it's more of the quiet kind of leadership and being a mentor and friend to someone in or near your market.

Many of you who have read my articles for any length of time realize that I write many of them while on a flight somewhere, either traveling to a DJ conference or vacation. This one is no exception, as I finish this somewhere in the air between Salt Lake City and Los Angeles, to depart for a cruise tomorrow to celebrate my 40th birthday with great friends I've made in this industry and their wives. I'm a firm believer in WORK HARD. PLAY HARD. What did Lee see in me? Who knows? He's sitting right next to me here on this flight. I think I'll ask him here in a bit. :)

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.

Brian S Redd Continued from Page 1 ping, popping, or cue burn with digital sound, and those new compact, lightweight music crates also made CDs very

tunity to hand pick and truly customize my new collection with more signature tracks was pretty exciting.



attractive to the mobile market.

When you have to rebuild a music collection from the ground up, it can get quite expensive. Older albums and back catalog "Greatest Hits" collections were plentiful with Columbia House and BMG. So, to many of us, CD clubs like these were very useful.

Seeing that old membership card got me thinking. When I was working for small clubs, bars and multi-ops, they would usually provide us with a record crate of "standards". Many of the songs in these crates are still popular today, like "Old Time Rock and Roll", "Twist and Shout", "You Shook Me All Night Long", etc. A new library would need to have these staples as well, however, there were several songs in these old crates that I felt were unnecessary filler. Why not pitch them aside and throw something cool in there from a CD club nobody else was playing? The oppor-

By doing this, my sets changed drastically in the early 90's. For instance, Grunge was hitting pretty hard and damn near impossible to dance to. At about the same time, all of these wonderful early 80's compilation CDs full of fun 'one-hit-wonder' tracks were becoming available... and nobody else in town was playing them. This is when I re-introduced tracks like "Come on Eileen" and "Tainted Love" to my dance floors. Nothing said "Woah!" quite like following a mainstream Techno set with the single version of "Safety Dance", which up until then was not available anywhere other than the original 45. Nobody saw it coming. In fact, most had forgotten all about Men Without Hats, but they all loved it and the floor would explode when it was dropped.

Today I probably downloaded 100 songs that came out this week from my various DJ music services. I'd be

a liar if I told you I knew any of these tracks. Out of all these cuts, one or two may actually see the light of day. Typically these days I let my audiences decide what new tracks are played, but look out. Once they get their fill of "Turn Down For What" and "Fancy", they may get smacked in the head with DMX - "Party Up" or Daft Punk - "One More Time", which are just a few of my "Woah! Where did that come from?"

hand-picked modern classics. If they are real lucky, they may even get "Safety Dance".

So, thank you Columbia House and BMG. You changed the way I DJ!

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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Unique Opportunities...

By Jake Palmer

Recently I joined the Disc Jockey News Virtual Training Team, which is a huge honor, and a pretty big deal... not just for my own brand and ego, but for what the Virtual Training means for DJs and Entertainers all over the world. This new tool is the perfect way for DJs to learn and grow without the high cost



of travel, and time to attend large conventions and seminars; I think everyone of us can benefit from continued education and training, even just some tips and refreshers. However, this article is not a sales pitch for Virtual Training (although there is a link to subscribe below)... As I have started working on content and ideas for these videos it has forced me to think a little deeper and more extensively about what I do and how I do it. More importantly, what can I tell you that will help you improve, which is kind of the gist of these articles as well.

Today I remembered that we function in a copy cat industry. Most Wedding Entertainers are doing the same or similar things, most Bar DJs are doing the same or similar, most KJs, ect... this is something I learned in my radio days. Think about it; radio, TV, comedy, weddings, web-sites... we are a culture of copy cats. We find a system that works and we run with it... then we spend lots of time and money looking for ways to stand out in the crown of copy cats. This is the driving force that helps us get bigger, faster, smarter, better, and ultimately... make more money! It's like the evolution of business.

So, anyway... I digress.

As I have been looking closer at what I am doing to be successful and promote the image of awesome, I am noticing all of the similarities at successful weddings. I am noticing the similarities at

what I would consider "less-successful" weddings, and I looking for unique situations and opportunities. The similarities are not surprisingly very similar, how many of us who do a lot of weddings find that by October many of them start to blend together; not for lack of effort or caring, just that they all had several similarities.

What I find when I look closer, is that every wedding also has situations or events that create unique opportunities. Opportunities, for me to act, to intervene, to take control and either save a situation that is about to go bad, or exploit a situation that will add to the entertainment experience of the guests. I can share with you some of these unique opportunities that I have been able to use, but it's not the kind of thing that I can lay out in black and white.

The trick is observation; this is a skill

that as a DJ or Entertainer of any kind you should have been taught on day one... "The DJ hears and sees everything!" These are words that anyone who has spent more than 15 minutes with me has heard me say. You have to be aware of everything around you, and be aware of how you can use it to your benefit. At the end of the day, we are merely traffic cops, or tour guides. We are directing and leading people down the path of fun, guiding them to a good time. Remember your role, be the one... the one who leads the funs, the one guides the party, the one who gets the laugh, fills the floor, and creates the moment that makes the memory.

So always look for these spots where you can shine, or even better look for ways to use these unique opportunities to make someone else shine, these moments are memories everyone will talk about, these are the moments that make you special and unique. <http://www.djnewsvt.com>

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Are You Retirement-Ready?

By Mike Kazis



This year seems to be flying by rather quickly. The end of the third quarter - which is the time of year where many of us compare estimated to actual sales and expenses - is already part of the past. Hopefully by now, all of us have had a chance to determine what we've actually done with our money in contrast to what we thought we were going to do with it. We focus and strive to build and grow our businesses by investing in new equipment, marketing material and services, and tools to help improve customer service.

As we focus on these and other goals that help take care of our businesses, are we equally making sure that our businesses will eventually take care of us? What will we do to maintain our income when we retire?

The goal to becoming retirement-ready must first start with making sure that you have the ability to put some of your money away. This goal for many is a real challenge. I've spoken with dozens of DJ business owners over the past few months and many are faced with changing consumer demand. Fewer business clients for instance, who are spending less for their corporate events. Brides and grooms are becoming more budget conscious. These types of trends can cause a struggle with maintaining a steady income and therefore reduce the amount of retirement money you put away for yourself.

Although the solution to maintaining or even increasing your revenue lies within the power you possess to market your products and services effectively, you must take into account a certain percentage of money that you will set aside

for savings. The beauty of this practice is that your money will grow in value. We will talk about ways to grow your money in next month's article with some helpful tips from a financial planner or two, but first we will concentrate on some foundational information to help you discipline yourself to this practice.

Here are some suggestions on what can you do to prepare for long term savings toward retirement:

Educate yourself

Once in a while you get someone that didn't finish, or go to college at all, and runs a business that becomes very successful. Some of the biggest names that fit this category are Michael Dell, Bill Gates, and the late Steve Jobs. Young entrepreneurs today that wish to follow in their footsteps might justify that they also don't need to go to college because they have a business.

I have seen this many times with young owners of DJ businesses. Many of us know that this industry draws a great interest from young adults, mostly male and in high school. So when it comes to making a decision between going to college and working full time as a DJ, they skip college. However, little do they realize that when they do this, they miss a great opportunity to increase their knowledge about business management, especially about financial management. One reason for so many failing businesses is the lack of needed knowledge in areas of business management, accounting, and financial management in particular.

Do some research

People become business owners for a number of reasons, but most do it to be independent. A survey conducted in 2007 by Harris Interactive revealed that youth want to go into their own businesses to be their own boss and to make their ideas a reality. We see many of today's entrepreneurs doing that already, many of which became business owners after using their skills first for other companies. Yet we still hear that age-old statistic that only one out of five businesses get past the five-year lifespan.

Man cannot live on profit alone

One of those lessons that I learned about financial management basically tells you what to do with your money when you have a great deal of it. Profit is important but another factor that's just as important is cash on hand. This is the money you have available in its most liquid form. It doesn't have to be cash in your pocket or under your mattress. Cash in liquid form can be anything that's readily available like money in a checking or savings account that you can use for day-to-day business transactions.

Why is cash on hand important?

Having these types of funds are important if you want to make a sudden purchase of equipment that's needed right away, or if you want to pay a bill quickly that you may have forgotten about or will build a strong business relationship with a vendor.

Another lesson is this. No matter what you know about a skill, trade, or method of operation, you still need to expand your knowledge of how to run a business. When I first started my DJ business, I was an electrical engineering major, it was a great degree to have for a DJ business because I was able to fix my own equipment when it broke, but it didn't help me when it came to putting together a plan for growing my money in the bank or for increasing my profits. To obtain that knowledge I chose the learn-as-you-go approach. The problem with this method, at least from my experience, you don't learn properly everything you need to know. As a result, I made many unnecessary mistakes and my net worth ultimately suffered.

A basic step toward learning about financial management is to first understand how you, as an individual, handle money. How you handle money today has a lot to do with your early childhood experiences with money. I picked up a great exercise from Suze Orman's book, "Financial Guidebook, Put the 9 Steps to Work", that I want you all to try.

The first step is to think back to your first childhood experience about money - when money first meant something to you. An experience for instance, where you learned that money "could create pleasure or create pain." As you think about it you may "start to see how your feelings about money today can almost be

traced to an incident in your past", says Orman.

When I did this exercise I remembered that while growing up, we didn't have a lot of money. We therefore weren't able to afford things that other people had. I also remember collecting cans on the beach and cashing them in for the deposits. I used to make \$20 on a Saturday afternoon. For a ten year old in 1980 that was a big deal. So, when I had money from collecting cans, I knew that I was able to afford something I wanted. That might seem like a simply natural behavior but compare this experience to another child that learned to save that same \$20 for something greater and you likely see a different type of person. Perhaps you'll see someone that bought their first house at the age of twenty four or has three to six months of their salary saved in an emergency fund because they learned how to properly save their money.

These are lessons that I learned, but I wish I had learned them sooner than later. That's why I feel it's important to share this information with all of you. Especially with younger DJs out there that might be earning more than the average working person and think that they're now in the big time. Let me let you in on a little secret. It's not about how much you're earning today, it's about how long you'll earn that much day after day, year after year. How responsible you are with your money will greatly determine your success in this industry. Be sure to pick up on the conclusion of this article next month when we talk to financial planners about where we should be putting the money we set aside.

