

GET AMPED UP!

By Dorri Olds

"The online world has infinite opportunities for musicians to get their names out, sell music, and generate the kind of excitement that attracts fans," says Daylle Deanna Schwartz (www.Daylle.com), co-author of *The Musicians Guide to Licensing Music: How to Get Your Music into Film, TV, Advertising, Digital Media & Beyond*. "Promote yourself with ezines, music blogs, social networking sites, videos and radio." Daylle has written New York Times bestsellers, has an MS in psychology and frequently appears on national TV and radio, including Oprah, Good Morning America and Howard Stern.

"Because of my background, musicians come to me for consulting to get started with their careers."

Daylle works with artists, record label owners, managers, producers, and songwriters. Her new book explores the wide variety of music-licensing mediums, including advertising, video games, and websites. She takes readers through songwriting and networking, to negotiating the terms of a standard licensing agreement.

"I recently worked with a talented musician who wanted to expand his production business. He was frustrated that potential clients frequently asked for lower rates. I suggested he change his website image. He took my advice and recently a successful manager found him on Facebook, was impressed by his website, and contacted him about working together.

"Another musician had a good corporate job but wanted to play music full-time. His band mates held him back so I advised going solo. I suggested he use his vacation time to do a short musical tour. He did and now his days in the corporate world are behind him."

"My goal in everything I do is to help people empower themselves on a variety of levels," Daylle said with a grin. "That's why I write books."

Daylle's second new book of this year, *Effortless Entrepreneur: Work Smart, Play Hard, Make Millions*, will be out in November. It's a collaboration with Nick Friedman and Omar Soliman, founders of College Hunks Hauling Junk—a green junk removal company that recycles everything they pick up. Nick and Omar created systems to turn their business into a multi-million dollar franchise in three years. They were chosen as two of the top 30 Entrepreneurs Under 30 in *INC* magazine.

"They learned basic sales and marketing techniques from picking up girls in bars," Daylle said. "They compare starting a business with playing a video game!"

Daylle talks rapidly. She smiles a lot and obviously finds much amusement in life. Her strong suggestions can be applied to any career:

- **Figure out what's stopping your progress.** When you can't move forward it's important to see what specific aspect is blocking your progress.

- **Get to the other side of fear.** Most of us are scared because we expect negative scenarios. Identify exactly what scares you. Are you scared to leave your romantic partner because loneliness seems awful? Do you avoid asking for a promotion from fear of making a mistake?

- **Accept that rejection is part of achieving success.** Everybody doesn't have to like you. What's important are the ones who do! Focus on people who say, "Yes."

- **Turn negative thoughts into empowering ones.** Train yourself to think, "This is the first minute of the rest of my life."

- **Change course when one direction isn't working.** If the idea of change unnerves you and seems overwhelming, try to focus on benefits of handling situations in more satisfying ways. Take each challenge one step at a time. It's much better than living with disappointment.

- **Learn techniques to persevere.** Practice good nutrition and get exercise so you're physically fit. The stronger you are on the inside, the more fortitude you'll have to work towards your goals.

Dorri Olds (DorriOlds.com) is a web designer, social media consultant and Internet marketer. Her writing has appeared in newspapers, magazines and book anthologies.

Darren Wilsey, with Daylle
Deanna Schwartz

The Musician's Guide to Licensing Music

How to Get Your Music into Film, TV,
Advertising, Digital Media & Beyond



SPRING FUN IN THE CITY

When you've been bumped in the subway, stuck on bank lines, barked at by rude cab drivers and gone nearly deaf from sirens and jack hammers, it's time to remember why you love New York City. Here's a list of adventures to remind you and recharge your batteries. — Dorri Olds

Belvedere Castle Exhibit, Central Park (centralpark.com), FREE, Mid-Park at 79th Street (Vista Rock overlooking the Great Lawn), learn about trees, birds and visit two floors of the remarkable 1869 castle. Daily except Mondays 10am–5pm, Bring two forms of ID.

American Museum of Natural History (amnh.org), Central Park West at 79th Street

Lizards & Snakes Alive! This ancient group of reptiles, whose scientific name means “scaled” in Latin, is more diverse than mammals and as old as dinosaurs. Adults \$28, Children \$18, Seniors & Students \$22, price includes general museum and admission to the Rose Center for Earth & Space which features the new Hayden Planetarium’s spectacular new *Space Show, Journey to the Stars*, narrated by Whoopi Goldberg, an engrossing, immersive theater experience. 10:30am–4:30pm every half hour except Wednesdays when shows begin at 11am.

92nd Street Y Music Events (92y.org), Lexington Avenue at 92nd Street, Kaufmann Concert Hall, Premium Orchestra \$70, Orchestra \$50, 35 & younger \$25.

Dave Brubeck Quartet, “The reigning elder statesman of jazz.” —*Washington Post*. April 14, 8–10pm.

Hagen String Quartet April 29, 8pm, Beethoven, Webern & Grieg. “Breathtaking in its precision, dynamism and agility... a thrilling encounter.” —*The Independent* (London)

Bike the Big Apple (bikethebigapple.com)

Back to the Old Country Apple Tour Fridays 10am–5pm, begins with a ride on an aerial tram, with bikes on board, high over the East River. 360 degree panorama of the city, visit quiet streets, parks and river promenades. \$80 includes bike, helmet and licensed tour guide (\$10 less with your own bike).

