

DJ4PROFIT

**The Ultimate A-Z System Designed to Build and Perfect
your Mobile DJ Business**

By James Wedmore



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The DJ-4-Profit System

The Ultimate A-Z Guide System designed to Build & Perfect your own Mobile DJ Business

by
James Wedmore

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An Introduction:

Are You Ready to Start Your DJ Business?

Welcome to DJ-4-Profit! Thank you so much for your investment in this course. As I type these first words, I am so excited to get started! Why? Because this is much MORE than just a course on how to start and run your Mobile DJ Business! This is an instruction manual for your life! By starting and growing your very own DJ Business, you will be experiencing a life of Financial Freedom, Independence, Confidence & Wealth! It will be such an incredible journey for you with so much to learn along the way! Everything I am sharing with you is based on firsthand experiences that I have learned throughout the past few years, AND this valuable information will stay with you forever! You will be able to use it in all areas of your life!

What this Course is NOT:

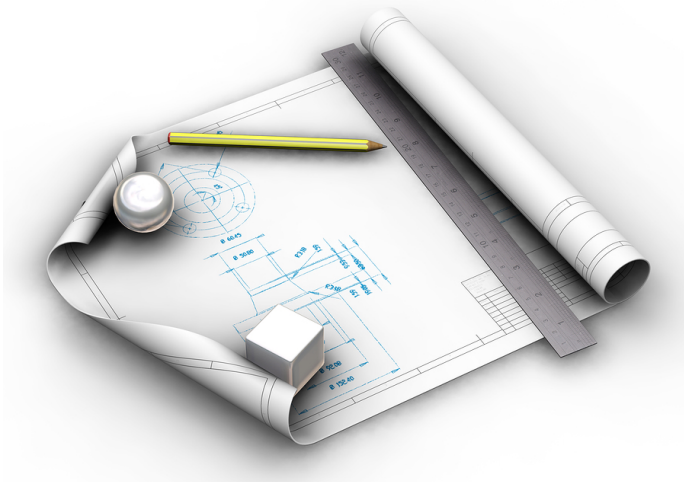
DJ-4-Profit is NOT a guaranteed success “pill.” Simply purchasing this course material will not guarantee you anything. You must be willing to put forth the energy and action to accomplish your goals as a successful Mobile DJ!

What this Course IS:

This is an EXTREMELY thorough guidebook on everything you need to know about starting, running, marketing and growing your very own DJ Business. I will hold your hand as you go step-by-step to accomplish your goals.

It is the sum of all of my real life experience AND the continual research and knowledge I have on Business Fundamentals, Effective Marketing Principals, & Effective Resources. Nothing is held back; there are no gaps or holes; it is all laid out here for you.

All you have to do is take action!



Who is James Wedmore?



There may be times throughout this book when you may doubt me or some of my suggestions. By introducing myself, my intention is to get you to trust me. For everything I share is based on my experience, the experience of others, or tested research.

I have been extremely entrepreneurial by nature (a quality that I assume you possess as well!). I have always found myself looking for new and unique business opportunities. My journey began back in 2002 when I found myself with a flat tire right in front of a bartending School. I walked in to use their phone and walked out with a receipt for enrollment.

Fast forward a few months later and I was already bartending private events and getting paid GREAT money-I was hooked! I took my little business and decided to see what would happen if I expanded...

I got my hands on every business, sales & marketing book I could read. I tried EVERYTHING and had the luxury of testing it on my bartending business! Some of the techniques and strategies I implemented worked, while others didn't. But over the years my bartending business grew enormously. I hired on a large staff and started to provide additional services *including DJing!*

Then, in 2007 I wrote a book documenting everything that works: **Bartend-4-Profit**.

It was the sum of everything I had learned, and the book was a GREAT success! My business kept growing, and I continued learning. Then in 2009 I sold the business to a competitor.



Today I also speak on Social Media and Internet Marketing to business professionals everywhere.

That brings us to current day...



DJ-4-Profit is the sum of all my business & marketing experience & knowledge. It is sound business advice. It is a roadmap for success and tools that you can use forever. The advice shared with you inside these pages is designed to help short cut all the pain & agony I dealt with as I grew my business. Let's skip the trial & error and let me show you what really works!

Why Mobile DJing?



I shouldn't have to convince you too much about the benefits of owning and operating your very own Mobile DJ Business, but here are a few reasons:

1. Very Lucrative

There is no doubt that the Mobile DJ business can be very lucrative with some entertainers charging as much as a few thousand dollars for the evening.

2. Low Start-Up Costs

A lot of the crippling factors that cause entrepreneurs from starting the business of their dreams boil down to lack of capital. MOST businesses require a great deal of money to get started. Fortunately for us, your DJ business does not take much at all to get started. It is also very scalable. It will be very easy for you to begin small and slowly invest more over time as you watch it grow.

3. Part-Time Hours

Just as important as money is time. There is nothing better than working part-time hours and getting paid full time wages. Your DJ services will be required generally on Friday & Saturday nights leaving you free to get a second job, travel, or do nothing during the rest of the week!

4. It's Fun

There is no doubt that DJing is fun-that's probably the FIRST reason you wanted to do it! It is a great feeling to use your creative freedom to take control of a special evening and create a wonderfully successful party.

5. Always in Demand

No matter the economy, people will always have weddings, birthdays, anniversaries and other special events. I know of no new technology coming our way that threatens the existence of the DJ. You should always be in demand and have a job!



6. Get Paid to do what you LOVE!

If you are passionate about music and DJing, then there is nothing better than getting paid to do what you love. Enough said.

A Few Assumptions About YOU:

I can imagine you have a few assumptions about me and this course you have invested in: Will it work? Will I understand it? Will it really help me? But just the same, as I have invested in you, I must have a few assumptions for you as well:

1. **You Have Some “Start-Up Capital”:** Mobile Djing is an incredible business opportunity because it requires very little capital to begin. But you must expect to spend some funds in order to get going. Obviously, your equipment can set you back a bit depending on what your budget is. My job is to assist you in finding the most cost-effective options.
2. **You must be motivated.** You must have that burning desire to build your DJ Business. I discuss this more in detail below in “The Right Mindset” section.
3. **You have basic computer skills.** I break down everything as much as possible so that you can easily obtain professional websites, logos, and much more. But you must know how to “surf” the Internet, use a word-processing program, and have the ability to work with your computer.
4. **You Must have Passion.** If you are only starting a DJ Business because you know it is lucrative, that is simply not enough. You must have a strong PASSION for music, for DJing & for People. Your outgoing personality will go a long way towards bringing you great success. Enjoying what we do also goes a long way towards creating success.



The Right Mind-Set:

I actually love talking about “Mind-Set,” because I feel it is so important. If you’ve ever heard anyone say, “Attitude is Everything!” or “Think Positive!” there is a reason for it...the right mind set really works.

Fortunately, you have already begun to shift your mindset simply by investing in this course.

But what I would also like you to do is open your mind a bit more. Open your mind to more possibilities and ignore that voice of negativity and fear in your head. If I share with you a principle designed to make you \$300/hour, don’t immediately say, “Oh, I could never make that much!” That would only become a self-fulfilling prophecy.

It is all about Action!

Positive Thinking is very important. But remember, success is also derived from *action!* This section is broken down into the easiest of steps that offer as much detail and information as possible.

In short: I have completely simplified the entire process. You simply need to act, and act *now!*

You may find yourself hitting roadblocks or making up excuses not to continue with the DJ-4-Profit System: you are too busy, too tired, or work is stressing you out.

Use these excuses as motivating reasons to continue, *not* to stop.

Let me reiterate that: Your excuse of working too much or that you are too tired is *not an excuse!* It is a factor of your current situation that you must use as motivation to change and succeed.

Remember: *Do less, make more!* If you complete the program and create a successful, income-generating business that you enjoy, you will be working less, stressing less, and enjoying life more!

The more you can imagine what it will be like to be the owner of a successful business that you enjoy, the more easily it will become a reality for you!

“You can bring a horse to water, but you can’t make it drink!”

Excuse the cliché axiom, but right now, you are that horse. You currently have everything at your fingertips to succeed in a very lucrative business. This is no scam, pyramid scheme, or risky venture. Mobile DJing is a tried and true business that has great potential and requires very little capital. If you’ve ever been to a party, you’ve seen a DJ having lots of fun with the crowd and he got paid for that!

So you really have no excuses. No matter how busy you find yourself, find a way to complete the steps and start your new business. Take baby-steps if you must, but the idea is not to give up.





One Last Warning:

I will be blunt, to the point, and extremely forward. I will not “sugar-coat” things. I will tell you exactly what to do and exactly what *not* to do. Therefore, I think you will appreciate my style of teaching.

Please know this: I want you to succeed. I am a teacher by heart, and I want to share my knowledge with you.

With all of that out of the way, I think it is time to get started. If you turn the page, you will see your first of many steps. I wish you the very best of success!

Best of luck,

A handwritten signature in black ink that reads "James Wedmore". The signature is stylized with a long horizontal stroke at the end.

James Wedmore

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PART I: Building Your Business





Part I: Building Your Business:

In this first section, we will discuss some of the most fundamental steps that we must take to start your DJ Business from scratch. We will do some goal setting, share some business and legal information, point you into the right direction for market research and much more.

But before we get started, I want to ask you a question...

What does it take to be a Successful Mobile DJ?

What do you think it takes to make it as a Successful DJ? What qualities will you need to possess that your competition lacks so you can book the gig every time?

Outgoing & Friendly:

A successful DJ does not hide behind his booth in the corner of the room. He is talking to the crowd, getting a feel for the guests' interests & promoting his services. A successful DJ must also be able to confidently discuss his business & services with his prospective clients. He must make his customers feel comfortable about using his talent.

Entrepreneurial:

A successful DJ has the entrepreneurial drive. What does this mean exactly? He is always thinking of ways to improve himself and his business. He spots opportunities that will allow him to grow and succeed in new ways. What started out as a side-gig for some extra cash will quickly turn into a state-wide DJ empire.

An Action-Taker:

A successful DJ is an action-taker. He does not just say it, he does it. He is motivated, & dedicated to take the action needed to build and grow his business. He is not afraid of failure, he knows that it is only a temporary defeat, and it is simply bringing him one step closer to success.

Passionate:

A successful DJ must also love what he does for a living. He must be passionate about DJing, music, dancing & people. When the successful DJ does what he loves BECAUSE he loves it, success becomes inevitable.

With that in mind, let's go ahead and get started with the first section: Building your Business.

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I

Chapter #1 Market Research



Welcome to the most boring YET most IMPORTANT step of the entire business-building process: Market Research.

Market Research is that FIRST step that all major start-ups take in order to test the market and see if there is a demand for their product. It's a way businesses can get an idea of who their customers are so they can market to them successfully.

It's also the step where businesses decide NOT to start because data they receive is not conducive to a profitable business venture. Fortunately for us, we have already made a decision to COMMIT to succeeding in our DJ Business...there is no turning back.

In this first chapter we are going to be...

- Searching your competitors in the area
- Finding out HOW your customers are finding their DJs
- Defining our IDEAL Customer

1. Search Out Your Competitors

It is always wise to start by searching for other DJ's who cater to your area. Don't be threatened by these "competitors." Use them as examples to model your business from. When looking at DJ Websites, ask yourself important questions like:

What services/packages is this competitor offering?

How is this competitor getting clients?

What is his target audience?

What do I like about her site/business/brand?

What turns me off about his or her business?

What can I improve on to make my business a better choice?



To find competitors, start putting yourself in the shoes of your customers. How would you find a DJ for the party you are planning? Visit Google.com (+70% of all search engine traffic) and search for terms such as: LA DJ, DJ services, LA DJ business, etc. Make sure to include city/county information so you don't waste your time with competitors on the other side of the country.

You can also search through sites such www.PartyPop.com to find DJs. Once you discover some websites, take a moment to peruse their site, read their copy, look at their rates, and check out their pictures.

Use the list below to come up with as many competitors as you can.

DJ BUSINESS NAME	DOMAIN	RATES	NOTES
1.			
2.			
3.			
4.			
5.			
6.			

7.			
8.			
9.			
10.			

2. Identifying DJ Keywords:

This is an extremely important step, not to be skipped. As we get into the minds of our customers, we want to imagine exactly what they would type into Google in order to find their ideal DJ. These “search terms” that your customers use will become our “KEYWORDS” and they will be integral to the rest of this course.

Fortunately for us, Google has a tool that will allow us to see exactly what people search for and how often. Follow along with the steps below to discover your KEYWORDS.

Note: The Bonus DVD includes a video tutorial on the following steps.

1. Visit: <https://adwords.google.com/select/KeywordToolExternal>
Or, simply Google “Keyword Tool” and click the first result.
2. Click the option on the left of the page which reads, “Website Content”

The screenshot shows the Google Keyword Tool interface. At the top, there is a link to the 'Search-based Keyword Tool'. Below this, the text 'Results are:' is visible. On the left, under 'How would you like to generate keyword ideas?', there are two radio button options: 'Descriptive words or phrases (e.g. green tea)' and 'Website content (e.g. www.example.com/product?id=74893)'. The 'Website content' option is selected. A red box with the text '2. "Website Content"' and a red arrow points to this option. On the right, there is a text input field labeled 'Enter a webpage URL to find keywords related to the content on the page.' with the text 'http://' inside. A red box with the text '3. Enter Domain Name Here' and a red arrow points to this input field. Below the input field, there is a checkbox labeled 'Include other pages on my site linked from this URL'. Further down, there are two links: 'Or, enter your own text in the box below. (optional)' and 'Filter my results'. At the bottom, there is a button labeled 'Get keyword ideas'.

3. Enter one of the domain names of your competitors and click “Get Keyword Ideas”
4. This will present you with a list of RELATIVE keywords and how often they are searched on Google PER Month.

Keywords related to dj - sorted by relevance ?				
hire dj	<div><div></div></div>	12,100	49,500	Add <
party dj	<div><div></div></div>	90,500	368,000	Add <
wedding reception dj	<div><div></div></div>	3,600	5,400	Add <
mobile dj	<div><div></div></div>	40,500	110,000	Add <
dj insurance	<div><div></div></div>	2,900	5,400	Add <
affordable dj	<div><div></div></div>	Not enough data	1,900	Add <
party dj hire	<div><div></div></div>	880	2,900	Add <
reception dj	<div><div></div></div>	4,400	6,600	Add <
american dj	<div><div></div></div>	201,000	368,000	Add <
corporate dj	<div><div></div></div>	2,900	3,600	Add <
di lightina	<div><div></div></div>	90.500	301.000	Add <

5. Begin to write these keywords down on a separate piece of paper. NOTE: Focus on "SPECIFIC" keywords, not broad ones. And don't forget to add keywords or keyword phrases that are similar but still one letter off such as "DJ" vs "DJs"
6. Continue to search your competitors sites for MORE keywords until you have compiled a pretty big list of specific, targeted keywords
7. Now, switch over "descriptive words or phrases" and type out one of the most predominant keywords that has shown up with the competitors lists.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)


☐ Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

add your keyword here!

☒ Use synonyms

Type the characters you see in the picture below. ?



Letters are not case-sensitive

[Filter my results](#)

[Get keyword ideas](#)

7. Switch to "Descriptive Word or Phrases"

Add keyword idea in box

8. Click the "Get Keyword Ideas" button and continue.

9. You will now be given even MORE keyword suggestions
10. Refine your keywords & make a MASTER KEYWORD LIST
 - a. Now you want to take this massive list of keywords and narrow it down to 6-12 that you will be focusing on for your marketing efforts.
 - b. These keywords should be very specific, those most likely used by anyone who is REALLY looking for a DJ, and those which have a decent amount of monthly traffic (anything over 200 hits per month, is great)
 - c. Add your Final Keywords below.

YOUR MASTER KEYWORD LIST:

KEYWORD	MONTHLY VIEWS	KEYWORD	MONTHLY VIEWS
1.		15.	
2.		16.	
3.		17.	
4.		18.	
5.		19.	
6.		20.	
7.		21.	
8.		22.	
9.		23.	
10.		24.	
11.		25.	
12.		26.	
13.		27.	
14.		28.	

Keep the above keywords with you. They will help you every step of the way as we design and create your website, build your social media campaigns, and start to drive traffic to you. These will be the words that people will search for so that you are found easily!

3. Create Your IDEAL Customer

This next exercise is intended to get you to define every aspect and detail of our ideal customer. The better we know our customer, the better we can market to him. This step may be hard if we have never worked an event before, but we can still get a good idea of who our customer is or should be.

Start by answering the following questions below. Close your eyes and get as specific as possible. Your goal is to literally create a REAL person in your head.

What is your customer's name?

Is your customer male or female?

How old are they?

Are they married? Do they have kids? A dog?

What is their income level? Their occupation?

What type of personality do they have? Outgoing? Friendly? Sociable?

What type of music do they enjoy?

What type of party/event are they throwing?

What else do you know about them?

Why will they choose you over all of their other options?

Obviously, as a DJ you find many different types of clients and parties: Anything from High School Proms to High School Reunions; from Weddings to Bachelor Parties and everything in between. BUT, if we can start to capture who our most common customer type is, we can develop a branding and marketing strategy that matches our ideal target audience.

When you write the copy of your website, or any other marketing material, you will simply imagine you are having a conversation with this "Ideal Customer."



Why Does Your Customer Need a DJ?

Let's stop for a moment and ponder this question: Why does someone REALLY need a DJ? If we can answer this properly, we can start to convey to our clientele that we understand them. This will allow us to differentiate ourselves from the competition.

Below is a list of real reasons why your DJ services are needed:

A Party isn't a Party without a DJ!

Whenever a host is throwing an event, their number one motivation for throwing the "perfect" party is to hear the praise and excitement from their guests who rave about it's success. Any GOOD party-thriller knows a party isn't a party without music-and what better way to impress her guests than with a REAL DJ! In other words, ***your customer wants to impress her guests, and she can do that with a professional DJ (you!)***

Let's Stress Less!

Party Planning can be fun, but also very stressful! With "music" being an essential ingredient to the perfect party, your customer would love to stress about one less thing: *The Music!* So, as a DJ, you are providing real value to your customer; don't ever forget this.

It's in the Equipment!

If you've ever been to a party powered by an iPod and a few portable speakers, you know that there is a big difference in the overall quality of the event. (No one dances to a mini boombox!) The benefit

you provide for your customer is among other things, state-of-the-equipment that will provide top-quality sound!

They Need an Emcee!

Your host may want someone else to take control of the night and enhance the mood of the event. A good DJ can make announcements and communicate with the crowd. This is another way we are alleviating the customer's stress and creating value from our service.

There are several other reasons why your customer justifies his need for a DJ, but it is important to identify at least the top four reasons. Why? This becomes the core of your marketing program. i.e., Look at the service I am providing you!

If you look at your competitors' websites, 99% of them have no idea why a customer REALLY wants a DJ and their website conveys that. Their site will say something like, "State-of-the-Art Equipment for your Next Event!" Although equipment-quality IS important, this OTHER DJ has failed to point out that ***a DJ will impress your guests with a party they will be talking about for months to come! It will allow you as the host to worry less and enjoy the event you worked so hard to plan.***

Get the idea?

In Conclusion:

This chapter was designed to get you inside the head of your customer so you can effectively market your business to her. A lot of students that I have worked with start out very nervous and hesitant to charge high prices or accept a lot of gigs. Part of this is a lack of confidence, but part of it is a lack of knowledge and understanding of their market. Know your competitors and know your target audience, and you will be ready for the next chapter...

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II

Chapter #2: It's All in the Name!

Choosing Your DJ Name

There is no better place to start than the fun and exciting task of naming your business and/or your “DJ Avatar” name. Name-choosing is also a very crucial step, because names are permanent. If your audience does not relate to, nor understand your name, you will be dismissed and quickly forgotten.

You may already have a great name in mind for your business. If not, this section is designed to help you create one.



Brainstorming can actually be really fun, because you can get very creative. But before you whip out the pen and paper, I would like to describe your Target Audience.

At the very least, you should have a good idea of who your customer is before choosing a name: **you have no idea how many people will hire you based only on your business name!**

Hopefully you followed the directions of the previous chapter and created an “avatar” for your ideal client. If so, this will help get you on the right track for creating your name. But remember, you are certainly not limited to this audience. I have had clients who are married men, single bachelors, upper and lower-income customers as well, and all should be taken into consideration.

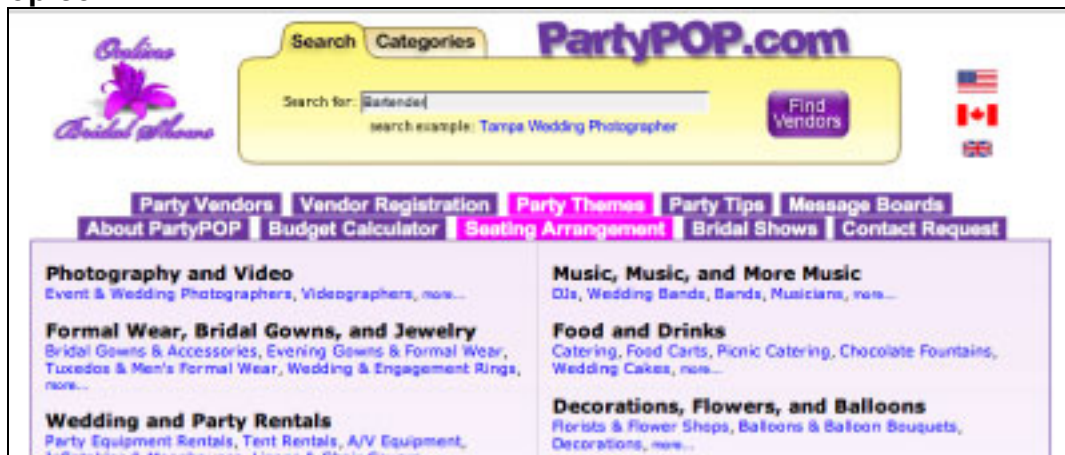
Your goal is to create a name that not only *pops out* at you and your clientele, but also clearly identifies what your business is.

I do not want you to rush this first step. Don't feel that your start-up process must come to a complete halt until you come up with a name. Most likely, the perfect name will come to you when you are not trying to think of one. So don't force it.

Brainstorming:

To help you get started on the Brainstorming Process, I suggest visiting **www.PartyPop.com**. Party Pop is an online directory (like the Yellow Pages) exclusively for caterers, party supply companies, and bartenders. Use their search engine and perform a search on “DJ.”

www.PartyPop.com:



Here you will find many names, some great, some absolutely horrible, but it should help you get those creative juices flowing.

Note: Don't worry about registering for Party Pop just yet, your name will be included in this list soon enough. Just start thinking how you can differentiate from this huge sea of mundane and uncreative names.

Exercise:

Choosing the Right Name:

1. Take a piece of paper and number it 1 to 30.
2. Brainstorm a list of 30 names and write them down on your paper. It will be difficult and it may take some time, but do not give up. **Remember:** *Brainstorming is about creativity, not criticism.*
3. Once completed, read each name aloud and begin to cross off a few you do not like.
4. Take it to the streets. Ask those around you to be candid about your name choices and continue to cross names off that remain unpopular. Don't forget to ask them for additional name suggestions.
5. Narrow your list to 3-5 names.
6. Visit **GoDaddy.com** and check the availability of these names as web site addresses.
7. Sleep on your few remaining names and come back to your “focus group” for a fresh look at the names.
8. Choose one and keep it.

How to Gather Names:

If you follow the previous exercise, you will quickly see how difficult it can become to write out 30 potential business names. But, the more you have to choose from, the better. Listed below are a few suggestions to help you come up with more than enough names.

1. **Impressive Qualities:** Try and think about qualities that you may want to emphasize in your services: quality, personable, premium, technology, entertaining, friendly, hard-working, mobile, portable, small, big, etc.
 - a. Visit **Dictionary.com** or **Thesaurus.com** and search for synonyms. Try putting these words before or after “DJ” or “Entertainment” and see what you get.
 - b. **A Creative Title:** Sometimes the title you have for yourself can substitute just fine as your business name.
2. **Descriptive Words:** People should be able to visualize you and your business just by reading your name. Be sure to use descriptive words such as DJ, entertainment, mobile, music, dance, party, portable, Beats, Motion, Experience, Sounds.
3. **Your Name:** Having trouble being creative? Why not use your own name as your business name. (ex: “John Smith, DJ Services” or “DJ John”) There are a few benefits for using your name as a business name, but I will discuss those later.
4. **Identify Your Location:** Remember, your service is geographically sensitive. That means you are not relevant to anyone located four states away. With this in mind, incorporating your geographical location into your name is a great option. (ex: Beach Cities DJs). Think about local landmarks, monuments, or special features that make your location unique and use them to your advantage.

Essential Name Qualities:

1. **Size:** Don’t make your name too long so it is hard to read, write, or type.
2. **Convert to Web Address:** Your business name should be the same or very similar to your website address. Make the address easy to type and easy to spell.(IMPORTANT!)
3. **Descriptive:** Your name needs to be relevant, clear, and effective. You don’t have brand name recognition like Kinko’s (*what does that name have to do with copies?*) so you can’t rely solely on funny, interesting or unique names. When people read your name, they must know what business you are in.
4. **Creative:** Your name must also be unique and stick out from the clutter. Be clever and creative.
5. **Personality:** Since you are selling *your* DJ services, your business name should let your unique personality shine through. People want an energetic and outgoing individual. Your business name needs to be fun just like you.

Adding a Slogan:

Take your business to the next level: add a Slogan! Try something catchy that sums up your service in twelve words or less.

I suggest using the same brainstorming procedure I showed you earlier. Make a list of 30 slogans and begin to narrow them down. Make sure to say your company name before each slogan to see if the two compliment each other.



III

Chapter #3 Choosing Your Domain Name

Now that your name is locked in place, it's time to choose your domain name. Registering your domain and setting up your hosting is the first vital step toward creating your professional website. Fortunately, these two steps can be combined since most online “registrars” also offer domain-hosting packages. You are basically killing two birds with one stone in this step.

Domain Registration:

Registering a Domain has gotten much easier over the years. What used to cost \$70.00 for a year of registration has been replaced with drastically reduced prices anywhere from \$2.00-\$10.00.

Registering your domain is simply the process of filling out an online form with a “registrar” who keeps a record of your information so that when people type in your web address they will arrive at your website.

To register your domain name, you need to create an address that is similar (if not identical) to your business name.

Your domain name must have the following qualities:

- **End in “.com.”** There is no exception to this rule. Do not use a .net or .org.
- **Be short yet clear:** 8-16 characters in length with no obscure abbreviations.
- **Easy to type and spell:** No words like “exquisite” or “spectacular” to give people room for typos.
- **Include “DJ:”** It should include the word “DJ” or “Deejay” or “DJs” in the title. If you can include a geographical characteristic such as your state or county, you will perform even better in search engine results.

Note: *Don't feel like you have to limit yourself to one domain name. You can literally purchase as many as you would like and have them all “forward” to the same website.*

Follow the directions on Bluehost to sign up and purchase your domain name. Do not forget to purchase your Hosting Account.

Great Tip: *If you choose GoDaddy.com for your website needs, you can perform a Google Search for “godaddy promo code” and find some great discounts! Simple copy and paste the promo codes you find and enter them when prompted at godaddy’s checkout.*

Hosting Account:

Like domain registration, hosting plans have also had a drastic drop in price as more and more options become available to the public. What used to cost more than \$150.00 per month can now be obtained for less than \$7.00.

A Hosting Account is essentially space on a big server that allows you to store information (your website) so that the entire world can view it.

Since the site we are creating is relatively small, I suggest choosing the least-expensive package. This one will most likely offer the least amount of server space and bandwidth. This can all be found at Bluehost’s website.

Server Space:

Server space is described as the maximum amount of information that you can upload to your website. It is measured in “megabytes” and you will not need more than 2 mb for your site, but I do recommend a minimum of 5 mb in your package so you can expand your website safely.

Bandwidth:

Bandwidth can be described as the maximum amount of data that can be transferred to visitors as they visit your site. If your bandwidth is too low, your site will load very slowly and could crash if too many people visit it at once. A minimum of 4 gigabyte is highly recommended.

Once you have purchased a basic hosting package, you will need to do a little work to set it up and attach it to your domain name. Each company’s steps are a bit different but they offer enough live and online support to get you going.

Once again, I recommend Bluehost for your hosting. It is what I run everything off of, and I have never had one complaint. They have incredible customer service and great prices.

Once you have purchased your domain and hosting, you are very close to having your own professional website up and running. We are just a few steps away, but first, we have some other important steps we must take care of, including...

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IV

Chapter #4: Your Goals & Mission Statement



This is a fun chapter where we will take a moment and create some goals for you as well as develop your very own Mission Statement. There are a few reasons this chapter is going to be extremely important. When I look back at all my past students and see which ones succeeded and which ones failed at their business, it really came down to one thing: their goals.

For some, they had no real, defined goals. For others, their goals were too “far-fetched” to be considered realistic. And still others had goals that lacked any real conviction. As a result, they were left not booking events or growing their business and wondering “*why?!?*”

You MUST Have Goals!

Yes! You must have some business goals in place before we continue any further. You need to set benchmarks and deadlines for yourself so that you can track your progress and continue to improve.

These goals can be as simple as setting a date for when you expect to book your first event. Or your goals can be as big as how much money you expect to make by the end of the year/decade/etc.

You *MUST* Know *WHY*!

What I quickly discovered was that goals by themselves are not enough. You must have **CONVICTION** in your goals! You must have an emotional tug that compels you to accomplish these goals. When your friends are all begging you to go out, or you get distracted by something else, you stay right on target, so you can accomplish what you set out to do.

In order to do this, you must have a **WHY**. You must create emotionally-strong reasons for accomplishing these goals (no matter how big or small).

Let's say we set out to create a goal to quit our day job in 6 months and work "full-time" on our DJ Business. That is our goal! But we must know **WHY** we are working so hard to accomplish that goal. It could be: "because I hate my boss and I hate my job so much that if I stay there any longer I am going to have a mental breakdown!"

NOW! THAT is a compelling reason to get you off your butt and work on your business, right?! That is a strong **WHY**!

I have created the following exercise so you can have some goals for your DJ business, but even more importantly, you will have some clarity.

Goal Assessment Exercise:

1. Date Business Started: _____

2. WHY do I want to start a DJ Business?

3. When my DJ Business is a SUCCESS, what will that look like for me? How much will I be working? How much will I be making? How will this make me feel?

4. What will it take from me for my DJ Business to be a SUCCESS? What qualities will I need to possess?

5. Write a Statement below that describe your goals for the next 6 months. Follow the formatted example below:

(Example: In February, 2011, I will have a consistent gig booked every weekend bringing in an average of \$450 per event)

6. Why MUST I accomplish this goal?

Your goals are now written on paper. Whenever you find yourself lost, it may be advantageous to come back to these goals and remind yourself exactly why you are taking the steps that you are.

What if I FAIL?

A lot of my students never start their business because they simply fear failure. Others will never reach their full potential because they don't want to experience the pain and frustration of failing.

I am here to tell you right now that you will FAIL! You will make temporary "failures" (even though I will do a lot to shortcut any pain and frustration). Anytime you start a business, failure is inevitable. If you fear failure, it will block you from ever succeeding.

Instead, we need to reframe our definition of failure. Each failure that we experience is a step closer to our success. Every time we make a mistake or fail, we will learn a lesson that will allow us to continue on our path to success.

So, take my suggestion and embrace failure as part of your journey to success!

Your Mission Statement:

Now that we've created goals for yourself, I'd like to take a moment and create some goals for your business. According to Wikipedia.org, a Mission Statement is

"...a formal short written statement of the purpose of a company or an organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making."

If we create a simple Mission Statement for your DJ Business, it will guide us as we build and market your business. It will also serve as a notice of professionalism to your customers.



Writing Your Mission Statement:

A great Mission Statement is short, to the point, and powerful. It tells your audience exactly what your business is, the service you provide, and the level of excellence at which you provide that service.

The following is an example of a Mission Statement you may use or modify:

ABC DJ's Mission Statement:

To provide our clients with the highest quality music and entertainment for their event with a clear distinction of professionalism and impeccable service.

