

Bring the WOW to your year.

WOW! That is the one word we hope each of your 2009 clients will be saying about your business. This issue of the Mitchem Interactive newsletter is designed with that WOW in mind and each element can bring you to a new level in business and life. In the Webster Dictionary, WOW literally means success. So what does it take to really drive this success? We have created three WOWbuilders that work in unison and guide your client, the guests and you to a more consistent success every time. As you learn about these powerful elements you will be able to apply them instantly and watch your business grow! Now, go out there and WOW them!

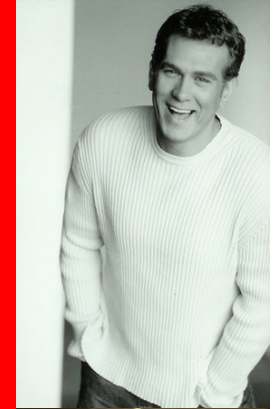
The WOWbuilders

1) Client bond or Partnership

As a mobile DJ you are constantly asked to achieve the client's vision accurately. With a strong client partnership you will be able to effectively extract and understand this vision.

So how can you build this partnership quickly and ask the right questions to ensure success? Start by always focusing on the client, the event and the overall outcome. These conversations should never be about you or what you want to happen. Comments like, "Once I understand your vision for this event, and I agree to commit to achieving that vision, it will unfold as you desire." This powerful statement builds trust and also helps gently put some of the responsibility of vision on the client. They will be much more likely to reveal necessary specifics that normally get missed when the DJ is busy talking about all of their achievements and skills. Instead get the client to tell you what you must do, and then simply do it.

Once when dealing with a large potential booking I launched into a detailed description of our company, the DJs and how much "state of the art" equipment we owned. After about thirty seconds of this, the client interrupted me and said, "We would not have you standing here if we did not assume you had equipment. Tell us what you will do that is different and will help us achieve our vision." That was a wake up call and I then realized that what matters most is them not me.



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2) Attitude

Write this next statement down, laminate it and put in somewhere where you can see it all of the time.

“My attitude dictates my experience!”

We all encounter difficult situations in many aspects of our business. Certainly not all of your clients or events are perfect every time. The mammoth difference between people who do and do not WOW their audiences consistently can be traced back to overall attitude. Attitude is everything when working with audiences. When you approach each moment, situation or challenge with the attitude of “I will focus on what can go right.”, then you open up your mind to the possibility of success. Changing your attitude is also the easiest thing to change because you are not waiting for an external element to change first. An attitude shift can happen right now, in this moment. As you read this commit to yourself. You will be amazed by the changes in your life, and work fulfillment after you decide to embrace an attitude of positivity and possibilities.

Attitude in The Story of Two Wolves

One evening an old Cherokee told his grandson about a battle that goes on inside people.

He said, “My son, the battle is between two “wolves” inside us all.

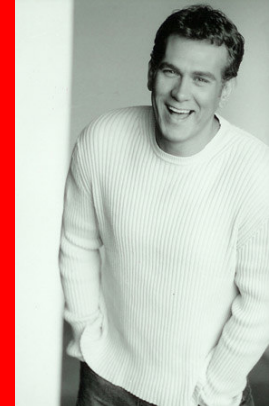
One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.

The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith.”

The grandson thought about it for a minute and then asked his grandfather: “Which wolf wins?”

The old Cherokee simply replied, “The one you feed.”

A true connection to the audience can be formed only after your attitude shows that you are there for them. Let them know the truth in statements like this, “I am here to make sure all of you enjoy this event. Because of my commitment to this please feel free to ask me for requests, or anything that you feel will help you relax and enjoy your time here.” In my own speaking business, the referrals come from the clients who feel that I truly connected with them and their group. My attitude dictated my experience and then theirs.



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3) Exit Strategy

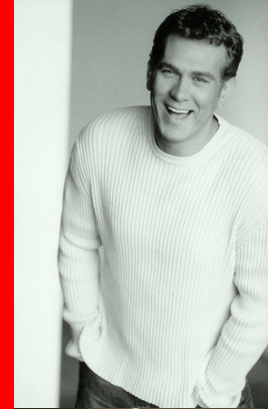
One of the most painful event elements to witness is the moment when a DJ simply drops off at the end of a powerful moment rather than creating a powerful exit strategy. In everything you do with your events write this formula for strong exit success. **RELEVANCE – HUMILITY – STRENGTH**

As you are approaching the end of a moment, let's center on the first dance, you know several things about the moment. Now you bring **RELEVANCE** to the audience by mentioning how special it was to share this moment with the couple. **HUMILITY** comes next as you personally share your feelings on that moment. Lastly, **STRENGTH** occurs by ending that segment with a strong statement that either leads to the next element or draws this one to a close.

So to put it all together your end to a first dance might read like this, "Every give Julie and Tom another round of applause as thanks for allowing us to share in this moment. I spent a great deal of time with them and can tell you that they believe that that song was written for them. Now Tom, while that was a beautiful moment we do need to revel to Julie that you have another woman in your life. This woman is the reason you are here today and we honor her for certain. Everyone, Tom's mom."

Notice how each of the RHS elements are combined. You can adjust this to fit your situation and style but it works. You may even bring a few tears to the eyes of everyone. Emotion = Referral

As you go further into the New Year I hope that these WOWbuilders help you build toward whatever success you are seeking.



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