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

5 Tips For Attending A Conference

By Glenn Mackay

I recently travelled to the USA to attend the Las Vegas DJ Show and then a week later I attended Wedding MBA. Here are my top 5 tips for attending an industry conference.



over 7,400 miles (about 15hrs flying time) to be at a conference, yet many DJs who live close by, or even just a short flight away, can't be bothered attending. It's also important to not just be at the conference, but you need to be "AT" the conference. It's easy to get caught up in all the late night activities - especially in Las Vegas - and if you party all night you're either not going to be awake the next day during the confer-

ence, or you'll be too drained to actually gain any benefit. I recommend that when you attend a conference, be there and be ready to listen and learn.

2. Find ways to enhance your time around the conference. For me, this type of trip needs to be planned a long way out and I want to get as much benefit from the trip as possible. This means I'm always looking to see what workshops or other related learning experiences I can add on around the conference. Often there are workshops available such as Marbecca MC or Love Story workshops, various workshops from Peter Merry and Liz Daley, plus I know Mitch Taylor has one planned for March 2015 just after Mobilebeat. Personally, I like to take as many of these as possible. On my recent trip I used the break between the Las Vegas DJ show and Wedding MBA to do a side trip to Sioux Falls. I was able to visit my good friend, fellow Disc Jockey News Writer and Wedding Entertainment Director, Jeremy Brech, and assist him at a wedding. While not exactly a workshop, I certainly learned a great deal. Another option is to check out the Premium Content if the conference you're attending is offering it. This allows you to get more in depth

education on whatever topics are being offered.

3. Stay at the host Hotel. For the first 2 conferences I attended, my wife and I stayed at a different hotel and walked to the host hotel everyday. This meant we had to leave our hotel early to get to the conference and it also made it an inconvenience when needing to drop things back at our room before heading out to the many social events that surround DJ conferences. On our latest trip we stayed at the host hotel, as did most of the DJs that I met. This allows for quick and easy access to the conference, and is also a good way for you to support the conference. If you're worried about the quality of the rooms, just keep in mind how little time you actually spend in your room. Which brings me to my next point.

4. Get talking to people. One of the main reasons not to worry too much about the quality of your accommodation room is that one of the biggest highlights of attending a DJ conference is meeting and networking with other DJs or other professionals attending the conference. Most shows have social events on most nights, plus there is often a host of other less formal events and smaller gatherings that happen. Don't be afraid to go and introduce yourself to people and get to know them. I know I was originally a little "Star-

Struck" at my first DJ conference, but after being introduced to many of the industry leaders, I was pleasantly surprised by how warm and inviting they were. Spending time with other DJs is certainly one of the greatest benefits of attending a DJ conference.

5. Take notes and follow up. Taking notes alone is not enough. You NEED to act on those notes and the things you learn. I've heard many advise implementing at least 1 thing from the conference with a week of getting home and I think that is sound advice. As well as your own notes taken in seminars, don't be afraid to follow up with other DJs you meet and see what were their takeaways from the conference or a particular speaker. If you have questions on part of a seminar, you could even reach out to the presenter for clarification.

Hopefully, this will help you get even more from your next DJ or industry conference. Please let me know if you have any other tips you would want mentioned, as I would love to add them to a future article.

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

Proof That Perception Is Reality

By Ron Ruth

With a recent influx in promotional emails promoting what could be considered as deceptive marketing, I've asked that the following article, originally published in September 2012, be rerun. What do you think of this type of marketing and have you used it or seen it used in your market? You're encouraged to post your thoughts on the Disc Jockey News Facebook page.

On an evening late in July, 2012, Brett Cohen, a 21 year old college student in New York City, pulled off one of the most incredible pranks ever, fooling hundreds if not thousands, of people in the middle of Times Square.



As a part of a social experiment, Brett always wondered how it would feel to be a celebrity for just one day. So, he dressed as a celebrity might dress, gave his personal appearance a makeover and shopped Craig's List for an entourage that included assistants, body guards, individuals with cameras to act as paparazzi and a video camera crew to follow him around the busy streets of the Big Apple. According to a description of the event on The World Talk Live, YouTube page, "While the assistants and photographers waited for Brett to exit the 49th street marquee at NBC Studios, they started a buzz that a "big star" was about to walk out, thus making it worth their (onlookers) while to wait and get a picture. Many asked the crew who Brett was, and no answer was given. They were forced to either make something up, or just take a picture with him in hopes that their Facebook friends or Twitter followers might have a better idea."

While watching the video you'll see that the crowds around Brett start out small, but as he continues to walk about, they grow far larger as does the level of excitement. Many of the so-called "fans" of Brett's push to have their photo taken with him or to get his autograph. Some enthusiastically rave about the roles he's played in the movies while others can't wait to share how much they enjoyed listening to his latest hit single. Although, when asked, most could not pinpoint exactly which movie they saw him in or what song they remembered him performing. How could they? His entire persona had been faked.

In the end, Brett had his photo taken an estimated 300 times with strangers. In a quote to the New York Daily News, Cohen said "'The idea was, 'I bet if we walked through with bodyguards and photographers, people would go nuts.' And that's exactly what happened."

"I got a taste of fame, and it was good, but it's not something I would want as part of my everyday life," he told the Daily News. Although, updates to this story indicate that his prank may pay off for him, personally, in a big way. In August, Brett Cohen's YouTube video on The World Talk Live channel has received over 3 million views. And, in an interview with Patch.com, Cohen says that the daytime shows that start during the week of September 10th are

competing to have him for their season premiers.

"As much as I'd love to do all of the shows, it has to be exclusive to one," Cohen said. "I have to make a decision and tell these other shows that I can't do them." Some producers have also contacted him with an interest for possible projects.

So what did this prank prove? That people just love a celebrity even if they



don't know why he's famous. And, at least some people are extremely gullible and overly trusting. Brett Cohen's experiment could be considered deceitful, but was it fraudulent? According to the Webster Dictionary, the answer is "no." Why? Because he wasn't out to use "intentional perversion of truth in order to induce another to part with something of value or to surrender a legal right." In other words, he wasn't asking his hordes of "fans" to give him money to help finance his next big bogus movie or album. At most, his night on the town in NYC may have cost someone their dignity and, perhaps, caused a little embarrassment when it was discovered that he wasn't famous at all.

But, above all, Brett Cohen's prank also unmistakably proves that perception is reality.

With that in mind, last week I was included in an email blast promoting a contest sponsored by Breakthrough Marketing. The contest invites DJs to enter to win videos that can be used on their website and Facebook page as a form of marketing to brides and grooms. Breakthrough Marketing offers two different categories of videos for DJ use.

The first category is called Social Media VidBits™ for DJs with a tag line of "Quick, affordable commercials for websites and Facebook." For a mere \$125, DJs can purchase video footage of a rockin' wedding reception, complete with a full dance floor and a bride and groom having the time of their lives with family and friends. And, here's the best part, the footage implies that the DJ company named in the floating caption throughout the video and in the end title was responsible for all the fun, even though that DJ company wasn't there at all. But, who's to know? The camera never captures the DJ in action. There are no less than nine bogus videos available, each 75-100 seconds long. At least one of the videos includes the voice of a "bride" at the end saying "It was so perfect." Perfect is right! Now, even the least experienced and incompetent DJ can be perceived as the most awesome DJ ever.

But wait! There's more! For a small investment of \$425, DJs can buy into BTM's second video category called Webmercials. These videos also run about 75-100 seconds long but what

makes them so appealing and unique is that the Webmercials are actually fake testimonials. That's right. I said "FAKE TESTIMONIALS." How cool is that?

The email I received offered four examples. Three videos show brides talking about how wonderful their "DJ" was, without using his or her name, of course. That would have been difficult for them to do, especially since the video testimonials are FAKE, PHONY and A SHAM! But DJs need not fear anyone finding out. All videos are territory protected. Imagine the embarrassment of two or more DJ companies proudly

videos will read "See What Our Brides Say!"

Granted, the quality of these BTM videos leaves a lot to be desired, but that's not the point. This form of marketing has no place in our industry. Breakthrough Marketing claims that these videos will "build confidence in you." How confident will a couple be when they've invested in a DJ service to discover that they've been lied to?

These videos are not a part of some crazy social experiment to find out just how gullible people can be. They convey a trust that has not been earned. They prey on individuals who are far too trusting and who look at these testimonial and party videos as FACT. And, why not? Do we not tell clients to research testimonials as a part of the selection process? What do we suggest they do when they discover that testimonials can no longer be trusted? Where do we point them next to get credible information? Craig's list?

Getting caught in this type of deception is not just bad news for the DJ Company involved, it affects us all. It perpetuates the myth that DJs and wedding professionals over promise and under deliver. And, that perception will produce a lack of confidence vote that will resonate throughout our industry. Just think how long it has taken for us as an industry to change the perception that all we do is play music. How long do you think it would take to crush the added perception that DJs can't be trusted? Unlike it was at the end of Brett Cohen's prank, no one will be laughing about being duped. No one will be rewarded for pulling off a clever ruse. There is no happy ending to malicious deception.

Here's a thought. If you want video of a fun wedding reception, take a video camera with you to your next event. The quality of the recording may not be the best, but at least it will be authentic footage. If you want video testimonials to put on your website and Facebook page, do something that will "Wow!" a bride and groom and then ask them if you can record them raving about how great you really are. Your videos may not be Academy Award material but at least the visual information will be HONEST!

Perception is reality as Brett Cohen proved with his celebrity for a day experiment. When I posted the videos described above on Facebook last week, I was astounded at how little criticism and outrage DJs had for this deceitful form of marketing. The silence was deafening. I'm hugely disappointed in the muted response from an industry that I respect. I'm now of the belief that DJs only care about an industry related issue if it affects them personally. There's no need to stand collectively and denounce this marketing practice. We can wear blinders and let others dictate our destiny as an industry. It's OK to perceive that everything is fine in our little world. After all, PERCEPTION IS REALITY!

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

displaying the same testimonial from the same bride in the same market! As it is with the Social Media VidBits™, the DJ company who buys into these videos is also perceived as the company that delivered the service. Their company name floats over the video and is included in the end title with contact information. The fourth example is of a mother and daughter talking about the merits of the DJ they contracted. But, again, no actual verbal mention of a company or DJ name.

The selling points for these videos, according to Breakthrough Marketing are: "Convert more bridal prospects. Book more weddings. Increase sales! A bride-to-be decides to visit your website. The clock is ticking. You've got to grab her attention fast and not let go. The booking depends on it. You need to stop her in her tracks right away. Do it with a Webmercial from Breakthrough. Each Webmercial ranges from one to two minutes in length. Each is pre-produced. Your logo and contact info are added into the graphics. You receive an unlimited territory-protection for your specific market area."

