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DJ PSYCH 101

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Some of you may know that I was an NCAA All-American track athlete in college. I was immersed in Track & Field from the time I was 6 years old through college...an undefeated season in 3 events in 3rd grade, a state champion in 5th grade, and so it went through the years until I was ranked 3rd in the nation two years in a row.

When I am about to perform a new mix for the first time or standing in front of a huge client about to hit the “play” button, I think about what competing taught me—what that very primal thing that is running taught me. I see so much overlap between athletic performances and artistic performances—the importance of practice and preparation, chasing goals, but, most importantly, controlling that inner demon inside who doubts.

TRACK LIFE
I used to live in a town with an amazing public track that was in beautiful condition. Every morning I’d head over after dropping my daughter at school. Of the people I’d see at the track everyday (who were for the most part around my same age and physical build), 80% were walking, 19% were jogging or running, and that final 1% (me) was there to sprint. Everyday I asked myself the same question, “Why am I the only one doing a sprinting workout when it takes a fraction of the time and is guaranteed to make one sore? Why spend 45 minutes jogging or walking to not even feel anything the following day?”

Too many mobile DJs are like casual joggers...confused about why clients treat them like commodities yet unwilling to push themselves hard enough to be sore the next day. Casual joggers are in a comfort zone where they can feel good about having gotten a workout in that day but not dedicated enough to get “uncomfortable.” You might be “DJ Casual Jogger” if, within the last year or two, you haven’t tried a new music pool or workshop, new DJ technique, more advanced piece of equipment, set and reached a new DJ goal (not an income goal per se...but something performance-related), or new way of mixing those same old songs you play week in and week out.

IN THE ZONE
Another thing my track career taught me was about being “in the zone.” This is the place where time stands still and the cheering crowd melts away in silence—it’s just you and your maker in that moment. Both Michael Jordan and Kobe Bryant, on nights where they sank one three-pointer after another in high level competition, said they knew all their shots would go in because they were in that space, “the zone.” A funny thing happens when that ego, that doubt, that “psychology” in our minds stops and the muscle memory takes over and we surrender to the moment...impossible tasks (like a 4-minute mile or me beat juggling!) become possible. (Ever notice that once the “impossible” 4-minute mile became possible that suddenly a bunch of people could do it— it’s ALL mental!)

I remember after I got 3rd place at nationals the first time, my track coach said that my next season would be the hardest one of my career. “But why? I’m on top...” I told him, confused. “Exactly,” he said. “Getting to the top is easy. Staying there will mess with your head.” He was right. When there is no expectation for me to walk into the Holiday Inn ballroom and, for example, beat juggle, then if I do, it’s just a bonus. But if...
Steve Aoki walks into that same event, everyone in that room will be looking at him with a microscope and be expecting a lot more than just live beat juggling. You think Steve Aoki is that 1% of sprinters...or just speed walking while gossiping on his cell?

THE MOMENT OF TRUTH

So you’re finally DJing at your first festival or have the cell number of your first celebrity client sitting in front of you...show time! Right before a performance, there are a lot of nervous trips to the restroom, anxiety, and inner pep talks, right? Maybe some uncalled for perspiration! Over the years, I noticed the highest degree of nervousness for myself and others surrounding the 100 meter dash. How can 12-13 seconds of life be so damn agonizing??? Because there is simply NO ROOM for error—period. If you start a fraction of a hair “off” on a 400 meter dash, there is space to make that up. If you swing your arms too crooked or your jaw is too tight in the 100 meters, you lose valuable fractions of seconds and that can cost you the race...just like a song dropped a hair too late can instantly turn your sound from gold to goo.

One teensy iota of a second—that’s all it takes to ruin everything! This is why practice and prep are key, but it’s also why so many DJs are jogging around the track. When I used to step up to the starting line and get myself folded back into my starting blocks, there was only one thing—DJ Khaled’s anthem on repeat: “All I do is win.” I’m not talking about a cocky confidence but rather a oneness with the universe that simply overpowers the possibility of losing. If this knowingness is an energy you are unfamiliar with, that’s because you are jogging. Start sprinting with your cue pads, effects, looping, or some scratching...get the muscle memory built up, quiet the dialogue of your mind, and find that zone where every song you drop gets an “Ohhhh” from the crowd. Not sure what a “sprinting workout” would even be for a DJ? Listen to some of Direct Music Service’s weekly “Mini Mixes” on Mixcloud and get inspired. Personally, I would have never hit half my accomplishments in track without a coach...and DJing is proving to be the same.
Dealing with Difficult Clients

DJ MENTAL SELF-DEFENSE TECHNIQUES
By Joe Bunn

I am pretty sure I have talked about dealing with unruly guests at an event before, but in this article I want to touch on dealing with difficult clients pre-event. If you do a lot of shows each year, whether they are weddings, corporate events or private parties, eventually you are going to run into a tough-to-deal-with client. Let's discuss a few of the ways people can be difficult and how to handle them.

