

A Sneak Peak at

The Mobile DJ MBA

BUSINESS, SALES & MARKETING

INDUSTRY SECRETS REVEALED

Developing Power Partnerships

As a DJ business owner, do you know the value of networking or the secrets to doing it well? At the heart of it, effective networking is about creating “power partnerships.” Here are some tips to help you navigate these relationships.....

Selling Clients on Your Benefits

You and I know that as professional DJs we provide so much more than the typical person thinks about but before we can sell our services we must first educate potential clients. This is accomplished by effectively communicating the value of the multitude of services we offer.....

Going Ape over Guerrilla Marketing

Perhaps you’ve heard of “guerrilla marketing” but don’t know what it is. It is actually a loosely defined term that has been used as a descriptor for many types of non-traditional media such as viral marketing, grassroots marketing, and buzz marketing, to name a few. This primer will assist you in understanding how to grow your business and be “DJ King Kong” in your market.....

Pole-Vaulting Over Business Obstacles

As DJ business owners, we all face similar challenges in running a profitable enterprise. While the road to success is paved with a few potholes, dead ends and U-turns, there are some tried-and-true methods for negotiating bumpy territory that will ensure mostly “happy trails” along the journey.....

Going Multi-Op

Bobby realized the timing was probably right for him to go multi-op. He already had three sound systems but he worried about finding other DJs as good as himself. Bobby’s quandary was that he had no experience in supervising or training employees. What’s more, he had heard that managing DJs is like trying to herd cats, so how in the world would he be able to make this transition smoothly?.....

Offering a Money-Back Guarantee

Is offering a money-back guarantee a powerful hot button for getting prospects to buy? You bet it is. Why? Most people want S.E.X. – Security, Essentials and the Xtras of life. For mobile entertainers, offering a money-back guarantee (MBG) provides security because, for your prospects, it removes risk.....

Mastering the Art of Follow-Up

Why are some of your competitors booking more events and making more money than you? It could be that you are focusing too much on the preparation and performance of events and neglecting to make ample time for sales. If that's the case, does your selling process include follow-up, follow-up, follow-up? This is my favorite memo from the Department of Redundancy Department.....

Why It Pays to Be Charitable

You obviously have to be prosperous before you can give away your services for free or at a significantly reduced rate to charity, right? Well, actually, no. There is quite a bit of research that supports the idea that behaving generously actually stimulates prosperity – and this is true for individuals, businesses, communities and nations. Being charitable, it seems, really can make you rich.....

Ten Ways to Keep Your DJs Happy

DJ Mike asked Lenny to join his multi-system mobile entertainment operation. As a savvy business owner, Mike even had Lenny sign a non-compete agreement so he could rest assured that his new recruit would stay with his company and not try to strike out on his own. Needless to say, Mike was stunned, hurt, disappointed and angry when, after only two years, Lenny left to start his own mobile entertainment company. Mike felt robbed of his investment and the last thing in the world he needed was another competitor in his area.....

The Path to Prosperity - An Inside Job

Many of us got into DJing because we thought it would be a fun and rewarding way to make money. When you first got into the business, did you think about what it would take to be successful? While success can certainly be measured in terms of distance traveled, perhaps it's time to really define what this word means to you and what true prosperity is all about. Here's a "magic" formula to help you with this process.....

Closing the Sale

Learning to be a great salesperson is crucial if you want to earn top dollar as a mobile entertainer. Once you've got some practical knowledge "under your belt," it's time to use it in real-life situations. Let's deconstruct a typical phone call from a prospect.....

Dazzling Audio-Visual Presentations

Looking to “WOW” your prospects with an audio-visual sales presentation that sizzles? It’s not that hard to accomplish once you know the winning formula. A great presentation will highlight the features and benefits of your DJ service in a manner that flows in a logical order. The components can include video, photographs, PowerPoint, audio, and special effects.....

Hooking Holiday Clients

The winter holidays are a big gift for savvy DJs who know how to tap into seasonal spending spikes. If you’re on the frenzied front lines of the battle for bookings, advance planning is essential for winning sales and raising your company’s visibility. To stand out from the crowd, your holiday promotions must incorporate strong incentives. Make sure they meet or beat what’s offered by your competitors to avoid a “ho-hum” reaction from potential and repeat clients.....

Incorporating Your DJ Service

Maybe you’re a part-time mobile operating out of a home office or perhaps you’ve made it to the “big leagues” and are a multi-system op, conducting business out of a commercial location. In either scenario, does it matter if your company is incorporated? You bet it does, and here’s why.....

Generating Free Publicity

The value free publicity can generate for your mobile DJ service is enormous. Whether you have just recently opened for business or your company has been around for years, an article (versus an ad) can work wonders. Raising your visibility can help launch a new service or product, and in the end, boost your sales.....

Standing Apart from Your Competition

The most innovative mobiles possess the ability to creatively “think outside the box” by offering services and products that make them stand apart from their competition. This writer scoured the country to find DJs who dare to be different.....

The Power of Direct Mail Marketing

Many consumers think of direct mail marketing as “junk mail.” Business owners often stay away from it because they perceive that this form of marketing has a poor return on investment (ROI). The fact is, if you’re not using direct mail as part of your overall marketing campaign, you may be missing a lot more than just an increase in your bottom line.....

Hiring Sub-Contractors vs. Employees

Many multi-ops are confused about the fine points of the law when it comes to whether they have employees or independent contractors working for or with them. The difference is huge and it's important to determine the correct legal status, or it could cost you a bundle.....

Is Your DJ Service a One-Hit Wonder?

If your company offers “Professional Mobile DJ Services for All Occasions,” you may be reeling from an increase in local competition due to the vast number of newbies entering the mix over the past several years. With competitors popping up around every corner and your profit margin spiraling downward, diversification of your company's offerings could amplify your stronghold in the marketplace.....

Commanding the Crowd

Have you ever found yourself in a situation where seemingly uninterested or downright rude guests at an event would not quiet down long enough to allow you to make an announcement on the mic? Many DJs experience this dilemma but don't know what to do differently to truly command an audience. Surely there must be some “tricks of the trade” to help a frustrated emcee, right? There are.....

**PLUS...a Sample Wedding Contract AND
an Appendix of Author Recommended Resources!**