This is a simple example. Yours can be longer or shorter if you like. A completed Mission Statement will be beneficial to both you and your customers, so brainstorm a few examples and write your final mission statement below:

MY MISSION STATEMENT:

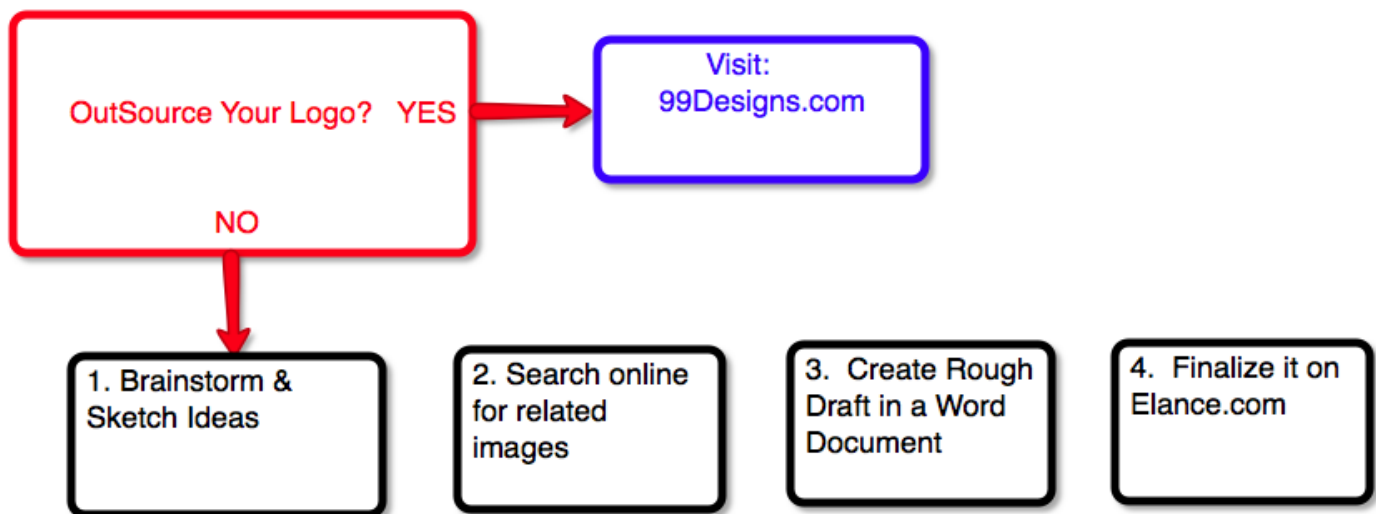
In Conclusion:

This chapter was designed to help you find clarity both for yourself and your business. Print out your goals, tape to your desk and remind yourself of them daily. Keep yourself motivated and watch as you accomplish your goals and create new ones. With that, we are now ready to start...

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V

Chapter #5 Creating Your Logo



A logo is the visual representation of your business and will distinguish you from the competition. It can be as simple as a specific font or as elaborate as an ornate picture.

It is imperative that your business has a logo. You will stand out as a professional among many amateurs.

From this point forward, I am going to ask you to choose a path. There are two options for you:

- a. The Quick-Yet Expensive Option
- b. The Difficult-Yet Inexpensive Option

Option A: Outsource it!

I am a huge fan of outsourcing. Let others do the small work for you while you go make the big bucks. But I am also aware that you may be on a tight budget. If so, Option A might not be right for you.

How to Outsource:

For your logo, I recommend an incredible resource: 99Designs.com

You simply post a project, and graphic designers from all over the World create proposed logos and send them to you. You choose the one you like and only pay for that one. It is amazing! The only drawback is that you can expect to pay about \$300 for this.

Option B: Do it yourself!

Now, even Option B may include outsourcing it, but it is a lower-cost method of doing so as you will see by my steps below.

Note: *I am making the assumption that you do not own nor know how to operate Adobe Illustrator or some similar vector image software program. If you do, or have access to a program such as Photoshop or Quark you have a leg up on the competition.*

With the assumption that you have no graphic design skills and “not a creative bone in your body,” we can still create a beautiful logo that accurately represents your business.

Brainstorming:

1. Before we get started, why not peruse the Internet for other examples of logos that you like. Start with DJ websites and then branch off into completely unrelated companies. Observe what features you enjoy about their logo.
2. Take some notes and try to sketch out any type of coherent logo the way you see it in your mind.



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The Rough Draft:

1. **Create a Folder:** This is a very important step in the entire Business-Building Process; we might as well do it now. Create a separate folder on your computer's hard drive so you can store all of your files.
2. **Search Related Images:** Whether you search "Google Images," Gettyimages.com, or any other database, your goal here is to "surf" the web and gather as many relative images that you could possibly use for your logo. Here are some examples of common DJ images:
 - a. Turntable
 - b. Speakers
 - c. Music notes
 - d. DJ figure
 - e. Record
 - f. People dancing
3. **File your Work:** Save and store all relevant pictures and graphics into your labeled folder on your computer.
4. **Search Fonts/Dingbats:** Visit a font website such as **DaFont.com** and begin to search and download fonts that you like. Take your time and browse the pages for fonts and save them to your computer.
 - a. You can also download "Dingbats," which are font symbols and pictures that represent each letter and number on your keyboard. There maybe some "Dingbats" for a specific image you want as a logo or picture on your business card, so do some searching.
 - i. While on Dafont.com, try searching for: "Deejay Supreme," "Superstar DJ" and "KillerDJ."
5. **Test-Drive your Fonts:** In Microsoft Word, type out your business name in the different fonts you have downloaded. Don't forget to try default fonts already found on your computer.

Note: *Make sure you make a note of the Fonts you like by labeling the font name and where you found it.*

6. **Adding Pictures to Words:** After you have a few fonts that work, try inserting your downloaded images and matching them up with your typed business names.
7. **Narrow your Choices:** Keep playing with your fonts and pictures until you find something that really seems to work.
8. **Work with Color:** It is also very imperative that keep in mind the important role that color has in your logo design. Choosing the right color scheme of complimentary colors is crucial.

Note: *This is only meant to be a "rough draft." This is not a perfected image! Ugly, pixilated images are accepted!*

If you are still not capturing the right logo that you have in mind, try sketching your idea out on paper and scanning it to your computer.

Hopefully, with a little work you should have some idea of how you want your logo to look. Don't worry, it will look very professional by the time we finish here, and I will show you how.

Logo Creation:

This is how we turn your simple, "mock-up" rendering into a truly professional logo. We will be "outsourcing" your logo design.

1. **Set-Up with Elance:** Sign-up and Log in to **Elance.com** or a similar website offering freelance programmers and graphic design artists.
2. **Post your Project:** Follow the steps to post your logo design project. Make sure to include the following:
 - a. Request a logo design based on your "mock-up."
 - b. Require the finished product to include a vector file (.ai) along with four different sizes in a .png or .gif format ranging from small, medium, large and extra large.
 - i. The .png or .gif format will allow you to immediately place your logo in letterhead, thank you letters and other Microsoft Word-type documents while the .ai file gives you a "master copy" of your Logo which can be altered at any time by anyone with Adobe Illustrator.
 - c. Send the designer your "rough draft" notes, font choices and images that you used to create your "mock-up."
3. **Accept a Bid:** Choose a Graphic Designer who complies with all of your requests and meets your price budget. You will be surprised to see you can get an excellent logo for anywhere from just \$50-200.00 and in very little time.

Without any problems, you should be presented with a wonderful logo that you are very happy with. Don't hesitate to inform your designer if he gave you something that you did not ask for.

You may have to be a little stern with some designers, but before you know it, you will have the perfect logo.



VI

Chapter #6 Getting Legal & DJ Associations

The following step is one that you really may perform at any time, but I always suggest: “the sooner, the better.” You will still be able to book events, but having completed this step will help make your business more legitimate and professional.

Your DBA/FNS:

A DBA or “Do Business As,” is the same as an FNS or “Fictitious Name Statement.” It is simply a form that you fill out with your county that declares you are doing business and making money under a specific name.

- It is illegal to conduct business under a name that is not registered.
- You technically have 40 days to register your DBA after you begin conducting business.
- You cannot open a Business Account at your bank without a DBA.
- Filing a DBA allows you to protect your business name.

NOTE: *You do not need a DBA if your chosen Business Name is your actual name. (Ex: John Smith Mobile DJ does not require a DBA.)*

The good news is, there are several online services that will fill out all of the paper work and everything else required for a very inexpensive price.

I used **FileDBA.com** and paid only \$100.00 (you can also use **www.Legal Zoom.com** for this), and they took care of the rest. It is a two-month process, but you should not let it impede the rest of your business-growing process.

Business License:

Most cities will require that you also have a business license in order to legally operate within their city limits.

Simply contact someone at your local city hall and inquire about what you will need in order to be legal and legitimate.

Trademark:

Since you now have a great business name and logo, you may want to consider protecting it from competitors. A logo that is trademarked will prevent others from stealing your identity.

I highly recommend visiting **www.LegalZoom.com** for your trade marking services. But keep in mind, it will cost about \$500.00. So unless you have the disposable income to pay this fee, I would wait until your business is making money.

Your DJ Insurance:

Don't worry about your insurance for your first event, it shouldn't be something that holds you back from starting. BUT it doesn't mean insurance isn't extremely IMPORTANT for you, your equipment and your customers. It shows professionalism and responsibility.

I recommend getting insurance through The American Disc Jockey Association (**www.ADJA.org**). You can learn more here:

<http://www.adja.org/member/insurance.asp>

To start, a 12-month "DJ Liability Policy" is \$150 and just \$50.00 a year after. Becoming a member of the ADJA is also highly encouraged.

Joining DJ Associations:

Joining DJ Associations have several benefits. For starters, the community aspect that each one fosters is very supportive. You can grow and learn with other DJs in your area and across the country. You can also connect with local DJs and get access to equipment on a moment's notice. On top of that, putting these associations' logos on your website, business card etc is great credibility for you! Your clients will be very impressed.

Below is a list of the most popular DJ associations that I recommend researching and joining:

- The American Disc Jockey Association (www.ADJA.org)
- Global Mobile Entertainers Association (www.GlobalMobile.org)
- Mobile Entertainers Guild of America (www.MegaDJs.com)
- National Association of Mobile Entertainers (www.DJKJ.com)
- National Club Industry Association of America (www.NCIAA.com)

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VII

Chapter #7: Your Business Line

One of the most important qualities that you can have as a Mobile DJ is the quality of distinct professionalism. As you will soon realize, this will become a common theme throughout this manual.

One of the FIRST things you can do to immediately boost your professionalism is set up a professional phone number for your DJ Business. We also want to set it up now so that our business cards, website, etc will reflect this number that we've chosen.



Why a Separate Phone Number?

The last thing you want to do is have potential clients calling your cell phone with you answering "Hello?" Even worse, when you don't answer, their call will be forwarded to your personal voicemail message. It lacks professionalism and creates a complete disconnect with your business image.

Instead, your customers will be calling your 800 number which will take them to an automated voice machine which can direct their call to the appropriate extension. In short, you can create the appearance of a large business simply by adding a business phone line.

There are plenty of other benefits as well. Your business line can also serve as a fax line. You don't need to purchase another phone, all calls will be forwarded to your existing phone. And, if you miss a call, your voicemails can even be emailed to you.

How to Set Up Your Business Line:

I recommend one of two services for your business line:

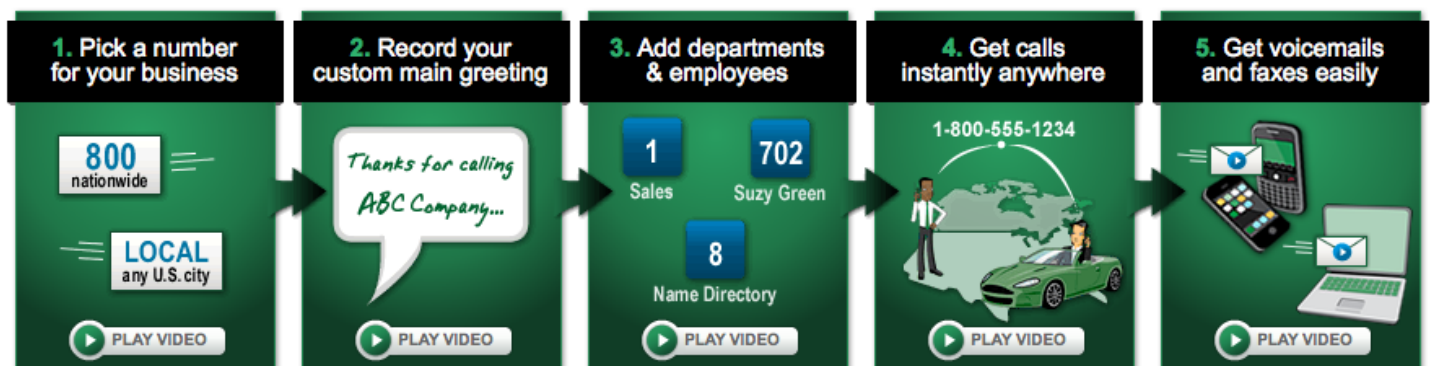
1. Google Voice

Google Voice is free and has a myriad of options! The only real catch is that you have to be “invited” to use this service. But you can easily buy someone’s Google Voice invite on eBay for \$5.00 or less.

2. Grasshopper

The service I also recommend (and use myself) is Grasshopper. It offers every feature you need to have a versatile business line, and it is only \$10 per month!

Here is How it Works:



1. Your customer calls your new business number that they found on your website or business card.
2. They are greeted with your welcome message:
 - a. *"Hello and thank you for calling ABC Mobile DJs serving all of Orange County's parties and special events. If you know your extension, you may dial it at any time. <pause> To inquire about a DJ for your next event, press 1. <pause> If you have already booked an event with us, and you have questions regarding your party, press 2. All other inquiries, please press 3. Thank you very much and have a great day."*
3. Your customer will choose the appropriate extension and will be forwarded.
4. The business line will then be forwarded to your primary phone line and you will be able to answer.
5. If you are unavailable, the customer's message will be forwarded to both your phone and email.

It's that easy and simple! But most importantly, it creates a profound sense of professionalism for your clients and really increases their customer satisfaction. Grasshopper, is really easy to set-up and you can be using it in just a few minutes!

To get your hands on Grasshopper today AND waive the \$25 initiation, click here:

<http://www.Grasshopper.com/save25>

A Few Notes:

The benefit of professionalism is just the start for setting up your business line. As you think bigger and decide to grow your business, your phone system will allow you to hire on a secretary and additional DJs who can field calls for you.

In Conclusion:

I must insist that you invest in your business line now. It will easily pay for itself every month and it will be one of the few business costs that you have. Not initially investing in my new business line was a mistake I learned the hard way; after having business cards made and a website designed, it was not easy to go back and change that information. Learn from my mistakes and get your number set in stone now.

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PART II: The Art of Deejaying





Part II: The Art of Deejaying

In this section, we are going to discuss everything specific to DJing at private events. This will include a comprehensive buyers list for your equipment, how to price your services and much more. Here is where we really start to put together the details of your business and set up some systems that make your life a bit easier.



VIII

Chapter #8: Learning The DJ Industry

This chapter is intended to give you a bit of perspective on the DJ Industry. Be wary, I cannot verify these numbers and statistics, and I am sure most are out of date. But nonetheless, they should give you a good idea as to what you are getting into.

Who are DJs?

Check out some of these stats as recorded by The National Association of Mobile Entertainers in 2004:

Out of all the Mobile DJs that exist in the United States:

20% are Full-Time Entertainers. They have no additional job or business other than their Mobile Entertainment business. Most of the time these business owners employ several other DJs to work under them.

60% are Part-Time Entertainers who treat their DJ business as their primary source of income, but still have secondary streams of income as well. They focus primarily on their DJ business, but it is not the only business or job they have.

20% are Part-Time Entertainers who consider DJing a secondary source of income. This segment of the population has a job or other source of income, and simply supplements DJing as a secondary income stream.

DJ Rates:

According to the American Disk Jockey Association, a night's worth of DJ services can range from \$300 to \$3,500 for a four hour event. These differences in wages come down to several factors, including: emcee abilities, music requirements, equipment needed, and of course, marketing and branding!

Also according to the ADJA, the average DJ will invest anywhere from 12-30 hours for a single event. This includes marketing, planning, talking to the client, prepping the venue and playing for the evening. You need to keep this information in mind when setting your commitment level and your rates!

Private Event Statistics:

Here are some interesting statistics about special events and DJs:

The music or entertainment chosen for a special event (especially Weddings) affects 80% of the success or failure of that particular party.

Over 70% of all Weddings in the U.S. actually hire a Mobile DJ to provide the music and emceeing for the event.

The average Wedding budget reserved for the entertainment is between 6% and 8% of the overall budget. *((Ever thought about asking your client what their budget is? It will help determine your price!))* 70% of brides wish they would have invested more time finding a better DJ for their wedding. 100% were willing to pay more for a better DJ.

Of all the couples who used a live band or entertainer for their Wedding, 65% of them regret the decision and would have rather hired a DJ.

Why is this Information Important?

Firstly, we are getting a better grasp on our market. What are our competitors like; what does our customer want?

But more importantly, I am sharing extremely valuable market information that you can share with your clients. This will help book more gigs and book them at a higher price.

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IX

Chapter #9: Learning to DJ

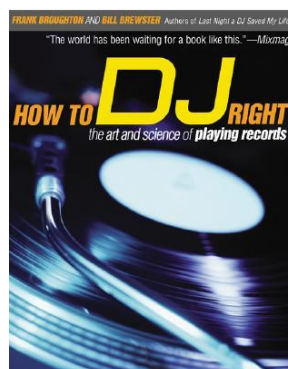
DJing is an art and a skill. Although the common person thinks a DJ is simply a guy with an iTunes playlist, a DJ's true talent comes with his or hers ability to read a crowd and play the best possible song that captures mood and intensifies the moment.



True DJ skills can take years to master, but luckily for you, it is quite easier to start DJing for weddings and private events than it is to get gigs at a club.

We will not be discussing the in-depth techniques and strategies for learning how to DJ in this specific manual (that in itself is a whole other course!) I will trust that you have some basic knowledge of how to DJ as we continue. Instead, my job is to prepare you for everything that awaits you as a Mobile DJ business owner.

If you are looking for more information on how to DJ, I highly recommend this incredible book by Frank Broughton and Bill Brewster: **How to DJ Right**



The remainder of this chapter is designed to give you some quick tips and DJing at private events. These are quick pointers and tools that you can use to better ease your transition into Mobile DJing.

Having an Extensive Knowledge of Music:

One of the biggest things that seems to intimidate beginning DJ's is their supposed lack of music knowledge. Some feel they need to know every single major recording artist for the past 60 years because they can do their first event.

I am here to reassure you that you do not. Your expertise for music will come as you perform. The more events you play, the better you will get at learning artists and their music.

For now, I have included your Essential Playlists that you need to have. This will serve as a great foundation, but you should be on a never-ending quest for seeking out new music.

Also, keep in mind that every event is different. The more you know about the crowd you are playing for, the better you can prepare with the proper music selection.



Keep Your Music Organized:

While your DJing, you'll notice that inspiration kicks in and you'll make random choices for new songs and directions in your playlist. This happens partly because you are feeling the vibe and energy of the crowd. If you can't reach the desired song that you (or someone has requested) in a matter of seconds, you need to re-think your filing system.

Obviously, if you are on a laptop, iTunes is going to be a very easy way to categorize and find your music. Just make sure that you have properly labeled all of your music before arriving to an event. Mislabeling is a bad thing!

On Downloaded Music:

I won't touch upon the methods of downloading music too much. I should encourage you to purchase all of your songs, but I know most people have a way to get the music they want for free. But keep in mind, downloading free music results in songs with poor quality, missing fragments, or corrupts bits. Test-play all of your music FIRST! The last thing you want is a large error-sounding screech to play on your system in the middle of a set. People don't like that.

How Long Should Your Playlist Be?

When playing a four-hour event, do not plan for only four hours worth of music. For starters, some songs will not resonate well with the crowd and you will quickly switch to the next song. On top of that, expect that the client of a successful party will ask you to stay another hour. I try to add an additional 1.5 hours of music to any gig. I suggest you do the same.

Reading the Crowd:

Worried about whether or not the next track will spike up the energy levels or chase everyone off the dance floor? The better you get at reading the crowd and their energy, the less you have to worry about them clearing out the room. Here are some great little tricks to help you read the crowd:

Get the Girls on the Dance Floor:

The females are always less intimidated by an empty dance floor than the males. Play some songs that are tailored to the women of the group and get them out there dancing.



Look for the Alpha-Dancers:

Pick one to three key people who seem to control the energy and flow on the dance floor. Are they grabbing others and getting them to dance? Are they the center of attention? Focus on them and tailor your songs to their liking. If you sense that they dislike a particular song, quickly change it. They will be your biggest ally for creating a perfect night.

Make Eye Contact:

Don't disconnect yourself from your audience. Make eye contact and smile at the crowd. Read their facial expressions and let them read yours. Make friends with individuals in the crowd and they will help you control the flow of the party.

Watch for Cues:

Always be watching the crowd as you make changes in your music. Are people approaching the dance floor or leaving? Are people staring at your DJ booth waiting for something? Learn to interpret what this means and adjust your music accordingly.

Taking Requests:

Taking requests is great because it helps you to give a feel for what the crowd wants. I suggest having a "request form" on your DJ table for guests to fill out. The problem you'll run into is that one request for an awful song that everyone hates. The solution: notify the party who requested the song. *"This next song was requested by Allison..."*

Be More Than Just a DJ:

If you truly want to be a great DJ, it goes far beyond simply playing great music at the right times. You need to be an entertainer. You need to have a friendly, outgoing personality that encourages socializing among the guests. This could mean performing party games and fun dances like the conga line, limbo, etc.

You will also be appointed the task of encouraging everyone to get on the dance floor. So make sure your energy levels are high and you are building rapport with the guests from the moment they arrive.

Changing Your Genre in a Set:

Even though you may be playing a set that the crowd is simply eating up, you don't want to keep it going for more than 3 to 4 songs. (Remember, always leave them wanting more!) But the big reason for switching up the genre is avoid alienating other individuals in the crowd. If you start to get an influx of requests you can see that as a sign that this is already happening. These "alienated people" will affect the mood of the party if they are not catered to.

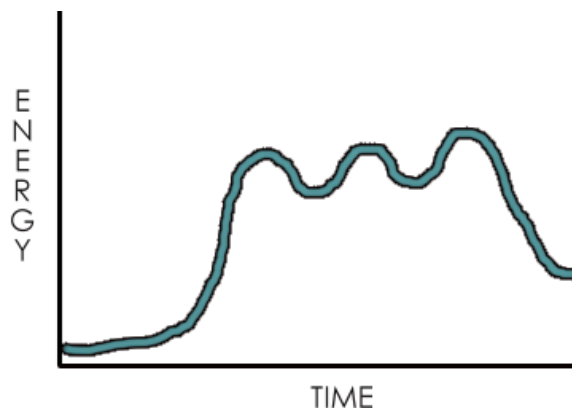
Playing Remixes:

Want to really "WOW" your crowd? Play unique remixes of everyone's favorite songs and you're sure to set yourself apart very quickly. You should always have a few remixes in your arsenal ready to play at a moment's notice. For great remixes, visit: www.YourRemix.com

Your Roller Coaster Set:

As the night progresses, (remember, no two events are ever the same), your music will change. You need to recognize that there are different songs to play at different times in order to reflect or change the mood at that specific moment.

The following is a list of different types of songs that can be used at different times throughout the night. Your job is to be able to identify which songs fit into these categories.



1. **Elevator Music:** This is the background music that sets the mood for socializing. These are songs that will be perfect to play at the beginning of any party while guests are arriving and drinks are being served. This is also a chance for you to watch the crowd closely and see just exactly what type of music they like or dislike. Remember to keep the volume low enough so people can carry on a normal conversation without yelling.

2. **Rug-Cutters:** These are the songs that get people out of their chair and onto the dance floor. These are songs designed to get people to start “Cutting a Rug” (excuse the horrible cliché!) These are huge transitional songs that you know when spike up the energy levels and get people moving. These are also “safe” songs that you know a majority of people will dance to. Great Rug-Cutters that get people running to the dance floor include Sir Mix-A-Lot’s “Baby Got Back,” ACDC’s “Shook Me All Night Long” and Michael Jackson’s “Thriller.” (NOTE: Keep in mind, every type of party will have a different type of “Rug-Cutter” song.)
3. **Climax Music:** You should have a few mini-climaxes throughout the latter half of the night. This happens when the energy is at it’s highest and everyone is dancing. Climatic Songs are the ones with the most energy. Ideally, you are getting your crowd into a Peak State. This means you can’t get anything else out of them. Be wary not to keep them at this level for too long. You risk overextending them and losing their energy for the rest of the evening.
4. **Wrap-Up Songs:** This is the music you play after your final Climax. You have to guide your crowd from it’s Peak State into a happy positive mood that is has no problem with you wrapping up the evening. Unable to properly wrap up your set with the proper songs and your guests will simply keep dancing. You will have a hard time getting out of there if you can’t wind down your set properly. Some great Wrap-Up songs include Kid Rock’s “Picture,” Gwen Stefani’s “4 in the Morning,” and Led Zeppelin’s “All of My Love.”

DJ4PROFIT

X

Chapter #10: Your Essential DJ Equipment



One of the biggest benefits of starting your Mobile DJ Business is the low start up costs AND the low maintenance costs. Contrary to what you may think, you do NOT need to spend a lot of money on your equipment for your first event. In fact, many of you may already own all or most of the equipment that you need to get started. I have seen a lot of my students who simply had a passion for DJing and decided they wanted to make some money on the side.

Keep in mind, one of your abilities to charge higher prices comes from providing better equipment to your clients. With that in mind...

Your Business is an Investment:

As you are now a business owner, it is important that you think like one. When you walk away with +\$1,000 cash at the end of a successful night, the last thing you want to do is blow all of that money. You need to start by creating a rule for yourself on how much money you will put into an “investment account” for your business. If you take 10-20% of your earnings and save it up, you can reinvest it into new and better equipment as you grow and expand.

With that in mind, don’t feel that you need to start out with the best equipment right out of the gate. You can start upgrading slowly as you continue booking more and more events.

The Right Equipment for the Job:

Keep in mind that different events will require different equipment. You may be asked to perform outdoors at a 5K or in the living room of a small house. You could have a birthday of 25 people or a wedding of 200. Make sure you always collect the appropriate details from your client so you know exactly what to prepare for before arriving.

You will really want to find equipment that will accommodate any party or event across the board. On top of that, you want to have a minimalist approach. Taking two hours to set up is unacceptable. It IS possible to get all of your equipment to fit in a 4-door sedan and set up in under an hour.

Purchasing the Right Equipment:

Below is a comprehensive Buyer’s Guide for all of the essential DJ equipment you will need to complete a successful evening of DJing. But before we get into it, I will share with you the exact setup I used for my setup:

LAPTOP: Macbook Pro w/itunes & Virtual DJ software

MIXING BOARD: Behringer 5 Channel

SPEAKERS: 2 JBL 15” Powered Speakers

LIGHTING: 2 American DJ Reflex Lights, a strobe and a green laser on a stand.

That’s it! Basic, right?! Well depending on the route you want to go, I have included your Equipment Buyer’s Guide below. There are several packages available depending on your budget, but just remember to be conservative and upgrade as you go.

Also, there are several places to search online, but don’t forget to check Craigslist, your local classifieds, and eBay for used equipment. You may be running a few risks with buying used, but you can save a lot and start upgrading after your very first event.

The DJ-4-Profit ULTIMATE Buyer's Guide:

To make your life a heck of a lot easier, I have included a packaged Buyer's Guide for you. On top of that, here are three resources that I recommend for equipment:

www.PVDJ.com





www.AmericanDJ.com

www.PromoOnly.com

The Basic DJ Package – \$899.93




Product	Description
	This package includes most of your basic gear. It comes with 2 speakers (plus stands), a dual CD player, headphones, and a nice road case for your equipment.
Product	Description
	This mixer will allow you to fade between 2 CDs or other sound sources.
Product	Description
	This is an inexpensive microphone that is perfect for beginners.
Product	Description
	You always need cables!

The Basic DJ Package – \$899.93

Product 	Description This mixer/player will allow you to play either CDs or an MP3 source (like an iPod) and mix the sound signals together.
Product 	Description These headphones are top-quality and perfect for DJ's.
Product 	Description This Audix microphone will get the job done every time. Audix makes quality gear, so you can rest easy with your professional microphone.
Product 	Description You always need cables!
Product 	Description B-52 makes quality gear for good prices. These speakers will put out a ton of sound, so you won't even need subwoofers for most gigs.


Product	Description
	This power amp will provide all the power your speakers need to rule the party.
Product	Description
	These 50' speaker cables will help you setup your speakers in any venue – even if they are across the room from your table.

The PRO DJ Package – \$2,367.90

Product	Description
	This Audix microphone will get the job done every time. Audix makes quality gear, so you can rest easy with your professional microphone.
Product	Description
	You always need cables!
Product	Description
	If you want to run CDs or MP3 files (from an iPod or other source), this player will do the job. American Audio makes great equipment, so you know you are buying top-notch.

Product	Description
	Numark is a staple in the DJ industry. If you need a great mixer to go along with your CD/MP3 player, this is a great choice.
	These pioneer headphones are truly professional-quality. It doesn't get any better than this!
	This is the exact system that DJ Ryan Fine used for many of his gigs. Believe me, this sound is incredible! You will never need another speaker setup.
	These 50' speaker cables will help you setup your speakers in any venue – even if they are across the room from your table.

The PREMIUM DJ Package – \$3241.83

Product	Description
	If you want to run CDs or MP3 files (from an iPod or other source), this player will do the job. American Audio makes great equipment, so you know you are buying top-notch.

Product	Description
	Numark is a staple in the DJ industry. If you need a great mixer to go along with your CD/MP3 player, this is a great choice.
	These pioneer headphones are truly professional-quality. It doesn't get any better than this!
	This is a good starter set of wireless microphones. You can get a much more expensive package, but start slowly. You might not like the wireless mics – so why waste your money right away?
	Yamaha makes incredible speakers. Notice the word “club” in the name? That's because these bad boys can rock any club, even with the most brutal hip hop bass.
	These 50' speaker cables will help you setup your speakers in any venue – even if they are across the room from your table.
Product	Description

	Want to bring down the walls at your gigs? This dual 18" subwoofer can do it. Be careful with this beast – you don't want to be liable for any hearing damage!
Product 	Description This 10' speaker cable is for your subwoofer. It will almost always be under your DJ table, so 10 feet should be plenty of length.
Product 	Description This power amp will provide all the power your speakers need to rule the party. Buy 2 of these power amps – 1 for the main speakers and 1 for the subwoofers.

Know Your Gear:

Know your gear! Whatever equipment you decide to purchase, make sure you know it frontwards and backwards. During an event, anything can go wrong. If your mixer malfunctions and you don't know why, you are going to have some unhappy customers.

DJ Software:

Although I recommend getting your hands on Virtual DJ (www.VirtualDJ.com), the software I have personally used, you can also check out: PCDJ (www.PCDJ.com).

Remember, when using your laptop, you'll need an RCA cable to connect to your mixing board. Using a laptop is highly recommended, especially if you have a wireless Internet card-then you can instantly download any song you need when it's requested.

Cases For Your Equipment:

Cases are going to be an investment you can't ignore. As you haul your gear from event to event, loading it and unloading it into your car or truck, your equipment is going to get beat up a bit. As soon as you can purchase cases you need to make that investment.

The last thing you want is for your equipment to get damaged simply because you didn't have it properly protected. Also, be wary that others will be eager and willing to help you carry your gear. Although I strongly urge that no one touch your equipment ever, you will have that event where you got lost and arrived late and you'll need some help from others. Just remember, no one will ever treat your equipment as well as you do. When you can afford the investment, get cases.

Essential Equipment You Can't Live Without:

After you get your DJ equipment, there will be a few additional items that I require all of my DJ's to bring with them to all of their events. You can call this...

Your ULTIMATE DJ Toolkit

1. Your Table

Every DJ needs his/her sturdy, reliable table. Don't let the host provide one, you must find your own and test it with your equipment before you start performing. It should be small and sturdy, but able to fit your sub woofer underneath it.

2. Duct Tape

Duct tape solves all problems! But most importantly, it will help keep people from tripping over any loose cables and cords. Duct tape ALWAYS comes in handy, so never leave home without it.

3. Pens & Paper

Taking notes, remembering names and creating a song request sheet are just a few of the reasons you'll need a pen and paper at every event.

4. Flashlight

You can not guarantee that you'll have ideal work conditions. NEVER leave home without a flashlight. In fact, get one that doesn't run on batteries (because batteries die) that way you can crank it by hand and it will last forever. You WILL run into wiring mishaps in the middle of an event and you'll need be able to see your DJ booth in the dark.

5. Your Business Cards

You shouldn't leave the house without your business cards-even if it's to pick up some milk! Get in the habit of having plenty on you at all times. And stash plenty more in your car.