PROCRASTINATORS
At my company, we have several automated emails that go out to the client leading up to the event. I don't feel like it's too many, just the right amount. However, often times they will get blown off. I get it. We all get too much email, but several of these emails we send out are asking for important information that we need to make sure the event runs smoothly! For example, we would like a music planner completed, and at the very least, a timeline. So let's say you realize a couple of weeks before the event that they've done nothing. What now? As much as I hate it, I have to go back to the old school: the dreaded telephone.

Sometimes texting and emailing just don't work. Pick up the phone and call them. If you don't get them, leave a kind but firm message about how important it is that they do their planners. This will usually work. If it doesn't, call again and this time hand hold them through the whole process. Yes, I'm basically saying fill it out for them while they're on the phone. I compare these kinds of people to the ones in high school that would show up early in the morning having not done their homework and want to copy mine. Sometimes people are just born procrastinators.

OVER-COMMUNICATORS
On the opposite end of the spectrum, there is the “over-communicator.” They send emails, call and text incessantly. First and foremost, stop giving out your cell number. I'm serious. You have to have boundaries and business hours. Every business does. We aren't brain surgeons. There is no reason to be “on call” 24/7. It will ruin your family life and personal time. Get a land line or separate phone for business needs. You'll thank me later. I only give out my mobile number the week of the event. As for dealing with this kind of client, you have to establish parameters if you feel like they are driving you mental. The times that I've gotten these kinds of clients, I've sent a simple reassuring email or message stating something like, “Jane, I know you're anxious and worried about your event, but I can assure you I'm the last vendor you need to worry about. I've done thousands of events and hundreds at your venue. It's going to be OK!” Try it. Remember: boundaries!

DEMANDERS
A third category of difficult client is the demanding type. As in they want everything not in your packages for no extra fee. Nope. My motto is if you want it, you're going to pay for it. Make sure that your contract spells out exactly what they're getting. For example, we sell a ton of our Cardinal Package which includes ceremony audio, an extra reception hour, 16 uplights and dance floor lighting. Instead of just putting “Cardinal Package” on the contract, we list all of those items too. You don't want to get stuck in a game of he said/she said and end up having to give them a photo booth if they didn't pay for that!

“KNOW WHEN TO WALK AWAY AND KNOW WHEN TO RUN...”
As for how often you have to deal with any of these difficult client types, remember, you have power—as in choosing clients. If you meet with a lead or have a phone or video call and they are asking a million questions or are seeming like they are going to be a major pain, have the self-respect and foresight to walk away. Yes, I'm saying turn down the show. I don't care what you have to tell them to get out of it—your friend is getting married the same day, you forgot your office manager booked you, your wife is making you go on vacation—I don't care, but get out of doing that show! Yes, you can “quit” a client. Dealing with difficult clients before and during events is sometimes part of the job, but know when to walk away. I don't care how much they're paying you, that job will never go well, they'll never be happy and you'll probably get a nasty online review. Don't do it!

Joe Bunn started his DJ career over 30 years ago. His company has four offices and now does over 1000 weddings a year and another 400 private, corporate and charity events. He still DJs almost every weekend, but also helps other DJs grow their businesses as a consultant, writer, and speaker. Visit www.djjoebunn.com to learn more or purchase any of his products.
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Simply put, yes, you can over-prepare for an event. I just did it—and it cost me on what was otherwise a flawless performance. I invest 52 to 55 hours of preparation for each and every wedding I do. Yep, you read right. In my prep, I spend four to five hours rehearsing names, perfecting, polishing what I will say, etc. Well, for the very first time in 1,652 weddings I've personally performed (at the time of writing this article) I admit, I goofed. The irony is, I didn't even know it. I missed only a few syllables in a word—which happened to be an important name. It cost me, in a number of ways.

Let me explain...

NO LONGER FLAWLESS
A brand new wedding planner had sent numerous (five or six?) revisions to her day-of timeline during the three days leading up to the wedding, after everything was repeatedly confirmed with the clients. As I was setting up, she handed me yet another multiple-page revision, this time with the best man’s name and a big, handwritten note about a half-inch below the introduction (which was printed in a 12 point font): “Jason - giving toast now.”

So, I'm about to do the grand entrance...and without realizing it, I must have glanced down and saw Jason’s name. I then said “Brian and Jason” instead of “Brian and Jessica” for the introduction.

Fast forward about two weeks. The mother of the bride called to complain about the mix up. In fact, I honestly questioned if it really happened. She said it did, then proceeded to put me on hold. My phone dinged, and she sent me a cell phone video that pinpointed where I had said “Brian and Jason.” Yep, I did it. I was truly devastated.