And what really caught my attention was this statement, "Brides will be impressed with your company because they tap into her dreams. They build confidence in you." BTM gets it! Perception is reality. DJs who display these videos can and will be perceived by naïve and overly trusting brides and grooms as being something other than what they really are...deceitful.

As you might detect, I find these videos offensive. We as an industry have come a very long way in changing public perception as to what we do and the value of our services. Unlike Brett Cohen walking around the streets of NYC pretending to be a celebrity, when a DJ purchases and displays these videos on his or her website, they aren't "pranking" anyone. They're falsely representing themselves in an effort to get someone to part with their money in exchange for services. That's fraudulent. I guess they could get around the fraud charge by displaying a disclaimer next to the video that reads, "The individual portrayed in this video is a paid spokesperson and not a former client of ABC DJ Company." More likely, however, you can bet that the verbiage next to these

The Referral Coach: How To Ask For A Referral

By Matt Anderson

21 WAYS TO REACH YOUR GOALS BY DEC. 31ST

1. Create Your Own Definition of Success



Are you chasing something you haven't identified clearly? It is very easy to fall into the trap of assuming that making more money is the answer to almost all of your problems and will bring you more

happiness. Yet there is no research that supports this once people earn beyond \$30,000/year.

Surely you want a definition that becomes a target to aim at each day (your purpose really) and, preferably, so you can feel success every day even if you are aiming for the stars. Maybe you end up changing your goals with the clarity of what's really important to you.

2. Know Your One Thing

Gary Keller's excellent book about this poses the question: "What's the one thing I can do such that by doing it everything else will be easier or unnecessary?"

The intent is to help you focus on something BIG that matters most to you long term and then work backwards to a One Thing for 2015, 2014, this month, this week and so on.

3. A Few SMART Goals that INSPIRE you

You don't want too many goals because it will hurt your focus. Pick 3-5 and make them specific, measurable, realistic, achievable and time-bound so an outsider could tell right away whether you've achieved it or not.

Lastly, on a scale of 1-10, how inspiring is each goal? You will take far more action if you have a 10!

4. Develop a Weekly Scoreboard

Identify 5-15 key things to measure that truly show how your business is

doing. You also want to have a weekly goal for each item. Consider having one for your personal life. I'm happy to share examples.

5. Raise Your PQ to Over 75

Only 20% of people have a PQ over 75 which has much to do with why most people do not reach their potential. How can you expect to reach a goal if every other thought you have holds you back and talks you out of it?

Read here for more:

6. Take 100% Responsibility for Your Goals

Whether you like it or not, you are responsible for the results you get in life. Either that or you allowed a situation to develop. Until you accept this, you make no progress. It's hard to face this but liberating too because then you ask yourself better questions and take charge for seeking the answers.

7. Improve your ENVIRONMENT: spend more time around others committed to excel.

Who you spend time with is who you become. Who inspires you? Who pushes you? Who motivates you to be more in life? Get them in your calendar.

8. Delegate Everything Except That Which You Love to Do and What You Do Best

Not all of this requires you hiring someone to do it. There are creative ways for people to mutually help each other. Start at least with a pad and paper and listing out tasks you do that someone else could do at least 80% as well as you including in your personal life.

9. Get in Shape

I recommend this so strongly because it's the area where you can see the fastest progress. This is great for motivation (feeling great) and is a strong confidence boost. It will not help you reach your goals unless you take new action in those other goal areas (!), but it will give you more energy and drive to make it happen, i.e. "if I make great gains in my health, I can make great gains in my business."

10. Take a Weekly Pit Stop: 60 Minutes to Work On Your Business

Find a location where you will not be interrupted, where you can shut off the internet and focus on strategy rather than just getting swamped in the busyness. Come up with an agenda of important topics (not urgent ones): next steps with top referral sources, top prospects, top clients etc and ideas on how to delegate more.

11. Conduct an Evening Review

Better questions will lead you to take more useful actions. Great examples from Mark Divine's Way of the SEAL include: Was I "on" and in the zone today or "off" and unbalanced? What contributed to this feeling?

What were the top three positive things I accomplished or that happened today? What did I learn from them?

12. Think BIG

Big is not necessarily bad – far from it. For many who reach great heights, it is the reason they succeeded: they dared to dream. They had the courage to jump onto the "playing field".

This is where spending more time in a supportive environment can make all the difference.

13. Identify Your Top Six Referral Sources

One difference between business owners who make a million and middle class business owners who don't is that their core influence network is 5.7 people. Stop chasing rabbits! Ask me for the tracker I use.

14. Ask for What You Want

One great thing to track weekly is how often you ask for the business opportunities you want: prospects, referral sources, speaking opportunities, new hires and the top four. Ask me for the tracker I use.

15. Be a Giver Rather Than a Matcher or a Taker.

Extensive research done by Wharton professor Adam Grant has shown that those who are open, giving resources to others bring in 50% more business than matchers or takers. Most people are matchers seeking tit-for-tat relationships but this is a limiting way to be.

16. Don't Try Too Hard

There is a difference between hard work and trying too hard. One comes from drive and passion and the other comes from frustration and neediness. It is a miserable way to live and is a major turnoff to be on the receiving end. When you start feeling this way, stop and ask yourself a better question like: "what's something fun I could do for a few minutes?" or do some deep relaxing breathing and picture yourself somewhere you love.

17. Visualise What You Want

If visualising is an effective and common practice for top athletes, surgeons and performers, I'm sorry – but why would someone dismiss it as 'touchy feely'? Your brain is deeply influenced by pictures. Leverage this!

18. Do Today What Others Won't So Tomorrow You Can Accomplish What Others Can't

This is the motto for the Coaching Gym I created. There's no secret to success and much of goal-getting is doing what less successful don't feel like doing.

19. Seek Out More Accountability

Many people will run away from being accountable for their goals. This is not for you. You will always learn more from when you fail than when you make an excuse.

20. Avoid the Two Lies About Happiness

1. "You can't be happy with your current circumstances."

2. "The 'when' is a moving target rather than a promise to be kept."

Shirzad Chamine

21. Be Decisive

Accomplished people avoid procrastination. What have you been putting off and what's the next step?

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

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- DJ Ariel, 99.7 La Vida Radio - New York City



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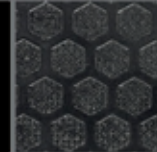
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The Inquisitive Sale

By Carr Hagerman

Once in high school friend of mine asked the Social Studies teacher "Is Canada part of the United States?" The class froze in silence; it was a stupid question. The uncle of another friend lost a sum of



money in Vegas and attempted to ask a cash clerk if there was "any way to get a refund" on the lost sum of money? (That stupid question gets asked

more frequently than you might think.) Questions aren't always useful, and sometimes they're just plains stupid.

In professional sales, it has been taught that programmed questions can guide clients to the close, give us key insights into why our clients may or may not buy from us. Its Sales 101; ask qualifying questions, gain information so as to disarm what is known as "prospect resistance." One popular sales program refers to this as "a smokescreen of objections," and the goal of the seller is to "overcome objections" and "clear out the smokescreen." This approach is all part of a processed approach to get clients to make a sale. We think it's outlived its usefulness for the enlightened sales professional.

On a recent trip to London, Mick and I had cause to watch one of our favor-

ite buskers (street performer) working the arcade at Covent Garden. Charlie the Second has long been a friend of Top Performer and a good example of a performer we use as a demonstration of natural and adaptive commerce. In his show, Charlie follows a well rehearsed pattern of gags, gimmicks and routines, but he leaves much of it open ended so that whatever happens in the space around him, he can play with it, follow it and see where it takes his show. His show is led by curiosity, curiosity about the audience.

Charlie understands what we consider fundamental in relationship management, that a client wants the freedom to choose when and how they participate. They are more inclined to participate when the invitation is real, when they're involved and know what is expected of them. Charlie's performance is a dialogue with the audience, a give and take that requires both to really work.

In our sales workshops we talk about questions as a path for building a relationship with another, finding a common connection and actually learning about who they are. This connection must be true and real before anything else can happen because if it's synthetic your clients can feel it, and know it's false. In the course of your conversations, you may discover connections that are useful in your professional relationship with them, but that should only come after you've made a real and authentic connection. It's interesting to note that the word "connection" means to "cohere" or to be in a "state of coherence." It's being bound together, a bond that is ultimately weakened when we deploy tactics of manipulation and control.

One of the goals in our Top Performer Sales workshops is to introduce the idea that questions open up relationship and new possibilities, not just for gaining answers to vanquish objections. We embrace questions as the foundation for building long term relationship and creating new possibilities together.

In this day and age we can no longer rush past the questions, but to use inquiry as a path to greater connection.

Here are a few key ideas from our Top Performer Sales workshop.

1.) Connect First! When we engage our clients personally and slow down the march to close, we build real trust and allow them more freedom to move towards us, naturally.

2.) Questions are more important than answers. When we sincerely follow a path of curiosity with our clients, manipulation and technique are not necessary.

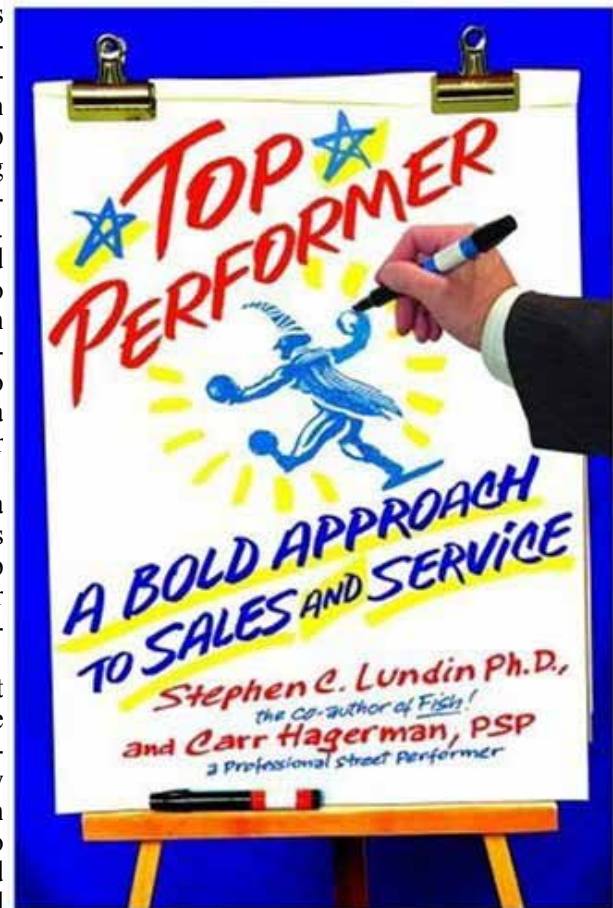
We learn to slow down our push to close, to conquer and control and replace those with a connection, trust and understanding.