6. Extension Cords & Power Strips

You can never have enough extension cords and power strips. If you haven't inspected the venue beforehand, you have no idea if you will have access to a power outlet nearby. Like the Boy Scouts motto: "Be Prepared!"

7. EXTRA Cables

I always bring extra cables because you never know when one decides to act up and simply stop working. Have you ever had a speaker not work, but as soon as you switched out the cable it worked perfectly? That's why I bring extras.

A Word on Lighting:

Lighting is great because it will simply increase your quality and performance as an entertainer in the eyes of your guests. Lighting is really everything, and we sometimes forget this.

Lighting is not essential for your first few events of course. Make sure you have the capital to afford these extras, but also, don't delay your first event because you don't have lighting yet.

I also, recommend offering lighting because it is a great up sell for your clients. You can easily add an additional income stream to your business by offering a few different lighting packages.



You can get crazy with your lighting rigs, and you have to realize that it will add to your set-up time and effort. Make sure you also have the vehicle (your SUV or truck) to haul all of this equipment.

Personally, I have used the following: 4-channel, lighted chasers, Vertigo, Quintet, Avenger II, and Whirl 250, among others. For starters, you can pick up a basic set of 4 cans with a little tracing controller or a music-controlled box.

There is really no limit to lighting possibilities, so have fun with it!

In Conclusion:

Be conservative with your equipment investments. Get only what you NEED for your first few events. And do not forget to bring everything on your Essential DJ Toolkit list. Remember, as you book more and more events, you will be able to easily re-invest into the business and purchase more equipment.



XI

Chapter #11: Finding Your Niche

One of the first Marketing Secrets I can share with you is to “Carve your Niche!” Instead of appealing to everybody, you need to find a niche that works for you!

What is a Niche?

Bill Cosby said it himself on the topic of Success. *“I don't know the key to success, but the key to failure is trying to please everybody.”* A Niche is simply a targeted area of a market that you and your business specialize. With the concept in mind that you cannot please everybody, having a niche is IDEAL.

Let's take bicycles for example. That is a market. You can have a bike shop that sells various bicycles. But amidst the bikes are several “categories” of bicycles such as road bikes, mountain bikes, kid's bikes, etc. Having a store that specializes in downhill Mountain Bikes and nothing else is an example of having a niche. It allows you to target your message and find the example customer you need. It also sets you up as the credible authority (and now you can charge more!)

So...what's your niche?

Just to give you an idea, here are some examples of the different types of events you could find yourself doing.

- Anniversary Parties
- Banquets
- Bar/Bar Mitzvahs
- Birthday Parties
- Block Parties
- Carnivals
- Cocktail Parties
- School Dances
- Corporate Events
- Fashion Shows
- Fundraisers
- Graduations
- Grand Openings
- Holiday Parties
- House Parties
- Karaoke
- Pool Parties
- Proms
- Restaurants
- Reunions
- Themed Parties
- Weddings

What type of events do you see yourself doing?

What type of events are you the most excited about?

What type of audience do you see yourself appealing to the most?

Bar/Bat Mitzvahs

Chances are you have attended one of these Jewish ceremonies as a child. This “coming of age” event marks the celebration of a Jewish boy or girl who formally accepts the responsibility for the commandments of Jewish law and adulthood.

This is a great niche to be in for several reasons. Most Jewish families go all out for this occasion and will pay top dollar for a DJ who specializes in Bar/Bat Mitzvahs.

You don’t need to be Jewish to attend, but as the DJ you **MUST** be aware of the customs, traditions and language used at these events.

Since this event is targeted mostly at entertaining the kids, you will need to have several games and activities to keep them busy.

But the opportunities to charge PREMIUM prices are here! To target these Jewish families, look into the synagogues in your area and advertise in local Jewish newspapers, periodicals etc. You will quickly notice that as soon as you are immersed into your local Jewish community, marketing will be much easier and gigs will simply flow your way.

Corporate Events

Targeting corporate events is also a great niche. These businesses will have more of a budget so you can get away with easily charging more. Plus, once they have book you, they will tend to use you again and again.

I also enjoy my Corporate Parties because they usually fall on Fridays, which means my Saturdays are still open for another event.

In order to get in with local businesses, I would not simply cold-call or send mailers to businesses. The decision-makers of the company rarely see this. Instead Search Engine Optimization will be a great way for corporations to find you. When they Google “DJ,” do you come up?

Also, connect with friends and family members who work at local offices and get the word out to them. Chances are, when that corporate party comes up, they’ll refer you!

School Functions

Targeting schools is a great niche although it can be very physically demanding. You are faced with the challenge of keeping the kids happy with the right songs (they will clear out the dance floor with the hint of the wrong song!) and keeping the parents/teachers happy with family-friendly lyrics.

You'll need a lot of equipment including extra speakers and plenty of lights. You need to be high energy and do a lot to get the kids dancing and keep them dancing.

BUT, the events can be very lucrative and can easily lead to future events. This is actually a great lead in for Bar/Bat Mitzvahs and even weddings, birthdays and more.

Different School functions include:

- Homecoming
- Winter Formal
- Spring Fling
- Junior/Senior Proms
- Graduation
- Junior High Dances
- Carnivals
- Picnics

Weddings:

Weddings are incredible to work for many reasons. This is the one of the biggest days in a couple's life and they want it to be absolutely perfect! A LOT of that rests on YOU! Because of that, most couples are willing to spend a lot more to have the perfect DJ.

A Wedding DJ is hard work because you are playing emcee the entire night. You have to know the right songs at the right times and you have to be able to guide a varied group of +100 people for 4-5 hours.

You must know all of popular traditions of Weddings from tossing the bouquet to father-daughter dances. You must also allow for lots of pre-party planning to make sure that everything is right for this big night. Because so much preparation and work goes into this, you will easily get compensated for you work very well!

Find Your Niche!

There are obviously several other niches such as house parties, charities, restaurants and bars, etc. It is your job to test the waters and see what makes you the happiest. As you go through the marketing process, you need to identify your niche to the public. Let everyone know you are the #1 Wedding DJ in Southern California. This is what carving out a niche is all about. It will take some time, but it will dramatically help your marketing efforts.



XII

Chapter #12: Defining Your DJ Services

Before you can charge your customers for a service, you must be able to accurately define what that service is. This step was designed to help you create a unique DJ service that is customized by you.

You can offer several features to your DJ service to create a higher *perceived value*.

Trading Time for Dollars:

As you start your business, you need to realize you are trading time for dollars. What that means is that no matter how much you charge, you only get paid for being in one place at one time. No matter what you charge, it still boils down to an hourly wage. Although we will discuss several ways to add additional streams of income to your business, our main goal is to increase your rates so you are charging more than your competition. The secret to higher rates is simple: Provide More Value!

How to Increase Your Value:

To be able to charge higher prices, you must establish a value that exceeds your rates. There are several ways to do this, but the umbrella theory surrounding the concept of value can be summed up in one idea:

Do something that your competitors cannot easily imitate.

There is a reason people spend \$40.00 for a small box of Godiva Chocolates and just four bucks for a pound of Hershey Kisses. You must position yourself as the Godiva of DJs in order to charge premium prices.

Although this task may be difficult when you first start out, it helps to start somewhere. I highly suggest beginning by clearly defining your service to both you and your client. Until you have performed this task, you can't put value or a price tag on what you offer.

Your Services:

Included below is a list of possible factors that must be defined when you describe what exactly your service is.

- **While on the Job:** You must be able to describe what it is you will be doing while on the clock. You must be able to answer these questions:
 - Do you remain behind the DJ Booth the whole night?
 - How large is your music selection?
 - What type/quality of equipment do you have?
 - Do you have the censored versions of songs?
 - Do you provide lighting?
 - Do you take song requests?
 - Do you have a microphone? Do you make announcements?
- **Hours DJing:** You must be able to accurately define your hours on the job. Can you answer these questions:
 - Do you charge by the hour, or by the night?
 - What is the minimum amount of hours you can be hired for? Is there a maximum?
 - What do you charge for additional hours?
 - How long does it take you to set up? Will you arrive early? Do I have to pay for that?
- **Prep Work:** Being able to offer an added “bonus” to your customers is always a great incentive. Why not a free hour of pre-party set-up?
 - This is a great feature that I like to throw in offered for “free!” This really relaxes the customers because they know that you will never be late. *Can you offer your clients anything else for free?*
- **DJ Equipment:** You have paid money to purchase your equipment, why not express that as a selling point? Your clients don’t want to worry about providing you with anything of their own.
 - What do you bring with you?
 - Do I need to provide you with anything?
- **Party-Planning Service:** This is where you begin to convey to your customer that you are more than just a DJ. You are a party-planning expert who offers tons of free advice on how to throw the perfect party.
 - What other advice can you offer them?
 - Do you know any good bartenders?
 - Should I rent a dance floor?
 - What’s the best place to put the DJ and the bar?
 - Do you recommend a caterer?
 - Do you have any specialty drink suggestions?
 - What type of music should we be playing?
 - What are some good appetizers to provide to my guests?

- **Do you offer anything else?** This is part of your way of separating yourself from the competition. What do you offer that no one else can? In other words, what “perceived value” can you add to your services to make your customer think they are getting the best deal?

Putting it all Together:

You and you alone get to decide exactly what your DJ service includes. The luxury of being your own boss allows you to do whatever you want with your Company.

What you need to understand is that whatever your services are, they must be clearly defined for the customer.

Note: *This entire process is only designed to help you define your actual DJ service. As we continue, I will show you how to offer additional services and products that will greatly increase your income.*

Below is an exact description of my current DJ services:

A night of my DJ services includes four hours of entertaining your guests at your home. I come at least an hour early at no additional charge to make sure we are all ready when you guests begin to arrive. I bring all of my own state-of-the-art equipment and I further customize it to suit the needs of your venue and your guests.

To assist you with the planning, I provide you with a custom-shopping list tailored to the number of guests you are expecting and the type of party. I can create a custom drink list if you would like some “specialty cocktails” and make a Drink Menu for the bar so your guests know what their options are.

I am also available for free party consultation if you have any party-planning questions. I have an extensive contact list of vendors from bartenders and ice carvers to entertainers and caterers.

All of this creates a higher value for my service, which is just one reason I am able to charge more. Not until you have defined your services may we proceed to the next step of choosing the rates you will charge.



XIII

Chapter #13: The Pricing Process

“James, how much do I charge my clients for my business?” is the number one question I get from so many of my students. So, if you allow me, we are going to go through a few exercises and examples that will allow you to grasp the power and importance of the pricing process. But, your ultimate goal is to be able to charge as much as possible for your events and still have consistent business.

For starters, there are DJs that charge \$200 for an event, and there are DJs that are currently charging \$3,000 to \$5,000. Don't believe me, check out PartyPop.com's Budget Calculator:

http://www.partypop.com/budget_calculator.htm

Do you want to charge \$200 or \$2,000?

Part of the problem my students have with charging high prices is their lack of confidence. Confidence will come with time, but I'd like show you simply how price is all relative.

According to the American Disc Jockey Association, the average DJ is being paid \$1,200 for a four hour event. How do you get past that \$200 rate?

Let's think about this for a moment: The average Wedding budget ranges from \$20,000-\$30,000. Although the event's success is 80% related to the quality of music, DJs are paid far less. For top-notch service, you will be able to charge 10% of that budget. (Yes, \$2,000 to \$3,000) I will show you how to do that, but first...

Price Relativity:

In Dan Ariely's book "Predictable Irrational," he devotes an entire chapter of his behavioral economic text to the relativity of price. In one specific example, he displays the rate sheet of TheEconomist.com's subscription options:

Economist.com	SUBSCRIPTIONS
OPINION	Welcome to
WORLD	The Economist Subscription Centre
BUSINESS	Pick the type of subscription you want to buy or renew.
FINANCE & ECONOMICS	<input type="checkbox"/> Economist.com subscription - US \$59.00
SCIENCE & TECHNOLOGY	One-year subscription to Economist.com.
PEOPLE	Includes online access to all articles from <i>The Economist</i> since 1997.
BOOKS & ARTS	<input type="checkbox"/> Print subscription - US \$125.00
MARKETS & DATA	One-year subscription to the print edition of <i>The Economist</i> .
DIVERSIONS	<input type="checkbox"/> Print & web subscription - US \$125.00
	One-year subscription to the print edition of <i>The Economist</i> and online access to all articles from <i>The Economist</i> since 1997.

With the above example, Ariely creates his own test to see how many subjects will choose each of the three options. Which of the three options did you choose?

Ariely discovered that over **84%** of his test subjects chose the third option. **16%** chose the first option. This results in a total of **\$11,444 in sales**.

The interesting thing that happened was when Ariely created a second test using a new tweaked version of the subscription page:

Economist.com	SUBSCRIPTIONS
OPINION	Welcome to
WORLD	The Economist Subscription Centre
BUSINESS	Pick the type of subscription you want to buy or renew.
FINANCE & ECONOMICS	<input type="checkbox"/> Economist.com subscription - US \$59.00
SCIENCE & TECHNOLOGY	One-year subscription to Economist.com.
PEOPLE	Includes online access to all articles from <i>The Economist</i> since 1997.
BOOKS & ARTS	<input type="checkbox"/> Print & web subscription - US \$125.00
MARKETS & DATA	One-year subscription to the print edition of <i>The Economist</i> and online access to all articles from <i>The Economist</i> since 1997.
DIVERSIONS	

With this second test, only **32%** (down from 84%) took him up on the more expensive option. The remaining **68%** went for the \$59 option. In this test, with the SAME number of customers, he only made **\$8,012**. This is almost \$3,000 LESS just by taking away that third option! This is the same product, the only difference is that there are two options, *not three!* So what happened?!

We could diagnose this one for hours, but the bottom line is this: customers are just as confused about price as you are! You don't know what to charge; they don't know how much to pay! The first option made The Economist more money only because of price relativity. The customer saw three options and simply chose the best "relative" option.

As we consider your pricing, you must realize that it will all be relative!

To start, I would like to perform a bit of a goal setting exercise to help you determine how much you would like to receive for each event. *If you don't know how much you're supposed to be making, why would you be deejaying?*

Pricing Exercise:

Assuming you were to have just four events in any given month (1 a week), which is close to just 20 hours of work, fill out the following information:

1. **"Projected" Monthly GROSS (before expenses) INCOME:** _____
(How much money do you want coming in every month DJing?)
2. **Individual Gig Gross Income:** _____
(Step 1 divided by 4)
3. **"Projected" Rate #1:** _____
(Step 2 divided by 2)

4. **Your Hourly Worth:** _____
(How valuable is your time per hour?)
 5. **Projected Rate #2** _____
(Step 4 multiplied by 6)
 6. **Average Projected Rate:** _____
(Add both Projected Rates and divide by 2)
-

There is another quick exercise I would like you to perform in order better decide what you will charge your customers.

Pricing Exercise #2:

1. Search Google for other DJ websites in your area as well as the rest of the country.
2. Record their prices and find the *average* of all other DJ Business's rates for a full evening of their services.
3. Find out what 10% of that *average price* is.

The Following is Very Important:

For your first few gigs (no more than four), I want you to charge 10% *less* than your average competitor's rates.

After your fourth gig, I urge you *increase* your rates to a *minimum* of 10% higher than your competition.

Starting out Small:

I suggest all brand-new DJs to undercut the competition with lower prices for the sole reason that you need to penetrate the market.

You don't have much else to offer besides a better price (i.e. past clientele, experience, confidence, testimonials). In essence, you are a little rough around the edges, so potential clients will choose you because you an inexpensive alternative.

Consider these first few gigs your "hands-on training." You will quickly gain more confidence in your skills and your service.

Note: *Having read through the DJ-4-Profit System will always give you one leg up on the competition. You are learning things that took me years and a lot of money to figure out the hard*

way. I will warn you of every possible road sign and speed bump way before you come across them, therefore you already far more prepared than you realize.

Raising your Prices:

Do not keep your prices low for very long. This is simply to penetrate the market. In fact, if you see no competition in your surrounding area, I suggest starting out high; clients have no choice but to use you.

Once you are comfortable with most aspects of the DJ experience, or if you have already been in a DJ business of your own, I want you to now increase your pricing to a **minimum** of 10% *above* the competition!

I want you to be the most expensive (and valuable) DJ in your market.

What? Increase prices?! You must think I'm crazy, right? Well, if you were awake during any part of high school Econ. 101, you may remember the **Supply and Demand Curve**.

According to this model, as the price (your rate) goes up, demand (a customer's desire for your service) goes down.

So why would you ever want to increase your price? Won't you lose demand?

Why you must understand charging premium prices is your *only* option:

- You are offering a premium service
- You are in high demand in a market with limited DJs.
- Your started this business to make *more* money...in *less* time.
- Your time is valuable.
- You can only be one place at a time.
- You are not just a DJ, you are a business owner, salesman, and party-planner as well.

Unfortunately, you will not begin to be paid premium prices until you, yourself believe that your service is truly *worth* the price tag you have placed on it.

You need the confidence and the positive mindset. If you don't believe in the value of your service or the price you have attached to it, neither will anyone else.

You must know that you are the *best*: You are *better* than the competition, more professional, and *far* more qualified.

Pop Quiz: *How do you prove to your customers that you are a Premium DJ Service? Answer: Charge a Premium Price. Deliver Premium Service.*

The higher price signifies *higher value*. People believe that a higher price must mean they are getting more, and people always want *more* and *better*. Just make sure you deliver!

Are you still not convinced that you need to be the most expensive DJ service out there? Are you thinking that a lot of potential clients will pass over your website based on your high prices? The answer is yes! You will get a majority of individuals who will simply say “*next!*” when they see your high price! They will find a cheaper alternative.

But think about it: do you really want a client who is *not* willing to pay a bit more for great service? Do you want to work for someone who is cheap?

It is a known rule in “The Business World” that the customers who seek out products/services at lower prices are the most troublesome. The so-called “Bargain-Hunters” of the world are those that complain, return items, and act down right rude!

A higher price will *weed* out the customers that you don’t want while attracting the more affluent customers that will appreciate what you offer.

Show your Value:

Now is a perfect time to explain something very important: you need to get into the mentality that you are offering an exceptional service that few others can provide. People should feel fortunate and lucky enough to have you at their event.

You must take the dominant role of choosing which gigs and events *you* want to do and decline the ones you dislike. Do not bend over backwards for clients and drive 100 miles away for a small fee.

You are in high demand. You are more than just a DJ. You are a talented emcee. You are a party-coordinator. You can read the crowd; you can get the energy moving in any room! As long as your services are properly advertised, the clients will keep coming.

Charge for the Experience:

Your price must *never* be determined on a per-hour value. (ex: \$150 per hour) You can only put so much value on the price of an hour. If you charge “by the experience,” you are giving yourself far more opportunities to show “perceived value” and therefore charge more money. The key word is “package.”

You are selling them an unbelievable party where they don’t have to lift a finger or worry about a thing. You are selling the entire package, not just your services. So, when you are asked how much, you describe what your entire service entails.

Using an hourly rate leaves you open to a wide array of problems. If a client wants you for just two hours, your night is completely wasted. To make matters worse, some clients will actually compare your “hourly wage” with their own. Why would they hire someone making just as much as they do?

Weddings:

Weddings will be your most lucrative events because you get to easily charge more. There is much more responsibility that falls on a DJ on the night of a Wedding reception. You will basically be asked to play host for the couple's memorable night. We will be discussing weddings in much more detail, but just know you will need to start thinking of a separate package for Wedding DJ services that costs more.

Additional Hours:

You will notice that most parties last a minimum of four hours and can be as long as seven or eight. You need to decide what your hourly rate is if you are requested to stay after your allotted time. I suggest you choose 4 hours of DJing as your standard time.

You can charge just about anything for additional hours because the client has already hired you. At 11:30pm, their options become very limited. There is not much they can do when midnight roles around and their party is still raging with guests requesting more drinks. They have to pay your additional hourly fee.

One sneaky suggestion I actually have regarding extra hours is this: as each additional hours pass, your hourly rate actually increases. Example: Extra Hour #1=\$100; Extra Hour #2=\$125; Extra Hour #3=\$150. Trust me, if you ever work an event for eight straight hours, you'll be happy to know that your rate is going up.

Seasonal Pricing:

Your business is very seasonal and as your business fluctuates during different times of the year, you must be able to easily adjust.

The following are two rules to live by so you may easily benefit from seasonal opportunities in your business:

- Once you have decided on your price-point, it is never set in stone.
- When *Demand* for your services increases, price also increases.

There will be specific holidays and days of the week where your business is in more demand than usual:

Saturday:

Saturday nights are your most popular party-throwing night of the week. People do not want to come home from a day of work on a Friday to rush getting ready for a party in three hours. They enjoy the luxury of an entire day to get the house ready and prepare for their guests.

During any time of the year, you will constantly notice that Saturday's will be your most desired night of the week for your services.

Friday:

A Friday night party will be less common than Saturday, but still possible. This is a great opportunity to run specials or deals for those booking on a Friday. You can expect all of your corporate events to take place on a Friday, because it is the last day of the workweek.

Sun-Thursday:

There will obviously be very little demand for events from Sunday through Thursday. That is not to say you will not have a Sunday Wedding or a Thursday cocktail party. It happens but not as frequently.

It is recommended to give incentive by lowering your prices so you can book more dates during the middle of the week.

March-June:

Through the months of March until June, you can expect your heaviest flow of Wedding receptions. Weddings are always your most lucrative event, because your job responsibilities go up considerably and you get to charge more.

Expect a large majority of your Wedding receptions to take place on Saturday afternoons and expect to “double-book” events.

4th of July:

More soft drinks are sold in preparation for the Fourth of July holiday than any other day of the year. Everyone celebrates this great summer holiday, some by throwing big parties. Expect a higher demand. Considering that you would probably want to enjoy the Fourth of July yourself, you must ask yourself: “For what price am I willing to skip out on any of my Independence Day plans?” Whatever that price may be, charge it...plus gratuity.

Halloween:

As October approaches, look to your calendar and set your highest price point on the final weekend of the month. Whichever Saturday in October is closest to Halloween will be your biggest party night of the month.

Even if Halloween night falls on a Tuesday, some clients will still be inclined to throw a party in the middle of the week. Don't hesitate to raise your prices for this day as well.

Unfortunately, you can expect the weekend after Halloween to be quite slow.

The Holiday Season:

I like to define my Holiday Season from the middle of November until December 31st at midnight. This will be your busiest time of the year and your most lucrative.

During this time of extremely high demand, you will notice people practically begging you for a DJ. Every family, friend and company throws some sort of holiday party all throughout the month of

December. Although most land on a Saturday night, you have a good chance of landing gigs on just about any day of the week.

Your holiday prices should be increased by a *minimum* of 25-50%. The second week of December is your most desired party weekend.

Have your prices set early. You can expect to start taking bookings up to two months in advance. Do not flinch or waiver on your increased price-points. People will pay, especially as it gets closer to the date. (*Sense of urgency!*)

Your Holiday Season will end with a bang on the craziest night of the year: New Year's Eve. I recommend *doubling* your standard rate for this night. Most DJs do not want to work on this night so they can enjoy the evening's festivities themselves. This places you in an even higher demand.

I double to triple my prices every New Year's and I am *always* triple booked. To top it off, the tips on this night are always incredible.

You can really make your New Year's rate any price you would like. Don't be afraid to charge what you would like, but be prepared for calls up to two months in advance.

<p>Food for Thought: <i>Limousine companies double or triple their rates on New Year's Eve and Vegas clubs charge a \$200-300 pre-pay mandatory ticket for admittance. The clubs still sell-out leaving ticket-holders to wait in two-hour lines.</i></p>
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Unfortunately, after New Year's Eve, your entire month of January and a bit of February will actually become your slowest time of year. These slow times are always opportunities to offer discounts and other incentives to get people to use your business.

Local Holidays:

Are there any city/county-specific holidays in your area that could show an increase in demand for your services? If you think hard enough, you should be able to come up with a few dates.



XIV

Chapter #14: Weddings & Your DJ Scripts

For most of the events you work, you won't need to be worrying too much about speaking or memorizing any scripts. But, it doesn't hurt to make small announcements and statements on your microphone throughout the night.

Here are some examples of what you may use with your mic:

- Announcing Dinner
- Encouraging people to get on the dance floor
- Someone lost their keys
- Last call for drinks at the bar

Keep in mind, depending on the occasion, some guests may want an opportunity to use the mic and say a few words themselves.

Although, when it comes to DJing Weddings, your role changes a bit. You basically become the host of the evening. I usually meet up with the bride or the wedding planner before the event so that we can hammer out all of the details as to how the reception will play out. Every wedding will be different, but I have included a general script for you to follow as you proceed throughout the night.

Before we Start:

Before I take you through your wedding scripts, I want to address the common area of nervousness that most of my students project when they are about to perform at their first Wedding. It can be a bit scary for you the first time, but I can assure you it just gets easier and easier as time passes and you will actually start to enjoy these moments when you get to speak.

Exude confidence, smile while you're talking and have fun with it. The better you memorize the scripts below, the more comfortable you will be when you first get started. As time goes on, you won't need the scripts any longer and you can create your own!

Your Wedding Scripts:

1. When Your Guests First Enter The Room:

"Ladies and Gentlemen welcome to the reception of Mr. & Mrs. Smith.! Please find your seating and help yourself to the beverages and appetizers as we wait for the bride and groom."

2. Announcing the Wedding Party:

"Ladies & gentlemen, may I have your attention please?"

At this time we'd like to announce the wedding party. First up we have our bridesmaids and groomsmen...

We have (bridesmaid 1) escorted by (groomsman 1). [Allow for applause] Next we have (bridesmaid 2) and (groomsman 2).... Etc."

3. Announcing the Bride & Groom for the 1st Time:

"Ladies & gentlemen, may I have your attention please? (Pause)"

Everyone on your feet! (make sure you get everyone standing)"

It is my pleasure to announce the arrival of our guests of honor! Put your hands together for Mr. and Mrs. (John Smith)!"

4. Announcing Dinner:

[When you have the ok from staff that the dinner is ready]"

"Ladies and Gentleman, at this time we are going to open the buffet line. First we'll have our bride and groom, wedding party, and parents."

[After the wedding party has been served]"

"Ladies & gentlemen, the buffet is now open to all guests."

5. Announcing the Toast:

[Make sure all the guests have a full glass of champagne first]"

"Ladies and Gentleman, may I have your attention? We are ready for the toast. Here to start our toast is our best man (Mike Johnson)! Put

your hands together!

[You will continue to introduce the other members of the wedding party who wish to make a toast. You may also ask if there is anyone else who would like to say a few words.]

6. Announcing the Cake:

[Check with the staff first & make sure everyone is ready first.]

"Ladies & gentlemen, we are ready to cut the wedding cake at this time."

[Pause.]

I would like to welcome all guests to bring your cameras and share this moment with our bride and groom."

7. Announcing the First Dance:

"Ladies & gentlemen, this is the moment we've all been waiting for! Please focus your attention to the dance floor and get your cameras ready. [Pause.]

For the first time as a married couple, it is my pleasure to announce our bride and groom, Mr. and Mrs. (John Smith)."

8. Announcing the Father-Daughter Dance:

"Next, our bride will dance with her father!" [Pause.]

"Put your hands together for the father-daughter dance!"

9. Announcing the Mother-Son Dance:

"Ladies & gentlemen, it is now time for the groom to dance with his mother!" [Pause.]

"Put your hands together for the mother-son dance!"

Announcing That The Dance floor Is Now Open:

"Alright ladies & gentlemen, the dance floor is now open to all guests at this time!"

[Right here slowly fade into a dance-starting song.]

"My name is DJ Mike and if you have any requests I'd love to play them for you!"

A Great Trick For Getting People To Dance:

There is nothing more awkward for a DJ than an empty dance floor and loud dancing music! The following is a POWERFUL technique for getting everyone on the dance floor moving and shaking every time! It was designed to work for Weddings, but it can work for EVERY occasion possible.

The DJ makes announcement the photographer is taking a group picture of everyone at the party in the middle of the dance floor. (If this is a Wedding, you can go so far as to say, "If you support this new marriage, show it by making your way to the dance floor. If you remain sitting, you do not support this marriage)

You will need to get a photographer (or another guest with a camera) to prepare for taking the picture. Continue to encourage people to squeeze together in the center of the dance floor and pose for the picture. As soon as the photograph is taken, crank up some great dance music and watch the people start dancing!

10. Announcing the Money Dance (or Honeymoon Dance):

"Ladies & gentlemen, at this time we are going to do the Money Dance. The way this works is simple: They will line up behind [designated person taking the money] in order to dance with our bride and groom. By paying ones, tens, twenties, or hundreds, you help signify a good financial start to our bride and groom's marriage. Let's keep our dances short so everyone will get a chance. Don't be shy so tap in quickly to dance!"

11. Announcing the Garter Toss:

[Put a chair on the middle of the dance floor and have bride sit down.]

"Ok, let's get all single guys to the dance floor... it's time to toss the Garter!" [Wait for them to arrive.]

"First our groom has to remove that garter from the bride. Everyone make lots of noise to help him out!"

[Play a song like "The Stripper" or "Yeah" while he removes garter from her leg. Once the garter is off have the groom turn his back to the single guys and toss it on a countdown like 5,4,3,2,1 toss!]

12. Announcing the Bouquet Toss:

"Ladies & gentlemen, it's time to toss the bouquet! I need all single ladies to the dance floor!" [Wait for them.]

[Have bride turn around with her back to the single ladies and toss on a 5,4,3,2,1 count!]

13. Announcing the Last Dance:

"Ladies and gentlemen, this night seemed to go by so fast, but our bride and groom wanted to dance to one last song before they exit. Please feel free to join them!"

14. Announcing the Bride/Groom Exit:

"Alright folks, at this time our bride and groom are exiting the building. I'd like to invite all guests to line up to see them off! There are (sparklers, bubbles, rice) for you so please line up at this time."

In Conclusion:

A wedding reception is one of the most magical and memorable nights of a person's life. As the DJ, you get to partake in this event and help to truly contribute to the excellence of this event. Although you may feel added pressure, realize that this is also an opportunity for you to charge even more for your wedding package.

If you are still nervous about your wedding event, meeting in person with the bride or wedding planner to hammer out a schedule will help build confidence. Explain everything you will be announcing, and if there is anything else that needs to be added to the schedule, just make sure both parties are clear.

I can promise you this, once you do your first Wedding, you will be hooked! Seek out Wedding vendors as much as possible, these are the type of events you want to work whenever possible.



XV

Chapter #15: Your Music

In this chapter, I am going to share with you your ESSENTIAL list of Must-Have Songs. This is the music that you must have with you at every event you do (no matter what type of party it is!) Keep in mind, this is only your foundation. Part of a DJ's responsibility is to be continually adding to his or her repertoire. The following will be a great start.