She asked for a hefty refund for that one syllable error. I politely declined, based on the fact that I had delivered an otherwise a flawless, perfectly smooth, memorable, fun celebration with a packed dancefloor all night. We compromised, but I sent my first (and will be only ever!) refund. It cost me monetarily for that for a simple mix up; but it also cost me something psychologically as well. That pursuit for perfection got into my head.

PUSHING THE NEEDLE TOO FAR?
Fast-forward two months later. I’m at another wedding delivering what is the best performance of my career. From that “Brian and Jason” moment on, I had vowed to NEVER make that kind of mistake again. I spent even more time rehearsing, more time on pronunciation, articulation, intonation, inflection, delivery, etc. After amping up my already thorough approach to preparation, this wedding reception was truly flawless.
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Yet, I just received a reality check in the form of the bride’s review a few days ago. The bride dinged me a star because she said that a few family members said that my wording sounded “too scripted, too rehearsed, too good.” My hard work and over-preparation made my delivery sound “too perfect?” Seriously? Is this even possible? Did I exceed some mystical tolerance and slip from perfection into something else? Deep down, I had to know. I reached out to Randy Bartlett, known for his 1% Solution concept, which focuses on making small, easily implemented changes to generate ultimately big results. Thus, Randy is looked to by many as an authority on performance improvement. But according to Randy, a DJ can deliver something “too perfect.” He said:

Do you remember when Penn Jillette (at MBLV 23) talked about how meticulous he prepares, every movement, every twitch? But none of it actually LOOKS rehearsed.

Some of my best weddings have had some of my biggest flubs. I’ve done everything you can imagine—called the bride and groom by the wrong names, played the wrong song, you name it. But people are very forgiving when they believe you and not so much when they don’t.

Have you ever seen an interviewer who just reads the next question, completely missing the opportunity given by the previous answer? Too much rehearsal can cause that.

I’ve seen DJs walk all over applause or poignant moments because they didn’t see them coming...So prepare and rehearse, but don’t fear mistakes.

One of the things I tell my clients, is that I HAVE called the bride by the wrong name, but then, if they have any siblings, their mom did the same thing and they can’t hold me to a higher standard than mom. But to me, saying the wrong name isn’t nearly as bad as mispronouncing the name. I’d rather call a bride Debbie instead of Andrea, but if the bride’s name is pronounced ‘ANN-dree-yuh,’ I would never want to say, “Ahn-DRAY-uh.” That’s lack of preparation. The other is simply a mistake. So don’t fear mistakes. Have plans in place for when you do that, several. It can be anything from ignoring it, to laughing about it, to re-doing it; but don’t fear it. Be human. If they wanted a script, they’d print out a program and have everyone just read it.

Through this experience, I learned that by trying to be perfect (which, of we are not and cannot be), we put immense pressure on ourselves. We get uptight trying to rehearse every possible situation, then lose our train of thought in the complexity of creating the emotion of a moment. When we put too much pressure on ourselves to be perfect, we tend to cause the very thing we are trying to prevent—like me over-preparing.

Seth Godin had a great blog entry about this:

When John Coltrane plays the melody early in the track Harmonique, you can hear some of the notes crack. Of course, Coltrane was completely capable of playing these notes the traditional way. And yet he didn’t.

It’s this effort and humanity that touches us about his solo, not just the melody.

Sometimes, “never let them see you sweat,” is truly bad advice. The work of an individual who cares often exposes the grit and determination and effort that it takes to be present.

Perfecting your talk, refining your essay and polishing your service until all elements of you disappear might be obvious tactics, but they remove the thing we were looking for: you!

Well said Mr. Godin, well said!

Matt Martindale has been a professional DJ and MC since 1989, performing at more than 1,400 wedding receptions since then. Along with running his award-winning, multi-DJ company, Amoré DJ Entertainment (www.amoredjentertainment.com), he has accumulated extensive entertainment experience including training in audio production, sound engineering, lighting and design, improv comedy, voice over artistry, magic, and much more.
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What I Don’t Like About Cruising

IT’S NOT ALL FUN AND GAMES ON THE WAVES

By DJ Dayna

To be fair and honest about the reality of cruise ship DJing, I felt I should address what I find the negative side of DJing on cruise ships as well. I know you all are thinking right now, how could there be anything bad about living and working on a cruise ship as a DJ? Well, like all jobs in this world there’s always plus’a and minus’es even when you are working in a vacation world.