3.) Coherence is the outcome. When we take the requisite time to foster trust and connection, our clients connect in more direct and fundamentally stronger way. They are our collaborators.

Listen for the questions and think about how you might change your own listening in a way that might open great connection. Lead your life with inquiry and you may find a new path to greater rewards.

Carr Hagerman is the author of

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







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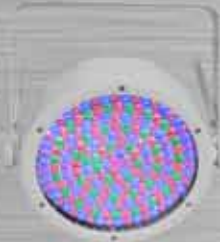
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Workshops, Workshops

By Jeremy Brech

There are so many details that go into a wedding, corporate event, or school event. How do you incorporate your lighting into the setup. Is it there to add energy to a dance floor or is it a part of the overall ambiance? Technically it should be both energy and ambiance. Imagine using your lighting in a design aspect of an event and then figure out how you can make it a part of your performance.



How do you make this happen? At The Las Vegas DJ Show Jamie Bodie, myself, and Chauvet DJ were fortunate to create a workshop full of education to a select number of attendees. Chauvet DJ is making a huge push on education for DJs and they feel that is what DJs are truly wanting. The reason you read the Disc Jockey News is because it provides education and insight, so you already get it. Without workshops and education we can't progress in our industry and our markets. Not only does Chauvet DJ come out with technology that is helping shape our industry, but it is allowing us to raise our standards. The workshop attendees at LVDJS worked style and technique, but not the way you might be thinking. The best way to explain it without giving away too much detail is how do you make your lighting fixtures become musical instruments and how do they react? We discussed techniques on dynamics and how they make an affect during a performance. Performance doesn't just start at the first dance, your performance happens as soon as you step into that room. How are you creating a performance and experience? Lighting design has to become more than just up-lighting in a room. Anyone can put their fixtures in sound active mode, but that doesn't give them control, it actually limits their ability to create an experience.

What did I learn from the lighting workshop? I learned that everyone is at a different level. This is actually exciting for me because it means people are willing to learn no matter their level of experience. It also shows that we have all started somewhere and progressed at some point. It is also very exciting to see people who want to learn and improve their craft. As a Wedding Entertainment Director® I believe that working on your performance should be your number one priority. Without talent as a performer nothing else will matter to your clients. I know lighting is very key to our business and we are very successful at it, but without performance as a Master of Ceremonies our company can't survive.

I was fortunate to take two premium workshops in Las Vegas while at the LVDJS and I can tell you it was a great investment for personal growth and our business. I attended Mitch Taylor's Sales Solutions workshop and Mike Walter's Multi-op workshop. Which any single-op owners should think about doing as well. These are two amazing businessmen and as I stated before you can never have enough education. If these business owners have workshops are available at the LVDJS or anywhere across the country make sure you attend and learn from these great industry leaders. Mike Walter has PHDJ this fall and Mitch Taylor is hosting another workshop after Mobile Beat 2015 on Monday March 2nd. Jamie Bodie, myself, and Chauvet DJ will be posting our dates for future workshops. What is the last thing I learned? Three hours is not enough time in a day to teach all of the important materials for a lighting workshop. Thank you so much to all of our attendees for helping us host a sold out workshop. We will try to keep inspiring and we hope to see you in a future workshop with us!

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.

Bored With The Same Old Songs

By Ed Spencer

In a recent playlist group for DJs on Facebook someone commented on how 'we' need to stop playing Elvis Crespo's Suavemente. Another said they'd stop when people stop responding to the track and then the real point dropped with, "I just don't feel like spinning it any more."

Another person commented on how this same feeling applied to other tracks as well like Old Time Rock and Roll, YMCA, Love Shack, Moby, Happy, and a number of other tracks.

But let's think about this...

Even if we played a track 3-4 times a week for years at end, do we really get as tired of it as an actor who's performing on Broadway or does shows in Las Vegas. They routinely do 7 shows a week or more for years at a time.... Let's take the second longest running show on Broadway for example, Cats. It ran from October 7, 1982 until September 10, 2000 with a total of 7485 performances. If you run the dates and count, you'll see there are 6549 days between those two dates. Which means that without ANY dates off, some days had more than one show performed. And we're not talking about a single song, but doing the EXACT SAME THING EACH AND EVERY DAY FOR MORE THAN 18 YEARS.

Yes, it's an extreme example, but as a performer, how do you keep things 'fresh'? How do you go day after day, doing the same performance, and always give 100%?

Some find ways to insulate themselves from others by playing a variety of events, others start to ignore the music - dialing in their performance, and there are lots of other ways to try and deal with this.

But in all honesty, I have my own methods. The first is to truly love the music. If you're playing music you don't love, then maybe you have the wrong clients. If you don't like country music,

or urban music, then why are you working for those clients? Stop doing it just for the money and instead spend the time looking for clients you actually WANT to work for that aren't going to ask you to play music you hate.

The second is to change your focus. Instead of obsessing on the music, instead look to the response you create when you play it. To watch a room spontaneously break into a conga line, or a soul train line is magic. It's a beautiful thing to watch the music you play control the room and to elevate the energy to have people do wonderful things in celebration. Again, it's all about the PEOPLE and not the music.

And the third way? Change you. Actively make a decision that you will be different and that it won't get to you. This last piece is a wonderful tribute to a book I read about a year ago entitled 'How to Stop Acting' by Harold Guskin - a book I highly recommend if you're finding yourself struggling with this, although some of the acting concepts may be tough to comprehend and fully understand, the premise is incredibly powerful. YOU control YOUR performance. YOU have to make a decision to not become rote and just dial in your performance. Stop doing the exact same thing over and over again - and look for the tweaks in your performance. Professional road racers go around a track over and over again - and each and every time they go around the track they tweak their line to become more and more effective. Small changes can have huge differences in the final outcome of a race where you're running right on the ragged edge of being out of control. Even when you dial it back to insure you don't crash and burn, small changes in your own performance can provide big changes in the final result.

And the question now is.... what do you do to keep things from getting boring? What are your methods? Or do you just realize that some music is going to bore you and you just try to get through it? And how often do you look to see if you're doing the same things over and over again - dialing in your performance because it's 'comfortable'? Let us know...

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

Top 30 Clean High School Songs SchoolDanceNetwork.com

TM	LM	Artist	Title	Featuring	PC Disc	BPM
1	1	Meghan Trainor	All about that bass		201423	67
3	2	Iggy Azalia	Black Widow		201426	82
9	3	Taylor Swift	Shake it Off		201434	81
7	4	Echosmith	Cool Kids		201426	129
2	5	Ariana Grande	Break Free		201428	126
4	6	Charli XCX	Boom Clap		201425	92
6	7	Clean Bandit/Jess Glynne	Rather Be		201409	122
5	8	Maroon 5	Maps		201425	120
11	9	Jessie J A Grande N. Minaj	Bang Bang		201431	75
8	10	Enrique Iglesias/Sean Paul	Bailando		201421	91
15	11	Ed Sheeran	Don't		201428	95
14	12	Katy Perry	This is how we do it		201432	96
10	13	Magic !	Rude		201416	72
18	14	Coldplay	A Sky Full of Stars		201419	125
12	15	Demi Lovato/Cher Lloyd	Really Don't Care		201421	121
13	16	Nico & Vinz	Am I Wrong		201412	120
19	17	Mr. Probz	Wave		201435	120
17	18	Ariana Grande/Iggy	Problem		201418	103
17	19	Disclosure/Sam Smith	Latch		201404	122
22	20	Calvin Harris	Blame		201437	128
26	21	Nick Jonas	Jealous		201437	93
24	22	Jake Miller	First Flight Home		201429	128
20	23	Becky G	Shower		201418	119
25	24	The 1975	Girls		201427	109
21	25	Pharrell Williams	Come Get it Bae		201419	120
23	26	One Republic	Love Runs Out		201416	120
29	27	5 Seconds of Summer	Amnesia		201427	103
New28		MKTO	American Dream		201437	123
New29		Alesso/Tove Lo	Heroes		201435	126
30	30	Kiesza	Hideaway		201429	122

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The Way I See It: Conclave Derailed

By Michael J. Lenstra

And the word came from the mountain top and the word was this – there will be no Disc Jockey News Conclave – our scheduled tenth anniversary event – in Minneapolis next month.

Cut. Cancelled. Kaput. Not going to happen.



Of course my first reaction when I read the press release was... well I can't say in print what my first reaction was, but surprise followed by disappointment would cover it. Reading the statement put out by our publisher and Conclave producer, John Young, explained the reasons, which were out of anyone's control. The hotel that our event was to take place at has been in a remodeling phase and though it was initially thought to be complete by November 1st, unforeseen circumstances changed that target date. John and the hotel management staff tried to secure another facility in the area but there was none available that could accommodate the space and the rooms that were needed for our event.

So the tenth anniversary of the conclave will have to wait another year. All is not lost though, because the presenters have been asked to videotape their presentations and they will be shown on our expanding DJNews TV. A Virtual DJ Expo instead.

While I appreciate everyone's effort and know that those delivering the content will still give us a first rate seminar, and applaud John's willingness to put all of this together in such a short time period, I hope I'm not being disrespectful by saying, for me, a video confer-

ence is just not the same.

This may be where the this article starts to seem like déjà vu, and echo that of Michael Walters column from last month's issue, but here goes: While the content at the Conclave, or any of the DJ related conventions, is always top notch it provides me with only about half of the useful information that I pick up while I'm there. There are so many more educational opportunities that are available in so many different areas outside of the seminar presentations. For instance, there was a night in the hotel room in 2012 at the Conclave in Pryor Lake when Ken Day of Ken Day Enterprises in San Diego and Ed Spencer of First Day Entertainment in Pensacola, Florida whipped out their i-pads and began comparing the apps they had discovered that were found to be extremely useful in their day-to-day DJ operations. The rest of us in that hotel room took mental, and even physical notes, of the conversation and then went out to find many of the apps for ourselves. Said Adam Benson of Ever After Sound of Elk River, MN upon arriving for the 2013 Conclave, "I increased my budget for this year's show by \$50 just for new apps I may hear about."

