

## Three Different Classes of D.J. Entertainers

**Listed below are the three basic levels of D.J. Entertainment: Which would you prefer?**

### **The Novice:**

This D.J. is usually an inexperienced family member or friend of a friend. He “entertains” simply as a hobby. He will not have references for you to call to gain insight into his service. He may show up to your event dressed very casually with his home stereo system or some pieced-together “Mickey Mouse” set up. He will probably not have a wide variety of music; therefore, guests’ requests will often go unfulfilled. He may just sit in his chair for most of the event or worse, become distracted socializing with the guests that he knows. If he has a microphone, it probably will not be wireless. (“You mean that you want the Best Man to give his toast way over *there!*?”).

If you are just looking for the cheapest way out and do not care much about the success of your event, hire the Novice D.J.

**Typical Price:** “Free” - \$600



**A TYPICAL NOVICE D.J. SET-UP**

## The Average:

This D.J. is pretty easy to identify. He uses a high-pressure sales tactic so you will book him on the spot. He does not want you to have the chance to compare his level of service with someone else's. To make ends meet, he either has to work a full time "day job" or book multiple events ---this makes his service a "numbers game." He will have plenty of experience, but because he wants any and every gig he can get (at whatever price), he will not have much time or energy to spend with you. He may charge extra for common services such as consultations, wireless microphones, set up time, etc. He might even overbook and sell the "extra" events to the Novice D.J. (And yes, it happens!) He may have a "loud" company banner hanging across his equipment. (You will never forget his company name because it will be prominently displayed in every dance floor picture). Beware: If a D.J. is hard to reach, i.e., he does not answer his phone or promptly return your calls, he is probably an Average D.J. and has more important matters at hand than your event.

If you are looking to save a few bucks and would be pleased with a "McWedding" type of event, hire the Average D.J.

**Typical Price:** \$795 - \$1,695 (but probably willing to negotiate just to "get the gig.")



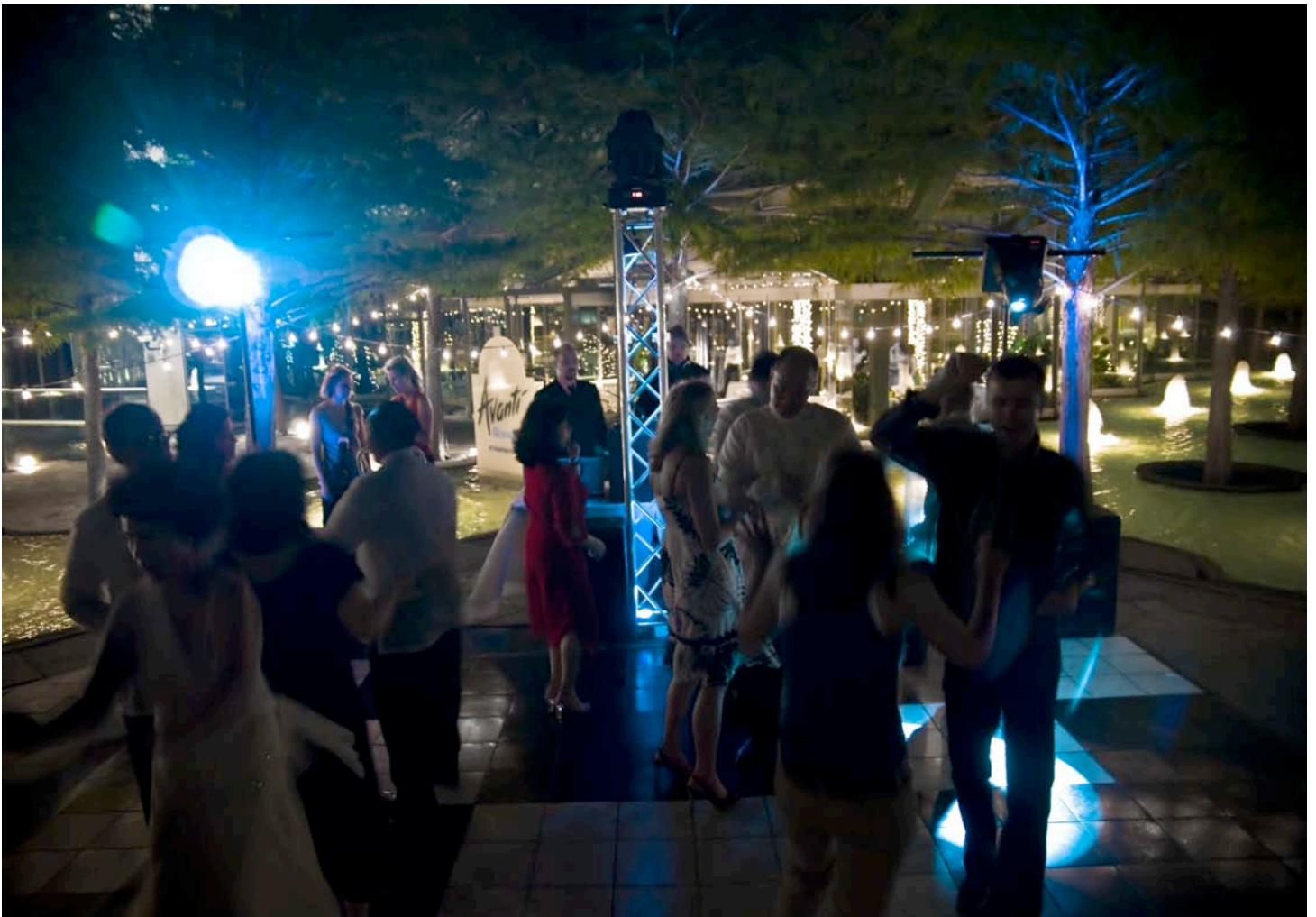
**A TYPICAL AVERAGE D.J. SET-UP**

## **The Professional:**

This D.J. is well established for at least 10 years and has experience with every type of function. His Disc Jockey service is his chosen profession and he is very good at what he does. He will charge a professional fee that is on par with his experience, talent and level of service. He is easy to reach, eager to meet with you and ready to customize your event, just for you. He creates a play list based on your desires and takes appropriate requests so that your guests can enjoy themselves. He creates an itinerary based on your input so that your event stays coordinated and focused. He is interactive with the crowd without being obnoxious. He attends various workshops, conventions and seminars to sharpen his skills as a DJ, MC, Event Director, Wedding Planner and Entertainer. He can provide you with a list of great references and feedback forms from previous clients. He dresses sharply and appropriately for every event. **He understands and values the amount of time, energy, resources and emotion that you have invested in your event!** He asks important questions, listens to your needs, takes detailed notes, spends many hours preparing for your event and puts his years of experience to work for you. He carries a complete set of back-up equipment to your event “just in case.”

If you **must** have a stress free, high quality and successful event, then please hire a **Professional D.J.**

**Professional Fee:** \$1,800 and up



**A SAMPLE PROFESSIONAL D.J. SET-UP**