Your List Essential "Must-Have" Songs (Alphabetical by SONG)

	ARTIST	SONG
1	Ciara	1, 2 Step
2	Bilink	182 Holiday
3	Toby Keith	Ain't As Good As I Once Was
4	Dean Martin	Ain't That A Kick In The Head
5	The Temptations	Ain't Too Proud to Beg
6	Smash Mouth	All Star
7	Don McLean	American Pie
8	Queen	Another One Bites the Dust
9	Etta James	At Last
10	George Clinton	Atomic Dog
11	Sir Mix A-lot	Baby Got Back
12	Michael Jackson	Bad
13	Selena	Baila Esta Cumbia
14	Celine Dion	Because You Loved Me
15	Elvis Presley	Blue Suede Shoes
16	Brooks & Dunn	Boot Scootin' Boogie Remix
17	Steppenwolf	Born To Be Wild
18	Beastie Boys	Brass Monkey
19	Commodores	Brick House
20	Balboa HS	Bunny Hop
21	Entourage	Bunny Hop
22	Quad City DJs	C'Mon N Ride The Train

23	Elvis Presley	Can't Help Falling in Love
24	MC Hammer	Can't Touch This
25	King Africa	Carnavalito
26	Celia Cruz	Carnival
27	Kool & The Gang	Celebration
28	KC & The Sunshine Band	Celebration
29	DJ Casper	Cha Cha Slide
30	Dixie Cups	Chapel of Love
31	Folk	Chicken Dance
32	Semisonic	Closing Time
33	Dexy's Midnight Runners	Come On Eileen
34	Gloria Estephan	Conga
35	Misc.	Cotton Eye Joe
36	Gnarls Barkley	Crazy
37	Patsy Cline	Crazy
38	Beyonce	Crazy In Love
39	Cupid	Cupid Shuffle
40	Abba	Dancing Queen
41	Charlie Daniels Band	Devil Went Down to Georgia
42	Contours	Do You Love Me
43	Michael Jackson	Don't Stop
44	Snoop Dogg	Drop It like it's Hot
45	Metallica	Enter Sandman
46	Bryan Adams	Everything I do
47	Cascada	Everytime We Touch
48	Journey	Faithfully
49	Clay Walker	Fall
50	Randy Travis	Forever & Ever Amen
51	Shania Twain	Forever and For Always
52	Shania Twain	From This Moment On
53	Tone Loc	Funky Cold Medina
54	Lipps Inc.	Funkytown
55	Daddy Yankee	Gasolina
56	2 Unlimited	Get Ready for This
57	Rascal Flatts	God Bless The Broken Road
58	Yung Joc	Goin' Down
59	Kanye West	Gold Digger
60	C&C Music Factory	Gonna Make You Sweat
61	Cheryl Lynn	Got to Be Real
62	Vitamin C	Graduation
63	Grease	Grease Megamix
64	O. Newton-John & J. Travolta	Grease Megamix
65	Jerry Lee Lewis	Great Balls of Fire
66	Gypsy Kings	Gypsy Kings Medley
67	Rolling Stones	Harlem Shuffle
68	Rod Stewart	Have I Told You Lately
69	Outkast	Hey Ya!
70	Shakira	Hips Don't Lie
71	Ray Anthony	Hokey Pokey

72	Green Day	Holiday
73	Trace Adkins	Honkey Tonk Badonkadonk
74	Buster Poindexter	Hot Hot Hot
75	Nelly	Hot In Heere
76	The Eagles	Hotel California
77	Elvis Presley	Hound Dog
78	James Taylor by You)	How Sweet It Is (To Be Loved
79	John Cougar Mellancamp	Hurts So Good
80	The Four Tops	I Can't Help Myself
81	98 Degrees	I Do (Cherish You)
82	Aerosmith	I Don't Wanna Miss a Thing
83	James Brown	I Feel Good
84	Lee Ann Womack	I Hope You Dance
85	Joan Jett	I Love Roll and Roll
86	John Michael Montgomery	I Swear
87	Keith Urban	I Wanna Be Your Everything
88	Whitney Houston	I Will Always Love You
89	Gloria Gaynor	I Will Survive
90	Right Said Fred	I'm Too Sexy
91	Vanilla	Ice Ice Ice Baby
92	Madonna	Into the Groove
93	Rob Base	It Takes Two
94	Tim McGraw & Faith Hill	It's Your Love
95	Elvis Presley	Jailhouse Rock
96	Will Smith	Jiggy
97	House of Pain	Jump
98	Prince	Kiss
99	3 Doors Down	Kryptonite
100	Donna Summer	Last Dance
101	Dem Franchize Boys	Lean Wit It, Rock Wit It
102	ZZ Top	Legs
103	Marvin Gaye	Let's Get it On
104	The Black Eyed Peas	Let's Get It Started
105	Earth Wind & Fire	Let's Groove
106	Pink	Lets get the Party Started
107	Fergie	Longon Bridge
108	Kingsmen	Louie Louie
109	Jennifer Lopez	Love Don't Cost A Thing
110	Flo-Rida	Low
111	Keith Urban	Making Memories of Us
112	Lou Bega	Mambo No. 5
113	Jimmy Buffett	Margaritaville
114	Will Smith	Miami
115	Toni Basil	Micky
116	Kelly Clarkson	Moment Like This
117	Madonna	Music
118	Eric Clapton	Mustang Sally
119	Tim McGraw	My Best Friend
120	Temptations	My Girl

121	Brooks & Dunn	My Maria
122	Tim McGraw	My Next Thirty Years
123	Brooks & Dunn	Neon Moon
124	Frank Sinatra	New York
125	Enya	Only Time
126	The Platters	Only You
127	Pet Shop Boyz	Party Like A Rockstar
128	DMX	Party Up
129	Wild Cherry	Play That Funky Music
130	Rihanna	Please Don't Stop The Music
131	Def Leppard	Pour Some Sugar on Me
132	Roy Orbison	Pretty Woman
133	The Black Eyed Peas	Pump It
134	Salt-N-Pepper	Push It
135	Suger Hill Gang	Rappers Delight
136	UB40	Red Red Wine
137	Gretchen Wilson	Redneck Women
138	Alan Jackson	Remember When
139	Aretha Franklin	Respect
140	Bill Haley	Rock Around the Clock
141	Stray Cats	Rock This Town
142	Bobby Day	Rockin' Robin
143	Chris Brown	Run It
144	Darude	Sandstorm
145	Rolling Stones	Satisfaction
146	Garth Brooks	Shameless
147	AC/DC	Shook Me Night Long
148	Lynyrd Skynyrd	Simple Man
149	Santana	Smooth
150	Grand Funk Railroad	Some Kind of Wonderful
151	Blues Brothers	Soul Man
152	Crank Dat	Soulja Boy
153	George Strait	Stars On The Water
154	Rolling Stones	Start Me Up
155	Bee Gees	Stayin' Alive
156	R. Kelly	Step In the Name of Love
157	Clarence Carter	Strokin'
158	Elvis Crespo	Suavemente
159	Rick James	Super Freak
160	Lynyrd Skynyrd	Sweet Home Alabama
161	Sean Paul	Temperature
162	Champs	Tequila
163	Dean Martin	That's Amore
164	Garth Brooks	The Dance
165	Green Day	Time of Your Life
166	69 Boyz	Toosie Roll
167	Chubby Checker	Twist
168	Beatles	Twist and Shout
169	Righteous Brothers	Unchained Melody

170	Natalie & Nat King Cole	Unforgettable
171	DJ UNC	Walk It Out
172	Aerosmith	Walk this Way
173	Pat Green	Wave on Wave
174	Sister Sledge	We Are Family
175	Queen	We Will Rock You
176	Louis Armstrong	What a Wonderful World
177	Justin Timberlake	What Goes Around
178	Romantics	What I Like About You
179	Percy Sledge	When a Man Loves a Woman
180	Prince	When Doves Cry
181	Baha Men	Who Let the Dawgs Out
182	Tone Loc	Wild Thing
183	Creed	With Arms Wide Open
184	Eric Clapton	Wonderful Tonight
185	Village People	Y.M.C.A.
186	Usher	Yeah
187	The Gap Band	You Dropped a Bomb on Me
188	Kenny Chesney	You had Me from Hello
189	David Allen Coe	You Never Even Called Me...
190	Righteous Brother	You've Lost that Lovin Feelin'
191	Cherry Poppin' Daddys	Zoot Suit Riot

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	ARTIST	SONG
1	2 Unlimited	Get Ready for This
2	3 Doors Down	Kryptonite
3	69 Boyz	Toosie Roll
4	98 Degrees	I Do (Cherish You)
5	Abba	Dancing Queen
6	AC/DC	Shook Me Night Long
7	Aerosmith	Walk this Way
8	Aerosmith	I Don't Wanna Miss a Thing
9	Alan Jackson	Remember When
10	Aretha Franklin	Respect
11	Balboa HS	Bunny Hop
12	Baha Men	Who Let the Dawgs Out
13	Beastie Boys	Brass Monkey
14	Beatles	Twist and Shout
15	Bee Gees	Stayin' Alive
16	Beyonce	Crazy In Love
17	Bilink	182 Holiday
18	Bill Haley	Rock Around the Clock
19	Blues Brothers	Soul Man
20	Bobby Day	Rockin' Robin
21	Brooks & Dunn	Neon Moon
22	Brooks & Dunn	Boot Scootin' Boogie Remix
23	Brooks & Dunn	My Maria
24	Bryan Adams	Everything I do
25	Buster Poindexter	Hot Hot Hot
26	Cascada	Everytime We Touch
27	C&C Music Factory	Gonna Make You Sweat
28	Celia Cruz	Carnival
29	Celine Dion	Because You Loved Me
30	Champs	Tequila
31	Charlie Daniels Band	Devil Went Down to Georgia
32	Cheryl Lynn	Got to Be Real
33	Cherry Poppin' Daddys	Zoot Suit Riot
34	Chris Brown	Run It
35	Chubby Checker	Twist
36	Ciara	1, 2 Step
37	Clarence Carter	Strokin'
38	Clay Walker	Fall
39	Commodores	Brick House
40	Contours	Do You Love Me
41	Crank Dat	Soulja Boy

42	Creed	With Arms Wide Open
43	Cupid	Cupid Shuffle
44	Daddy Yankee	Gasolina
45	Darude	Sandstorm
46	David Allen Coe	You Never Even Called Me...
47	Dean Martin	That's Amore
48	Dean Martin	Ain't That A Kick In The Head
49	Def Leppard	Pour Some Sugar on Me
50	Dem Franchize Boys	Lean Wit It, Rock Wit It
51	DJ UNC	Walk It Out
52	DJ Casper	Cha Cha Slide
53	Dexy's Midnight Runners	Come On Eileen
54	Dixie Cups	Chapel of Love
55	DMX	Party Up
56	Don McLean	American Pie
57	Donna Summer	Last Dance
58	Earth Wind & Fire	Let's Groove
59	Elvis Crespo	Suavemente
60	Elvis Presley	Can't Help Falling in Love
61	Elvis Presley	Blue Suede Shoes
62	Elvis Presley	Hound Dog
63	Elvis Presley	Jailhouse Rock
64	Entourage	Bunny Hop
65	Enya	Only Time
66	Eric Clapton	Wonderful Tonight
67	Eric Clapton	Mustang Sally
68	Etta James	At Last
69	Fergie	Longon Bridge
70	Flo-Rida	Low
71	Folk	Chicken Dance
72	Frank Sinatra	New York
73	Garth Brooks	The Dance
74	Garth Brooks	Shameless
75	George Clinton	Atomic Dog
76	George Strait	Stars On The Water
77	Gloria Estephan	Conga
78	Gloria Gaynor	I Will Survive
79	Gnarls Barkley	Crazy
80	Grand Funk Railroad	Some Kind of Wonderful
81	Grease	Grease Megamix
82	Green Day	Holiday
83	Green Day	Time of Your Life
84	Gretchen Wilson	Redneck Women
85	Gypsy Kings	Gypsy Kings Medley
86	House of Pain	Jump
87	Keith Urban	Making Memories of Us
88	Kool & The Gang	Celebration
89	James Brown	I Feel Good
90	James Taylor by You)	How Sweet It Is (To Be Loved

91	Jennifer Lopez	Love Don't Cost A Thing
92	Jerry Lee Lewis	Great Balls of Fire
93	Jimmy Buffett	Margaritaville
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97	Journey	Faithfully
98	Justin Timberlake	What Goes Around
99	KC & The Sunshine Band	Celebration
100	Keith Urban	I Wanna Be Your Everything
101	Kanye West	Gold Digger
102	Kelly Clarkson	Moment Like This
103	Kenny Chesney	You had Me from Hello
104	King Africa	Carnavalito
105	Kingsmen	Louie Louie
106	Lee Ann Womack	I Hope You Dance
107	Lipps Inc.	Funkytown
108	Lou Bega	Mambo No. 5
109	Louis Armstrong	What a Wonderful World
110	Lynyrd Skynyrd	Sweet Home Alabama
111	Lynyrd Skynyrd	Simple Man
112	Madonna	Music
113	Madonna	Into the Groove
114	Marvin Gaye	Let's Get it On
115	MC Hammer	Can't Touch This
116	Metallica	Enter Sandman
117	Michael Jackson	Don't Stop
118	Michael Jackson	Bad
119	Misc.	Cotton Eye Joe
120	Natalie & Nat King Cole	Unforgettable
121	Nelly	Hot In Heere
122	O. Newton-John & J. Travolta	Grease Megamix
123	Outkast	Hey Ya!
124	Pat Green	Wave on Wave
125	Patsy Cline	Crazy
126	Percy Sledge	When a Man Loves a Woman
127	Pet Shop Boyz	Party Like A Rockstar
128	Pink	Lets get the Party Started
129	Prince	Kiss
130	Prince	When Doves Cry
131	Quad City DJs	C'Mon N Ride The Train
132	Queen	We Will Rock You
133	Queen	Another One Bites the Dust
134	R. Kelly	Step In the Name of Love
135	Randy Travis	Forever & Ever Amen
136	Rascal Flatts	God Bless The Broken Road
137	Ray Anthony	Hokey Pokey
138	Rick James	Super Freak
139	Righteous Brother	You've Lost that Lovin Feelin'

140	Righteous Brothers	Unchained Melody
141	Right Said Fred	I'm Too Sexy
142	Rihanna	Please Don't Stop The Music
143	Rob Base	It Takes Two
144	Rod Stewart	Have I Told You Lately
145	Rolling Stones	Start Me Up
146	Rolling Stones	Harlem Shuffle
147	Rolling Stones	Satisfaction
148	Romantics	What I Like About You
149	Roy Orbison	Pretty Woman
150	Salt-N-Pepper	Push It
151	Santana	Smooth
152	Sean Paul	Temperature
153	Selena	Baila Esta Cumbia
154	Semisonic	Closing Time
155	Shakira	Hips Don't Lie
156	Shania Twain	From This Moment On
157	Shania Twain	Forever and For Always
158	Sir Mix A-lot	Baby Got Back
159	Sister Sledge	We Are Family
160	Smash Mouth	All Star
161	Snoop Dogg	Drop It like it's Hot
162	Steppenwolf	Born To Be Wild
163	Stray Cats	Rock This Town
164	Suger Hill Gang	Rappers Delight
165	Temptations	My Girl
166	The Black Eyed Peas	Pump It
167	The Black Eyed Peas	Let's Get It Started
168	The Eagles	Hotel California
169	The Four Tops	I Can't Help Myself
170	The Gap Band	You Dropped a Bomb on Me
171	The Platters	Only You
172	The Temptations	Ain't Too Proud to Beg
173	Tim McGraw	My Next Thirty Years
174	Tim McGraw	My Best Friend
175	Tim McGraw & Faith Hill	It's Your Love
176	Trace Adkins	Honkey Tonk Badonkadonk
177	Toby Keith	Ain't As Good As I Once Was
178	Tone Loc	Funky Cold Medina
179	Tone Loc	Wild Thing
180	Toni Basil	Micky
181	UB40	Red Red Wine
182	Usher	Yeah
183	Vanilla	Ice Ice Ice Baby
184	Village People	Y.M.C.A.
185	Vitamin C	Graduation
186	Whitney Houston	I Will Always Love You
187	Wild Cherry	Play That Funky Music
188	Will Smith	Jiggy

189	Will Smith	Miami
190	Yung Joc	Goin' Down
191	ZZ Top	Legs

Wedding Song Suggestions

Below is a list of song suggestions to play during weddings. Keep in mind, these are simply suggestions to be recommended to the bride and groom while planning their magical night. All of the following songs must be approved by the wedding party before you play them!

The Couple's First Dance

Kelly Clarkson-Moment Like This
Nat King Cole-Unforgettable
Elvis-Can't Help Falling in Love
Allison Kraus-When You Say Nothing at All
Journey-Faithfully
Mariah Carey-Hero
John Michael Montgomery-I Swear
Eric Clapton-Wonderful Tonight
Etta James-At Last
Shania Twain-From This Moment

Father/Daughter Dance

Bob Carlisle-Butterfly Kisses
Temptations-My Girl
Heartland-I Love Her First
Bette Midler-The Wind Beneath My Wings
Van Morrison-Have I Told You Lately
Kenny Rogers-Through The Years
Stevie Wonder-Isn't She Lovely
Holly Dunn-Daddy's Hand
Elton John-Friends

Mother/Daughter Dance

Eric Clapton-Wonderful Tonight
Ben E. King-Stand By Me
Boyz 2 Men-A Song for Mama
Van Morrison-Moondance
The Beatles-In My Life
Louis Armstrong-What a Wonderful World
Mariah Carey-Hero

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Chapter #16: Your DJ Uniform

The following chapter attacks the question: “What do I wear while DJing?” It may be a simple question, but it is extremely important that we address this issue properly. As I have already stated, our number one goal is professionalism, and that quality must be conveyed at all times. Your uniform is no exception.

I don’t want you to feel like you have to drop money buying new clothes. To be quite honest, any long-sleeved, colored shirt and slacks should do the trick. Also, make sure that you are wearing nice dress shoes. Avoid jeans, t-shirts, and sandals.



Some clients may ask you to wear a tuxedo or vest. These are relatively inexpensive when purchasing at a department store, so don’t fret too much about buying one.

Believe it or not, you actually can get away with wearing a simple t-shirt if you brand it with your logo. If your shirt sports your logo, business name and contact information, you can usually get away with that being your “professional uniform.”

Dressing Up:

I remember an email I got from a student who asked me, *“The event I am doing this weekend is an 80’s-Themed Party. Do we have to dress up if the client wants us to?”*

Let’s stop right there and reframe the question! “Do we GET to dress up this weekend?!” And the answer is: YES!

Dressing up for themed parties is so much fun! The energy levels are always higher, the music is usually easy to choose, and people seem to have a blast! (And you get the credit!) I ALWAYS dress up whenever I get the chance, it really adds to the mood of the party AND the host loves it!

The best part is, once you invest in a costume, you can re-use it over and over. I have been to half a dozen 80's parties myself, and I only needed one outfit!

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XVII

Chapter #17: Preparing for an Event

The following chapter is designed to walk you through the set up phase of your DJ event. The main purpose for this section is to provide you with real confidence. My students tend to get so nervous during their first event, that I have found, walking them through the process will help prepare them. By reading this chapter, you will know exactly what to expect at your very first event. If you have already DJed before, this will help create a checklist for everything you need to do.

10 Step DJ Set-Up Checklist:

1. Call the Client

I always call my host the day or two before the event to confirm everything and ask them any last minute questions. Your client will love this! It relieves a ton of stress and worry “I hope the DJ shows up!” “He better not be late!”

2. Arrive Early

How long does it take for you to set up your equipment? I always tell my client that I will be arriving an hour before the event, and then I go ahead and show up 15 minutes earlier than that.

3. Greet the Host

As soon as you arrive at your destination, you need to greet the host (or your contact for the evening). This is important for several reasons. You need to let your client know you have arrived. You need to introduce yourself. You need to build rapport with him or her or them.

When I am DJing a house party, I always compliment something about their home; they love this.

Make sure you are already dressed up and looking professional (1st impression is everything, right?), and don't worry about lugging your equipment in just yet.



4. Where are you setting up?

The next step is to find out where you are going to be setting up. As soon as you know where you are setting up, you can reassure the host that they can get back to work and you are “good to go!”

An ideal spot for a DJ will be in an area that is next to the dance floor (duh!) but away from the bar! This is important! People love hanging out by the bar, they don’t want a loud speaker in their ear. If you have to, help the host rearrange the layout so the DJ and bartender are located on opposite ends of the venue.

5. Time to Unload Equipment

After I know exactly where I am setting up, I let the host go back to work and I unload my equipment. I make sure to bring it all out at once, and then I can set up each piece of my system once it’s in front of me.

We do talk about all of your equipment in another section, so I won’t go into it too much here, but remember that if it is taking you too long to set up, you are either bringing too much equipment or you don’t have a good enough means for hauling it.

6. And then the Lighting

Always hook up your lighting after the rest of your equipment. Lighting is always secondary. It is not as important as the music.

7. Testing it out

As soon as you have your equipment set up, you want to start testing it. (Obvious, right?!) Check for loose cables, make sure all of your speakers are working correctly. Stand on the dance floor (or middle of the venue) and check for sound quality. I also like to signal the host when they get a chance so I can gauge an idea for ideal volume for the evening.

8. Pre-Party Music

As long as the host doesn’t mind, start playing some “pre-party” music even before the guests arrive. Ideally it should be some lighter stuff played at a low volume level. I like to do this just to get a good vibe going before the party. When people hear the music, they start getting excited in anticipation for the party to begin.

9. Party-Proof it

Very important step: out of your toolkit: Grab your tape and start taping down any wires that may be in the way of your guests. Are your speakers stable and out of harm’s way? Remember, these guests are going to be dancing when they have a few drinks in them. Now is the time to prevent any injuries or disasters, especially since the victim might be your equipment!

10. Check Your Marketing Materials

After you are set up and ready to rock, it’s good to double check that you have some of your “during-event” marketing strategies in place. Do you have business cards displayed at or near your booth? Are their business cards on the bar? Do you have more in your pocket? Do you have a promotional banner? What else are you prepared for during an event to get more clients?

Now You’re Ready to Rock!

That's it! Those are your quick steps for set up! After that, it's simply waiting for your guests to arrive and then start doing your thing! The set up part is crucial, because we want to reassure your client that they made the best decision by hiring you over everyone else. Convey your professionalism and confidence from the moment you walk in the door.

If you don't believe in yourself and you walk in late with your head down, your host has already formed a negative opinion of you. Start your event on the right foot, blow away your client, and when the guests arrive, show them the best night they've ever seen!

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PART III: Effective Marketing Strategies





Part III: Effective Marketing Strategies

Welcome to my favorite section **of DJ-4-Profit!** Your entire Crash Course On Marketing is on the following pages!

As a business owner now, you need to start realizing that your success will come down to how well you market your business. You can be the BEST DJ in the World with state-of-the-art equipment, but if no one ever finds you or books you, you simply won't get paid.

Start thinking how you can market yourself better. The more in demand you are, the more selective you can be, and ultimately the more money you will make!

The following section will include only the BEST and PROVEN marketing techniques. They are also, very cost-effective and can start getting you new leads immediately. You don't need to implement all of the techniques on the following pages, but some are essential for you to get your business off the ground.

Bottom Line: If I give you a strategy, it works...so use it!

Your Marketing Budget:

The exciting thing about the pages that await you is that most of the marketing strategies are free or very low-cost. I do not want you to worry too much about what your marketing budget should be. As a rule of thumb, you can spend up to 15% of your annual gross income. What you will also, notice is that as your business picks up momentum, you will not need to rely on marketing as much as word-of-mouth and past clients.

Note that some of the marketing strategies that I share with you only cost money when people take an action to view your website, learn more about your Company, etc. With this in mind, it is important to be wary of...

Your R.O.I.

Your R.O.I. or Return on Investment refers to how much money you brought in for the amount of money you spent.

$$\text{R.O.I.} = \frac{(\text{money earned minus investment})}{\text{Investment Price}} \times 100$$

In other words, if you invest in a newspaper advertisement that costs \$50/month, and that ad brings in two gigs a month at \$1,000 total, your R.O.I. is 1900% (which is REALLY good!)

So, in short, if you are paying for marketing, keep track of your results. Is it bringing you a positive R.O.I. or are you losing money?!

The 80/20 Rule:

This is my favorite! Have you ever heard of the 80/20 rule? It is the strange phenomenon that 80% of your income/results/booked gigs will come from 20% of your efforts/marketing strategies/etc.

As you continue to test and try out the strategies I give you, you will find that some work better than others. Focus on the ones that are working and increase your efforts in those areas to bring in even more business.





XVIII

Chapter #18: Momentum Marketing & The Power of Word-of-Mouth

As we dive right into our DJ Business Marketing, the first principle I want to share with you is one called **Momentum Marketing**. It is the idea that the more events you work, the more events you will exponentially book in the future.

I knew this was true, before I ever worked a single event. I just told myself, if I can get just ONE party, I can promote my services to someone else at the event and find my second client, third client and so on.

Throughout the Marketing Section, we will be discussing several techniques and strategies for attracting clients, promoting your business & booking gigs, but I am well aware that sometimes it is the initial movement from inertia that can be the hardest. Landing that first gig might seem like a huge obstacle right now. That's why I want to first show you...

How to Book Your FIRST Event with No Money AND No Equipment

If we book an event that has a guest list of 50 people, those become 50 potential clients for us. So, our goal is simply to book an event at whatever the cost. As we are building our business, here is a GREAT way to start getting momentum.

1. Search out the biggest DJ Business competitors in your area.
2. Call them and inquire about any openings or about being trained.
3. If you don't have DJ equipment, some of the larger companies may rent you theirs.
4. Attend your first event and put on the charm!

NOTE: *In Chapter 34, we will discuss specific strategies for marketing your business while "on the job," right now I simply want you to be aware that your goal is to get that first gig.*

The Power of Word of Mouth:

Another great way to gain momentum in your business is to leverage the Power of **Word-of-Mouth**. Word-of-Mouth advertising is considered the most powerful & effective marketing that exists.

In short, Word-of-Mouth boils down to Social Proof. We believe the opinions and statements of our friends and family before those of an un-trusted and untested source (such as your advertisement).

Example: Your website may say, *“The best DJs this side of the Mississippi.”* But if my next-door neighbor tells me that you are *“the best DJ this side of the Mississippi,”* than I am going to start believing it!

In the DJ industry, this translates to referrals. A past client or guest at one of your parties will refer you to a potential client looking to hire you as a DJ for her next party.

Your website and marketing could give every guarantee and promise in the world, but they will never compare to the thoughts, comments, and opinions of a trusted friend. A new customer who was referred to you by another will be less price-sensitive, more responsive, and more easily sold.

The average event has an attendance of 50 guests. This means, every event you attend, you have the potential of creating a minimum of 50 referrals. With that in mind, let's be generous and cut that number in half:

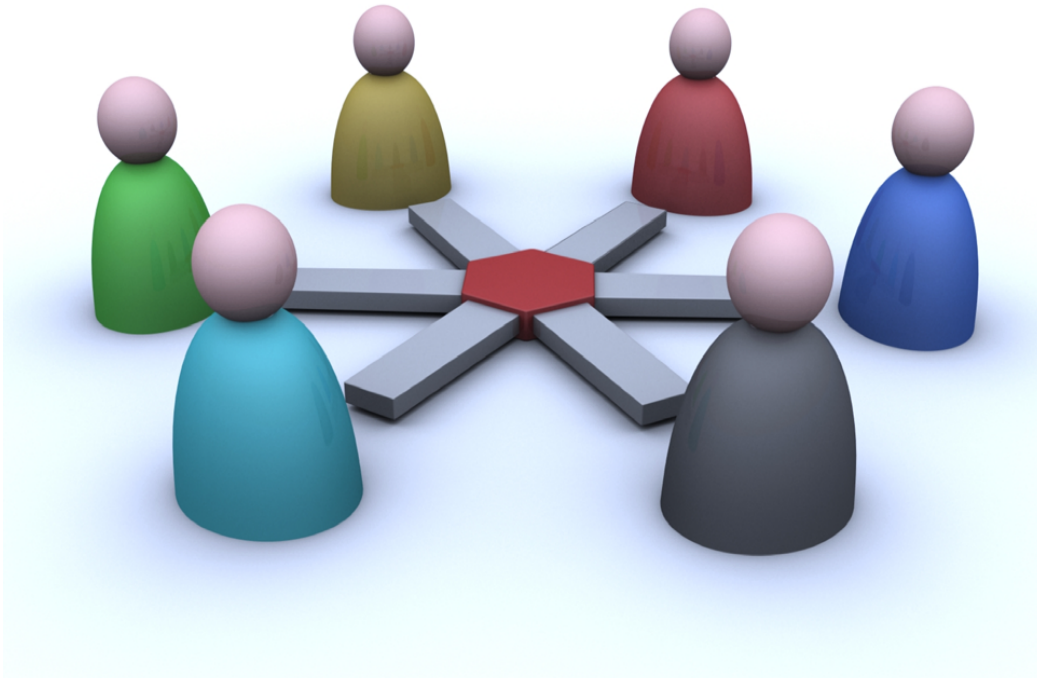
Can you create 25 referrals at each and every event you DJ?

With the following techniques that exist in this section, 25 referrals will be a piece of cake.

BIG TIP: *Always have a few pens and index cards on you at all times. You should be getting contact information anytime you can.*



Your Sphere of Influence:



To begin, you must inform others of your new DJ business. Do you have a Sphere of Influence? This is your group of friends, family members, and neighbors who are already raving fans of you as a person. They are *now* your potential clients and they know of other potential clients.

At this stage in the business-building process, your job is to spread the word to your Sphere of Influence. You must begin to change your mentality into that of a true entrepreneur. You must realize that *everyone* you know has just become much more valuable to you.

If you believe in “Six Degrees of Separation,” it is only “Two Degrees” in the private party/special event world: everybody knows somebody who is either throwing a party or tends to play host to a lot of people.

Here is how you begin to spread the word:

1. Every conversation with a friend, neighbor or family member must be steered to the topic of your “new venture.” Follow up by asking if they know of anyone who is throwing a party. Everybody does.
2. Start calling old-time friends, co-workers, or acquaintances in order to “catch-up.” After showing interest in what is happening in their life, they will inquire about you:

YOU: *"Well, actually, I left the serving job at Chili's to start my own business."*

FRIEND: *"What?! You're kidding me? Doing what?"*

YOU: *"I DJ for Weddings, Private Parties, and Corporate Events. It's great, I love it!"*

FRIEND: *"No way! Now that you mention it, my sister is actually throwing a party next month, I will see if she could use you."*

YOU: *"Yeah, that would be great! Let me get her number, I would love to give you a referral fee!"*

You need to be aggressive and seek out business, at least at this first stage. Eventually you can just sit back and let the business come to you. Remember that there is a business opportunity at every corner!

I can't stress enough: Word-of-Mouth Advertising is the most powerful and effective form of advertising. If someone can recommend you, the client will pick *you* over your competition 100% of the time. People *love* to say, "I know a guy..."

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Chapter #19: Your Business Card

You must think of your business card as a 2-inch by 3.5-inch résumé. Your card is the tangible form of your business.



Having a business card is one of the first steps to prove to both yourself and others that you take your business seriously.

People will examine the quality and design of your card and will use it to form their opinion of you. This leads me to this very important rule:

There is a direct correlation between the quality of your business card and the perceived opinion others will have about you.

You will need to create your business cards as soon as you possibly can and you want them done right. Fortunately, this can be a fairly easy process.

Note: *You will need a completed Logo and a registered domain name before continuing.*

Creating your Card:

1. **Choose the Content:** I have included various sample business card templates (.PSD Files) in The DJ-4-Profit's accompanying CD to help get you started, but you must first decide what information you would like to put on your card.

- a. Your **name** and **number** are the most important features, but I have included a suggested list:
 - i. Your Full Name (BIGGEST SIZE)
 - ii. Your Title (small)
 - iii. Phone Number with area code (BIG)
 - iv. Company Name/Logo (BIG)
 - v. Web Address(small)
 - b. You can add more if you would like (slogan, picture, logo, city, county info, e-mail) but I wouldn't recommend much more. You don't want your card cluttered. Remember, the two most important things are *who* you are, and *how* they can contact you.
 - c.
2. **Choose your Fonts:** You should choose no more than two fonts. At least one should be similar (if not the same) as your chosen logo font.
 - a. From a designer's standpoint, your two fonts should consist of one of each typeface:
 - i. **Serif:** These are types of fonts that have the little "feet" on the end of each letter. (ex: Times New Roman)
 - ii. **Sans Serif:** These are the type of fonts that have no "feet" on the end of letters. (ex: Arial, Verdana, Myriad Pro)
 3. **Put it all Together:** Use a business card template form in Microsoft Word and put together your content and logo with different fonts and colors. Play with this until you find something you like.
 4. **Use the Backside:** You also, have the option of putting content on the back of your business card. Most printers will not charge more for this. I placed a picture of myself bartending on the back of my card with a small quote underneath.
 5. **Take it to the Printer:** Take your rough draft to a printer to have your cards printed up. I highly recommend a local printer that you can trust, but online is also an option..

You can expect to pay anywhere from \$60-\$120.00 for 500-1,000 cards. If you are a budget, **Vistaprint.com** offers free business cards, but the quality will be poor and the thickness of the card stock will be flimsy.

You really want to opt for a card that is excellent in quality, very thick, and glossy.

Regardless of what method you choose to get your business cards printed, it is imperative that the cards are printed and obtained very early in the stages of building your business.

As you will soon learn, the most effective method for finding potential clients and booking more gigs is while on the job. One event alone can generate dozens of future business sources...*if you have your business cards.*

Bottom Line: <i>Your Business Cards: "Don't leave home without them!"</i>
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Chapter #20: Preferred Vendor Lists

If you are looking for a quick and easy way for a consistent amount of business to come in without having to do very much work, look no further than the Preferred Vendor Lists! I learned this trick quickly, and after getting on a few key lists when I first started, I realized that I still get business today from these lists.

What is a Preferred Vendor List?

Any third-party venue that hosts parties, weddings & other events for their customers will most likely have a Preferred Vendor List. This is simply a referral-list of vendors they recommend when a new customer rents out their facility for the evening.

The first step in any party-planning process is to pick a venue. If your customer has just chosen a venue where you are listed, he will turn to that Vendor List and ask for any DJ contact information. That's when he calls YOU!