The Sensational Park and Soul Tour, Sundays 10am–3pm, pedal through Central Park, Visit Strawberry Fields, North Woods lock and an authentic 3500-year-old obelisk (a tall, four-sided, tapering monument). Highlights include a live Sunday Gospel Service in Harlem, a dramatic poetry reading and eat soul food lunch in Harlem. \$80 includes bike, helmet and licensed tour guide (\$10 less with your own bike).

New York City Tours (allnewyorktours.com)

Grand Helicopter Tour, deluxe and comprehensive New York City aerial tour, breathtaking views of Central Park, close-up with Statue of Liberty, departs from the Downtown Heliport with various departures between 9:00am and 5:00pm on Monday through Saturday and between 9:00am and 4:00pm on Sunday. \$265 per person. Must pre-pay by credit card.

Broadway Shows (telecharge.com)

Enron, “Scintillating, with brilliant dramatic flair, playwright Lucy Prebble and director Rupert Goold achieved the remarkable feat of making fiendish corporate fraud not just comprehensible, but dramatically exhilarating.” —*The London Financial Times*. Previews on Broadway April 8, opening on April 27 at the Broadhurst Theatre, 235 West 44th Street between 7th & 8th Avenues. Tuesday 7pm, Wednesday & Saturday 2pm & 8pm, Thursday & Friday 8pm, Saturday 2pm, Sunday 3pm.

God of Carnage, A dazzling new cast: Dylan Baker, Jeff Daniels, Lucy Liu, and Janet McTeer. “A hilarious and stylish ensemble farce.” —*Time Out NY*. “Fasten your seatbelts and go!” —Liz Smith. Bernard Jacobs Theatre, 242 West 45th Street between 7th & 8th Avenues. Tuesday 7pm, Wednesday 2pm & 8pm, Thursday & Friday 8pm, Saturday 2pm & 8pm, Sunday 3pm.

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PUTTIN' ON THE RITZ

—Dorri Olds

Consistently ranked among the best resorts in the world, The Ritz-Carlton, Laguna Niguel is located halfway between Los Angeles and San Diego. It sits on a 150-foot bluff with panoramic white-water views of the Pacific Ocean and two-miles of sandy beach. On April 22nd—Earth Day—the oceanfront resort will launch a program called Ambassadors of the Environment (AOTE). The program includes an environmental and cultural education center with excursions led by expert naturalists.

“The launch of AOTE demonstrates our strong commitment to our community and our planet,” said General Manager Bruce Brainerd. “The Ritz-Carlton, Laguna Niguel will be the first luxury resort in the continental United States to offer a comprehensive program that provides guests the opportunity to become advocates of protecting and preserving the planet for future generations through social responsibility and stewardship,” he added.

The natural wonders of Southern California make AOTE a living laboratory and natural classroom where kids, families and adults can learn and grow while having fun through interactive activities. Expect games, excursions, and multimedia presentations.

Guests will develop a deep appreciation for the wonders of nature, an understanding of how coastal ecosystems function, the value of culture, why it's important to be environmentally aware and what each of us can do when we return home to help protect and preserve our planet. A fundamental theme running through the program is that everything is connected—land and sea, humans and nature, people, the past, present and future.

AOTE is part of an agreement between The Ritz-Carlton Hotel Company, L.L.C., and renowned diplomat for the environment, Jean-Michel Cousteau and his Ocean Futures Society. The Ritz-Carlton, Laguna Niguel's program follows the successful launch of programs at The Ritz-Carlton, Kapalua and The Ritz-Carlton, Grand Cayman.

Whether you're looking to get away for a second honeymoon, surf for the first time, or just relax on the beach, this seaside retreat lets you do it in style with its 400 rooms, glorious views of the ocean, casual and upscale dining options, a lavish spa and access to local golf courses.

In addition, they offer a year-round whale-watching package that starts at \$500 for garden/pool view accommodations. The package includes overnight accommodations, a 2-hour whale watching excursion with Dana Wharf Sportfishing, including an on-board snack and beverage, and American breakfast for two in the oceanfront Restaurant 162'.

From January through April, California Gray Whales leave the cold Arctic Seas and follow the coastline to the warm, calm waters of Southern California. This migration brings much of the pod past Dana Point, where the whales can be easily seen and photographed. Blue whales, the largest mammal ever to roam the earth, migrate to tropical waters to mate and give birth to their calves from May through November.

The Gray Whale measures 30 to 45 feet as adults and weighs about a ton per foot. Gray Whales do not have a dorsal fin like other whales; instead they have a series of “knuckles” along a portion of the back. Twice hunted to near extinction, the Gray whale population has rebounded in the last 50 years to an estimated population of nearly 30,000.

Blue whales can be up to 100 feet long and weigh as much as 150 tons. They swim individually or in small groups, and are commonly seen traveling in pairs. Approximately 2,000 blue whales live off the California Coast. The Blue whale is listed as endangered. There are only an estimated 12,000 in the world.

Enjoy Dana Point Harbor and the Orange County coastline with Dana Wharf Sportfishing. The warm waters are home to dolphins, harbor seals and California sea lions. There's bountiful fishing of sand bass, halibut, yellowfin tuna, albacore—just to name a few. This resort vacation is an experience you wouldn't want to miss!

For more information or reservations call 800-241-3333, or call the hotel directly at 949-240-2000, or visit The Ritz-Carlton Web site at www.ritzcarlton.com

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