I do love to travel and it’s nice to get away from home and see the world, however, when I am gone on the longer contracts, 4-6 weeks I do miss home. I am adventurous, but I also have a homebody nature as well. I love the comfort of my home and familiar surroundings and being able to see my friends and family. I am sad when I miss out on family and friend birthdays, celebrations, and events. Life back home kinda feels like it stands still when I’m away on the ship, since I’m living in a fantasy bubble of sorts. It’s almost like a Bill & Ted’s Excellent Adventure scenario for those 1980’s film fans. But when I return home, reality strikes and I realize everything I had missed and sometimes I feel people forget about me in a way which can lead to feelings of sadness and loneliness and I often wonder if my DJ business suffers from being gone for long periods of time. That combined with missing my ship friends and all the amazing experiences and memories I made induces what I call the “post cruise funk.” It is an adjustment period that lasts for usually a week or two and then I bounce back into my “land life” routine. I do miss my home routine when I’m on the ship since I am a routine driven person by nature. I have had to implement a ship routine, but it’s such a different lifestyle from land life, it takes time for my mind and body to adjust. Honestly, I don’t know if I ever fully adjust. Honestly, I don’t know if I ever fully adjust to it after all these years...haha. Especially working late nights 7 nights a week. My body clock is not use to going to bed 2-3am 7 nights a week, so that is taxing on my body and I never end up sleeping well no matter how cozy and comfy the beds are. When I do get home an crash in my own bed, I sleep A LOT like a bear in hibernation for a few nights to recover.

DJing 7 days a week, up to 32 hours a week for a month does get monotonous. I’m not going to lie: My creative juices get sludgy at times. It can be a challenge to keep your sets fresh and different when you’re with the same group of guests night after night. Or some guests decide to only come out one or two nights during the voyage and you want to give them a memorable night and play the best of the best, however, you may also have guests in the club that night that have been with you the past three nights and you don’t want to sound too repetitive either because then you’ll bore them and they’ll leave. I don’t want to get slapped with the nickname “DJ Repeat!” I’ve DJ’d on voyages that were as long as 16 days! In one breath it was great because I got to really get to know some of the passengers and find out what music they enjoy, on the flip side, it was difficult when it got to day 10 and I really didn’t want to play Uptown Funk for the 10th time in a row. And when you have a group of guests all different ages and from different countries, it is hard to please everyone, but just like DJing events on land, you know you can’t please everyone at the same time, but you can please everyone at some point in the night. None of us DJs like people to be unhappy, and we especially don’t like it when they let you know to your face. Yes, surprisingly that does happen on cruises when people are on vacation having the time of their lives suppose to be in good moods.

The only other thing that you all may find interesting that I get tired of at some point during my contract, is the food. Yes, it is so delicious as I mentioned in my previous article. Truthfully, after a few weeks, all I crave sometimes is a simple peanut butter & jelly sandwich.

But...if you know these things about cruising and still think it’s the kind of gig for you, then it probably is! ME

DJ Dayna, a.k.a. “Ms. Sunshine,” a nationally recognized DJ, event host and entertainer, has been taking the world for a spin with her innovative mixology and energetic performances at nightlife, corporate, wedding and fashion events across the globe, and on major cruise lines for more than 15 years. She has built a highly successful solo operation, working at high-profile venues and with notable organizations in Ohio and across the US. Recent highlights include: MCing a local TEDx talk; endorsement by a global speaker brand and Floyd Rose Audio headphones; DJing for FitRadio (No. 1 rated workout music app).
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Keeping Your Cool When It Matters Most

By Kevin Freese

W hen was the last time you performed at a stress-free event? My guess is that it’s been a very long time, if ever. Stress is a natural component of live performance and, in many cases, it translates into useful energy. There are instances, however, when the pressures of an event give way to displays of anger. When acted upon, anger becomes your worst enemy and one that will deal you and your business a heavy price.

This is a subject near to my heart because I once lost a longtime client after succumbing to anger. The event was in a private room on the second floor of a popular bar in Chicago’s jam-packed Wrigleyville neighborhood, and my client was the manager of a local bank branch who was throwing a holiday party for her employees. While it was an event that I was used to playing, it was the first year at this venue—a place with a don’t-even-think-about-it elevator policy and a path to its private rooms that was similar to an obstacle course. To make matters worse, I had split my pants slipping on a patch of ice while bringing in equipment. But it was at the end of the night when I lost my temper.

Directed by a gruff barroom bouncer to use a different door than I had used earlier in the evening, I found myself trapped in the middle of the bitterly cold night on a wooden patio with no exits and a locked door behind me. The parking lot was just a few steps away, if only there had been steps. So, stuck in the cold, tired from several nights of holiday parties and the season in general, the wind whipping through my ripped pants—I yelled. Loudly.

I didn’t know it but sitting just a few yards away in her car was the bank manager. Her face appeared through the frosty windshield as the vehicle warmed up. She stared at me in horror. I’d like to think that what I yelled was unintelligible, but it probably wasn’t. I did not get a request for that summer’s bank picnic, nor did I play one of her holiday parties ever again.

In part, I chalk up this incident to my youth. I was in my mid-twenties at the time—an age when many DJs are just beginning to grow their business and can’t afford to lose clients or gain a bad reputation for losing their cool. With age, experience, and spending some time contemplating how I deal with stress, I have overcome many anger management issues. Even if you are not prone to showing your frustrations, exploring your relationship with stress can help you perform better under pressure. With that in mind, here are few tips that have helped me.