There are websites that I never knew about that were brought to my attention by JD Fisher of Midwest Entertainment. I've found them to deliver quality products at good prices.

Then there was last year's Conclave when I was the man running the Power Point for Ron Ruth's presentation. We scheduled a rehearsal the afternoon before in his hotel room and he asked nationally known notable DJs Bill Hermann and Mitch Taylor to come in and critique him. The advice I picked up from them by just

eaves dropping from behind the laptop to their critique of Ron's talk was worth the price of the whole trip.

"Stand still," advised Bill Hermann. "Stand up on the balls of your feet. I think of that every time I am standing in front of a bridal party at the head table as I prepare to turn the microphone over to the Best Man or Maid of Honor.

Then there are the product displays. Ads and videos can only do so much for equipment, but seeing a product live, up close and functioning cannot be duplicated. Questions you may have about it are easily answered there – or if you still have questions you can talk to Ben Stowe of NLFX who is present at most of the Conclaves and other shows – and who is probably the most technical genius in the DJ industry. I understand about half of what he explains to me, but that is still enough to make a difference.

And we have not even touched on the networking yet. Talking to others in our industry from every corner of the country – and beyond – gives you a real perspective. At times you are saying "YES – that's exactly what I do" while at other times you say "Mmm that is an interesting thought." Trying to explain to a DJ from the east coast a couple of years ago what a buffet was – which is a very popular dinner option for weddings here in the mid west – was fun. "You mean people have to get up and feed themselves, like at Ponderosa Steakhouse!?"

he asked. But he in turn explained to me what a traditional order of events is in his locale. I since have incorporated that order and it is one of the options I offer to my wedding couples.

Yes I am going to miss the Conclave this year. I try to take in at least a couple of educational opportunities each year. Some are in the local area on sales and marketing, others may be wedding specific, but there are only a few DJ explicit shows that I can fit into my schedule. The way I see it, I need this educational opportunity. I'm a long way from knowing everything, and when I feel like I do I have 0% chance of improving myself and my services. If you have never been to the Conclave or any of the industry specific shows you owe it to yourself to go. Reading magazines and watching Youtube videos can only take you so far.

Here's hoping that this is only a bump in the road for the Conclave and that it will return next year bigger and better than ever.

Until next month

~ Mike ~

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

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Earning Referrals

By Keith 'KC' KoKoruz

So here it is, everything that I know about earning referrals from other wedding professionals.

1. If they like you, they will refer you.

2. If you can make them money, they will help you make money.



I don't pay anyone. I don't have an issue with it. I just don't have to. I know other vendors that even pay the same venue that

I don't.

There isn't too much to it other than this but since this publication requires this article to be 700 words, let me explain deeper.

Let's base everything on the fact that you do a good job. If you don't, know one will refer you but if two vendors both do a similar job, why does one get the referral and the other doesn't.

Mark Cuban was recently interviewed for Inc Magazine and said of the 5 most important things you need to succeed in business, #5 was BE NICE.

I know that it sounds crazy and everyone thinks that they are nice, but are you as nice as Sean "Big Daddy" McKee? When you walk into a room

does the staff light up just because you are their DJ that particular evening? Do they know that the event is going to run smoothly because you are the person in charge? I attended a Garth Brooks concert last week

and the owners of three different banquet halls

were seated behind me. I had DJ'd their daughter's wedding years ago. I said hello and introduced my date to the owners.

In the process of talking they told my date one of the reasons that they like working with me is because I respect their rules and end on time.

I don't choose to push the party an extra 10-15 minutes making them look like the bad guys so they are forced to pull the plug so that their staff can clean and reset the room for the next day. All I kept thinking about was how totally basic this was. Another venue told me that they get excited the minute we walk into the banquet room when they see our shirts with our company logo on it. They respect the professionalism of our

company and how we work with their staff to insure that their food comes out hot and fresh and that we will keep the party going all night long.

I asked Chris, don't most DJs do this?

She said, "No" most of them only care about their part of the reception. I have heard the same thing from photographers and videographers. The funny part is that if you are friends with me on Facebook, you will normally find me venting to my FB world about some of these crazy people. I am however always

NICE.

I call people on their birthdays. I make it a point to know their kids and spouses names. I make it a point to know something about them. It sounds so extremely basic but it happens every week.

The second reason is because you can make them money.

Let me ask you a simple question. How badly do you want to be on an-

other vendor's preferred vendor list? I am sure your answer is of course very badly.

Now let me ask you another question. Do indeed have your own preferred vendor list for your clients? 95% of the people I ask this to do not have a formal preferred vendor list printed out for their own clients. Most give me the excuse that they aren't a venue. I don't know what difference that makes. If you have a group of vendors that you know do good work and that you enjoy working with create a preferred vendor list of your own. The more business you bring to other vendors, the more they will want to bring to you.

I can't tell you the number of times at bridal shows when talking to a newly engaged bride about her wedding day how many different venues I write down on the back of a piece of paper based on the my knowledge of the type of venue that she is looking for. I, like you have been in and out of these venues on a weekly basis for years. When I can write down the name and the catering contacts name on the back of one of my brochures, it wows the bride and feeds work to venues. They also know it is coming from me which makes them want to return the favor. I love when the bride comes back into my office with the same brochure months later and they explain to me that they chose one of my referrals.

So again in closing be nice and help spread the wealth. 700 plus words accomplished.

KC can be reached at KC@discjockeynews.com.



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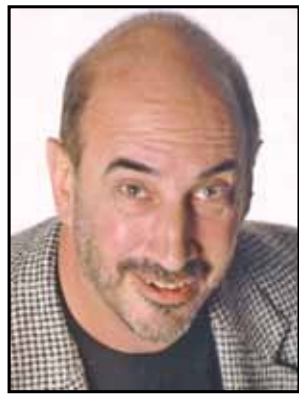
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The “Art” Of Shopping For Bargains

By Jeffrey Gitomer

I’m spending the day at Marché aux Puces, the antique flea markets of Paris. Also known as the “Puces” or “MAP,” it hosts 14 named market areas that offer an authentic and one-of-a-kind atmosphere.



The market, steeped in history, brings together antique dealers, designers, artisans, artists, and customers from all over the world.

It’s a powerful business location. Picture 2,500 antique dealers ready and willing to sell items ranging from bric-a-brac and advertising memorabilia, to designer jewelry and handbags, vintage fashion and furniture, all the way to museum quality pieces dating back centuries.

It’s more than the eye can imagine, and way more than the wallet can afford.

I’m bringing my “A game” to the market because the sellers are both seasoned and knowledgeable. It’s clearly a “buyer beware” market and cash trumps credit cards by as much as 20%.

NOTE: There are three types of sales prices at the market. “Retail,” “negotiated,” and “wholesale.” Retail prices are for the unsuspecting customer who’s willing to pay what is marked on

the item or what the dealer asks for. Negotiated prices are for the savvy buyer who is able to negotiate the listed price and pay something he or she is more comfortable with. Wholesale prices represent the real amount the seller is willing to take to part with his cherished item.

Of course, I’m trying to buy things between with a price somewhere between negotiated and wholesale. Meanwhile the dealer is trying to sell at a price somewhere between retail and negotiated.

Let the games begin!

After buying a few negotiated items, as luck would have it, I ran into the great Michael Andrew Wilson, a longtime friend and professional shopper.

To give you a frame of reference, Michael purchased all of the furnishings for every Ralph Lauren store in Europe. He has spent millions of euros at this market, and every seller and dealer knows him personally. You can learn more about Michael by reading his blog at <http://mawparis.wordpress.com>

I’ve been to the market 20 times. Michael has been to the market 1,000 times. He knows everyone. I know no one. But by walking around with him, I had “wholesale” prices wrapped up.

One other advantage that Michael has: he speaks fluent French. I speak broken French without verbs. When the buyer and the seller speak the same language it’s much easier to complete an agreed-upon transaction. It’s also much easier to haggle for a lower price.

All in all, it’s a buyer’s marketplace

UNLESS the buyer wants something bad. And, if the seller is savvy he or she will hold out until they find out how bad the buyer wants it. Luckily, those sellers are few and far between.

Most of the dealers at the market fully realize their sale is of the moment, and when a buyer walks away it’s likely they will never return. The more conversation the seller engages in, the more questions the seller asks, and the more the buyer feels like they’re getting a “deal,” the more likely it is that the customer will part with cash.

The seller’s fatal flaw is also the buyer’s fatal flaw. It’s impatience and the need for immediate gratification. The more profitable sale is exactly the opposite. It’s patience combined with extended emotional engagement.

Which kind of seller are you? How would you be able to win the sale over 2,499 other competitors, all within walking distance on a sunny day in Paris. To me the answers are obvious, but maybe that’s because I’ve been there many times before.

Let me share a few with you so you might be able to engage your customers in a way that they will buy from you rather than your competition...

1. Find out how the buyer intends to use whatever it is they’re about to purchase. Where will it go? Who will see it? Will their family and friends admire it? Have they ever bought anything like this before? How much do they know about this particular product? How long have they been thinking about purchasing this

kind of product? Do they think the value is there?

2. Try to uncover their urgency for purchase. Why do they want this now? Do they understand that this is one of a kind? How much do they love it? How much do they want it? How much do they need it?

2.5 Make certain you’ve explained affordability based on value and that their perceived value is the basis of their desire. Everyone thinks most sales are made based on price and everyone is wrong. Sales are made based on desire, need, and perceived value combined with urgency and utility.

DO THIS: Take a long look at your sales presentation. I recommend you record your sales presentation and use that for your review. You will see in an instant how engaging you are and how well you let the customer have a chance to buy. Or not.

I posted a few pictures of my selling/buying adventure on Instagram - @jefreygitomer - if you want to take a look.

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.

You Can’t Save Your Way To Prosperity

By Alan Berg

How much money can you save by reducing expenses? The answer is simple: you can only save as much as you’re spending.

OK, now for the flip side. How much money can you earn? An unlimited amount. You can work

harder, come up with new ideas and try new things.

For instance if you stop advertising are you saving money? Maybe, maybe not. If the ad was bringing you in more than it was costing you then you’re losing money if you stop. Of course the key question is whether you really know if the ad is working.

What does it cost you to make more money?

Your ideas? Your money? Your time? You’ll have to invest at least one of those to achieve greater success. Which one(s) are ready to invest? In my travels I’ve been speaking to lots of wedding pros around the country. Some are crying the blues and some are seeing incredible success. I think the difference has to do with attitude and fortitude.