How Do I Get on The Preferred Vendors Lists?

There are two strategies for getting on these lists. The first starts with you researching all the possible venues in a 15-20 mile radius and contacting them directly. Simply call them up and ask to speak to who ever is in charge of that venue. Instead of asking, *"Can I be put on your Preferred Vendor List?"* Let's ask a *better* question:

"Hi, I am James Wedmore, owner of Magical Mobile DJs, and I was inquiring, what steps would I need to take to get on your Preferred Venue List?"

Do not leave them the opportunity to say no! Instead, ask them how you can go about getting on that List.

If they inform you that they already have a DJ, or there is no room on the list, don't stop there. I have gone as far as to offer a referral of \$50.00 for each event I book. Give them some incentive, make it worth their while, IF they are at first unwilling to add you to the List.

Make sure that when you are added to the Vendor List that all of your contact information is included. If they need any additional information from you, send it to them promptly.

A Second Strategy:

Now, that first strategy is about as close to “Cold-Calling” as you can get. I still recommend you do it, but I must share with you this second strategy, because it was how I first discovered Vendor Lists and it has been very successful for me.

Because my other marketing efforts were very effective (everything from word-of-mouth to online marketing) I was quickly in high-demand in my area. When I was hired for this one event by a client who had heard my name through the grape vine, she informed me that the event was at a third-party venue and I was required to be placed on their Preferred Vendor List if I wanted to be considered.

It turns out that when my client had chosen a venue, she was offered a vendor from their list, and she declined and chose me! BUT the venue-director told her, it was their policy to only allow “approved vendors” on the premises.

Bottom line, I was required to be placed on their List. But what it did was open my eyes. I was already doing a ton of events at third-party venues, and I wasn’t on any of their lists! So, from that day forward I began to talk with the venue-coordinator at all future parties, and *after* he saw my performance, I would request to be placed on his Preferred Vendor List.

This second strategy is much less aggressive. It simply requires you to request to be put on the Preferred Venue Lists of only those venues at which you are already working. But, the trick is, if you meet the person in charge of running the venue, chances are you can build a strong rapport with him, and when you make such a request, he will easily oblige.

In Conclusion:

You will not get on every list, and that’s ok. Don’t get discouraged. All you need is one list and you can start seeing business come your way. But do your best to cover each and every venue in your area. This will serve as a great start for getting gigs. Think of it this way, spend 15 minutes getting your name on one list, and you can get calls for years to come.

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Chapter #21: Creating Synergistic Referrals

When my bartending & DJ students come to me and say they are having a hard time booking events or that no one is calling or hiring them, I am already convinced that they are simply not hungry enough. If you truly want to start your DJ Business, you will find ways to get the business!

This next example is a perfect way that any hungry DJ can start booking great gigs immediately.

What is a Synergistic Referral?

According to Wikipedia.org:

*“A **synergy** is where different entities cooperate advantageously for a final outcome.”*

A Synergistic Referral is where you leverage the success and exposure of other business professionals to get you more events. In exchange, you promise to do the same thing for them.



Before we go any further, I must point out that other vendors such as Party Planners, Mobile Bartenders, Caterers, etc. are your most valuable allies. Befriend them any way you can; they will send you more business!

A successful Synergistic Referral will occur when you get these other vendors to send you leads without any work or effort on your end.

How to Create Synergistic Referrals:

1. Similar to our list of third-party venues, we need to create a list of other caterers, bartenders, party planners, Wedding planners, flower companies, party-rental supply companies, etc. The larger you can make this list the better. It should consist of any business where you would also like to work. (Search Google & Partypop.com)

2. Contact each of these businesses and use the following script: *“Hi, my name is James Wedmore, I’m the owner of Magical Mobile DJ’s in Orange County, and I found your website; I really like what I saw. Listen, I get a ton of calls asking for recommendations on good caterers, and I really haven’t found too many that I am happy with. I would really love to talk with you a second and see if you would be a good fit for my clientele. Is there anything that you can tell me unique about your company that sets you apart from your competition?”* Stay with me, because this works!
3. After the vendor has given you some information, it is time to turn the tables on them. *“Well, this is great information, thanks so much Susan. I really want to start recommending you to my clients and then we can work together at an event or two. Now, my next question: do any of your clients ever ask for a good DJ? ...Oh great, well here’s what I am going to do, I’m sending you an email right now with all of my contact information and a little bio about my Company so you can keep me on file.”*

Do you see what we did here? We reversed the role, and we immediately asked this established business to qualify them to us. You may be brand-spanking new, but this vendor doesn’t need to know that. All they need to worry about is if you are going to refer them based on how well they pitched themselves to you!

The Law of Reciprocity & WIIFM

You see, everyone is tuned into WIIFM (What’s in it for ME?!), so if you show these other businesses the benefit of sending referrals their way first, the “Law of Reciprocity” will kick in and they will be more than willing to return the favor. For EVERYTHING you do, business, marketing, social etc, focus on how you can help others, and watch as the favors are can be returned, tenfold.

In Conclusion:

The more vendors you get on board the better. Remember to start thinking creatively as well. Think of the “Taco-Cart” companies, Bounce-House Rentals, event-staffing companies, magicians, balloon artists, etc. A great place to get started is **PartyPop.com**

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XXII

Chapter #22: Your Marketing Packet

If you are looking for a guaranteed method for charging Premium Prices and booking gigs, then look no further than your Marketing Packet. This is not a necessary step, and you don't need it for your first event; but as you grow and raise your rates, this is something you are going to want to put together.



What is a Marketing Packet?

This your chance to “wow” and impress your potential clients with information about you and your DJ business. When a client is considering hiring you, this is the information you mail to him that will literally make all the difference in the World! Why? Because none of your competitors will be doing this!

What is Included in a Marketing Packet?

You can include just about anything you want really! It should be something that impresses your client and tells them about you and your services. It should be like a tangible website that they can touch and feel. It should talk about you and your business and answer any questions they may have. In short, it should allow them to imagine what their event will be like with you as their DJ.

I suggest including the following in your Marketing Packet:

I. Cover Letter

- i. *Don't get scared by the name. This is simply a one to two page letter that explains the purpose of your marketing packet, who you are and what your mission statement is.*
- ii. *Use excellent quality paper, use business letter format and sign it in ink.*

II. Brochure

- i. If you have the resources, get a simple brochure printed up with several pictures, a description of your package and your contact information.*

III. Business Cards

- i. I always include a few business cards here.*

IV. DVD

- i. We will talk more about the DVD, but in short, this is a creative video of actual footage of past events.*

V. Contract

- i. Include a copy of your contract or proposal. If you have already discussed details with the client, have this information filled out.*

VI. Music List

- i. Create a brief list of the artists and genres of music you include so you can demonstrate a wide variety of selections.*

VII. Equipment

- i. Information and pictures on your equipment will show the guest that you have professional-grade gear.*

VIII. Articles

- i. Information such as “How to Hire the Right DJ” or “Essential Party-Throwing Ingredients” is excellent supplemental material for your host.*

IX. Frequently Asked Questions

- i. Take note of all the questions you have ever been asked by past clients and create an FAQ page that answers those questions.*
- ii. These questions and answers should help highlight the benefits of your service and disarm any objections.*

X. Insurance Information

- i. Include a copy of liability insurance information. (Optional.)*

XI. Association Information

- i. Include any documents that show your membership in DJ associations.*

All of this content should be bundled nicely in a folder so that it can be properly presented to the client. I like to overnight my marketing packets immediately after talking with the client so I am still fresh in his mind when he gets his Marketing Packet.

The DVD

For some, the Marketing Packet may seem like too much, or maybe you are simply not ready yet. At the very least, I want you to consider the DVD option. I have a few quick and simple formulas for DVD creation.



1. Animoto

- a. Visit the **Animoto.com** and simply upload any pictures from your past events. Use pictures of you in action as well as pictures of the crowd's reaction. We want to use as many as possible! Animoto is a service that will create a very cool video slideshow out of the photos you submitted...and it's free!
- b. Take this video, burn it onto a DVD and send it to your guests!

- c. NOTE: The DVD should have a label printed on it with all of your contact information, including logo, etc.
- d. These slideshow videos are also great for your website, youtube, etc.

2. Real Video

- a. If you are willing to go the extra mile (recommended), find someone who is good with a video camera and get them to come to a few of your events. Have them film you in action, film the guests, and any other cool parts of the night.
- b. Ask your video production friend to edit everything together with a good song (or an original mix!).
- c. Combine this new “music video” with a written script describing the benefits of your services.
- d. The finished product will now be a 3 minute music video promoting your business!

The DVD is a great supplement for the entire Marketing Packet. Simply get a DVD label maker and put all of your contact information on the DVD, and send it off to potential clients who are on the fence about your services.

Bottom Line:

Not everyone is going to be sold on you right away. As you charge higher prices, your potential clients are going to want to shop around. Using a Marketing Packet, (or at the very least a DVD Promo Video) you are well on your way to securing more events at higher prices!

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Chapter #23: Creating Your Website



One of the first business-discoveries I had that led to the success of my business was that I needed a website! I wanted to be “legit!” I wanted to more than just a kid and a craigslist ad. I assumed that a website was the answer...

...I was right!

Your Virtual Storefront:

You must look at your website as your virtual storefront. Since you will not be owning a “brick and mortar” store, people can’t just be driving down the street, see your shop and pop their head in for a visit. Instead, they will use your website to “spy” on you, learn more about your business, and see if you are a good fit for their event.

The best part is: if you have a website done right, you'll never have to do any selling! The website does it for you!

The Benefits of your Website:

I am not “suggesting” you get a website, I am *insisting* you do so. In fact, I am leaving no room for excuses such as “I don’t have the money” or “I don’t know how!” I have included every detailed step so that anybody can get a professional-looking site up in no time! So, why do we need a website:



1. Let People Find You!

- a. “If you build it, they will come” is not the mentality to have. But building a website is a good start. If it is optimized for the search engines (yes, we are going to do that, too!) then people can start to find you.

2. Be Professional:

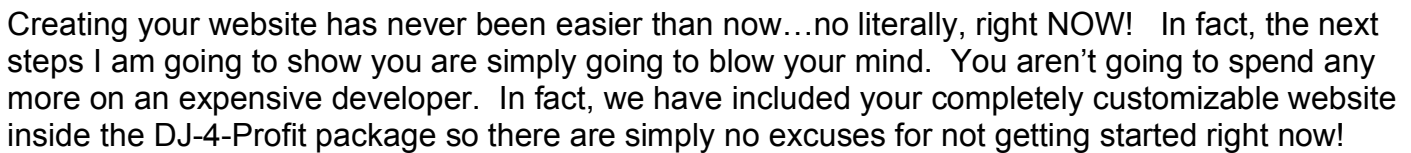
- a. A well-done website screams professionalism. It tells your customer that you’ve been doing this for awhile and you’ve been very successful. Let’s stay congruent with our branding.

3. They Get to “Spy” on You:

- a. People hate to be confrontational. They hate to be sold. Instead, they would rather “do their homework” and learn more about you on their own time. They would rather “Google” you than just call you out of the blue. So...let them! Let your customers search your site, see your pictures, read your info, etc.

4. It Sells For You!

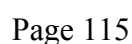
- a. I am the first one to admit that I hate selling! It’s not an easy business! So, what if your website did all the selling for you? I can’t tell you how many times I’ve answered the phone and heard this exact response, “Hey, I just saw your website, and I just gotta say, I need to book you for my event, are you available next Saturday?” (The answer is always yes!) (



I don't know if you are too familiar with blogs, but they are a type of website that is extremely popular today. In fact, the website that you will be creating IS a blog. But even better, this is not a traditional blog; it is one that looks just like a normal website! But you will also get the benefits of a blog.

Google loves blogs! That means your Blog is going to be found in search engines a lot quicker/easier than a “static” website. Why does Google love blogs? It really comes down to the fact that they can be frequently updated. (Google loves fresh content!) We are going to show you how you can be updating your blog on a weekly basis with quick content and more.

No more wasting time/money with expensive programmers. WE have done the hardest part for



you, and you can do the rest...even if you are a technical dunce! (Like me!)

3. You Can Quickly & Easily Change the Design!

Another cool Blog-Benefit is the fact that they are very flexible. Changing the theme, design, look and feel can be as simple and easy as pressing a few buttons. We have given you a “theme” that we highly recommend using, but you are more than welcome to change the design yourself, and it’s very easy!

Creating Your Very Own Website:

Let’s go ahead and get started! The following steps may get a little intense, but I have provided you with all of the tools and resources you need to get your website up and running.

The following steps will not be detailed, because I took the time to create separate videos walking you through the entire process of building your website from start to finish. I highly recommend you follow along with the videos as well.

1. Make sure you have your domain and hosting account set up with Bluehost.com.
2. Log in to your Cpanel account **<http://www.YOURDOMAIN.com/cpanel>** and click the Simple Scripts link.
3. Follow the steps to install Wordpress onto your domain.

NOTE: *If Steps 1-3 are difficult, Bluehost should be able to walk you through this.*

4. After installation is complete, visit your domain and confirm that your new blog is up and ready.
5. Log into your new Wordpress Blog at **www.YOURDOMAIN.com/wp-admin**
6. Install the Wordpress theme included in your DJ-4-Profit Package.
7. Install the included plugins and activate them as well.
8. Configure Your Plugins.
9. Update Blog Settings.
10. Download Filezilla.
11. Edit Home Page Text.
12. Change Home Page Pictures/Logo.
13. Add Pages & content.

14. Start Blogging!

Like I said, these steps are very simple, but in order to complete, you will need to follow along to the Blog-Creation Video Series included in this program.

Your Website Outline:

Once the template for your website has been installed, you are going to need to start adding pages and content. Since you now have the ability to add, delete and edit pages at any point, you don't need to really diagram an outline for your site until now.

NOTE: *The accompanying Blog-Creation videos will also help you with creating pages for your website.*

What Do Your Visitors Want?

Once again, let's put ourselves in the shoes of our customers. When they Google "Dallas DJ Services," and they find us, what will they expect to find when they click on your link. Will they get what they came for? Or will they leave frustrated and confused, because you didn't answer the questions in their head?

Some of the things your customers will expect to find are:

- **Pictures:** These include images of you and your staff and you "in action."
- **Your Location:** What cities/areas to you accommodate ?
- **Your Rates:** People want to know how much! (We don't need to tell them on your site, but you should have a "Rates" page that tells people to "call for a quote."
- **Contact Information:** How are people supposed to get a hold of you? Is your phone number/email address displayed clearly on every page? Do you have a Contact page?
- **Company Information:** Remember your Mission Statement? Your visitors want to know a little bit about you and your business. What separates you from the competition?

Most importantly, you must realize that your website visitor is actually imagining their perfect event with you as their DJ; are you a good fit in their mind?

The following is a quick outline that I recommend for your new website.

I. HOME PAGE:

Most likely, your home page will be the first impression on the web. This is what your clients will see when they type in your web address. You have three seconds to grab people and hold them before they leave. And remember, people must know *exactly* what your company and website is all about immediately. Don't make the homepage obscure and artsy and forget to add pictures of you DJing.

Include:

- a. Contact Info: name, phone, e-mail (every page should have your contact info)

- b. Picture(s), media
- c. Brief Description of you/company/services.
- d. Your Location.

II. RATES:

This page may be titled “Rates,” “Pricing” or “Services” and must clearly inform viewers of your fees and your services. Clients will immediately want to know “how much?” Make it easy for them to understand.

Include:

- a. A Detailed Description of your Services and different Pricing Options.
- b. Prices(for the experience, not per hour!) or “Call for Pricing”.
- c. More Pictures.
- d. Contact information.

Get creative and give your “DJ Package” a unique title. For example, creating a “Gold” or “Platinum” DJ Package is going to give more perceived value and intrigue your customers. Also, we will talk about this later, but you don’t need to post your rates on your website. “Call for Pricing” works very well.

III. BIO:

A “Biography” page, “About Me”, “About the Company”, or “Résumé” page is a great way to describe and sell yourself. You can create a Personal Mission Statement, Lifetime Goals, Hobbies, Occupational Background, School Information, Clubs, Sports, Awards, Favorite Quotes/Books/Movies, or anything else you would like to share with others.

The goal here is to “humanize” your website and give it a personal touch of “you.” Get people to relate to you before they even pick up the phone.

Include:

- a. Picture of yourself
- b. Personal Information
- c. Contact Info

IV. RESERVATION FORM:

You can call this page anything from “Party Planning” to “Make Reservations,” “Book a Gig” or “Start Planning.” The goal of this page is to give people a chance to submit information online through a form that is emailed to you. A form should include the following fields for customers to fill out:

- a. Name:
- b. Phone:
- c. E-mail:
- d. Type of Party;
- e. Date of Party:
- f. Number of Guests:
- g. Pick a Service(A drop down menu with a list of your different services)
- h. Additional Comments: (a text-area for users to type questions or make comments)

When people press the “submit” button on their form, the website will redirect them to a page that tells them the form was submitted successfully. You may want to write up a quick page that says “Thank You and I will respond as soon as I possibly can.”

V. PHOTO GALLERY:

Your “Pictures” or “Photo Gallery” is a page that will allow your clients to view past parties as well pictures of you and your employees.

Include:

- a. Pictures with descriptions
- b. Contact Info

VI. CONTACT:

Your “Contact Us” page is simply another small form that allows visitors to contact you. The form on this page should include:

- a. Name:
- b. Phone:
- c. Email;
- d. Comments:

VII. LINKS:

A Links page is extremely important to include in your website. It will help in your Search Engine Optimization Process (SEO). Google looks to see if websites have links that help visitors reach external sites. You can put any links here that you would like.

Include:

- a. Links with descriptions
- b. Contact Info

Other Pages to Consider:

- **F.A.Q. Page:** I strongly recommend adding a page that has Questions and thorough Answers. This will really help you and your clients. What types of questions are they asking you; can you give good answers?
- **Music Database:** This is tedious and almost impossible to keep up to date, but many clients like to see what type of music you have. You may just want to list artists and genres as opposed to every single song.
- **Misc. Pages:** You may also, include any other pages like - fun facts, jokes, toasts and more to help keep and increase your visitor retention rate.

What to Blog About:

James, since my website is a blog, does that mean I have to blog every day?

No...unless you want to! Your customized website will come with the option to blog, or write articles, create videos and instantly submit them to the top of your website. I will tell you right now that you don't need to blog at all. But, by writing a few blog posts, you can only help yourself when it comes to getting found in Google.

Your Blogging Strategy:

Do you remember your keywords from Chapter 1? We can use those keywords and create a few blog posts on our blog. Each new blog post creates a new page to be indexed in the search engines. This tells Google, *"Hey, come look at me, I have more content!"*

If once a week for about 30-40 minutes you took the time to write a blog post for your DJ website, you would see incredible results. So...what to write?

Considering that your party-throwing hosts are your ideal clients, we write articles that they would be want to read. Below are some example topics.

Article Topics:

- 7 Reasons Why You Need a DJ at your Party
- How to Choose the Right DJ in the Dallas Area (*see how I get city-specific*)
- 7 Tips for Throwing the Perfect Party
- What Type of Music Do I Play at my Wedding?
- The Top 3 Essential Party Ingredients that Any Party-Thrower Must Know
- How to Plan the Perfect Party
- What are the Best Songs to Get People Dancing?
- The 10 Essential Songs for any 70's (60's, 80's etc) Party

You get the idea. You can write 300-600 words on these topics and put them on your blog. These will become great resources for your visitors, AND help turn you into a credible authority for DJing and Event-Planning.

One Final Note:

Your DJ Website is the most important aspect of your marketing strategy. Do not settle for Myspace or Craigslist, unless you don't mind doing events for \$200.00. Take the time to create your site by following along in the accompanying videos. They are simple and easy and take you through the process step-by-step.

When you have your site finished, send me an email with the link and I will offer you a free website critique on how you can improve it! (email: James@DJ4Profit.com)

Chapter #24: Search Engine Optimization

[illegible]

How do I Optimize my Blog?

There are two main strategies for website optimization:

- a. On-site Optimization
- b. Off-Site Optimization

On-Site Optimization:

This includes everything we can do on our blog or website to optimize it. For us, I want to focus on using our keywords as frequently as possible without sounding ridiculous.

Simply typing *"Dallas DJ Business"* over and over will not help, (Google is smarter than that). BUT if we use it at the beginning of our headlines, our first paragraph and two or three more times on the page, we are off to a good start.

Think about using your keywords when you create the copy for your site and every time you write new blog posts.

Off-Site Optimization:

This step boils down to back-links. Google ranks a site higher if other websites point to it. By putting our link on vendor directories, social networking sites and other vendors' sites, we can start to build some good back-links.



**BUT DAD, THAT IS THE MOST SEARCHED
KEYWORD ON SEARCH ENGINES...**

The Pro's & Con's of SEO (Search Engine Optimization)

If your blog has GREAT SEO, then you can find yourself on the first page of Google getting a ton of traffic. This is free advertising and it can be amazing! The problem of course is this: SEO is a science and sometimes we don't really know what works and what doesn't. Some changes you make to your site won't take an effect in Google for weeks or months. SEO is a game of patience and persistence.

Also, we want to be wary of our keyword choices. It will be nearly impossible to get on the first page for the term "DJ." But, if you optimize for "San Diego DJ," the competition will be much lower and your chances far greater. This concept is called "Long-Tail." Find Long-Tail Keywords that have little competition but still get a lot of traffic.

Don't worry if SEO is bogging you down, I have plenty of other ways to show you how to get eager party-throwers to your site, including...

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Chapter #25: Video Marketing



Right now, video is the hottest, most effective form of marketing communication on the Internet today. People are watching videos on Youtube and other video sharing sites like crazy right now! Imagine for a second if some of those videos were yours...

The smartest businesses and marketers are using videos in incredible and unique ways in conjunction with Social Media, to get their message out to the masses AND drive traffic to their site.

In this extensive section, we are going to dive into the "rabbit hole" of Video Marketing to once and for all set you apart from all of your competitors and give you the edge you need. Keep an open mind and don't be afraid to implement some of the strategies I am about to share with you.

Why Video Marketing:

There are a TON of reasons why I can "sell" you on Video Marketing. For starters, it has never been easier to create, edit and upload a video and share it with millions in just minutes! (Thanks to Youtube & Flipcams)

But check this out: On some days, there is more traffic and visitors to Youtube (largest video-sharing website) than Google (the owner of Youtube and dominating search engine), yet there is only a FRACTION of the videos on youtube as there are webpages indexed in Google. In other words: your Youtube videos are competing with much, MUCH less competition than a webpage you are trying to get on the first page of Google. Oh! And those Youtube videos of yours can get indexed on the first page of Google, cool right?

So, we want to use video to drive traffic to that beautiful website of ours, BUT we also want to use video to IMPRESS our visitors once they are on our site. Imagine a client landing your page and immediately playing a video showing them highlights from past events and you in action. It is all tied

together with excellent music and some great editing so the client can actually SEE into the future and imagine YOU at her DJing event. Pretty cool, right? Well, I'm gonna show you just how easy that is.

Before I ramble on about 101 other reasons to use video, let's address some of the reasons as to...

Why You Shouldn't be Afraid of Video:

1. I hate being on Camera! First off, if you HATE being in front of the camera, you don't have to be in your videos at all. (Although I highly encourage you to, I will show you a few tricks to avoid having you in the spotlight).
2. Can't Afford All that Equipment: Don't think for one second that you need to invest in a +\$2,000 camera, some fancy editing software and a computer that can handle everything. You are a DJ, NOT a cinematographer. I will have some cool resources for cameras under \$200 AND free editing software. But the best part: I even show you how to make videos without ANY camera or editing equipment...more on that soon.



Your Video Marketing Strategies:

I have divided your strategies into separate categories:

- a) Getting Traffic
- b) Increasing Stickiness

Although I recommend using video for both of these strategies, you are free to start with either one.

Strategy #1: Getting Traffic

This is where we will be using video for the primary function to drive traffic to your website. Remember, simply building a website does not mean people will come to it. You have to do tricks like this one. To understand this strategy, put yourself in the shoes of your customer:

They are most likely going to Google or their favorite search engine and type in....what? "Dallas DJ," "DJ for my party Dallas," "hire a Dallas DJ." This is where you go back to your keyword list from Chapter 1. Picking the right keywords here is crucial!

After your customer clicks the search button, he may be presented with a video link that takes him to Youtube.com or one of the dozens of other video sharing sites. From there, he watches a cool video of you; then he follows the link on that video to your website! HEY! They found you! Excellent, so how do we do this?

Your Steps:

1. Create the Video

- a. We will discuss what the content of your video should be in a minute, for now, simply make sure that it includes a link to your website typed on the bottom of the screen and include a call to action at the end of the video: "To book an event, visit **DJJames.com**"

2. Upload it to Tubemogul.com

- a. When you are finished with your video, you can syndicate it to +20 video sharing sites (including Youtube) all at once! This means 20 high-ranking websites will now have your video and a link back to your site. Note: The first time you visit TubeMogul.com (which is free!) you will have to sign up on all of these +20 video-sharing sites.



3. Optimize Title & Description

- a. Before you send your video off for the World to see, make sure it is optimized. The TITLE should start with your keyword phrase and the description should have your keyword phrase as well.
- b. A Cool Trick: The FIRST word of your Youtube video description should ALWAYS be your website: **http://www.DJJames.com** Then you may continue with a description of the video.

4. Social Bookmark the links with Onlywire.com

- a. After your video has been syndicated to all of these video-sharing sites, you can play around with a cool site called Onlywire.com. It will bookmark each video on over +50 sites all at once! That's some massive backlinks right away!!
- b. I always recommend you start with Youtube.com on this one! (Youtube gets 1/3rd of all video traffic.)

5. Rinse & Repeat

- a. The first time you do these steps, it will take awhile and may be a bit frustrating. But you will quickly get it down to a science! The key is to have several videos being put up consistently over time! So keep creating those videos and syndicating them online!

Strategy #2: Increasing Stickiness

In this strategy, we are going to discuss videos that will be placed on your website to give that “WOW!” factor. Their purpose is to impress your customer, exude professionalism and tug their emotional strings so they rush to the phone to book you immediately. In short, ask yourself, “When someone visits my website, how can I get them to stay longer and take the next step?”

For this strategy, the “In-Action” and “Call to Action” videos will be the best. (More to come on those).

Your homepage could showcase a video that describes your services and shows you in action. But you could also use a simple video of you welcoming people to the site and telling them what to do next.

Here is a quick example of a script I have used in the past:

“Hi, James Wedmore here, and welcome to TheBestDJsInTheWorld.com Orange County’s premier entertainment and mobile DJ company. I know you have a myriad of choices when it comes to the provider of entertainment and quality music for your even. So I’d like to encourage you to browse through our site, view some of the pictures of our past events, read some testimonials from all our happy clients, and do not hesitate to give me a call if you have any questions (point to phone number on website). Thank you so much, I’ll talk to you soon.”

Easy, right?!

Anything you do to add video to your website will benefit you greatly, so make sure you do it as soon as possible.

What Should My Video Be About?

This is the chance where you get to become really creative! Don’t let my ideas limit your imagination. Think outside the box! See what others are doing on Youtube to become successful and model them. Think big and have the goal of getting picked up by your local news station! (Imagine what would happen then!

1. The Video Slideshow:

- a. Do you have pictures from your past events? Can you get some? Your video can be as simple as a quick slideshow of your photos. Check Animoto.com for a cool video-creating site, or just throw the images into iMovie (if you have a Mac), add some music, and you are GOOD to go!

2. The Talking Head:

- a. Do you get a lot of questions from your customers? If you are comfortable being in front of the camera, grab your flipcam (or even a webcam) and film a series of informative videos for your customers and prospective clients.

- b. Topics could include: What to look for in a DJ, How to choose the right DJ, The best music to play at your Wedding, What music NOT to play at your Wedding, Fun party games to play at your next event...you get the idea.

3. The Power of PowerPoint

- a. Don't want to be in front of the camera? Not a problem! You can follow a similar style as the previous "Talking Head" example but you can use PowerPoint or Keynote (Mac). Simply create a quick PowerPoint presentation with text and images and you can record yourself talking along with the text. Easy!!
- b. For Mac's Keynote, you can use the built-in "Record Slideshow" function and "Export" it as a video. If you are on PowerPoint, you will need to get screen capture software such as Camtasia.com (has a 30-day free trial!)

4. In-Action Videos:

- a. This one is my favorite! Have a friend follow you around at a few of your events and film you "in-action." Get shots of you while you are DJing, emceeing, even setting up! Get shots of the crowd dancing and even TESTIMONIALS of what the guests thought!
- b. The finished product should be a voiceover description of you and your business while you cut to all of these great shots of you in action. This gets people to feel like they were really there with you. And they know exactly what to expect when they hire you.

5. The Call to Action:

- a. This is very similar to the "Talking Head" video I described earlier (because it's a talking head of YOU), but in this video, we simply give some instruction on what to do. Ex: "Check our packages, read our testimonials, give us a call." It simply helps guide people through your website easier.

Quick Success Tips for Your Videos

1. Keep it Short

- a. The shorter the better! TRUST ME! Keep all of your videos under two minutes.

2. Add Your Web Address

- a. In editing software, add your web address to the bottom-third of all of your videos so anyone can open a new window and check your site out while watching.

3. Have a Call to Action

- a. At the end of your videos, either tell your viewers verbally or through text to visit your website. Tell them what to do next (this is a call to action!)

4. Add Music

- a. There is magic in music...and you're a DJ!! So add some, it's essential for every video!

5. Audio is Key!

- a. Everyone worries about video quality when they are getting started. The big secret is that audio is sooo much more important than video! People need to hear you clearly. Use a good mic and speak clearly. Watch out for background noises while recording.

Software & Hardware Recommendations:

Here are just a few quick software and hardware recommendations. Even though I went to an expensive Film School myself, I am not going to start recommending the \$5-\$20,000 cameras that video professionals use. You don't need them! These recommendations are for those who are looking for the most bang for their buck

Camera:



The Flip Mino HD

Although, I get a lot of people pushing the new Kodak camera, I still highly recommend these little Flipcams because they are small, easy to use, and very cheap. They are less than \$200.00.

Editing Software:

Flip Software

Although I use Final Cut Pro on my Mac, it costs like \$1,200 and I don't recommend it unless you love editing. If you get a flipcam, you can use their free Flipcam editing software. It is very limiting, but it will do the job.

iMovie or MovieMaker

If you have a Mac, you get the wonderful benefits of iMovie, which is all the editing power you will ever need! I don't have a PC, but the comparable software is Microsoft Moviemaker.

Sony Vegas

If you do want to step it up a notch, last I heard, Sony Vegas was selling for about \$80.00 and it rocks! Google it and see if it is right for you. It will have a lot more functions and features, so the learning curve may be a bit higher.

Screen Capture Software

This is software that will allow you to capture your computer screen. This is perfect if you are creating PowerPoint videos.

Camtasia

For the PC, Camtasia is the only way to go. It's expensive but you can get a 30-day free trial (so just do a ton of work in those 30 days!) Do not get Camtasia for Mac though!

ScreenFlow (Mac)

Screen flow is a great program that includes editing software built in to easily manipulate your footage, very cool!

iShowU HD (MaC)

If you plan on bringing your videos into an existing editing platform, you can get iShowU, which is a bit cheaper than Screenflow.

In Conclusion:

There is soo much I could talk about with the topic of Video Marketing. It is it's own 200 page manual, really. I am really passionate about video and the potential it has for us as marketers and business owners. I ask that you use the creative skills that you already possess to have fun with video and use it in your marketing. Impress your clients and website video with strong visuals and powerful music so you can sell them instantly!