EVERYBODY NEEDS SOMEBODY: BRING AN ASSISTANT

Employing a DJ assistant is a great way to reduce stress at events. Having a helping hand not only makes setup and teardown easier, it can also improve your performance as a DJ by alleviating unnecessary stress. Sure, an assistant will help take requests and interact with guests, but they are also someone that can help you keep things in perspective.
From dealing with kids that were throwing pencils at the stage during a high school dance to handling intoxicated reception guests and more—an accompanying professional has often been well worth the investment for my DJ business.

DON’T WORRY, BE HAPPY: INCORPORATE RELAXATION INTO YOUR HABITS

As a mobile DJ, you probably already have a routine—a certain way you pack your vehicle, a mental checklist ten minutes before showtime, an approach to welcoming guests, and so forth. Are relaxation exercises a part of that routine? If not, you might consider incorporating them. There are the tried and true methods such as yoga, deep breathing and other mindfulness activities, though anything that sustains your positivity during an event if fair game. For me it’s listening to classical music on the drive home. It’s a small thing, but an activity I look forward to when feeling tense at an event. Find your thing and be consistent in using it.

WE ARE FAMILY: STAY CONNECTED

Let’s face it, we’re less likely to display our frustrations whether in the form of anger or lackluster performances if we maintain a mindset of professionalism. Staying connected with the industry through organizations such as the American Disc Jockey Association and trade publications like this one are handy ways to maintain that mindset. These resources seek to make you a better-equipped DJ, which oftentimes means making you a less-stressed DJ. They are also a platform for interacting with other DJs who share many of the same trials and tribulations as you. Personally, one of the most reassuring things to hear is: “Oh, I had the same thing happen to me…” Remember, no one is an island—and that includes DJs.

HARD TO SAY I’M SORRY: ACKNOWLEDGE AND APOLOGIZE

Can you really get through any relationship without owning up to your shortcomings? If you do ever lose control of your feelings, it is important to acknowledge it and apologize as soon as possible. One of my biggest regrets after the incident with the bank manager is not reaching out to say I’m sorry and recognize my negative actions. Considering the many years of good rapport between us, I might have even been able to retain her as a client. Regardless, an apology would’ve been the decent thing to do—something I’ve come to realize with age and experience.

DON’T LOOK BACK IN ANGER: BECOME COMFORTABLE WITH STRESS

These are just a few tips for keeping your cool and dealing with the stresses of our business. Ultimately, what I’ve come to realize over the years is that displays of anger during stressful events does not enhance my control over the situation. I no longer give myself permission to have outbursts. Thankfully, it only took some personal contemplation to control my limited anger issues. Others with deep-rooted anger management concerns should seek professional help from a therapist—there is a good chance they can help you accept stressful situations whether they occur on the job or otherwise.

Whatever the case, take time to confront what makes you stressed and learn ways to embrace it. Because the truth is, we’d all probably miss the stress if it wasn’t there.
Different Colored Shoppers

By Vickie Musni


As a Certified Personality Trainer, I speak at a lot of conferences and events as well as offering company training and private coaching. I help people understand personality types and apply that knowledge to life and business. Can you guess the number one topic I get asked to speak about the most? Yes, sales. This book is going to cover all the areas from the Color Me SMART program—Sales, Marketing, Abilities, Relationships and Team-Building. But we’ll start with sales because this seems to be what every business owner and sales manager is thinking about. (And let’s be honest, SMART starts with “S” so Sales has to come first.)

If you have read my first book, Personalities for Business, you may remember that I began the section on sales with personal stories to illustrate some of the differences in the way different personalities shop. As a Yellow, I impulsively bought a red convertible from Craigslist because all I wanted was a fun car. I talked about buying appliances with my Blue engineer father who had to read every detail and every review and report before making a decision. (And how once again I just wanted the red washer and dryer because it would make having to do laundry more fun). As a Red, I shared about having to go to three different carpet places because the first salespeople weren’t willing/able to sell me what I wanted and I was upset by them wasting my time and trying to change my mind. And then there was the story of my Green husband who would rather I just text him a picture with two options so he wouldn’t even have to go to the store. Can you relate? Not everyone shops the same way.

Let’s look at another common buying situation, online shopping, and how each different personality approaches it. Online shopping is a great example of an “everyday situation” and how each personality type has the ability to look at the exact same situation from a different perspective. What I have noticed about online shopping is that different personalities tend to like it for different reasons. Understanding the motivation behind why a person chooses to shop online, and how they make their online buying decisions, is what we will look at briefly now.