It takes a lot of guts to invest to grow in this economy. Every time you turn on the news you hear about how bad things are, so how is it that some companies are succeeding, even thriving, in this economy? They simply don’t accept that what they’re hearing is their

personal destiny. They understand that others are crawling under a rock to wait out the latest downturn. They see this as an opportunity to take market share and they’re right.

This has been proven over and over in down markets. Those that invest in their businesses into the down market are best positioned when the market recovers. Those that pull back find that the road ahead is longer and steeper.

Is your glass half full or half empty?

It’s well known that I’m an optimist. It’s a choice. I simply choose to see the opportunities, not the roadblocks. I accept the reality of these economic times but I don’t buy into the negativity, especially not when it comes to weddings. Sure, things may not be the same as they were, but I’m not waiting for them to go back to the way they were. I can only start from where I am today and make the most of the situation.

You can’t save your way to prosperity.

It’s a losing proposition. The amount of money you can save is not only limited, it’s way less than you can earn... if you’re willing to invest in your own success.

So, do you invest your time focusing on reducing your expenses or on earning more money? I see too many people who watch their pennies so closely they miss the opportunities to earn dollars. They either don’t allow themselves to see those opportunities... or they just choose to ignore them because of the perceived cost.

If you’re waiting for the opportunities to fall into your lap, get in line and it’s a long one. I’m not on that line. I’m choosing to find the opportunities in life. Who wants to join me?

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



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What I Believe About Success

By Dr. John C. Maxwell

When will you be successful? If you're like most people, what comes to mind is someday—somewhere off in the future, when you'll suddenly wake up and think, "I made it! I'm a success!" That's how most unsuccessful people see success: as something to strive for and hope to reach "someday."



Each of us has a picture in mind of what we want our career to look like, our family to look like, and yes, from an early age we often conjure up images of the houses, cars, and things we would like to obtain. In many persons' minds, success is something way off in the distance that they will run themselves ragged to get to – if they ever get to it at all.

At one time, I viewed success as a place where I would arrive. I defined it as the progressive realization of a predetermined, worthwhile goal. But over time, I realized that the definition falls short of the mark. It leads to "destination disease" – the belief that if we just arrive somewhere (e.g. attain a position, accomplish a goal, have a relationship with the right person), we will be successful.

But many years ago, I came to a different conclusion about success. All the traditional definitions either made success a destination to reach, or required some magic formula to obtain. I began to see success as a journey, an ongoing process of growth. And after over nearly fifty years of knowing successful people and studying the subject, this is the definition of success that I now embrace: Success is...

Knowing your purpose in life,
Growing to reach your maximum potential, and

Sowing seeds that benefit others.

You can see by this definition why success is a journey rather than a destination. No matter how long you live or what you decide to do in life, you will never exhaust your capacity to grow toward your potential, nor will you run out of opportunities to help others. When you see success as a journey, then you never have the problem of trying to "arrive" at an elusive final destination. And you'll never find yourself in a position where you've accomplished some final goal - only to discover that you're still unfulfilled and searching for something else to do.

Another benefit of focusing on the journey of success instead of on arriving at a destination or achieving a goal is that you have the potential to become a success today. The very moment that you make the shift to finding your purpose, growing to your potential, and helping others, successful is something you are right now, not something you vaguely hope one day to be.

Let's talk more about how to pursue each of the three aspects noted above.

Knowing Your Purpose

I believe that God created every person for a purpose. As psychologist Viktor Frankl said, "Everyone has his own specific vocation or mission in life. Everyone must carry out a concrete assignment that demands fulfillment. Therein he cannot be replaced, nor can his life be repeated. Thus everyone's task is as unique as his specific opportunity to implement it." Each of us has a purpose for which we were created. Our responsibility - and our greatest joy - is to identify it.

Finding our purpose requires us to seek to discover two things: our passion, and our giftedness. What is the deep desire set in your heart, the thing that sets your soul on fire? What makes you cry? What do you get most excited about? And what are you good at? No one else in the world has exactly the same gifts, talents, background, or future

that you do.

Think about the unique mix of abilities you have, the resources available to you, your own personal history, and the opportunities around you. If you objectively identify these factors and discover the desire of your heart, you will have done a lot toward discovering your purpose in life.

Growing to Your Potential

Novelist H.G. Wells said that wealth, notoriety, place, and power are no measures of success whatsoever. The only true measure of success is the ratio between what we might have been and what we have become. In other words, success comes as the result of growing to our potential. It's been said that our potential is God's gift to us, and what we do with it is our gift to him.

We have nearly limitless potential, yet few ever try to reach it. Why? The answer lies in this: We can do anything, but we can't do everything. Many people let everyone around them decide what their agenda is in life. As a result, they never really dedicate

themselves to their purpose in life. They become a jack of all trades, master of none--rather than a jack of few trades, focused on one.

Reaching your potential requires focus. That's why it's so important for you to discover your purpose. Commitment to continual improvement is also key. Each day you can become a little bit better than you were yesterday.

Forget the past and focus on the future. That's where your potential lies, ahead of you - no matter whether you're eight, eighteen, forty-eight, or eighty. You still have room to improve yourself. You can become better tomorrow than you are today. As the Spanish proverb says, "He who does not look ahead remains behind."

Sowing Seeds That Benefit Others

When you know your purpose in life and are growing to reach your maximum potential, you're well on your way to being a success. But there's one more important part to the success journey: helping others. Without that aspect, the journey can be a lonely and shallow experience.

Helping others is something you can do

right here, right now, whether it's spending more time with your family, developing an employee who shows potential, helping people in the community, or simply putting your own desires on hold for the sake of your team at work. The key is to link your purpose with your desire to help others.

Entertainer Danny Thomas said, "All of us are born for a reason, but all of us don't discover why. Success in life has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others."

The success journey will not look the same for everyone, because the picture of success is different for every person. What doesn't change are the principles used to take the journey. They can be applied at home, in school, at the office, on the ball field, and in church. It doesn't matter where you are now. You can learn and apply these ideas. You can be successful today.

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."

The PhDJ Workshop

Joe Bunn and Mike Walter are joining forces again to present the most comprehensive DJ program ever! Earn your DJ "Doctorate" in this intensive two day workshop.

"I can say, we just completed it, and it has been two days of absolute awesomeness!"

Jay Nigro
Liftoff Entertainment

"Informative, fun, enthusiastic, and energizing. I highly suggest it for people who want to come and revitalize their company."

Matt Johnson
Black Tie DJs

"The experience was eye-opening because it was not only instruction given by Mike and Joe, but a lot of the information came from DJ company owners....A lot of information was exchanged."

"Looking for the next step after the 101 beginner stuff? This is the place to come."

John Kerata
The DJ Crew

Brian Buonassissi
B Boy Productions

The PhDJ Workshop
Nov 4th & 5th, 2014 Raleigh, NC
www.phdjworkshop.com

Top 30 Music Charts
By www.PrimeCutsMusic.com

Pop			Country			Adult Contemporary		
1	Meghan Trainor	All About That Bass	1	Dustin Lynch	Where It's At	1	Nico and Vinz	Am I Wrong
2	Charli XCX	Boom Clap	2	Cole Swindell	Hope You Get Lonely Tonight	2	Sam Smith	Stay With Me
3	Taylor Swift	Shake It Off	3	Luke Bryan	Roller Coaster	3	John Legend	All Of Me
4	Ariana Grande	Break Free	4	Florida-Georgia Line	Dirt	4	American Authors	Best Day Of My Life
5	Maroon 5	Maps	5	Kenny Chesney	American Kids	5	Magic!	Rude
6	Iggy Azalea	Black Widow	6	Jason Aldean	Burnin' It Down	6	Rixton	Me And My Broken Heart
7	Clean Bandit	Rather Be	7	Chase Rice	Ready Set Roll	7	One Direction	Story Of My Life
8	Jessie J, A. Grande, Nicki M.	Bang Bang	8	Lady Antebellum	Bartender	8	Maroon 5	Maps
9	Sam Smith	Stay With Me	9	Brantley Gilbert	Small Town Throwdown	9	Pharrell Williams	Happy
10	Enrique Iglesias	Bailando	10	Miranda Lambert	Somethin' Bad	10	Justin Timberlake	Not A Bad Thing
11	Jeremih	Don't Tell 'Em	11	Sam Hunt	Leave The Light On	11	Taylor Swift	Shake It Off
12	Sia	Chandelier	12	Blake Shelton	Neon Light	12	Paramore	Ain't It Fun
13	Tove Lo	Habits (Stay High)	13	Frankie Ballard	Sunshine and Whiskey	13	Ingrid Michaelson	Girls Chase Boys
14	Echosmith	Cool Kids	14	Swon Brothers	Later On	14	Colbie Caillat	Try
15	Ed Sheeran	Don't	15	Little Big Town	Day Drinking	15	Train	Angel In Blue Jeans
16	Katy Perry	This Is How We Do	16	Keith Urban	Somewhere In My Car	16	OneRepublic	Love Runs Out
17	Coldplay	A Sky Full Of Stars	17	Eli Young Band	Dust	17	Coldplay	A Sky Full Of Stars
18	5 Seconds Of Summer	Amnesia	18	Big and Rich	Look At You	18	Ariana Grande	Problem
19	Pitbull	Fireball	19	Maddie and Tae	Girl In A Country Song	19	Ed Sheeran	Sing
20	Tinashe	2 On	20	Parmalee	Close Your Eyes	20	Mary Lambert	Secrets
21	Kiesza	Hideaway	21	Scotty McCreery	Feelin' It	21	Meghan Trainor	All About That Bass
22	Mr Probz	Waves	22	Rascal Flatts	Payback	22	American Authors	Believer
23	Ingrid Michaelson	Girls Chase Boys	23	Chase Bryant	Take It On Back	23	Script	Superheroes
24	Nicki Minaj	Anaconda	24	Garth Brooks	People Loving People	24	Bryan Adams	She Knows Me
25	Jason Derulo	Trumpets	25	David Nail	Kiss You Tonight	25	Marie Miller	6'2
26	Calvin Harris	Blame	26	Eric Church	Cold One	26	Sia	Chandelier
27	Nick Jonas	Jealous	27	Brad Paisley	Perfect Storm	27	Charli XCX	Boom Clap
28	Demi Lovato	Really Don't Care	28	Brothers Osborne	Rum	28	Matt Nathanson	Headphones
29	1975	Girls	29	Dan + Shay	Show You Off	29	Disclosure	Latch
30	Jake Miller	First Flight Home	30	Hunter Hayes	Tattoo	30	Susan Toney	Trail Of Light And Dark