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Chapter #26: Mastering Google Adwords

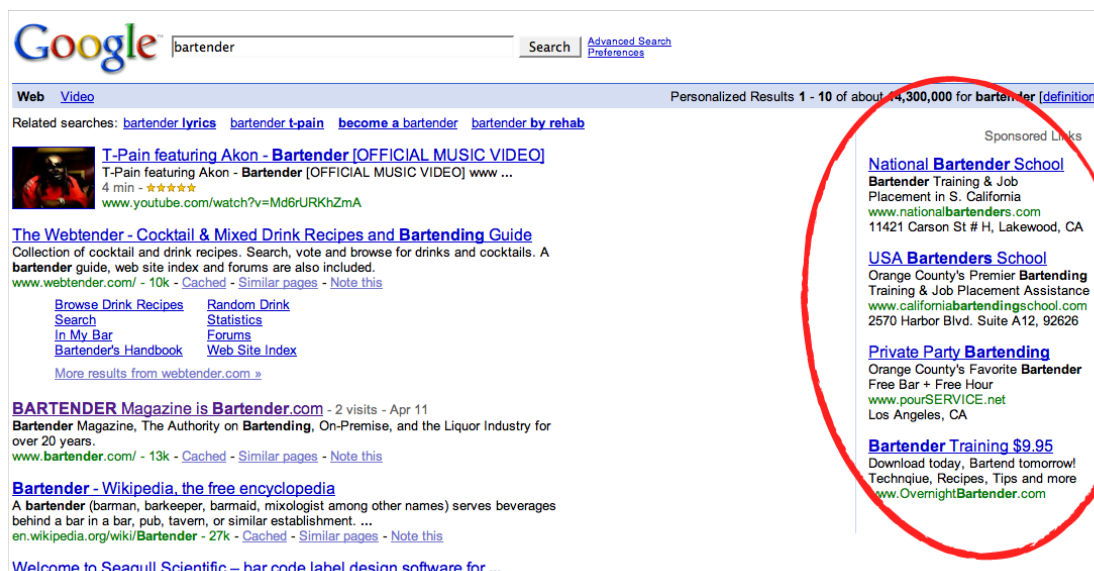
□ Since SEO can be slow and intensive, are you ready for a solution that automatically puts your website on the top of Google even if it is one day old? The answer is Google Adwords.



What is Google Adwords?

AdWords is Google's response to Pay-per-Click advertising. All of those small boxes of text located to the right of Google's search engine results pages are all advertisements from AdWords.

Several extensive books have been written trying to describe Google Adwords and successfully master this new advertising method. Below is a brief introduction into a very effective technique to get your business visible.



What is Pay-Per-Click?

An ad purchased in a magazine or newspaper costs a set price. If no one sees your advertisement let alone responds to it, your money has been wasted. The Internet solves this problem with the solution of Pay-Per-Click Advertising or PPC.

PPC allows you to immediately post advertisements with links to your website for free. You are only charged when someone decides to click over to your web page. Instead of paying to have your ad in public view, you are only charged when someone actually takes action on your ad.

PPC advertising has revolutionized the way businesses market on the Internet, and many entrepreneurs have made a fortune this way. The only major drawback comes from perpetrating competitors who intentionally click on your ads with no desire to use your services. They just want to charge up your account and make you hit your daily budget so your ad disappears.

Your AdWords Strategy:

Google's AdWords application has many benefits; the first being the exposure of having your ad placed on the world's #1 Search Engine. Even better, your ad is only placed on relevant results pages. This will help minimize the cost of incorrect clicks.

Google allows you to set your daily budget. They will charge you a relatively small price for each click. This average price can be anywhere from \$.25 to \$1.00 for DJs.

Your ad placement is based on a complicated combination of click-through-rates and price-per-click. In Google's words:
(<https://ads.google.com/select/pricing.html>)

Google believes strongly in providing high quality and relevant advertising to our users, so Google AdWords does not rank ads solely on cost. There is no way to reserve top placement in the AdWords program.

Ad placement is based upon a combination of maximum cost-per-click (CPC-how much you are willing to pay per click) and click-through-rate (CTR). This means that if you earn a higher CTR, you are rewarded with a lower actual CPC. Our system monitors your competition and performance and automatically charges you the least amount possible.

I highly recommend using AdWords to advertise. You set your own daily budget, and within minutes of setting up an account you can begin directing traffic to your site.

Below are a couple of tips to help you get started with AdWords:

- Capitalize the first letter in all major words. Do not make your ad - all lower case.

- You have very limited space to get your message across, so use it wisely. Avoid “and” and “the.”
- Offer something unique that your competitors do not have.
- Set up the “conversion” tool in AdWords and test the effectiveness of your ads by creating several that you rotate.
- Set your daily budget to \$10 to \$12.00 per day.

Use Long-Tail Keywords:

When I first started using Google Adwords, I lost my shirt! (I have since attended a 3-day Adwords Workshop and learned a ton!) The problem I was having was paying for my ads to come up with the wrong keywords. I included keywords like “caterer,” “party,” and “party rentals.” (What does this have to do with DJs?!

You need to only use keywords like:

- San Diego DJ
- DJ San Diego
- La Jolla DJ
- DJ business La Jolla

These keywords are specific. The variables we are using include city and neighborhood keywords. This is very important. Do not waste money on people clicking on your ad who are looking for caterers!!

Send Them to The Right Place:

Even if you have the best ad in the World and the perfect keywords, you can still lose money. Once they click that ad, where are they going? Are you taking them to the right page on your website where your contact information is visible? If you use Adwords to drive traffic and your visitors don’t like you or your site when they get there, you can kiss that customer goodbye!

Track it!

One tricky aspect of Google Adwords is being able to track your sales. I always ask my customers (and potential customers) how they found me. If they say, “I Googled ‘Dallas DJ’ and your link was the first one that came up!” then you know Adwords is working for you.

If you are not getting any calls/emails from Google, it may be time to change up your campaign or cut it off all together.

You can depend on AdWords and other PPC advertising applications to fuel a substantial amount of traffic to your site on a daily basis. You will immediately see amazing results with an activated AdWords campaign that is properly created.

Sample Advertisements:

Google and the other PPC services give you tight restrictions for your advertisements, such as forbidding ads with words in ALL CAPS as well as minimal space to write your copy. It is all about getting creative and getting your message across as quickly as possible.

Each text advertisement is divided into four lines of text. Below are several examples of headlines and descriptions that you can mix and match to make the perfect advertisement

The Headline (25 characters max)

- Los Angeles DJs 4 Hire
- Professional DJs
- DJs 4 your Party
- Mobile DJ
- Private Party DJ
- Birthday DJ 4 Hire
- Wedding DJ/Entertainer
- Acme & Co DJs

The Description Lines: (There are 2 lines of description text, each are 35 Characters max)

- LA's Premier DJ Service
- Mobile DJs for Hire
- Los Angeles's Favorite DJ
- Make your party a Success
- Professional DJs & Equipment
- Impress your Guests
- Best DJ Rates around
- Free Party Planning Consultation
- Add that extra touch to your event
- Leave the Stress to us

The Display URL (35 characters max)

- www.yourwebsite.com

Maintain your PPC:

I highly recommend keeping a close watch on your PPC Accounts. You want your ads to have a CTR (click-through-Rate) of more than 1%. In other words, for every 100 people who see your ad, at least 1 should click on it.

You want to modify, add and change your advertisement copy and keywords as much as possible. You can create various ads and Google will circulate them using the ones that are most effective.

Watch out for keywords that have a high CPC (Cost-per-Click) and low conversion rate. These are usually keywords that are not too relevant to your specific services. Examples such as “caterer” and “wedding” are perfect examples of money-draining keywords.

Set up your account by visiting:

<http://www.adwords.google.com>

Great Adwords Resources:

Mass Control: Frank Kern offers some great information including a FREE downloadable report to help master your Google Adwords Account.

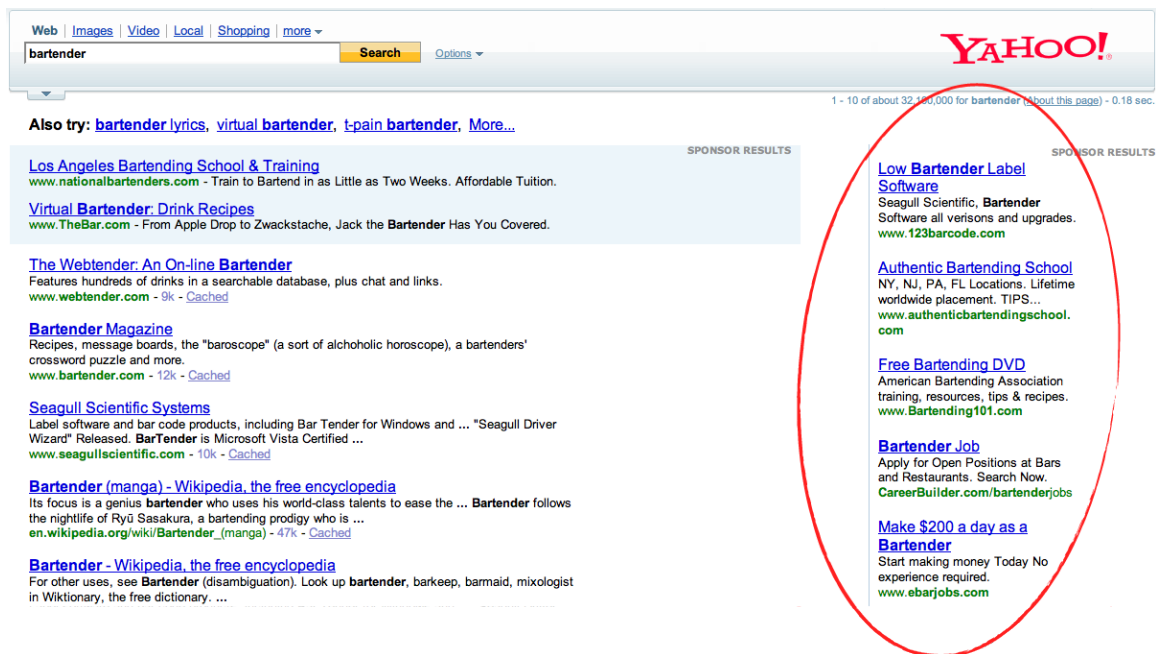
Visit **www.masscontrolsite.com/blog** for more information.

Hexatrack: Hexatrack offers innovative software to help you get an edge on your competitors by improving your keywords. The offer very valuable information including a free, large 120 page ebook on PPC. Visit: **www.hexatrack.com** for more information.

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Chapter #27: Mastering Yahoo! Search Marketing



What is Yahoo! Search Marketing?

Yahoo! Search Marketing, formerly Overture, is very similar to Google AdWords. There are a few major benefits you can have by offering Yahoo!'s PPC advertising program in addition to Google's:

- **Live Support:** I will continue to use Yahoo! Search Marketing for as long as possible because of one very important feature: *live support*. Within 24 hours of activating my PPC account with Yahoo!, I was contacted by a representative who helped me improve my keywords and my advertisement copy. He had a wealth of useful information and even called me back two more times in the next month to follow up.
- **Yahoo! is Number 2:** Google may outrank Yahoo! But it does not mean that Yahoo! is still not a preferred search engine for web-surfers. In fact it is the number two search engine, right

behind Google. You will have very effective results from the hundreds of thousands of users that surf Yahoo!

- **The Combined Power:** Any party-thrasher searching for a DJ on Yahoo!'s search engine will not see your Google AdWord campaign. If you use both Yahoo! and Google, you are doubling your firepower and reaching many more prospects than you ever would with just one.

To get signed up for your Yahoo! Search Marketing Account, go to:

<http://sem.smallbusiness.yahoo.com/searchenginemarketing/chooseplan.php>



XXVIII

Chapter #28: Online Vendor Directories

An Online Vendor Directory is simply a website that catalogs a list of “vendors” (DJs, Caterers, event planners, etc) so that clients can easily find “trusted” sources in their neck of the woods. I have some mixed reviews on these online directories, so pay close attention to what I have to say regarding these websites.

The Benefits of Vendor Directories

Backlinks:

The biggest benefit I can see is that you get a “backlink” to your existing website. What does this mean? Well, Google ranks websites (like yours!) higher when they see that other sites are linking back to them (or yours!). If you can get your website posted on as many directories as possible, you are going to have quite a few new backlinks!

Directories are Higher Ranking:

I have seen some of the Vendor Directories rank pretty high, so you have the opportunity to leverage their high-ranking site by placing a profile page in their directory. I would do some research and test out the directory and see how high it ranks for your keywords before moving forward with it.

The Problems with Vendor Directories:

It Costs Money:

Most of these Vendor Directories cost money (or they find ways to add services and upsells).

No Leads:

These websites are a business first, and they get the majority of their money from you and vendors like you. So a lot of their energy is concentrated on getting more vendors to subscribe to their services, when they should be focusing on finding people who are looking for vendors (your customers). You are not guaranteed any business from these directories, no matter what they say!

All of Your Competitors:

You may just be sitting right next to your competitor on these sites. Do not let that get you into a price war, because they are offering lower rates.

Whether to Use Directories or not:

In my opinion, you should stay away from any vendor where you have to pay in order to have a profile. Start by finding the “free” directories and adding your business and contact information to all of them. (This will help with your backlinks for SEO purposes).

Be aware: Once you sign up for these free directories, some will start to call you and offer their “upsell” premium services. Don’t be conned into them. And if you do decide to order their services, make sure you TEST them. Are leads coming in? Where are they coming from? You must be 100% sure that your leads are coming from this paid vendor directory, otherwise you need to cancel the service because it is not making you money!

Online Vendor Directory List:

With that being said, I have included a list of DJ directory websites that are worth checking out. But please, if it does come to whipping out the old credit card, be wary. I know plenty of these sites (not listed below) who are fraudulent.

800DJ.com
DirectCatering.com
DiskJockeys.com
DiskJockeyOnline.cm
DJ.net
DJApproved.com
FindYourDJ.com
DJYP.com
FreeAmerica.com
GigMasters.com
MobileDJNetwork.com
PartyPros.com
ProDJ.com
ProDJFinder.com
TheDJList.com
usoDJa.com

A Word on Partypop.com

One of the biggest directories is PartyPop.com and I HAVE had some success with it.

Partypop.com has over 2.1 million vendors listed in their directory from the United States, Canada, and the UK. Any smart party-thrower could find anything within a matter of minutes on this site, for

their next party. This includes a myriad of caterers, florists, DJ's, ventriloquists, clowns and more. Of course, DJ's also, have their very own category on **Partypop.com**

One of the benefits of **Partypop.com** is its impressive presence on Google and other search engines. Go ahead and perform a Google search for "(insert: *your county or state*) DJ" and see what you get.

Chances are, a listing for **Partypop.com** is located at the top of the page. They dominate search engines and have a huge presence with more than 60 other affiliate website directories.

With this in mind, registering your business with **Partypop.com** is a requirement for success.

Although registering is free, your options are very limited. Only your business name and phone number are listed in the directory. Your listing will be lost amidst the hundreds of other companies. But,

There is a solution: Paying a small upgrade fee will put you at the top of your category's directory list with a link to a profile page. Your custom profile page offers pictures, a description, and most importantly, *a link to your website*.

For this directory, I do highly recommend paying the upgrade fee to get your listing enhanced on **Partypop.com**. I have customers call all of the time who say they found me on Partypop.

Note: *There is also, another option available on Partypop.com; you may sign up for their 3-D Bridal Show. The price is more than \$600.00 a year and increasing! I do **not** recommend this service so do not let their sales representatives convince you it is a beneficial option.*

There are literally hundreds of other online party-planning directories with which you can register. I highly recommend checking out **Mypartyplanner.com**, as well.

After that, you can simply perform a Google Search for "party planning directory" and begin registering.

None of these directories have the power of Partypop; so do not invest any money with them. If the directory is not free, skip it and move on.



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Chapter #29: Your eNewsletter

The following chapter is dedicated to one of the most powerful marketing strategies that you can have in your arsenal in order to retain past clients, transform them into raving fans, and easily get them to recruit new clients for you. It is one that that will help separate you from your competition and guarantee you will get the gig over your competitors. This chapter is all about your eNewsletter.

What is an eNewsletter:

An eNewsletter is really whatever you want it to be...that's the exciting part. You get to be creative and original! Basically, it is an online publication sent to your subscribers on a weekly, monthly, bi-monthly, etc basis informing them of the topic they have subscribed for. This "content" can be anything you want it to be.

Let's go into the strategy behind the eNewsletter a bit. It starts when a visitor arrives at your website for the first time. You will have something on your home page called a Lead Capture Device. You offer something FREE (this can be a report on how to choose the right DJ, a party-planning guide, a list of must-have songs, etc). If the visitor submits their name and email address, they will get access to this FREE, yet highly desirable information.

After they submit their contact information, that goes into a database and you can now email them (and everyone else on your "list") at any time.

If you have an eNewsletter, you will be sending a weekly, bi-monthly, or monthly email to everyone on this "list." We will discuss in more detail what to put in your eNewsletter, but the important thing is, this can be very easy, and the effects it will have are extremely powerful.

The Benefits of Your eNewsletter:

So you understand the basics of how an eNewsletter works, but the question is WHY? Why is a eNewsletter powerful?

Captures leads

Any successful business owner will tell you that the true asset of your business is your database. As you build momentum in your biz, you will have more and more clients and prospective clients; you want to keep them in a database that you can access at a moment's notice.

If you ever need a "surge of cash," you can immediately email this database (with the click of a button) and offer a \$200 coupon for someone who books you this week. Pretty cool, right?

But the bottom line is this: an eNewsletter (and the software that I will recommend in a moment) allows you to capture EVERYONE's contact information, not just your past customers, but the people who visited your website for a few seconds and decided they didn't need a DJ just yet.

Stay Fresh

If you are broadcasting your eNewsletter on a regular basis (it doesn't matter how often, as long as you are consistent), you will stay fresh in the minds of your past clients and prospects. Your emails won't be invasive and "spammy," they will simply be a little reminder that you exist. And more importantly, your emails will be fun to read and very informative. You will soon notice that people will actually look forward to your emails!

Imagine what happens to a client after you DJ their event. A month or two goes by, they lose your contact information, they forget your name and they don't know how to get a hold of you. Then their friend comes to them and asks if they know a good DJ. *"Oh, ya I do know one, but I don't remember his name. Let me see if I can find his card..."*

Build Rapport & Authority

The information you will be sharing in your enewsletter will be both personal information about you and your business and information that would be helpful to all of your clients. This will do two things: Build rapport and turn you into a credible authority in your industry. If you share things about your life, (what you are up to, your hobbies, etc) people will feel like they know you a lot more. They will get a peak into your life. (Reality TV is popular for a reason!) But when you also share valuable tips about the most recent music, party-planning tips, and any other advice, people will look to you as an authority. Your credibility goes through the roof!

Become Viral

When people fall in love with you and your newsletter, they will want to share it with their friends. Forwarding your newsletter onto a potential client is just a click away and in this day and virtual age, a digital referral is much easier!

How to Get Started:

The first decision you have to make is to what extent of time you can spend on your newsletter. I don't recommend you simply starting a newsletter right out of the gate. You want to make sure you have begun a solid clientele base. I also, recommend that you have a direct correlation with your rates and the time you spend working on your newsletter. If you do a weekly newsletter, it makes charging +\$1,500/event more justifiable. Conversely, the "budget DJ" doesn't have a newsletter.

So, decide when you want to start your newsletter. Then choose how often you are going to be broadcasting it (consistency is key!!) and then ask yourself how long you will spend writing each edition. From here, you need to...

1. Purchase AWeber.com

- i. Aweber is the BEST solution for email marketing software. It will help you build your database, create a lead capture device, AND broadcast template enewsletters.



2. Create a Free Offer

- i. This is where you will need to do a little work to create what is called an "Irresistible Free Offer." This can be anything! But it has to be something that your prospective clients want. It can be a report (saved in .PDF format), an audio or video.
- ii. Examples: "How to Pick the Right DJ For Your Event," "Party-Planning Tips," "Party-Planning Resource List," "Essential MUST-HAVE Songs for Your Party," and the list goes on...

3. Put Lead-Capture FORM on Your Website

- i. The next step is to add that lead capture form to your website so people can give you their name and email address. You will need to learn how to create this code inside Aweber. Then you will need to paste that code into your website. (Note: If you are not using the templated-website from DJ-4-Profit, you may need to get a programmer to do this for you.)

A screenshot of a lead capture form. It has a light beige background. Inside, there's a white box with a red border. At the top, it says "Name:" followed by a text input field. Below that, it says "Email:" followed by another text input field. In the center, there's a rounded button with the text "Give me access!". At the bottom, there's a line of text: "I hate spam as much as you do. Your information will NEVER be traded or sold." The word "NEVER" is in all caps.

4. Give Access to Free Offer

- i. The next step is to deliver the “Free Offer” you created for your prospects. When your clients “opt-in,” they must be brought to a thank you page where they can then download the report you created for them.

5. Create eNewsletter Template

- i. Inside aWeber you will have the option to create your very own customized newsletter template. Or you can simply go ahead and just use one of the templates they give you.



6. Send Broadcast!

- i. You should be all set up to send out your broadcast. This is the step where you write your content and send it out. How frequently you decide to offer your newsletter is up to you, just remember to stay consistent.

What to Put in Your eNewsletter:

You really get a chance to be as creative as you want in this step. You can really put anything you want in your newsletter. It can be as short as a single “quote of the week,” or it can be a few pages long with several articles. My advice to you is to always keep it shorter, rather than longer. If people can read your newsletter in five minutes they will be happy.

I recommend dividing your newsletter into two parts:



1. Personal

- a. This is your chance to quickly talk about yourself. Tell a story about a beautiful wedding you worked at last week, tell people about your hobbies, interests, etc. Let them know what you are up to. (But keep it brief!)

2. Advice

- a. This is where we can offer content or advice to our clients. This can be anything from music reviews to party-planning tips to anything in between. It can be a motivational quote of the week, a cooking recipe, or anything you can think of. The question you have to ask yourself is: “how can I add value to my clients’ lives?”

In Conclusion:

I will not lie, creating your newsletter is no easy task. It immediately adds several hours to your work schedule, BUT the time invested yields exponential results. Start your newsletter only, when you are ready. Do not overwhelm yourself. But once you do start your eNewsletter, I wish you the best of luck as it can do wonders for business.

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Chapter #27: Magnetic Car Signs

Adding a Magnetic Car Sign:

For added exposure, I suggest a magnetic car sign to advertise your service. This is essentially an enlarged version of your business card posted on the sides or back of your car or truck.



Believe it or not, I have received a lot of business from individuals spotting my sign while stuck in traffic. Every time I go to the supermarket or liquor store to pick up supplies for the weekend, I always see customers showing interest.

Tips for an effective Magnetic Sign:

- **Keep it simple:** No complex graphics, small type, or numerous colors.

- **Only the Essentials:** Make sure your name, service (Mobile DJ), and phone number are large and easy to read.
- **Order two-three:** Place one on each side of your vehicle and one on the back if you have a flat, vertical surface, (ex: tailgate).
- **Don't have road rage:** You are promoting your company at all times when your sign is posted on your car. You must never speed, cut people off, or be rude in any fashion. Your number is posted on your car, there is no telling what people could do with it.

Note: *The sign is magnetic so you can remove it whenever you would like.*

I recommend **AAinstantsign.com**. They did a great job with mine and they only charged \$40.00 for two.

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Chapter #31: Tackling Online Classifieds

Online Classifieds

Just as party-throwers flock to search engines for their DJ needs, they will also use effective online classified websites. A highly popular one is **Craigslist.com**. I highly recommend posting an ad on Craigslist at least once a week.

I have included sample advertisements in the accompanying DJ-4-Profit CD-ROM, but I wanted to point out a few important qualities to a successful Craigslist ad:

- **A Unique Title:** Your ad will drown in a sea of mundane titles soliciting competing DJ services if you do not offer a unique title. Use capital letters strategically and make your title exciting and eye-catching.
- **Include Bullet Points/Lists:** You will scare anyone away with huge blocks of text. Simplifying your message into small bullet points will make your ad more visually pleasing and easier to read.
- **Include your Link:** None of your Craigslist competitors will have websites. Use that to your advantage by including your website as many times as possible. You can use simple html code to make your address a clickable link.



I don't know how many times I have had clients who called and said, "I saw your ad on Craigslist, you were the one with the website."

- **Add your Keywords:** Lots of Craigslist posting will rank high on Google's search results. Boost the ranking by scattering your keywords everywhere you can without sounding redundant.



Craigslist.com has a large fan base with millions of hits each and every day. The best part: You can use it for free.

I recommend putting a post up every Sunday afternoon. The majority of your clients will search for a DJ, Monday through Wednesday. Your ad will be fresh on the top of those search results.



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Chapter #32: Local Print Advertisements

Local Print Ads

Even though ad space in print publications will cost money, it can be very effective when done right. If you have a local newspaper, I suggest limiting your advertisements to this publication. You don't want advertising dollars wasted on viewers who live outside your area.

To create a successful advertisement, you must consider the following:

- **No one cares about you:** I know it sounds harsh, but it is true. If all your ad does is describe you and your company, your response rate will be minimal.
- **Offer an Incentive:** Instead of wasting your ad space on describing your company, why not present an offer, free gift, or some other incentive to get clients to contact you. (Ex: *Free Party Planning Guide*)
- **Call to Action:** Your ad and your incentive must drive people to take further action. That action needs to be contacting you or visiting your website. Therefore, your contact info needs to be clearly displayed.

If your advertisement does not offer any incentive to call, e-mail, or fill out a form on your website, how will you ever track the performance of this ad? You need to be able to track the results so you can continue to improve.

Tip: *You can direct your advertisement viewers to call a toll-free number with a pre-recorded message regarding information about your services, or instruction on how to receive their free party tips.*

*This service is excellent because it allows your customers a non-confrontational way to gather more information about you. You also, get a record of each phone number that has called your number. I highly recommend: **247callcapture.com** and **Newtollfreenumbers.com**.*

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Chapter #33: Leveraging Social Media



What is Social Media?

Unless you have been living under a rock, you know that Social Media has taken the World (especially small business owners) by storm! Facebook has over 350 million users (and growing!), LinkedIn is at over 50 million users, and Twitter usage is still growing at an exponential rate.

I love Social Media, and firmly believe that if you use it properly, it can do wonders for you and your business. I have used Social Media to build my business and I will show you how to the same.

But let's first discuss just exactly what this whole emerging movement involves...

Social Media can not really be described in a few sentences, but in a nutshell, it is the movement of users creating their own voice and communicating to millions over the Internet. It is the mommy-blogger who starts her small business online, it's the 12 year old kid making \$10 K a month with youtube videos, it's people having a voice and choosing to use it! But it is also, the yearning of millions of people everywhere to connect instantly with others on their phone, laptop or home computer.

Why Should We Use Social Media?

Driving Traffic:

There are plenty of benefits, but to begin with, Social Media will be an excellent Search Engine Optimization strategy. Twitter and Facebook are some of the most visited websites on the planet. Creating an online presence that promotes your business will simply help you get found easier.

Networking:

Sometimes people try to complicate their Social Media strategy, but if you simply use sites such as Facebook to network and connect with friends, family, & clients, you will immediately find benefits. Wishing people happy birthday, asking them about their day, and sharing funny stories may have nothing to do with your DJ business, but in five minutes a day you can keep in close contact with your "sphere of influence" and network with others in your area.



Search Targeted Users:

One of the powerful tools that each social networking site offers is, an embedded search function that allows you to find users based on any criteria imagined. Want to find someone who just tweeted out - they are looking for a DJ in your area? You can easily do that, and I'm going to show you how!

What is the Fantastic Four?



The Fantastic Four are the four largest Social Networking sites that exist today. They are the ones on which you will want to concentrate the majority of your time. They are as follows...

Twitter

Twitter is the FASTEST growing Social Networking site. It is a micro-blogging platform that allows you to communicate with people in short 140 character text-sized tweets. It is not for everyone, but if you do like it, it can be a powerful tool.

Facebook

Facebook is the LARGEST Social Networking site. It hit over 350,000 million users in November of 2009 and it is still growing. It allows you to easily connect with friend and family and share photos, videos and more. A powerful function in Facebook is the use of their Facebook Fan Pages which we will be using to promote your DJ business.

Linkedin

Linkedin

Linkedin is the LARGEST BUSINESS Networking site at over 50 million users. It doesn't have all the fun and pizzazz of the other sites, but you can easily find corporate clients and other business professionals on Linkedin. If used properly, you can have very effective results.

Youtube

Youtube is the LARGEST Video-Sharing website that exists today. In fact, it is even getting more traffic than Google itself (yes, it is owned by Google). But even more powerful, Youtube videos are showing up in the search results pages for Google!

A Word About MySpace

I intentionally did not keep Myspace.com in the category of my Fantastic Four. There is a reason. Myspace is on a decline. But the most important thing to realize is this: Your target audience is NOT using Myspace! They are all on the "Fantastic Four" Networking sites, but not Myspace!

Now, here is the trick: I DO want you to have a Myspace profile. I just don't want you to use it! Set one up, include links to your website (and other social networking sites). The secret



that no one will tell you is that Google still loves Myspace! With that being said, you can rank very high in Google AND you can get some great backlinks to your website!

With that being said, create an OPTIMIZED Myspace profile using your keywords (see Chapter I), DJ pictures, and links to your main website. Then you can simply set it, and forget it!

NOTE: *We will not be discussing MySpace in any of the Video Tutorials. Simply set up your profile and optimize it as best as you can. We will focus only on the Fantastic Four.*



Are You Blogging?

Blogging is not for techy-nerds or emotional teenagers sharing their diary details. Blogging is simply a concept of fresh, constantly-updated content published on a website. And guess what? Google loves this!

I don't want to overwhelm you for a second here! If you use the templated website included with the DJ-4-Profit System, you will have a built-in Blog! How cool is that?!

Now all you have to do is use it...

How much time is this going to take me?

Great question! The answer is not so simple. I don't want to lie and say Social Media is a 5 min a day investment. But truly, the answer is: whatever time you invest into it, is what type of result you can expect to get. You can get lost on Twitter and Facebook and spend hours online with little to show for it.

My job is to show you how to spend the least amount of time possible and yield the biggest results possible. But you must ultimately decide how much time you want to spend using these sites. The secret is in the consistency.

Social Media Video Tutorials:

I have included some in-depth Social Media video tutorials to help walk you step-by-step for setting up and optimizing your profiles. I teach Social Media to business professionals on a daily basis so I've got some good stuff to share with you, that I think you'll enjoy.

I have written a bit more on some Social Media principles below, so read through that information. Then I recommend you go check out the tutorials and follow along with them.

Strategies for Facebook



You are most-likely already familiar with Facebook so it is a great place to start. The following is a checklist of strategies that you may want to keep in mind when using Facebook.

Note: *All of the following will be explained in more detail in the video tutorials*

Optimize Profile

The first step (after signing up for Facebook) is to make sure your Profile is fully optimized. What does this mean? Well...a lot actually. It means other Facebook rockstars know that YOU know what you are doing. It means you have the proper links, images, copy, etc. So, people can easily learn more about you and take the next step to learn about your DJ business.

The Fan Page

Setting up a Fan Page is crucial. Since Facebook does not allow you to create a profile page under the name of a business, you have to use a Fan Page. This is where your friends can now become "Fans" of your DJ business and you can share news, updates, pictures and more. This is VERY important because Google ranks Fan Pages rather high in the search engines!

The 8-Step Facebook CheckList

This is a quick checklist I created to show business owners how they can manage their Facebook in just 5-10 minutes a day and still get great results.

Strategies for Twitter



Unfortunately Twitter is not the easiest tool to use. Most people become frustrated because they simply don't understand it. But...if you do take the time to learn it, you will discover that Twitter can be extremely powerful if you use it properly. Things you need to learn...

Optimize Profile

People on Twitter can be snobs. They won't "follow" you unless your profile looks GREAT and has all of your information filled out properly. In our video tutorials, I will show you exactly how to optimize your profile in just a few minutes.

Getting Followers

On Facebook you have friends. On Twitter you have "followers." These are essentially subscribers to your Twitter account (or micro-blog). The more subscribers or followers you have, the larger your audience is. We need to make sure we get you a LOT of followers as quickly as possible.

What to Tweet About

The biggest question I get is “*What do I tweet about?*” You have 140 characters to say what is on your mind, and you can literally tweet anything. We will discuss this in further detail in the video tutorial, but let me leave you with this: Stop worrying about what YOU should Tweet, and start responding to what others have already tweeted.

Strategies for LinkedIn



LinkedIn has been called “your resume on steroids.” It is a network of business professionals and a great way to make new connections with influential people. Here are some things to look out for in the LinkedIn community...

Optimize Profile

If LinkedIn is your “Resume on Steroids,” we need to make sure your online profile (or resume) is complete and optimized. We will be using your keywords to make sure you are not only found within the LinkedIn community, but Google as well!

Join Groups

One of the most powerful tools inside LinkedIn, is the Groups. You can join online networking groups of other DJ owners as well as small business professionals in your community. You can even start your own group and become as an authority.

Attend Live Networking Events

Individuals on LinkedIn will also have LIVE networking events in your area. These are usually well produced events that I recommend attending. This is a great way to network!

Blogging Strategies

Don’t let the topic of blogging be too overwhelming for you. In the video tutorials, we will teach you everything you need to know to be blogging to success’s your posts will be found right in the search results of Google in no time! Keep an eye out for:

Optimizing Your Blog

Your blog is like a car. Straight out of the factory, it is pretty much stock. But with a little work you can add some upgrades and features that will allow it to run better. Optimize your blog and you can easily be found in Google for your keywords.

