



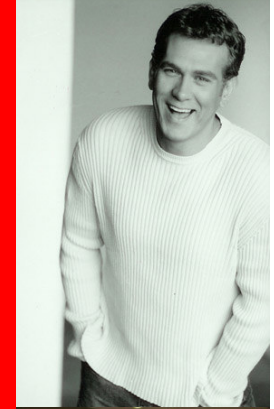
## Driving entertainment drives business

Entertainment or the act of being entertaining is a critical element that drives people. When you DJ, you are giving the guests a rare opportunity to forget about their troubles for at least the time they are being entertained by you, your music, and the environment you create.

So how do you accomplish this consistently? Part of the solution lies in complete understanding of the need of each audience. The second part of this powerful equation is knowing what entertains people. These two elements revolve around each other to create a powerful entertaining experience for all.

Understanding: Obviously not every audience is created equal. Some are older, while some are younger. Certain music works here and not there. So how can you possibly come to a place of understanding where you are completely clear about what every audience wants in the form of entertainment? Try these three steps:

- 1) **Ask the right questions** – When you approach people, are you simply making small talk during the event or are you really asking the right questions that will lead to understanding? Asking, “How are you?” may break the ice, but the answer most likely will not drive you to a place of knowing how this person needs to have entertainment presented to them. Instead restructure and list several questions that will get you the response you are looking for every time. For example, try asking, “If you could pick a song that says “party” to you, what would that song be?” or “What are you expecting tonight?” That last one is really funny, but it works. I once had an entire table tell me that they were expecting one family member to fall down at least once from being intoxicated. They said he was always the life of any party. I immediately went to this person and chatted for awhile then he agreed to be a part of a fun moment we had later. Asking the right questions can lead to an abundance of opportunities for entertainment success. By the way, he did fall down during a wild disco dance move.
- 2) **Bring the hits!** – To really gain an understanding into the audience spend time playing a large variety of hit songs early. The ones that get the most response will be solid indicators for what the audience connects to overall. One of my favorite things to do at the beginning of every event was to play a series of hit songs and then as a contest ask any person to tell me in order what songs I just played. This subtle form of entertainment gets people to connect to the entire experience rather than simply “tune out the tunes.” When you allow different hit songs to be utilized early on you will gain a better understanding of which genre of music works best and which one is a total failure.
- 3) **Get on their page, instead of making them turn to your page.** You are an entertainer. However unlike many famous entertainers you will not survive on only one style. Once I hired a comedian to perform for one of the corporate events I designed. When we found him it was at a comedy club in Los Angeles. After the show I asked his availability and told him of the project. On one of our calls I told him about the client, and not to make the show too risqué.



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He did none of that. After about the tenth inappropriate joke I had to tell our DJ to turn up the music and cut the microphone. This performer lacked the one quality that brilliant special event entertainers must have in order to be consistently successful. The success driver I am talking about is the ability to be like your audience rather than hoping they will be like you. The art of blending your style to any group is not about changing who you are, but rather taking who you are and using it to relate to them. You achieve this by keeping in mind that you are there with the sole purpose of entertainment. As the DJ you have a responsibility to connect on every level with everyone. Avoid acting as the ego driven prim Dona who needs everything to be there way all of the time. You will drive business to your door when every guest feels that you have been selected as the entertainment just to fit their needs.

SO what entertains people? Well, unless your total goal is just to entertain yourself, as a DJ you must focus on a true audience connection to determine what will make them “tick”. The ability to entertain or know what entertains people is as simple as believing that you are there for them. In my travels as a DJ trainer, I have always found DJs who have the technical knowledge. What I am always breaking through however, is the intangible wall each performer puts up between the audience and the DJ. This wall of ego makes you think that you are an entertaining person rather than an instrument in which the audience listens to as a source of entertainment. If you are finely tuned you will play with brilliance. In all of the years I have entertained audiences I have come up with my top three top things that I know will entertain people.

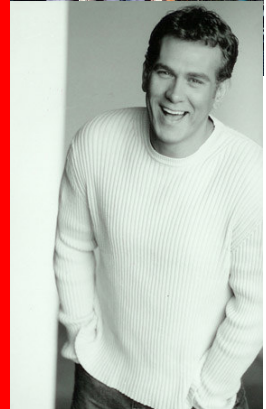
- 1) **People like to watch others being ridiculous.** If you don’t believe me tonight turn on your television and watch any random reality show. Use carefully planned contests, and volunteers to perform “rehearsals” of your show elements. These quick moments allow others to see the very brave amongst them perform.
- 2) **Anything different is also entertaining to audiences.** When you introduce each person of the wedding party and accompany their introduction with a song that is specific to them, that is different and special. Special = memories and memories = referrals
- 3) **A great contest, trivia, or game will always keep them entertained.** Simply getting people to interact at a table and come up with trivia answers is one of the best quick sources of entertainment I have ever found. When people begin to interact with each other they begin to build a trust that carries them into the fun. When you run a quick trivia contest, throw in a moment of surprise when you tell people that every winning guesser must then dance for a moment with the song you have just sampled.

Audiences are the same all over the world, and if you entertain them, they'll respond.

### Liza Minnelli

You as a DJ professional have a very specific mission which carries on common central pillar; entertain the audience and achieve the vision of the client every time! That is what you are here to do and your phone will ring off the hook when they feel you have nailed this pillar!  
Best to you.

Todd Mitchem



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