Urban			Rock			Alternative		
1	Rich Gang	Lifestyle	1	Pretty Reckless	Messed Up World	1	Milky Chance	Stolen Dance
2	Jeremih	Don't Tell 'Em	2	Linkin Park	Until It's Gone	2	Vance Joy	Riptide
3	Chris Brown	New Flame	3	Slash	World On Fire	3	Dirty Heads	My Sweet Summer
4	Drake	0 to 100/The Catch Up	4	You Me At Six	Room To Breathe	4	Big Data	Dangerous
5	Beyonce	Flawless	5	Nickelback	Edge Of A Revolution	5	Weezer	Back To The Shack
6	Schoolboy Q	Studio	6	Nothing More	This Is The Time (Ballast)	6	Coldplay	A Sky Full Of Stars
7	Rae Sremmurd	No Flex Zone	7	Rise Against	I Don't Want To Be Here Anymore	7	Alt-J	Left Hand Free
8	Migos	Fight Night	8	Weezer	Back To The Shack	8	Hozier	Take Me To Church
9	Bobby Shmurda	Hot Boy	9	Starset	My Demons	9	Bastille	Flaws
10	Lil Wayne	Believe Me	10	Korn	Hater	10	J. Roddy Walston	Take It As It Comes
11	Jeezy	Seen It All	11	Chevelle	Hunter Eats Hunter	11	Priory	Weekend
12	T.I.	About The Money	12	Seether	Words As Weapons	12	Black Keys	Gotta Get Away
13	T.I.	No Mediocre	13	Godsmack	1000hp	13	Rise Against	I Don't Want To Be Here Anymore
14	DJ Khaled	Hold You Down	14	Slipknot	The Devil In I	14	Kongos	I'm Only Joking
15	Kirko Bangz	Rich	15	Royal Blood	Figure It Out	15	Death From Above 1979	Trainwreck 1979
16	Migos	Handsome And Wealthy	16	Sixx A.M.	Gotta Get Away	16	Fall Out Boy	Centuries
17	Nicki Minaj	Anaconda	17	Five Finger Death Punch	Wrong Side Of Heaven	17	Griswolds	Beware The Dog
18	Mike WiLL Made It	Buy The World	18	Crobot	Nowhere To Hide	18	Young The Giant	Mind Over Matter
19	Teeflii	24 Hours	19	Black Keys	Gotta Get Away	19	Thirty Seconds To Mars	Do Or Die
20	Snootie Wild	Made Me	20	Otherwise	Darker Side Of The Moon	20	Tove Lo	Habitats (Stay High)
21	Trey Songz	Touchin', Lovin'	21	Devour The Day	Respect	21	Meg Myers	Desire
22	Yo Gotti	Errrbdy	22	Skillet	Rise	22	Bear Hands	Agora
23	Usher	She Came To Give It To You	23	Framing Hanley	Criminal	23	Cage The Elephant	Cigarette Daydreams
24	Iggy Azalea	Fancy	24	Hellyeah	Moth	24	Bleachers	Rollercoaster
25	Wiz Khalifa	You And Your Friends	25	Islander	Coconut Dracula	25	Joywave	Tongues
26	Nicki Minaj	Pills N Potions	26	Pop Evil	Beautiful	26	Fitz And The Tantrums	Fools Gold
27	Teyana Taylor	Maybe	27	Asking Alexandria	Moving On	27	Interpol	All The Rage (Back Home)
28	French Montana	Don't Panic	28	Bush	The Only Way Out	28	Arctic Monkeys	R U Mine?
29	Disclosure	Latch	29	Volbeat	Doc Holiday	29	Eeries	Cool Kid
30	Trey Songz	Smartphones	30	Bring Me The Horizon	Can You Feel My Heart	30	Twin Atlantic	Heart And Soul

A Different Spin by Jason Nocera

www.nichecartoons.com



Tips For Hiring A DJ

By Joe Bunn

Part of your job as a professional is to educate your clients. In most cases, the person you are meeting with has never hired a DJ! Don't you think they would appreciate the advice and wisdom you've acquired with all of the amazing events that you have done?

Many years ago, myself and another local DJ created a list that we gave out to potential clients called "Tips for Hiring a DJ". Over the years, we passed out that information in various formats.



For a while, it was on our website under a "Helpful Info" section and the user could also download it as a branded PDF one-sheet. We also used to have it as a sheet in the

folder that each person who came to personally meet with us received. Now, we use it as a closer when you finish your presentation and ask the question, "Do you guys have any questions for me?" and they give you that lost look. When I get that "deer in headlights" look, I launch right into, "Well, here are some things I think you should be asking any DJ you interview."

However you want to use it-PDF to hand out, in your Keynote or Pow-

erpoint presentation, or just verbally, I think it's important to give this information to your potential clients. It shows you are helpful and professional!



Without further ado, "Tips for Hiring a DJ":

1. Prompt return of your phone calls or Emails. Does the DJ you are thinking about hiring respond in a prompt manner? You should expect to get a call back or an email back within 24 hours. The only exception may be weekends when most DJs are performing.

2. Willingness to meet with you and

present his/her service. Will the DJ try to meet with you or at least schedule a video conference?

3. Do you LIKE the person that shows up? There is NOTHING worse in the world than having to do business with someone you do not like. Choosing the person who feels right is the most important factor in picking the right entertainer for your party or reception.

4. Does the DJ have a music list that shows you what sort of music he or she has available? You need to be assured that the DJ you hire not only has a sizable collection, but has a variety of music, especially for wedding receptions, where many different styles of music and guests will be in the same room together.

5. Does the DJ use professional grade

equipment? The DJ should be able to tell you what he/she uses and characterize the equipment as professional grade.

6. Will the DJ offer to meet with you AFTER signing the contract to plan your event? A professional DJ is ALWAYS willing to discuss your event at any time before the event starts, and should display the flexibility to accommodate changes and help you solve problems. Meeting or phone/video conferencing your DJ to plan your event is of paramount importance to a successful event such as a wedding reception.

7. Will the person that you interview be the person that will perform at your event? This is THE most common complaint about the DJ industry today. The person you meet turns out NOT to be the person that actually does your show. Often, you are not made aware of this. Ask the DJ you interview if he/she will be the actual person performing, or will someone else perform the event. You need to know this UP FRONT before you sign a contract.

Any questions or comments? You can reach Joe at joebunn@discjockeynews.com

Joe Bunn is the owner of Joe Bunn DJ Company and Next Level DJ Consulting. He and Mike Walter will be hosting The PhDJ Workshop November 4th and 5th, 2014 in Raleigh, NC. Visit www.phdjworkshop.com for more information..

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

Just Text Me

By Stevie Ray

The purpose of the word old-fashioned is to label what is obsolete, which isn't good. The only time we like hearing old-fashioned is before ice cream. The phone has become old-fashioned, unless you use any other function on the device except the



phone itself. It is now more common to hear the phrase, "Text me on my phone" than "Call me on my phone." But let's talk about what is really obsolete. Obsolete refers to something that is no longer efficient or useful. Why make a phone call when text or e-mail are faster? The belief is that talking on a phone is obsolete; except that it is not.

Take setting up a meeting. Nine times out of ten, what usually takes at least five e-mail exchanges can be accomplished in one two-minute phone call; a more productive use of time. More importantly however, things happen during a conversation that are impossible with text or e-mail. Questions arise, last minute ideas pop up that could affect the content of the meeting or change how the participants prepare for it. With conversation, not only is the process shorter, but the outcome is better. In this case, isn't it e-mail that is obsolete?

A manager once told me, "I like to use text and e-mail because it allows the other person to respond at their con-

venience." I replied, "When you make a phone call, they still have that same option." Even having to leave a voicemail is less obsolete than text or e-mail because your voice conveys attitude and intent in ways that electronic communication cannot. Why do you think



so many people over-use exclamation points in e-mail? It is because they know that text on a page is devoid of emotion. They feel compelled to add something, even those little emoticons (that I hate), to bring personality to a lifeless form of communication. I once called a younger employee on her cell phone and she answered with, "Why are you calling me on this?" I said, "Because it is a PHONE." After a brief pause she said, "I'm not really comfortable with conversation." She doesn't work for us anymore.

"I write. I don't process words" is a quote from the movie Love and Death

on Long Island in which an aged author is asked by college students why he still used a typewriter instead of a word processor. His response illustrates another failing of excessive texting; instant communication leads to less intelligent communication. Electronic communica-

tion calls for using the fewest characters possible to convey the message. Pretty soon you really aren't communicating at all; you are simply distributing information. In a bizarre twist of circumstances, humans have become subservient to the devices we invented to serve us.

Language is a skill that develops our intellect; cross-connecting centers of the mind and fostering higher brain function. Texting fosters higher thumb function. Not only does texting extinguish the spark of language, it diminishes vocabulary. Words that we use in spoken dialogue are eliminated from texting

because they take too much time. The result is that the American style of language has lost its color. Conversations in the colonial era were flavored with fortuitous, perspicuity, and loquacious. If you used any of these words today, you would be labeled as snooty instead of intelligent.

After submitting my first book to a publisher years ago, I was told that it needed to be re-written. The publishing company scanned the book with a software program that compared my vocabulary and sentence structure with that of different levels of education. Their standard for publishing any work was that at least 90% of the book must be written at no higher than an eighth grade level. My book was rated at 67%. I was less upset at being turned down for publication than I was at discovering that so much of my book was written at the junior high school level.

Because of the two predominant means of electronic communication in use today, society's skill in the subtle art of communication is getting progressively worse. With it goes the ability to use language that engages, persuades, and inspires. I hope I have made myself clear; it is kind of hard given the limitations of the printed word.