In Conclusion:

Like I said before, the “meat” of the Social Media tutorials is all video-based. I feel it is the best way to teach you how to use these powerful tools. When you are ready, take a moment and go through these videos; follow along and take some action.

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Chapter #34: “In the Moment” Marketing



“Working it” While Your Working

Let's talk about everything you can be doing to promote your business/get leads “during” an actual bartending gig.

This next section is dedicated to some of the most simple (and inexpensive), yet highly effective marketing techniques that you can practice while on the job. When you are hired, you may think that your primary job is to play music and entertain. What you will soon realize is that your duties will include promoting yourself, your business and getting more clients.

You must begin to see every one of your guests at each event as a potential customer. Everyone at a given party will be witness to your abilities and can now refer your services to their friends.

This section is designed to raise the bar and make sure your guests leave remembering your name and passing it on to everyone they know. If you simply focus on performing your job with excellence, these small marketing pointers will come naturally and the results will be amazing.

Bottom Line: *You are being paid to market and sell your services!*



A Word on Word-of-Mouth:

Word-of-Mouth Advertising is the most effective form of advertising there is. In the Entertainment Industry, this translates to referrals. A past client or guest at one of your parties will refer you to a potential client looking to hire you as her DJ.

Your website and marketing could give every guarantee and promise in the world, but they will never compare to the thoughts, comments, and opinions of a trusted friend. A new customer who was referred to you by another will be less price-sensitive, more responsive, and is more easily sold on you.

The average event has an attendance of 50 guests. This means, every event you attend, you have the potential of creating a minimum of 50 referrals. With that in mind, let's be generous and cut that number in half:



Can you create 25 referrals at each and every DJ event?

With the following techniques, 25 referrals will be a piece of cake.

BIG TIP: *Always have a few pens and index cards on you at all times. You should be getting contact information anytime you can.*

"In the Moment" Marketing: Strategy #1: To Excel

Referrals play an extremely important role in the success of your DJ business. s I cannot stress this enough. But the number one, tried and true method for creating leads and generating more business from referrals is best described through the words of the legendary Walt Disney:

"Do what you do so well and so uniquely that people can't resist telling others about you."

Doing your job is not enough. Satisfied customers do not refer; amazed, shocked, and impressed customers do. Giving your customers what they expect is simply the first step. You must exceed their expectations in every way possible.

You must give 110% at all times. Show your clients you are working hard while still entertaining and serving everyone present. Here is what most people *expect* from you as a DJ:

- Quality Sound & Equipment
- Great Music that fits the mood
- A friendly DJ
- An emcee with a great voice who commands attention
- The ability to take requests
- Flexible, hardworking & trustworthy
- Positive & Stress-Free

Is that all? Being able to fulfill each of these qualities is difficult enough, how do you *exceed* their expectations? Here are a few examples of techniques I have practiced that always surprise and impress guests:

- **Include something for FREE:** rarely do other DJs provide additional offers for free.
- **Arrive an extra hour early, for FREE:** some DJs will show up 30 minutes (if that) prior to the party's start.
- **Help Set-Up:** After you have set up your equipment, see if the host needs help with anything. (They love this!)
- **Help clean up the party after the guests have gone.**

These are just a few ideas to get you on the right track. The goal is to come up with unique benefits that will create raving fans out of your clients. They should be constantly bragging about you to their friends and family.

If you can excel while on the job, people will notice you. Once they see a GREAT DJ in action, they won't want to look for another one.

"In the Moment" Marketing: Strategy #2: Using Your Business Card

Your Business Card is like your American Express Card-Don't ever leave home without it. You should always have plenty of business cards in your wallet or purse and plenty more in your car.



On the Table:

When at an event, your cards are always "uniquely" displayed on the table where your equipment sits for people to see. When I say "uniquely," get creative and find an eye-catching prop to hold your cards.

I use a little ceramic "Jimmy-Buffer"-looking man that is six inches tall. He has shades and sandals and holds my cards with outstretched arms. People immediately point him out and then have no choice but to take a card or two.

Whenever someone shows interest and takes your card, make sure you talk to him. Ask him about any party he is having and get his information. Inform him of your rates and answer any questions he may have.

Warning: *Most people who actually need a DJ for their upcoming event will not make the connection even when they see you and your business card. They need to be told that they need a DJ. Don't hesitate to ask about their upcoming events.*

On the Bar:

Here is a great trick! If there is a bartender working at your event, make sure to build rapport with him/her as quickly as possible. As he finishes setting up, order a drink and tip him. Then, ask if you can put some of your cards next to his on the bar. (They never say no!) I also exchange a few cards with the bartender. Bartenders can be a great source of referrals!

Magnetic Cards:

Magnetic business cards must also be offered alongside your regular cards. Conveniently placing a magnet on someone's fridge will always keep you fresh in their mind. You can purchase pre-made magnetic business cards from your printer. Make them professional and impressive.

A cheaper alternative: OfficeMax & Staples sell adhesive magnetic backings that you stick right on your current business card.

Pass out your Card:

Toward the end of the night, take a walk through the entire party and pass out your card. This should be done right before the first guests start to leave. Shake everyone's hands, thank them for being here and hand them a card. There should be no reason why everyone at the party does not have your contact information by the end of the event.

"In the Moment" Marketing: Strategy #3: The Camera Trick

Your goal is to always gather more contacts and potential clients. While you are just starting out, you will also be interested in collecting pictures that depict you in action. This next technique kills two birds with one stone.

I recommend bringing a camera to every single event you work. Take pictures throughout the night and ask others to take some of you.

This part works best at costume-style parties, but you can attempt it at any party:

When a group approaches the DJ booth or starts dancing, ask if you can take their picture. After your guests have loosened up with a few drinks and they are all happy in their fancy costumes, they will be more than happy to have their picture taken.

Take a few and always ask them to return the favor. The more pictures you can get of yourself, the better! Here's where the trick comes in:

After you have finished your guests' mini photo-op, pull out your pen and paper and ask them to write their name and e-mail address so you may send them the photos.

Congratulations, you have just received a new contact...unsolicited. Just make sure you actually e-mail them the photos.

I have done this and gathered 20-25 names in one night. Now they are all on my mailing list, and I advertise to them on a consistent basis.



“In the Moment” Marketing: Strategy #4: The DJ Banner

This is something you will want to quickly invest in once you have the money. A good-quality vinyl banner with your logo, name and website will be key for your events. It is perfect for branding. Proudly display the banner on your equipment or a wall behind you. It's not something you need right away, but it adds to your professionalism.

In Conclusion:

The main idea is to continue focusing on the fact that while you are DJing, you must also focus on marketing and promoting your business so you can get future events quickly and easily. This all goes back to our principle of Momentum Marketing. The more events you do, the more clients you will exponentially receive. This is because you have a room of potential clients with which to network.



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Chapter #35: Repeat Customers & Referrals



This entire chapter is dedicated to focusing on your marketing efforts prior to the end of an event. Even after you have fulfilled your DJ duties and you have been paid in full by the host, you still need to market your business to these customers. The reason: Generate Repeat Customers and Referrals.

It is a well-known fact among business owners that it is far cheaper and takes far less effort to get a second sale from an existing customer, than to go out and find a new client. With that in mind, the following are a few strategies that I use for keeping great relationships with my past clients. If you follow these steps, you will be creating an army of die-hard fans who will use you and recommend you to others for life!

The Follow-Up:

One of the things I immediately do after I finish up with a weekend of events, is to write a quick thank you note to each of my clients. This is an unexpected surprise from most and they love it!

Here is a simple script I use for writing thank you notes:

“Dear Judy,

I just wanted to thank you again so much for choosing me to DJ your event on Saturday! I had such a blast getting to meet your wonderful family and friends. They all seemed to have a great time! The party was a huge success!

I hope you keep me in mind whenever you or any of your friends decide they are in the need of DJ services in the future! Thanks again and I will talk to you soon!

Best,

James Wedmore”

I used to hand write my cards and mail them out individually, but NOW I use a really cool service called SendOutCards.com. It allows me to choose from thousands of thank you card designs online. Then I write my own greeting in a customized handwriting font. SendOutCards.com ships out the cards for me...and all for less than the cost of a Hallmark card.

I am going to strongly urge that the Follow-Up Thank You card become a must in your Marketing Arsenal. It won't take very long, and it will pay off big! Also, at the very least you can send an email, but it just doesn't have the same effect.

Happy Birthday!

I quickly noticed that a large quantity of my events were birthday celebrations. I decided to take advantage of this by keeping an excel spreadsheet identifying the birthday months of each of my clients.

After awhile, I started sending out birthday cards to these clients at the start of each month. What's important to note here is that I never needed to know their actually birthday, just the month! This is a great way to keep me in front of them year after year. There are not many DJ's doing this. Now, if you don't think they are going to refer me when their neighbor is having a party, then you're crazy!



I also use SendOutCards.com to send out my client birthday cards. But you can also use Facebook to wish people Happy Birthday on their walls. (For more information on that, check out the Social Media section)

The Referral

A referral is simply what happens when a past client refers your services to a friend in need. This is the power of Word-of-Mouth advertising at work. For the most part, this “past client” of yours will be doing all the selling for you. You simply need to collect their information.

Although we don't spend the bulk of our time talking about referrals in this program, you may just see that it is where a large percentage of your business will come from as you continue (Momentum Marketing at play!). The goal then is to encourage these referrals as much as possible.



There are many ways to get referrals; the easiest is to simply EXCEL and offer the best customer experience you can possibly provide. This will create raving fans of your business. But there is more. You need to create...

Incentive:

People are busy and lazy. Sometimes we need to give them a little motivator to get them to refer us to their friends. We also want to make this process as simple and easy for them as possible.

Coupon or Gift:

In my business, I created a simple referral program that offered all of my past clients a free \$25 Starbucks card for every referral they sent me. You can do the same (or something similar). You must first decide how much each of your new clients are worth to you, then you can go in and create an incentive accordingly.

Client Satisfaction Form:

To make it even easier, I created a Client Satisfaction Form (included in the DJ-4-Profit CD-ROM) so that your clients can fill this out and send it back to you. It kills two birds with one stone. First, it gives you great feedback on how you need to improve; but second, it collects new contacts that are also, in need of a DJ.

The Client Satisfaction form will be VITAL to your business. I recommend you have every client fill it out and send it back. If you are having problems getting them to return the form, give them an incentive as well.

In Conclusion:

Successful Marketing does not end when you get paid. If you want a REAL business where you don't have to worry about whether or not the phone is going to ring next week, you need to spend more time on pampering those existing clients. Turn them into raving fans so they can do the hardest selling for YOU. The above examples were just some of the ways you can market to past clients. Get creative and think of other ways you can turn the past clients into loyal customers for life!

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Chapter #36: The Power of Testimonials

Word-of-Mouth is what happens when a happy customer advertises your services to their friend for you. The next step down is when that happy customer makes a public declaration about the quality of your services so that even complete strangers will see how great you are.

Testimonials are simply positive reviews and comments about you and your services from past clients.

What someone else says about you is infinitely more valuable and credible than what you could ever say about yourself.

Placing testimonials on your website and on other marketing materials is going to be extremely beneficially for you. It will give you...

Social Proof:

Your clients are so much more believable than you. If your web visitors see 10 testimonials (hopefully some are video!), they will simply be convinced that you are the best DJ in town! You will have created Social Proof!

How to Get Testimonials:

The best way to get a testimonial is simply to ask for it. After sending a “thank-you” note, send a follow-up e-mail or telephone call and ask if you could have a three to five sentence testimonial describing their experience with your services.

If you do a great job, you won’t even need to ask for any testimonials. Some clients will immediately call or e-mail you with great feedback about you.



Note: *If you are using the Client Satisfaction Form, these can be transformed into Testimonials!*

All of the information you collect should be placed on your website so others can see all the great things that are being said about you.

For more powerful testimonials, check out **AudioGenerator.com** to add audio testimonials to your website.

For even MORE powerful testimonials, bring along a flipcam to events and get the client (and other guests) to say a few words to the camera.

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PART IV: Effective Sales Strategies





Part IV: Effective Sales Strategies

In this section we will be discussing SALES. For most people that is a dreaded word! You didn't get into this business to be in sales right? The truth is, sales jobs are extremely difficult and taxing. I get that.

Fortunately, the way we've developed your Marketing Strategy, your Sales-Process is going to be extremely easy. I don't think we'll ever have the need for randomly picking up the phone and cold-calling. Your service is designed to be set up for Pull-Marketing. This means, people search out YOU when they need your services. The real trick is to simply be in front of them when they search!

That happens when you have a website with proper SEO, Advertising, Word-of-Mouth, Referrals and everything else we've talked about. When you get to the actual "Sales" part of the system, it should be as easy as taking down their information and collecting the payment. Simple, right?

So don't get all worried when we go and talk about sales. We are going to keep it easy and fun!



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Chapter #37: The Sales Process

In this chapter we will discuss a few tips for effectively converting prospects into customers. Here are a few things to keep in mind first:

Qualify Your Prospects:

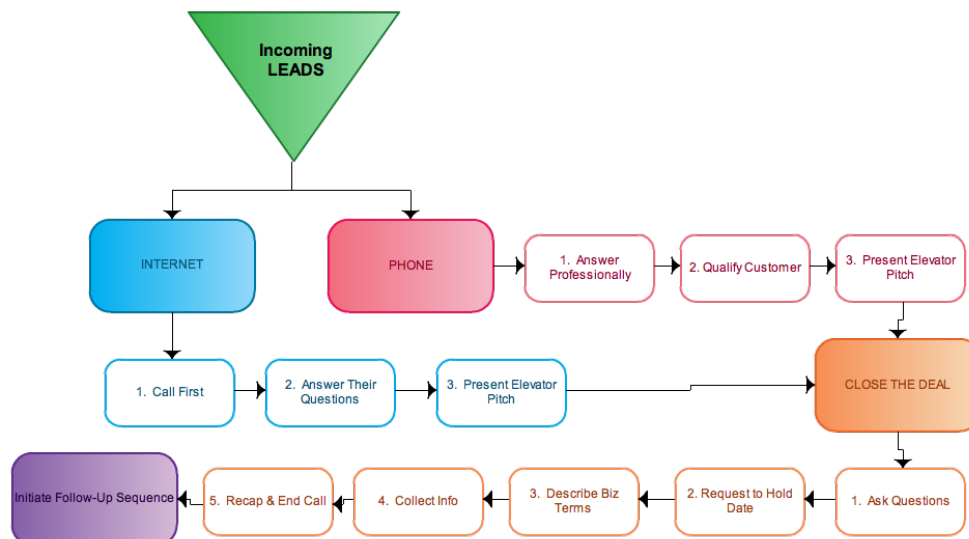
Not everyone is a perfect fit for your business. Most newbie biz owners make the mistake of eagerly bending over backwards just to get their hands on that first piece of business. Start your conversations by asking questions. Make sure you are available the night they have requested. Make sure they are in the right city/neighborhood and not 100 miles away (unless they'll pay travel expenses!)

Buying is Emotional:

Most purchases are emotional decisions. We only justify those purchases with logic after the sale has been made. Keep in mind, great sellers will convey the benefits of their service NOT the factors. Describe reasons they will benefit using your service over the competition.

Your Sales Roadmap:

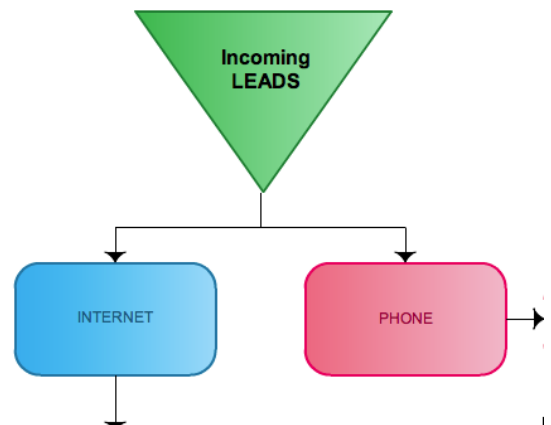
The following is a helpful chart to help you understand the flow of your Sales Process.



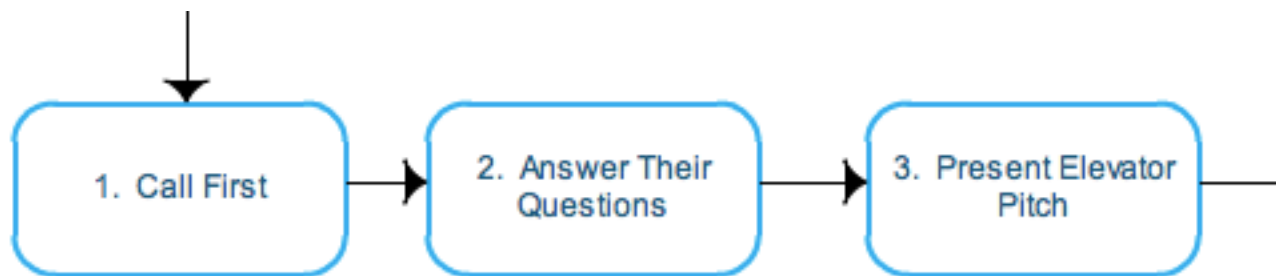
Incoming Leads:

You will either receive leads from one of three mediums. The Internet, the telephone, or in-person. In-person leads can simply be forwarded to the telephone. I personally like to set up a date/time when I will call them to finalize details.

The following are the steps to take in your sales process when a lead comes in via the telephone or the Internet.



Lead Source: Internet



These potential customers found your website and they either emailed you or filled out a simple form on your website about the event they are having. The following is your three step process for attacking these Internet-based leads:

I. Call First:

- ii. If the email you received has a phone number, you must call! (And make sure it is within 24 hours). Only if the client did not provide you with a phone number do you use email.
- iii. **NOTE:** *Email is great for all follow-up communication, but primary contact needs to be done over the phone for rapport-building.*

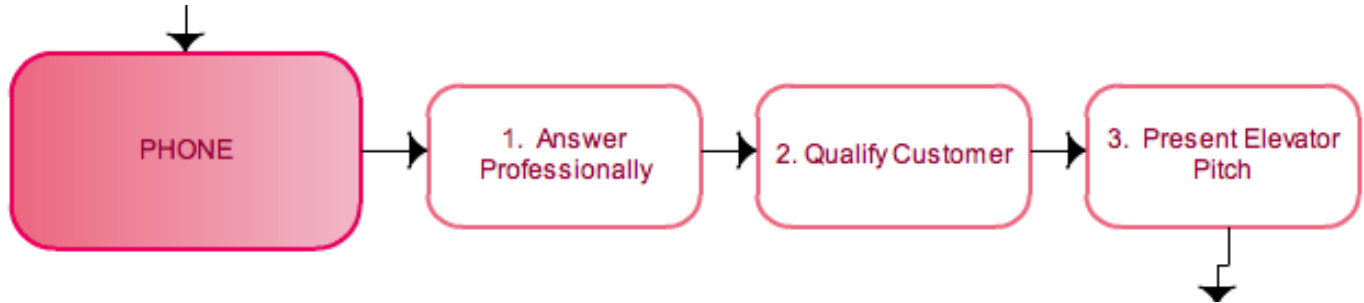
II. Ask about Questions:

- iv. When calling the client, I always start by introducing myself and my company name: *"Hi Susan, this is James Wedmore with Magical Mobile DJs returning your email, how are you?"*
- v. Once they recall who I am, I start by asking if they have any questions for me. (No point selling if they are already to book, right?)

III. Present 30-second Elevator Pitch:

- vi. If the client would like to know more about what you offer, this is where you go into your 30-second elevator pitch. This is your condensed description of what you do, how you do it, and what you charge. (Practice this!)
- vii. If the client is ready to book you, we shall continue to the second phase which is "Closing the Deal."

Lead Source: Telephone



A larger source of leads will simply call you first. They either found your business card, your website, or any of the other marketing materials that presented your telephone number. The following are the proper steps to take when that phone rings.

I. Answer Phone Properly:

- a. Hopefully you have ordered your custom business line from Grasshopper.com. When your clients call, have a professional greeting ready.
- b. “Magical Mobile DJ’s, this is James!”

II. Check Location & Availability:

- a. You will only make this mistake once! Make sure you immediately ask where the client is planning to have their event and on what date. If you can’t provide your services to this individual, there is no point telling them after being on the phone with them for 30 minutes.

III. Present 30-second Elevator Pitch:

- a. This is where you present your 30-second pitch about your services. Once we pitch this, we want to transfer into the “Close the Deal” phase of the sale.

Closing the Deal:



As soon as you have answered the questions of your client and have described your various DJ packages, it is time to close the deal! Follow the steps below to successfully book your next event.



I. Ask questions:

- I always like to take control of the call and ask the client questions. The questions can be about anything. They should show that you are taking interest in the client and their special event that is coming up!
- "Where are you having the Wedding?" "What made you decide on that location? Does it have special meaning?" "How long have you been planning your Wedding?" "How did he propose to you?"
- Note: These questions get pretty personal, you have to be able to build some rapport with them before asking these.

II. Request to Hold Date:

- After rapport is established, it's time to close! I always start by asking if they are ready to hold the date.
- "Well Susan, this sounds like a great event, shall I put you down in the calendar?"
- WARNING: If they don't book with you on the phone, assume the sale is gone! When they show hesitation, whip out that "sense of urgency!"
- "Well, as you know, this is a pretty busy time of year, especially for Weddings, I would need to know as soon as possible if I can get a commitment from you. And honestly, I don't know if I can promise your availability without doing so."*

III. Describe Terms:

- a. It's at this point I describe my "Terms of Service" to the client.
- b. *"Well Susan, to put you in the calendar, all that we require is a 50% deposit payable via check or Credit Card. And then I will send you over a confirmation email that will have your Contract and other information attached. Once I get the deposit and signed contract faxed back, we are all set. It's that easy!"*
- c. **NOTE:** *We have attached copies of sample contracts and invoices that you may use!*

IV. Collect Information:

- a. As soon as you have a confirmed client on the phone, finish up by collecting all of their information
- b. **NOTE:** *We have included a copy of our "Client Form" that you may use to fill out client details.*

V. Recap & End Call:

- a. I like to reiterate what we just accomplished in a 30 second recap and assure the client I will be emailing them all of the details.
- b. Then I promptly end the call. This is a very important step. Do not waste your time or the time of your client. Get down to business and then move on. Sometimes people just don't know when to stop talking!

Post-Booking Follow-Up:

After you end the phone call with your new client, it's time to enter the Post-Booking Phase. This is where you follow up and email them with all of the information they need to finish the sale. Follow the steps below to complete the Post-Booking Phase.

I. Send Template Email w/attached Contracts:

- a. You have until the end of the same day to send an email off to your client with a copy of the invoice, contract, and a confirmation of all the details collected over the phone
- b. To help save time, create a template email that you can just copy and past every time you have a new client

II. Send Deposit Invoice:

- a. Make sure that you are sending an invoice or some sort of "action" to collection the deposit. This could simply be a Paypal request. But the client must have simple instructions on how to pay this!
- b. **NOTE:** *Not having a deposit is suicide! \$100 to 50% of the amount is ideal!*

III. Confirm or Follow Up:

- a. If there is no response within a few days, keep track and follow up with the client. Don't loose an event because you were unorganized and the client slipped through your fingers.
- b. When the deposit has been received, notify the client and let them know what their remaining balance is.

That's it! I know it sounds like a lot, but I wanted to lay out every step so that you would be comfortable and confident with your very first event. As time progresses, you will be able to perform these steps in your sleep and it will take no more than 20 minutes per client.

Meeting in Person:

Do you meet in person? This is a question I get all the time from my students! If the client wants to meet you before the event, should you spend extra time to drive out and talk with them?

Here is my advice: Try your hardest to avoid meeting in person. There is no real need for the “basic” parties you will be doing. But, when you start doing large events like a 100-300 person Wedding where you are also the emcee, it would be ideal to meet with the Wedding Planner to plan out your timing and scripts for the evening.

Be able to assess this situation on an event by event basis. Some people just like to waste your time. Do not fall into this trap! Also, consider how much you are charging for your prices. A premium DJ at \$2,000 SHOULD go out of his way to do a face-to-face consultation, while a \$400 DJ should probably not.

A Word on Deposits, Payments & Contracts:

As I stated earlier, a deposit is mandatory. It shows professionalism and your customer will expect it. Do not hesitate about requiring a 50% deposit. I did two events that canceled within 24 hours of the party...it took two times for me to learn the errors of my ways.

When it comes to someone canceling, they will most-likely not cancel your services if they have paid the deposit. BUT, in the rare case that the client does cancel (this is usually due to a family emergency, tragedy, weather, etc) I always refund the deposit. Not everyone does this, but I like to be able to sleep at night.

The other important thing to mention is receiving the remainder of your payment before the event begins. As I type this, I am going on month 7 since I attended an event that a client canceled a check they wrote me at the end of the night. For 7 months I have been fighting for \$600, and I still have not received a dime, yet I performed my services.

As a business owner, YOU get to set the rules. Put it in your contract, make any requirements you wish. If you would like money to be paid in full 24 hours before the event, make it happen and put it in your contract.

Learn from my mistakes and know that there you will run into payment problems if you do not protect yourself properly.

A Quick Word on Tipping:

An extra tip at the end of the night is great, right? Unfortunately most clients will not know the standard protocol for tipping their DJ. That is why it is up to you to inform them. I let them know over the phone that a 10-20% (of the total bill) gratuity is customary at the end of the night if excellent service has been provided. I also put this in the contract.

Another reason tipping is great is that it gives more incentive to your other DJ's (when you build out your team) to excel and perform better. When they know they might be getting a little extra at the end of the night, they'll work a bit harder!

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Chapter #38: The Art of the Upsell



**And for a small monthly premium, this insures you
in case we just up and flee with your money.**

It is a proven fact that it is easier to make more money from an existing client, than it is to go out and find another client. An upsell is simply the act of offering additional products or services to the customer at the original point of sale.

The infamous “would you like fries with that?” is the poster child of upsells. The additional product or service is in conjunction to the original product offered. Since the customer is in a “buying-mood” it will make more sense to say yes to an additional product if it will add more value to their package.

“For an additional \$3.95 would you like to try out (fill in the blank)” gets the customer thinking that an extra four bucks isn’t that bad! So the question becomes...

What Can You Upsell Your Clients On?

There are two routes we can go here. The first is all “in-house,” or products/services that you specifically can provide. The most obvious upsell is a lighting kit. But you can also offer various lighting kits depending on the type of party and the size of the venue. Each of these kits will have different prices.

Another upsell can be on the type of equipment you bring. You may have some standard gear used for a smaller event, but may offer upselling your clients on some better equipment that has more juice and can fill a larger room easier.

The second option includes “out-of-house” upsells. You can really transform your DJ business into a one-stop party-planning shop! With a good list of additional vendors (such as caterers, flower companies, magicians, party rental companies, etc) you can arrange all of this for the client for a fee. Set up an arrangement with these vendors so that you get a discount rate, that way you can make even more money.

This way, when a client orders your DJ services, you can say, *“Would you like a caterer with that?”*



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Chapter #39: The TRUE Secret of Success

When I first started my bartending business, I was very self-conscious. I worried all the time whether or not I was a good enough bartender. Did I make the drinks right? Was I pleasant and cordial to the host? I am sure you may be going through some of the same hesitations right now as you get your DJSSSS business going.

It wasn't until about a year into my business that I discovered a secret: My success as a bartender (in the eyes of my client) had nothing to do with my performance as a bartender.

Think about that for a second...

How did I REALLY create loyal, raving fans each and every party? It wasn't something I put in the booze! It all came down to two words:

Customer Experience.

This is as true for bartenders as it is for DJs and any other business that exists! But as I started DJing as well, I noticed the exact same congruencies. So, what is The Customer Experience?

From the second your potential client picks up the phone and calls you, they are starting their experience with you as a customer. At any point from here until the end of the night when you pack up your equipment and go home, they are going through a customer experience with you and your business.

Your goal is to make that Customer Experience as exceptional as possible. And the real secret is not in which songs you play or what type of equipment you bring-NO! It's in how you treat the customer.

You are MORE Than Just a DJ:

You are an entertainer. We touched on this a bit in Chapter I, but you need to realize that your customer is hiring a DJ for more than just the fact that they want music at their party. They also want the convenience of not wanting to worry about the music! You are being hired to alleviate stress from the host.

The more you can add value to your host by alleviating stress and setting their mind at ease, the happier they will be with you & the more successful you will be.

Think outside the box for a minute here. This reaches beyond just re-assuring your client that they don't have anything to worry about as far as the music is concerned. You can also begin to transform yourself into a party planner. Give advice and suggestions for their event, share some valuable references for food, bartenders, alcohol selections etc. (By the way, after 5 events, you'll be a pro on distinguishing a good vs. GREAT party...now you're an expert)

Ways That You Can Provide an Exceptional Customer Experience:

- Offer your best recommendations for caterers, bartenders etc.
- Offer to call & hire these individuals for the client (and get the referral fee!)
- Offer sound party-planning advice
- Be prepared with solid answers to all of the clients questions
- Have your sales process in order and make it easy for the client to send money, fax contact, etc
- Answer phone calls or return missed calls quickly (24 hrs max)
- Call a week before the event and check up on the host

...and the list goes on, but you get the idea.

IF you are worrying about whether or not you think your "DJ Skills" are adequate enough, start focusing on simply giving your customer the best experience you possibly can. Provide more value to them. Make their life a little easier. Make them happy before the party even starts. Then you will find success in every event you do!

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PART V: Expanding Your DJ Business





Part V: Expanding Your Business

In this final section, we are going to touch upon ways that you can grow and expand your business.

“Life is dynamic-not static. It is ever moving forward-not standing still.”

-Robert Collier

LIFE is dynamic! The same is true for building your business. You must always be thinking about the next level, the next step. How can you grow your business and increase your revenue? How can you create additional streams of income that allow you to work less and make more?

This chapter will be great to look over now, but you don't need to take the following steps until you have already build and established your business to a level you are comfortable with.

We will simply talk about a few options in this chapter, but realize the opportunities are endless. You need to be listening to the needs of your clients. When they ask for a service, there is an opportunity for a new stream of income.

Always think outside the box and watch as your business builds momentum and grows.

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Chapter #40: Your DJ Army



As you build your Mobile DJ Empire, you're gonna need to build an army. Your DJ army is simply a collection of other DJs that work for you while you take a cut!

When I started picking up momentum in my business, I noticed that I was having to say “no” to clients because I was already booked. Do you know how hard it is to say goodbye to money that should be yours?! Well, I made a decision right then and there to never again say no to a client because I was “already booked.”

Your DJ Referral Program:

When you are just starting out, you can start by referring customers to other established DJs. Simply set up a referral program with that DJ, and when they book that event, you get paid!

For starters, call up a few DJs and start to build relationships with them. Tell them you'd like to send your “extra business” their way. (And guess what, they'll gladly do the same!) Don't be afraid to ask for a “referral fee” for this service.

Remember: The hardest part is the MARKETING & SALES! If you already have a steady stream of buying-hungry clients, others will gladly pay you for that steady business.

What to Charge?

The first thing you need to do is discover the prices of these other DJs. Most likely, you'll want to stick with the DJs who have similar price points as you. An average "Referral Fee" is 10%. But there should be nothing keeping you from asking more if you'd like to!

Your DJ Team:

I learned quickly *never* to say "NO!" when a client asked if I were available on a specific date. Sure. You can refer the client to another DJ, which is great when you are starting out, but soon enough it will be time to start thinking bigger.

This is where you transform from a DJ into an Entertainment or Staffing Company.

The best tactic is to seek out a list of DJ's that are not as "refined" and "professional" as you. These are DJ's in your area who do not have the business and marketing skills that you have obtained. They don't know how to charge premium prices like you.

Create a list of these DJ's and agree on a rate that they get paid for each event. Let's say you agree on giving them \$350 per event. (For most young DJ's who don't want to hassle with business and marketing, \$350 is GREAT money to simply show up and perform).

You book an event with the client at \$800 and you refer it out for \$350 to the other DJ. In the end, you walk away with \$450 and you did was to book the event with the client. And you don't need to be at that venue. Not bad, right?

Oh, and here's the best part: You don't want to start bringing on employees and messing with payroll and all the tax issues, right? So, for that \$800 event, you simply require a \$450 deposit, and then you have the host pay your DJ directly at the event. You get paid, your DJ gets paid, everyone's happy! And the IRS is no worse for ware.

Finding DJs

I would start with the DJs you know and trust. The next place to look is probably Craigslist. Craigslist DJs are the one's who are not that experienced in business and probably a little rough around the edges.