Please keep in mind that these are generalizations. They are not true for 100% of the people, AND many people fit into more than one category (usually having a primary and a secondary color). That being said, as with most generalizations, these observations are true much of the time. Let’s look at how the different colors may approach online shopping:

• Yellows love fun, excitement, and attention. So in general, they are the ones who enjoy the “adventure” of going shopping, and go with friends whenever possible. The biggest reason that Yellows like to buy online? They get the “buyer’s high” from shopping TWICE…. once when they hit send, and once when the package arrives! What is more fun than getting a package in the mail?!
• Blues are the deep thinking, analytical type. Being able to compare features, prices, reviews, ratings, guarantees and more, with limited if any social interaction…online shopping is PERFECT for Blues!
• A true Red values efficiency in any decision making process. To be able to order things “immediately” without having to drive to a store, look up and down different aisles, and waste time waiting in line….again, the perfect option.
• Greens are motivated by their need for peace and comfort. What could be more comfortable than being able to purchase what you need while lying on the couch in your pajamas?

The action in this example—buying something online—is essentially the same. The thing that is different for each personality is the motivation and the thought process behind the action. That is the part we need to try to understand both about ourselves, and about others who may be different from us.

Now, take this idea of motivation and thought process into your own business and begin to examine your own sales situations. How do you “usually” sell to potential client? Do you have a standard pitch that you use? Do you have certain lines that you try to say to everyone… because they’ve worked well in the past and you think they will again? Stop.

Stop thinking that you can find one magic formula that will “work” on any person. Start being SMART. Start seeing in color. What personality color does that individual who sits before you seem to be? What do you think is her primary motivation? Is it fun? Is it order or perfection? Is it efficiency? Is it simplicity and comfort? Start by trying to create the right atmosphere. Continue by trying to get to the core of what he needs and wants. Ask questions that will help you confirm your hypothesis about her personality preference as you move farther into the sales process. Each shopper is unique. Start acting that way.
## iDJPool Pick Hits:
### 12-16-2018 to 12-22-2018 (Week 51)

### Pick Hits URBAN:
1. Kid Ink f. Lil Wayne & Saweetie - YUSO
2. TM88 & Southside f. Lil Yachty & Valee - Hmmm
3. Calboy - Envy Me
5. Q Da Fool - Win
6. Trap Bitch Kannah - Party N Bullshit
7. Megan thee Stallion - Big Ole Freak
8. F50 Dinero - Blue Bills
9. Vic Mensa f. Ty Dolla $ign - In Some Trouble
10. Agnez Mo f. Chris Brown & Juicy J - Overdose (Remix)

### Pick Hits ROCK/POP/AC:
1. Robin Thicke - Testify
2. Michael Buble - Love You Anymore
3. Zhavia Ward - 100 Ways
4. OMI f. CMCS$ - As Long As I'm With You
5. Seeb & Bastille - Grip
6. Allan Rayman - Rose
7. Florence & The Machine - Patricia
8. AJ Mitchell f. Marteen - No Plans
9. Shim - Crucified
10. 7715 - Week

### Pick Hits DANCE:
1. The Tribe Of Good - Turning It Up For The Sunshine
2. Rufus Du Sol - No Place
3. Patrik Remann f. Alfreda & Max'C - Turn It Up
4. DJ Mashdup f. Luan - Take Me Back
5. Steve Vold f. Andy Marsh - Closure
6. Dreamell f. Max'C - Loving You
7. Jonas Aden - Strawberries Do
8. Fenix - Let's Get Down
9. NICO Cabeza - The Right Way
10. Vanilla Ace - Zenith

### Pick Hits DANCE REMIXES:
1. Ariana Grande - Thank U, Next (Division 4 & Matt Console Club Mix)
2. Kelly Clarkson - Heat (Niko The Kid Club Mix)
3. Mark Ronson f. Miley Cyrus - Nothing Breaks Like A Heart (Dark Intensity Club Mix)
4. Blue Ivy - Last Time (Scotty Boy & Luca Debonaire Club Mix)
5. Taylor Swift - Don't Blame Me (Russ Rich & Leo Frappier Club Mix)

### Pick Hits COUNTRY:
1. Kane Brown - Good As You
2. Brantley Gilbert f. Lindsay Ell - What Happens In A Small Town
3. Ashley McBryde - Girl Goin' Nowhere
4. Montgomery Gentry - Drink Along Song
5. Brandon Alan f. Bart Crow - Through The Cracks

### 12-09-2018 TO 12-15-2018 (WEEK 50)

#### Pick Hits URBAN:
1. Ski Mask The Slump God f. Lil Baby - For Gone
2. Filipp Dinero - Feels Like
3. Sneak f. Tyga & YG - Spray
4. Blueface - Studio
5. Ski Mask The Slump God f. Juice WRLD - Nuketown
6. Nicki Minaj f. Lil Wayne - Good Form
7. ASAP Rocky - SunDrunk
8. Lloyd - Caramel
9. Troy Ave - Ice Cream
10. Solo Lucki - Cash Me