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

Recurrent Hits For The Dance Floor for October 2014

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

Pop Recurrents			Urban Recurrents			Adult Contemporary Recurrents		
1	NICO and VINZ	Am I Wrong	1	MIGOS	Fight Night	1	INGRID MICHAELSON	Girls Chase Boys
2	MKTO	Classic	2	FUTURE	Move That Doh f/Pharrell...	2	CAPITAL CITIES	Safe And Sound
3	LORDE	Team	3	KID INK	Show Me f/Chris Brown	3	SARA BAREILLES	Brave
4	PHARRELL WILLIAMS	Happy	4	AUGUST ALSINA	I Luv This Sh*t	4	KATY PERRY	Roar
5	EMINEM	The Monster f/Rihanna	5	YG	My Hitta f/Jeezy,RichHomieQuan	5	LORDE	Royals
6	DJ SNAKE and LIL JON	Turn Down For What	6	TREY SONGZ	Na Na	6	ELLIE GOULDING	Burn
7	MACKLEMORE and RYAN LEWIS	Can't Hold Us f/Ray Dalton	7	T-PAIN	Up Down (Do This All Day)	7	LUMINEERS	Ho Hey
8	DRAKE F/MAJID JORDAN	Hold On We're Going Home	8	BEYONCE	Drunk In Love f/Jay Z	8	IMAGINE DRAGONS	Radioactive
9	BRUNO MARS	Locked Out Of Heaven	9	NICKI MINAJ	Pills N Potions	9	RIXTON	Me And My Broken Heart
10	PITBULL	Timber f/Ke\$ha	10	TY DOLLA \$IGN	Or Nah f/Wiz Khalifa	10	PASSENGER	Let Her Go
11	JUSTIN TIMBERLAKE	Mirrors	11	RICH HOMIE QUAN	Type Of Way	11	BRUNO MARS	Locked Out Of Heaven
12	PARAMORE	Ain't It Fun	12	TY DOLLA \$IGN	Paranoid f/B.o.B	12	LORDE	Team
13	AVICII	Wake Me Up	13	USHER	Good Kisser	13	IMAGINE DRAGONS	Demons
14	JUSTIN TIMBERLAKE	Not A Bad Thing	14	KID INK	Main Chick f/Chris Brown	14	JUSTIN TIMBERLAKE	Not A Bad Thing
15	MAGIC!	Rude	15	RICH HOMIE QUAN	Walk Thru f/Problem	15	ONEREPUBLIC	Love Runs Out
16	DISCLOSURE	Latch f/Sam Smith	16	TINASHE	2 On f/Schoolboy Q	16	AMERICAN AUTHORS	Best Day Of My Life
17	ARIANA GRANDE	Problem f/Iggy Azalea	17	CHRIS BROWN	Loyal f/Lil Wayne	17	BASTILLE	Pompeii
18	IGGY AZALEA	Fancy f/Charli XCX	18	JHENE AIKO	The Worst	18	PARAMORE	Ain't It Fun
19	JOHN LEGEND	All Of Me	19	CASH OUT	She Twerkin	19	ONEREPUBLIC	Counting Stars
20	CALVIN HARRIS	Summer	20	WIZ KHALIFA	We Dem Boyz	20	JOHN LEGEND	All Of Me
21	JASON DERULO	Talk Dirty f/2 Chainz	21	BEYONCE	Partition	21	KATY PERRY	Dark Horse f/Juicy J
22	ONEREPUBLIC	Counting Stars	22	K CAMP	Cut Her Off	22	PHARRELL WILLIAMS	Happy
23	KATY PERRY	Dark Horse f/Juicy J	23	YOUNG MONEY	Trophies f/Drake	23	AVICII	Wake Me Up
24	BASTILLE	Pompeii	24	JAY Z	Part II (On The Run) f/Beyonce	24	ONE DIRECTION	Story Of My Life
25	ELLIE GOULDING	Burn	25	RIHANNA	Pour It Up	25	PINK	Just Give Me A Reason
26	CAPITAL CITIES	Safe And Sound	26	J. COLE	Power Trip f/Miguel	26	FUN.	Some Nights
27	ONEREPUBLIC	Love Runs Out	27	MIGUEL	How Many Drinks? f/K. Lamar	27	PINK	Blow Me (One Last Kiss)
28	ED SHEERAN	Sing	28	DRAKE	Started From The Bottom	28	IMAGINE DRAGONS	On Top Of The World
29	MARTIN GARRIX	Animals	29	YO GOTTI	I Know f/Rich Homie Quan	29	PINK	Try
30	RIHANNA	Stay f/Mikky Ekko	30	KENDRICK LAMAR	Swimming Pools (Drank)	30	IMAGINE DRAGONS	It's Time
31	CALVIN HARRIS	Sweet Nothing f/Florence Welch	31	CIARA	Body Party	31	RIHANNA	Stay f/Mikky Ekko
32	CALVIN HARRIS F/ELLIE GOULDING	I Need Your Love	32	AUGUST ALSINA	Make It Home f/Jeezy	32	GOTYE	Somebody That I Used To Know
33	ZEDD	Stay The Night f/H. Williams	33	ASAP ROCKY	F**kin Problems f/Drake	33	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.
34	LANA DEL REY	Summertime Sadness	34	JAY Z	Tom Ford	34	MAROON 5	Daylight
35	KATY PERRY	Roar	35	JAY Z	Holy Grail f/Justin Timberlake	35	ADELE	Rumour Has It
36	FLO RIDA	Wild Ones f/Sia	36	KENDRICK LAMAR	B*ch, Don't Kill My Vibe	36	MAROON 5	One More Night
37	MACKLEMORE and RYAN LEWIS	Thrift Shop f/Wanz	37	DRAKE	The Language	37	PITBULL	Timber f/Ke\$ha
38	ROBIN THICKE	Blurred Lines f/Pharrell/T.I.	38	J. COLE	Crooked Smile f/TLC	38	KELLY CLARKSON	Stronger (What Doesn't Kill ..
39	JAY Z	Holy Grail f/Justin Timberlake	39	YOUNG THUG	Danny Glover	39	ALEX CLARE	Too Close
40	IMAGINE DRAGONS	Demons	40	SEVYN STREETER	It Won't Stop	40	MUMFORD and SONS	I Will Wait
41	AMERICAN AUTHORS	Best Day Of My Life	41	TYGA	Hookah f/Young Thug	41	PHILLIP PHILLIPS	Gone, Gone, Gone
42	RIXTON	Me And My Broken Heart	42	JOHN LEGEND	All Of Me	42	JUSTIN TIMBERLAKE	Mirrors
43	DAFT PUNK	Get Lucky	43	DRAKE	All Me f/2 Chainz and Big Sean	43	PHILLIP PHILLIPS	Home
44	LORDE	Royals	44	WALE	Bad f/Tiara Thomas	44	MAROON 5	Love Somebody
45	ZEDD	Clarity f/Foxes	45	DRAKE F/MAJID JORDAN	Hold On We're Going Home	45	OF MONSTERS AND MEN	Little Talks
46	ONE DIRECTION	Story Of My Life	46	RICO LOVE	They Don't Know	46	ED SHEERAN	Sing
47	IMAGINE DRAGONS	Radioactive	47	MIGUEL	Adorn	47	MKTO	Classic
48	DAVID GUETTA	Titanium f/Sia	48	PHARRELL WILLIAMS	Happy	48	NEON TREES	Everybody Talks
49	SWEDISH HOUSE MAFIA	Don't You Worry Child	49	NE-YO	Money Can't Buy f/Jeezy	49	DAFT PUNK	Get Lucky
50	Icona Pop	I Love It	50	JAY Z	F*ckwithmeyouknowigotit	50	A GREAT BIG WORLD	Say Something w/C. Aguilera

Assumptions Cloud Your Thinking

By Harvey Mackay

One afternoon, a woman noticed two small boys on the front step of a house. They were in their school uniforms carrying their backpacks and she assumed were going home after school. They were on their tip-toes trying to reach the doorbell with a stick.

"Poor little lads, they can't get in," she thought. So she marched up the path, reached over the boys and gave the bell a long, firm push.

The surprised boys turned around and screamed, "Quick, run!" and promptly disappeared over the garden wall.

We've all had incidents where we misread the situation or falsely assumed that what we saw represented all the facts. Then we realize we were wrong or at least judged prematurely.

While it's not necessarily difficult to rethink your original assessment, when it comes to your business, it can be very costly. You never want your customers to have to assume or guess that they

know about all your products or services. You must be specific, informative and user-friendly. To make sure your messaging is working in your favor, consider these following questions.

Do your customers have any idea what your business offers? So often, business names don't provide clues about the nature of a product or service. If that's your situation, you must find ways to present your business so that customers can find you. An organization with a name like "Jones and Associates" could be a law firm, a real estate company, house painters, or a dozen other businesses. You can't assume that your name is synonymous with your service. Make sure your Internet presence reflects the range of your services.

Do your customers know what your products and services can do for them? Spell it out. Even a product as basic as an envelope does more than move mail. At MackayMitchell Envelope Company we offer more than 100 varieties of envelopes

— for direct mail (four-color process), photos, invitations, tickets, return mail, embossing, self-seal, and so on. If you have a specialized product that would benefit your customer, don't assume that they know that such an item even exists.

Do your customers know how your

products actually work? Think "user-friendly" every minute. Make sure your instruction manuals and training courses actually anticipate customer needs. Don't assume that every customer is tech-savvy or aware of options that would better serve their needs.

While you are rethinking ways to keep your customers from making false assumptions about your business, you can also reprogram your thinking so you can avoid making false assumptions. Here are some ideas to consider:

- Your first assumption may be false. Make sure you have the facts before you make a judgment.

- Give other people's ideas a chance. Another perspective can be extremely useful in making an accurate assessment.

- Learn to separate facts from opinions. Facts are provable, objective and clear. Logic prevails rather than personal bias.

- Think about how assumptions you make could change with circumstances. For example, can you assume that costs will remain the same? That would affect your bottom line, and potentially your success.

- Are all the assumptions in your business plan reasonable? Are you open to trying new things to improve your performance?

- Don't assume that today's customer will be tomorrow's customer. Plan for changes and be willing to change plans. As needs change and businesses come and go, you must be prepared to alter

your thinking and marketing to adapt to the times.

Resetting your mindset is never simple. We all come equipped with viewpoints and perceptions that color our thinking. But we can retrain our brains to see a bigger picture which in the long run will prevent jumping to the wrong conclusion. Here's a great illustration of the result of a false assumption.

Two service technicians working for the gas company conducted an ongoing rivalry to break up the monotony of their jobs. One day, as they went around to the back of a house to read the meter, the woman who owned the house idly watched them from her kitchen window.

When they finished their business, the two technicians decided to race back to the truck — and so burst into a run. As they reached their vehicle, they were surprised to see the woman of the house close on their heels.

"What's wrong?" one asked. She panted, "When two gas company men run from my house, I figure it's time for me to run, too."

Mackay's Moral: Don't presume what you assume is correct.

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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