Make sure that you interview and screen these potential DJ's. Even though these DJ's are not on your payroll, their performance still reflects upon you and your business!

In Conclusion:

Adding this option to your business will allow you to bring in more money without any more REAL work. You'll have to book the event, organize it and remain responsible for your team of DJs, but you don't have to "fulfill" on the services. You can be working your event AND bring in extra money from 3 or 4 (and up!) events in just one evening! Not bad!

A Word of Caution:

This is definitely for the advanced DJ and business owner. Keep in mind, you are taking on a whole lot of responsibility. You will have DJs who may not show up, who leave earlier or don't perform well. No matter what, this falls on you and your reputation. As long as you are cautious in your "hiring process," and you are very organized in your booking and planning, you will be fine.



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Chapter #41: Additional Streams

Dan Kennedy, a brilliant marketer, entrepreneur & copywriter describes the difference between a Business Owner and an Entrepreneur in his book *No B.S. Business Success*. (*Do you know the difference?*)

An Entrepreneur and a Business Owner both start up a Jewelry store on the same date in different cities. Fast forward 20 years, and what do you see? The Business Owner still has the same Jewelry Store. It has grown in size over the years, it is bringing in more money, yet it is the same business. Essentially the business owner is a “glorified employee” who has simply given himself a few raises over the years.

The entrepreneur on the other hand, has a completely different looking business after those 20 years. Perhaps he has offered Watch Repair Services, he has written a book or two on “Precious Gems,” and he even offers a Tour to the local gem-mines where people can mine for rocks, jewels and more. He has SEVERAL streams of income that bring in income for him.

Do you see the difference?

The entrepreneur is always looking for new opportunities to receive additional income for the same thing he is already doing. Why can't you do the same?

In this chapter, I want to encourage you to get creative and think outside the box. As your DJ Business grows, what ELSE can you offer your customers to bring in more and more money. How can you add additional Streams of Income to your Business?

Remember my story?

When I started out, I was simply offering my bartending service to local party-throwers. Before long, I was providing party-rental equipment, servers/cocktail waitresses, additional bartenders, concierge services, DJs, party-accessories and more! And then I wrote books teaching others how I did what I did! (Like this one!)

NOTE: Are you interested in eventually writing something like this book to inspire and help others? Why not start now? I offer an Affiliate Program that automatically pays out 50% of the price of this product when you refer it to others! There's an additional stream of income right there! For more, visit: <http://www.DJ4Profit.com/affiliate.html>

So, what can you do to add to your income? I've included a few examples just to get you thinking about what's really possible!

Other DJs:

We talked about this in our last chapter. Getting more DJ's on your staff and turning your one-man(or woman) shop into a full-blown Entertainment Company is a great way to add an additional stream of income. But what about having a package that offers two DJs for one event. Some parties are so massive that they have more than one room. This is a great option.

Dancers & Party Motivators:

What if you had access to dancers and "party motivators" that helped increase the energy at any party? This is an excellent additional service to add to your company. Simply find the right people and arrange a price agreement. Depending on the party, some clients would LOVE to have additional dancers in the audience to play party games, put on choreographed dances and entertain the crowd!

DJ Equipment Rentals:

Have you ever thought about renting out equipment? I have personally NOT done this yet, because I am still looking for the best way to do it, but there is a market for it! Think about it: the client wants to have a simple birthday party and he is on a budget. He doesn't want to spend +\$800 for a DJ, but he doesn't mind dropping \$200 or more to rent equipment. Some one shows up, puts it together and sets it all up on an ipod.

You'd need a rig that can take a beating because you do run the risk of the clients breaking your equipment. Just make sure you have insurance and they sign off on it!

Bartending:

One of the reasons by Bartend-4-Profit Manual was so successful was because ANYONE could start. In fact, as I graduated college, I had EIGHT of my closest friends working for me every weekend. NONE of them had ever bartended before. I taught them in 3 hours in my garage. You won't make as much as DJing (Bartender Rates are anywhere from \$150-500/night) but this a great ADDITIONAL service to offer!

When your client asks, "Do you recommend a good bartender?" You simply set them up with someone you trust. You charge \$200.00 for this service, keep \$100 of it and tell your bartender they get to keep the other half plus all the tips they make. Simple, right?

Well, if bartenders work, what about Cocktail Waitresses, servers or helping hands? These positions are in high-demand at all parties and you can take a cut for providing a helpful crew.

Concierge Services:

Do you listen to your clients? What do they really want in a DJ or entertainment company? In my early days as a bartender, I quickly found that a lot of my high-end clients wanted a Concierge Service. I quickly found myself (and my staff) picking up the booze and accessories for a small fee.

What can you do to provide MORE of a service to your party-planning clients? One of the benefits of an Event-Planner is that they do a lot of the “hard-work” for the host. Can you take on a bit of this role yourself?

Karaoke:

Karaoke is great! It's fun, everyone loves it and it makes for a great party! You can offer a Karaoke Package or Service with your company that can easily bring in more money. A good-quality Karaoke Machine with all the fixings will set you back a little bit, but it's an investment that will pay for itself rather quickly.

What Else?

Like I said, these were just a few ideas and suggestions. If you have a client who is already willing to give you money, how can you offer them additional products or services and make MORE money? Keep thinking AND listening to your clients. Be creative and think outside of the box.

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Chapter #41: A Final Thought...

Congratulations! IF you have followed this manual in chronological order (and it's ok if you haven't), you have come along way. I wanted to take this chance in this final chapter to review and summarize some of the biggest concepts and strategies that we went over and leave you with a few encouraging thoughts to keep you motivated along your path, but first...

THANK YOU!

Thank you for trusting me as your mentor and teacher for this endeavor. I get emails on a daily basis from students who read my blogs, watch my videos and invest in my courses. The results they share with me are amazing! I truly want to thank YOU for the opportunity you have given me to bestow my wisdom and experience in business, marketing and DJing.

What are Your Take-Aways?

I am completely aware that 200 pages is a LOT to read and a lot to take in. On top of that, I am throwing videos and other stuff at you. It's a lot! I don't expect you to consume it all in any short period of time. What I *do* hope you do is find a few "gems" or "take-aways" within these pages that can make all the difference in the World for you and your business.

Will you use every concept and strategy I shared? No. But all you need is that one that works for YOU!

I want this course to serve as a foundation for your business. At any time you come to a "sticking point" or you approach unfamiliar territory in your biz, know that you can just open up this book and seek out the answer. (And if it's not here, *just email me!*)

So, with that in mind, what FINAL piece of knowledge and advice can I leave you with? ...I have a few:

1. Become a Business/Marketing Professional

Remember, your success will come when you hone your business and marketing skills (not your DJ skills) YES you need to be a “good” DJ to get business, but you can’t be a “BAD” business owner to get GOOD business! Make sense? Learn how to market your services and get your name out to the masses!

2. Momentum Marketing

Do you remember the concept of Momentum Marketing? It’s the theory that CONSISTENT input will yield EXPONENTIAL Results. You don’t have to implement everything in this book by tomorrow. But if you dedicate an hour a day, you will see results soon enough. Your success will come from consistent work and effort. Do not give up. Do not get discouraged. Persevere.

3. The 80/20 Rule

80% of your results will come from 20% of your efforts. Some of these strategies will work better for you than others. Your job is to be constantly aware of what is working and what is not! Drop the stuff that doesn’t work, and spend more time on the stuff that does!

4. The Entrepreneur vs. The Business Owner

Become the Entrepreneur! Don’t just grow your business; let it EVOLVE! Add additional streams of income. Provide other services and products. LEVERAGE your time, skills and knowledge and get others to work for you so you can STOP trading time for dollars!

5. Enjoy the Ride!

STARTING a new business can be one of the most difficult things. You are walking into complete unknown territory. You may get frustrated, experience “temporary failure” and see little results at first. One of the BEST bits of advice that was ever bestowed upon me was this:

“Don’t be frustrated if things aren’t going your way. Have your goals in mind, confidently KNOW that you will attain them, and in the meantime, just enjoy the ride!”

For me personally, this was profound. I realized that if I couldn’t be happy NOW doing what I was doing, I may NEVER be happy. Enjoy every second of this ride. You are learning and experiencing so much!

I would love to hear from you at anytime with your progress, results and success! Please don’t hesitate to email me anytime at: James@DJ4Profit.com. Thank you again!

Best,



James Wedmore

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DJ-4-PROFIT THE APPENDIX





DJ-4-Profit: The Appendix

The following is content actually taken from my Bartend-4-Profit Manual. It discusses website building and SEO strategies that apply to DJs just as much as anyone else. I recommend taking a look through this content. It will be very useful.



Appendix I: Your Website Outline

I. HOME PAGE:

Your home page is your first impression on the web. This is what your clients will see when they type in your web address. You have three seconds to grab people in and hold them before they leave. And remember, people must know *exactly* what your company and website is all about immediately. Don't make the homepage obscure and artsy and forget to add pictures of you bartending.

Include:

- c. Contact Info: name, phone, e-mail (every page should have your contact info)
- d. Picture(s), media
- e. Brief Description of you/company/services.
- f. Your Location

II. RATES:

This page may be titled "Rates," "Pricing" or "Services" and must clearly inform viewers of your rate and your service. Clients will immediately want to know "how much?" Make it easy to tell them.

Include:

- I. A Detailed Description of your Services and different Pricing Options
- II. Prices(for the experience, not per hour!) or "Call for Pricing"
- III. More Pictures
- IV. Contact information

Get creative and give your "Bartender Package" a unique title. For example, I created a package for clients in need of 2 bartenders and called it the "Duelin' Bartender Package." People love it!

III. BIO:

A "Biography" page, "About Me," "About the Company" or "Résumé" page is a great way to describe and sell yourself. You can create a Personal Mission Statement, Lifetime Goals, Hobbies, Occupational Background, School Information, Clubs, Sports, Awards, Favorite Quotes/Books/Movies, or anything else you would like to share with others.

The goal here is to "humanize" your website and give it a personal touch of "you." Get people to relate to you before they even pick up the phone.

Include:

- I. Picture of yourself
- II. Personal Information

III. Contact Info

IV. RESERVATION FORM:

You can call this page anything from “Party Planning” to “Make Reservations,” “Book a Gig” or “Start Planning.” The goal of this page is to give people a chance to submit information online through a form that is emailed to you. A form should include the following fields for customers to fill out:

- I. Name:
- II. Phone:
- III. E-mail:
- IV. Type of Party;
- V. Date of Party:
- VI. Number of Guests:
- VII. Pick a Service(A drop down menu with a list of your different services)
- VIII. Additional Comments: (a text-area for users to type questions or make comments)

When people press the “submit” button on their form, the website will redirect them to a page that tells them the form was submitted successfully. You may want to write up a quick page that says “Thank You and I will respond as soon as I possibly can.”

V. PHOTO GALLERY:

Your “Pictures” or “Photo Gallery” is a page that will allow your clients to view past parties as well pictures of you and your employees.

Include:

- I. Pictures with descriptions
- II. Contact Info

VI. CONTACT:

Your “Contact us” page is simply another small form that allows visitors to contact you. The form on this page should include:

- I. Name:
- II. Phone:
- III. Email;
- IV. Comments:

VII. LINKS:

A Links page is extremely important to include in your website. It will help in your Search Engine Optimization Process (SEO). Google looks to see if websites have links that help visitors reach external sites. You can put any links here that you would like.

Include:

- I. Links with descriptions
- II. Contact Info

Other Pages to Consider:

- **F.A.Q. Page:** I strongly recommend adding a page that has Questions and thorough Answers. This will really help you and your clients.
- **Drink Recipes:** This could be a page with names and pictures of possible drinks selections that your guests can choose from
- **Misc. Pages:** You can include any other pages like fun facts, jokes, toasts and more to help keep increase your visitor retention rate.



Appendix II: Website Optimization Guide

This Website Optimization Guide is all about enhancing your site so that it will be found in search engines when people perform a related search. But most importantly, the goal of this section is to assist you in driving more *relevant* traffic to your site.

If someone searches “*San Francisco bartender*” and your site is on the 35th page, what good will that ever do you?

Being found on the first two pages of Google is one of the greatest ways to get your name out there, and it doesn’t cost a thing for that advertising space.

Directing Relevant Traffic:

Another important fact to keep in mind is that the number of unique visitors that visit your site each and every day is irrelevant. You want to focus on driving your target audience to your site.

Someone looking to learn how to bartend or even someone looking for a bartender three states a way is not someone you want to waste your time with. To prevent this, you want to make sure every step of your optimization process is specific and targeted as possible.

This means choosing proper keywords that are extremely specific to both your service and your location.

There may be a lot of overwhelming information that can be left to your website programmer, but a lot of optimization can be manipulated by you as you begin writing the content of your site.

I am in no way a professional at Search Engine Optimization and I am sure if you found the right SEO company out there and spent a little bit of money, you could get some great results.

Warning: *There are lots of SEO scammers out there, also.*

What Google Sees:

To enhance your ranking, you must know what major search engines look for. Google checks to see there is relevance in your site by comparing your body copy (written text) and your title tags. The more times a keyword is used without being intentionally redundant, the better chance your site has of a higher rank. Take the following steps to enhance your website for Google’s search engine.

1. Relevant Content:

Your first step to optimization begins with your website's written content. All of the keywords that you generated from Step 12 need to be incorporated into each of your pages a minimum of six times each.

Search engines like Google submit a little "bot" to spider your pages and read through the content. Through some strange logarithm, the search engine assigns a relativity rate of each page to specific searches. In essence, the more times "bartender" appears on your page, the more relevant it is to a search on the word "bartender."

I highly recommend putting the most important keywords (bartender, *your city*) at the very top of each page. All of your headlines and body content should start with those words.

2. Links Page:

Google likes to see that your website encourages continued "web surfing." You can demonstrate your ability to do this by offering a Links page. I recommend including as many links to other websites as possible even if they are completely irrelevant to what viewers are looking for.

Your website should not be a "dead-end" on people's web-browsing experience. It should be just one of many avenues on a never-ending quest for knowledge.

3. Inbound Links

Your website will increase in ranking if it has better credibility. Google judges how credible your website is based on how many other websites link to it. This is the time where you visit blogs and forums and post information about bartending and your company with a link to your website.

You can submit your website to directories all over the Internet to help improve your status. To save time, you can download a product such as The Directory Submitter which automatically adds your website to thousands upon thousands of directories in a matter of minutes.

This product can be found at: **www.imwishlist.com**.

They also offer another product called Article Submitter which allows you to submit your articles to thousands of websites in a matter of minutes. Your use of published articles spread all over the Internet will establish your credibility and will help with your Viral Marketing.

Another great technique for getting links is what people like to call a "link exchange." Just go ahead and perform a Google Search for "Bartender Link Exchange" and you will be amazed at how many other established websites are willing to place a link to your website on theirs if you simply return the favor.

Without the proper skills and knowledge of html code, you will have to get your programmer to assist you in this process.

Note: The number of inbound links from other credible websites is crucial to your website's success. To check and see exactly which sites have a link to yours, go to Google's Search Engine and type in: "Link:www.yourwebsite.com."

4. Optimization Code:

Ok, so there is a bit of "coding" that is going to need to be placed in your website before you are done which will greatly help it become optimized.

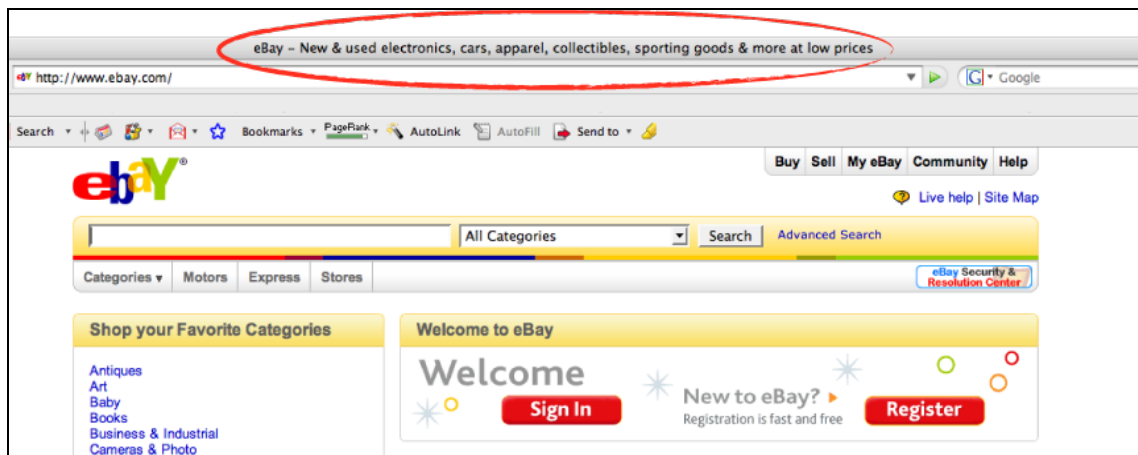
You simply need to copy the code I have provided and give it to your programmer.

a. Page Title Tag:

The page title is the heading found on the top of your browser window. You cannot see it on the website itself, it is simply the "name" or "title" given to that particular page.

When you visit ebay.com, you will see that it says:

"eBay- New & used electronics, car, apparel, collectibles, sporting goods & more at low prices"



A title tag will tell search engines the title of that particular web page and appears as a clickable link on results pages. *It is the most important tag in the eyes of major search engines.*

You only need to make one title and you can use the same one for every page of your site.

So, instead of having a title that says:

<title>Acme Bartending Pricing Page</title>

Your title should look more like this:

<title>Los Angeles Bartenders Bartending Private Parties in Southern California as Mobile Bartenders</title>

It may be long, but it will help with your ranking in search engines.

Once you have your title with the <title> </title> tags, save it and send it along to your programmer when you are ready to have your site built.

b. Meta Tag Keywords:

Your meta tag keywords are simply a compiled list of all of your keywords that have been embedded with code into your website. Search engines will be able to read them but your viewers will not see them.

Include your entire list of keywords from Step 12 and any others you come with and place them in this format:

<meta name="keywords" content="bartender services, bartender, bar catering , bartending , bartender service, bartending services, special events, hosted bar , los angeles, bartender for hire, catering services">

Tip: Choosing the proper keywords for your website optimization process is crucial to your Internet Survival! Visit **www.WordTracker.com** and sign up for **FREE**. They offer the proper tools to assist you in choosing the best keywords for your bartending service.

Free Keyword Suggestion Tool from Wordtracker

http://www.freekeywords.wordtracker.com/

Search | Bookmarks | PageRank | AutoLink | AutoFill | Send to |

WORDTRACKER
KEYWORDS

Sales Academy Members

Home Tour Buy Now Free Trial Affiliate About Help | Contact

Home / Keyword Suggestion Tool

FREE keyword suggestion tool

Enter a starting keyword to generate up to 100 related keywords and an [estimate of their daily search volume](#).

Keyword:
Bartender

Adult Filter:
Remove offensive [v] Hit Me

**10 Great Reasons to
Subscribe to Wordtracker - Risk-Free!**

chocolate
368,810,000 searches (last 90 days)

Searches	Keyword
11229	chocolate
3068	chocolate bunnies
2878	chocolate and dessert recipes
1525	chocolate chip cookies
1405	chocolate chip cookie recipe

golf
368,810,000 searches (last 90 days)

Searches	Keyword
11841	golf
4195	golf clubs
1728	golf tournament gifts
1615	golf carts
1373	masters golf
1100	golf equipment

cheap flights
372,157,189 searches (last 90 days)

c. Meta Tag Description:

Your Description will be the few sentences that your visitors read under each link on returned search results. Follow the same method for your description as you have for your keywords, title, and content. Here is an example:

<meta name="description" content="Bartending Services and Catering Services for any type of private events. For service call: 1-800-555-5555">

All of your new “code” should be saved and sent to your programmer so that he may insert it into your new website.

These are just a few of the many techniques used to get top placement on Google and other search engine results pages. You must know that it is an ongoing process and sometimes-minor changes can take two to three months before results are seen.

The tip is to continuously make an active approach to spread your name on the Internet. Become an expert in the world of Bartending and Party Planning by answering questions and writing articles and you will be amazed by the amount of increased traffic you will see on a daily basis.

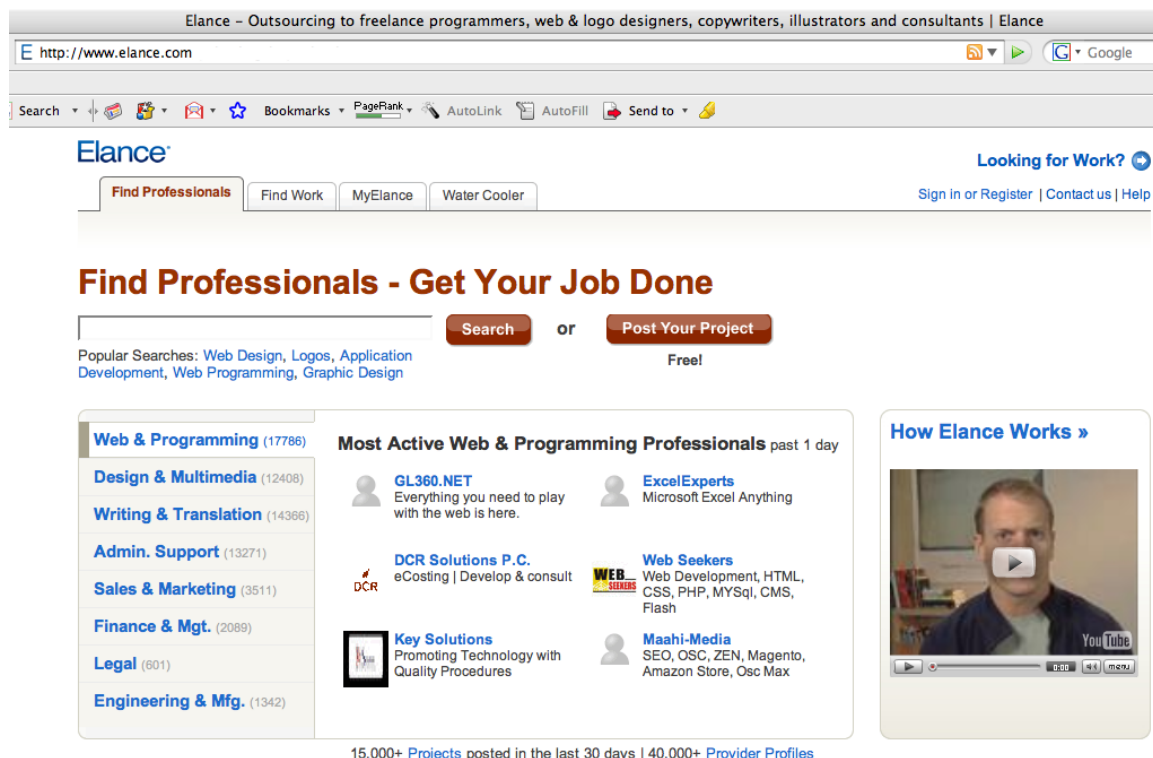


Appendix III: A Guide to Using Elance

This section is intended to walk you through the process of submitting your project through Elance so that in just a few short days, you can have a website of your own.

What is Elance:

Elance is a safe, online community that brings together programmers, graphic designers, and other freelancers with business professionals, entrepreneurs, and others who are interested in “outsourcing” specific tasks.



Elance will allow you to find a website developer in India (or any other country) who speaks perfect English and can charge significantly less than any U.S. programmer. You should not expect to pay more than \$300.00 to have your entire website completed.

I Must Assume:

This guide was included to help those who have reached Step 12 of the business-building program. To complete the process of creating a website through Elance, I must assume the following:

- You have purchased at least one domain name and a hosting package.
- You have defined your services and prices.
- You have mapped out an outline for your website.
- You have a final draft of all written content that has been proofread.
- You have all of your pictures, logos, and video that you are using on the website.

You will be submitting everything to a programmer. Therefore, you must have as much detailed information and instructions about what you want for your site so the desired outcome is what you want it to be.

Note: *There may be a bit of a language barrier with some foreign programmers. You must give very clear and detailed instructions. There are real-time message boards that allow you to keep constant contact as well.*

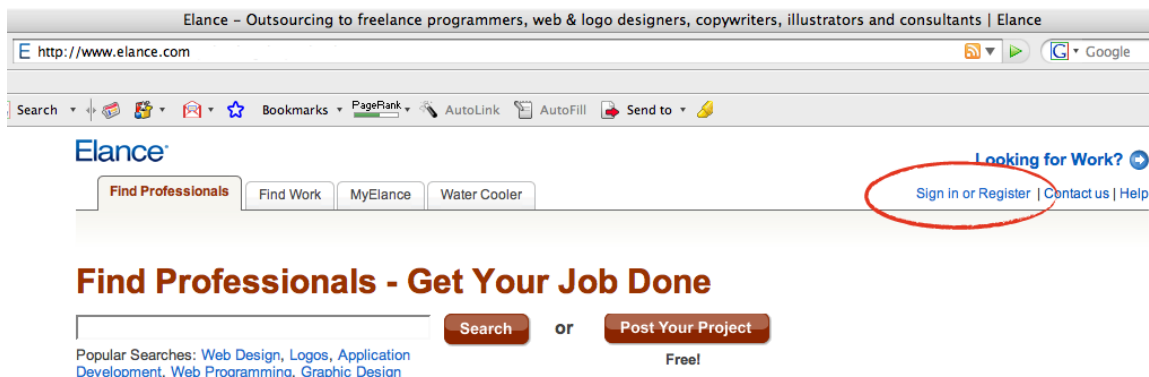
Getting Started:

Elance is very easy to use as long as you understand the concept. You submit or post a project and let others give you a “bid proposal.” You can research contractors and choose from a large pool.

Real life example: *if you wanted to remodel your backyard and get a new built-in BBQ and patio, you would most-likely get a few “bids” from different contractors before you chose the one with the right one. You may not choose the lowest price, but the one with the best work ethic and time constraints. Elance is the virtual-version of this scenario.*

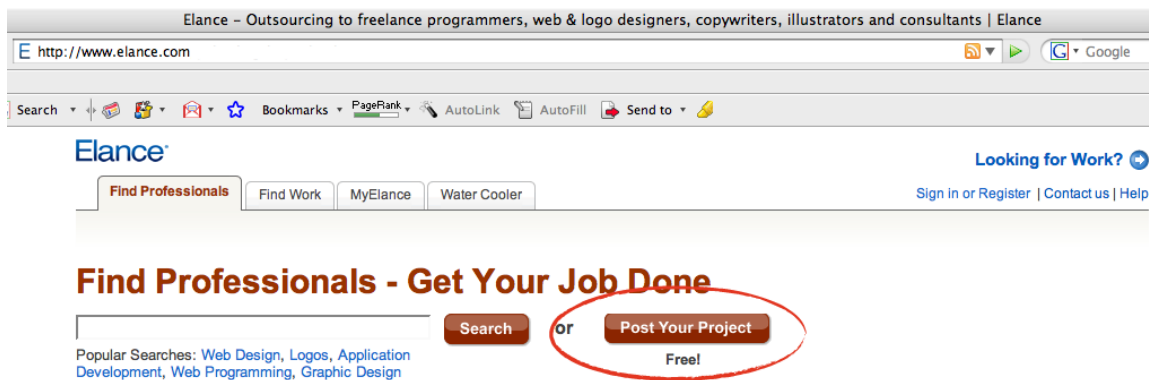
1. Create an Account:

Your first step is to go to **www.elance.com** and sign up. Membership is required in order to begin placing bids, but it is free.



2. Post your Project:

After the sign up process is completed, you can immediately post your project and begin receiving bids. When you are signed in, simply follow the instructions to post your project.



Give it a simple title such as “Simple 6 page Website needed.”

Your post should be as specific as possible so that everyone can give you an accurate bid price. Here is a quick example of a submitted project:

I am looking for a Website Developer to create a simple, yet professional-looking 6 page website for my Business. I have the Logo design, color-scheme, pictures and all of the text for the content. One page will be a thumbnail photo gallery and I will need the ability to be able to upload and edit the pictures that are viewed by my customers. There are two forms on the page for contact information that will need to be emailed to me.

Search Engine Optimization is also very important in my decision to choose the right developer. A keen understanding of SEO and how you can incorporate your knowledge into my site is extremely important. Other than that, the rest of the site is very simple, just text, links, and pictures.

I have my own Domain and Hosting, and would ask that the site be uploaded to my Hosting Account. I need the project completed in less than 2 weeks. Please send me your bid along with your portfolio of past work.

Simple enough, right?

If you want to pay a little extra, you could have the entire site built in “Flash.” Anytime a website has moving buttons, pictures, and crazy animated scenes that makes the entire website come to life, it uses Flash technology.

Flash is very fancy and impressive, but some viewers may not have Flash plug-ins and will be unable to view your site. What’s worse is that Flash can cause heavy loading times leaving those with slow connections a blank page and an hourglass.

Anything else you want, like videos, music or a rotating logo should be clearly stated in the Project Description so that every developer can work that into the cost of the project.

3. Pick a Developer:

After a few days, you will notice a huge competition of programmers and developers bidding to do work on your project for various prices. You will get some high, and some low, but most bidders will have extensive information about them and their work.

Bids Received		Shortlist		Declined Bids		View bidders with:		Feedback : All		Reviews : All		Filter Bids	
Actions		Service Provider		Location		Bid Amount		Last 6 months Feedback Reviews Earnings		Total Feedback Reviews Earnings		Status	
PMB		-Xicom- 5+ Verified Credentials Portfolio		New Delhi, IN				100% positive 10 reviews \$518476		98% positive 236 reviews \$2258915		PreBid	
Decline PreBid		Time to deliver after bid is accepted: • Bid ID: 13452619 • Bid Time: 02/13/08 02:30											
PMB		asurana Portfolio		MP, IN				No Recent Feedback		100% positive 6 reviews \$11028		PreBid	
Decline PreBid		Time to deliver after bid is accepted: • Bid ID: 13455353 • Bid Time: 02/13/08 04:01											
PMB		zerowait Portfolio		Tamil Nadu, IN				92% positive 12 reviews \$91286		92% positive 13 reviews \$100860		PreBid	
Decline PreBid		Time to deliver after bid is accepted: • Bid ID: 13452594 • Bid Time: 02/13/08 02:24											
PMB		vinove 2 Verified Credentials Portfolio		Delhi, IN				100% positive 1 review \$1400		100% positive 1 review \$1400		PreBid	
Decline PreBid		Time to deliver after bid is accepted: • Bid ID: 13452672 • Bid Time: 02/13/08 02:45											
PMB		nichevision 2 Verified Credentials Portfolio		Federal Capital, PK				100% positive 3 reviews \$3585		100% positive 6 reviews \$4675		PreBid	
Decline PreBid		Time to deliver after bid is accepted: • Bid ID: 13452849 • Bid Time: 02/13/08 03:41											
PMB		wdservice Portfolio		Punjab, PK		US\$850.00 		100% positive 2 reviews \$2120		100% positive 2 reviews \$2120		PlacedBid	
Choose Bid Shortlist Decline Bid		Bidder Comments : Dear Sir,											

Take your time to view their past website work and their Elance ratings before ever choosing one.

As a rule of thumb, I never pick the most expensive or the cheapest bidder. Try for something in the middle. Remember, the more you are willing to pay, the more the developer is willing to work with you instead of against you.

4. Get Started:

Elance will make it very easy for you after you choose a bid and start working with a developer. Your primary medium of communication will be Elance's Message Board. It is constantly monitored and recorded through Elance so I recommend keeping all communication in this medium.

But if you prefer faster, more detailed communication, most programmers will use some form of instant messenger and even Skype telephone.

You must send your developer every bit of information you can regarding your site. This includes anything from sketches and diagrams to all of your text and pictures. (Make sure that each picture that you send him is also marked accordingly so he knows where to put it.)

Don't forget to send him all of your information from the Website Optimization Guide also found in the Appendix.

I also recommend sending him the addresses of a few other websites that you want yours to closely resemble.

You want to be clear on the fact that you need the ability to upload and delete pictures for a Thumbnail Photo Gallery. It should be something that is “encrypted” so you need a password to be able to edit the pictures. This might be called an “admin” page or a “back-end.”

Also, you will have up to two forms for your developer to create which will be e-mailed to you once submitted.

5. Follow Up:

After your programmer has everything to work with, you and he must remain in contact as much as possible. As the process continues, you will be instructed to place your money into a Elance's safe and secure escrow service. You may need to pay 50% upfront, but you do not release the rest of the funds until the project is completed and you are satisfied.

In just a few short days, you will have your professional website up and running and you can begin directly new customers right to your online storefront.