#### Pick Hits ROCK/POP/AC:
1. Rufus Du Sol - Treat You Better
2. Hozier - Movement
3. Clean Bandit f. Ellie Goulding - Mama
4. Disturbed - A Reason To Fight
5. Breaking Benjamin - Tourniquet
6. The Strumbellas - Salvation
7. Greg Holden - Something Beautiful
8. Badflower - Heroin
9. Alice Merton - Funny Business
10. Nicole Bus - You

#### Pick Hits DANCE REMIXES:
1. Nikki Minaj f. Lil Wayne - Good Form
2. Da Real Si - Skrr Skrr
3. Young Thug f. Elton John - High
4. Lloyd - Caramel
5. Trappomadell f. MoneyBagg Yo & NBA YoungBoy - Stormin
6. Solo Lucki - Cash Money
7. ASAP Rocky - SunDrunk
8. Troy Ave - Ice Cream
9. City Girls f. Cardi B - Twerk (Remix)
10. Shaggy - Use Me

### 12-02-2018 to 12-08-2018 (Week 49)

#### Pick Hits URBAN:
1. Nikki Minaj f. Lil Wayne - Good Form
2. Da Real Si - Skrr Skrr
3. Young Thug f. Elton John - High
4. Lloyd - Caramel
5. Trappomadell f. MoneyBagg Yo & NBA YoungBoy - Stormin
6. Solo Lucki - Cash Money
7. ASAP Rocky - SunDrunk
8. Troy Ave - Ice Cream
9. City Girls f. Cardi B - Twerk (Remix)
10. Shaggy - Use Me

#### Pick Hits ROCK/POP/AC:
1. Mark Ronson f. Miley Cyrus - Nothing Breaks Like A Heart
2. John Mellencamp - Eyes On The Prize
3. Morrissey - Back On The Chain Gang
4. The Decemberists - Travelling On
5. Bad Religion - My Sanity
6. Wu Three - Heaven's Not Too Far
7. Gafsfellstein - Reset
8. Yuno - No Going Back
9. Nothing More - Let 'Em Burn
10. Matt Montana - Cringy

#### Pick Hits COUNTRY:
1. CamelPhat & Cristoph f. Jim Cooke - Breathe
2. Steven Redatt f. Chipper - Sunshine On My Shoulders
3. Sammy F. Dario Jelis - Who's The Divo
4. Menshe f. Nicole Tyler - So Real
5. Benny Camaro, Sincelle & Triple1 - Funky Baby
6. Fadi Awad f. Adile Nicole - Reach The Sky
7. Hikato - I Need It
8. Staff Da Campo & Robbie Mendez - Invincible
9. Tarian, Lexon & Dave Crusher - El Sonido
10. Keos - Free Love

#### Pick Hits COUNTRY:
1. Dylan Scott - Nothing To Do Town
2. Dallas Smith - Rhinestone World
3. Aaron Pritchett - Better When I Do
4. Smith & Wesley - A Little On The Redneck Side
5. Russell Dickerson - Every Little Thing

#### Pick Hits HOLIDAY (CHRISTMAS):
1. John Legend - Silver Bells
2. Pentatonix & Maren Morris - When You Believe
3. OneRepublic - Christmas
4. Elvis Presley & The Royal Philharmonic Orchestra - Silver Bells 2018
5. Owen Stefani - White Christmas
If there is one thing that I have learned as someone who travels to different conventions and also DJ and video events is, I carry too much! If the bag is big, I tend to pack it so it is full of things I don’t even need for the journey.

As a DJ and a videographer, the primary things I need to fit into a backpack are the laptop, external hard drive, paperwork, headphones, charger, a few pens and maybe some mints and aspirin for those all-of-a-sudden headaches. Without getting an oversized bag, what is the alternative for efficient carrying?

Normally a backpack is essential, but I often find the hassle of two straps can be very inconvenient. If I need to get to the bag quickly, it is just a pain to bring it off of a shoulder. Not only that, but I find that at the end of my journey, I seem to get bruises and marks on my shoulders.

A few years ago when I was at a Mobile Beat show in Las Vegas, I came across a vendor that had the possible solution to the backpack. Namba Gear carries several types of bags to provide solutions for a variety of carrying challenges. The one bag that I was especially interested in was the Machu Sling Bag.

It is all a matter of what you can actually use the bag for. For me, I was mostly using it to travel to different locations to do remote video editing. Namba Gear only claims that it will easily fit a 13-inch monitor laptop in the big pocket. I was actually able to fit a 15-inch laptop in there with ease as well. But the sacrifice was it was a little tight to close; but it did close. The only other accessory that was able to fit with the laptop was the charger within the zip up pocket. In the end, I was able to fit a Mac laptop and a small Dell tablet with a keyboard and two chargers in the back pocket. I even had a little bit of extra room.

The second or middle section is mainly for accessories. There are three top pockets that can be used for pens, business cards, portable phone chargers, USB drives and other small items. The pockets themselves are nice, however, there is not a lot of room for grips on the pens to hold onto. But it does hold on enough that you would know where they are.

The middle pouch is perfect for a small notebook and for storing your paperwork for the event. The best way for it to fit is by folding your prints in half.

Finally, the aired pocket is perfect for storage of your wallet, keys and even your snacks for the trip. There is a durable zipper to make sure that nothing falls out of it.

On the outside is a pocket that is off to the side, perfect for keys, wallet and even your cell phone. But if you have anything bigger than an iPhone 8 Plus, you might find it easier to store it on the inside. On the other side is a pouch that is perfect for carrying drink bottle. I had one that was oversized for protein shakes and also water and it actually fit just perfect. You can also clip your drink onto a loop somewhere, but I find that approach uncomfortable.

As for the handle and straps, there is one strap to allow you to place either over the right side of your head or the left side of your shoulder. I did find it challenging a times to lift it over my head to take it off my back, but there is a nice clip added with it to easily remove from your person. Finally is the handle on the side for those who don’t want to carry it on your back. This will allow you to carry it just like a side bag.

The overall comfort level did take a little while to get used to, but after a few adjustments of the strap, everything seemed great to carry. However, when I had the bag over my head on the left side, I found that it just felt uncomfortable to me for the way that I looked. But that is more of a personal issue than the bag itself.

Namba Gear has created a great lineup of bags to use and the Machu Sling Bag an innovative addition. You just need to make sure that you aren’t over-packing it, or else you, like me, will be miserable. When I was packing up, I kept thinking of a scene from Spaceballs, when Lonestar is talking to the princess and says “Take only what you need to survive.” That is my mantra for traveling now. Namba Gear definitely helps achieve this goal!
Acting Tools DJs Can Use

BEYOND IMPROV: EXPLORING YOUR ROLE AS AN ENTERTAINER

By Mike Ficher

All the world’s a stage,
And all the men and women merely players;
They have their exits and their entrances,
And one man in his time plays many parts.
~ From As You Like It by William Shakespeare

In 2008, with four fresh years of entertainment experience as a member of a local improvisational troupe, performing in shows and for clients, I decided to try my hand with a script. I was offered roles as Bob Cratchit and Ol’ Joe in a local community theater production of the Charles Dickens’ classic A Christmas Carol.

When I expressed hesitance that I could comfortably and successfully transition from years as a mobile entertainer, dance instructor, and improviser to the more rigid world of the stage, the director and the producer would not accept no for an answer. I was cast.

Although my initial turn on the boards was pedestrian at best, I was hooked. Since that debut, I have appeared in 15 productions, playing roles ranging from an art-friendly German electrician to a foppish English dandy to a randy swinger; I’ve also contributed to 17 murderer mysteries, inhabiting mob bosses, arrogant winemakers and turn of the century, slightly-off-center gold miners. I’ve even taken a shot at the screen, acting in four short films, playing roles ranging from an egocentric Southern lawyer to a crossdressing fortune teller.

Although the connections may not be readily apparent, what I have learned as an actor to prepare for roles may offer ideas to add to your mobile disc jockey tool kit, to help you develop as a performer, and to offer your clients even more value.

As a mobile entertainer, you may very well be able to leverage the questions actors ask to help create events that stamp you as an in-demand performer. Taking this kind of in-depth approach to your DJ role might even provide you with more opportunities to play other exciting roles in your on-stage life.

When I am cast, I try to gain as much insight about my character as possible. I ask:

- Who am I?
- Why am I here?
- How did I get here?
- Where am I in my life?
- What do I want?

Exploring these questions allows me to offer a more informed interpretation of the character, his relationships, his choices, and the various situations presented in the script. I can instill nuance, tone, shading and textures on stage that can invigorate the role, enlighten interactions, and engage the audience.

As a mobile entertainer at an event, do you know who you are on that day? Why you are there? What you want from the event?

“Right” answers—either as an actor or a mobile entertainer—do not exist, per se. Rather, exploration can inform choices. As a mobile entertainer at an event, do you know who you are on that day? Why you are there? What you want from the event?

As a mobile entertainer, what do you want the guests and the client to think of you? How do you get what you want, professionally and personally? How will the venue affect your ability to deliver the type of performance promised or expected?

Actors invest time, research and reflection to create memorable, well-rounded characters. They make sure relationships are understood, support the journey of specific players, and realize the goals of the script.

As a mobile entertainer, you may very well be able to leverage the questions actors ask to help create events that stamp you as an in-demand performer. Taking this kind of in-depth approach to your DJ role might even provide you with more opportunities to play other exciting roles in your on-stage life.

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