



Running a successful wedding dj business: its not what you do , its how you do it.

John Beck, Derek Pengelly

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"Everything in this book is great! and if you only implemented half of what you read in here you will have a very successful business. Many who read this book will become excited and energized by the possibility of a highly successfully multi-talent or solo talent business. Half of those who become energized will actually begin taking the steps toward making the dream a reality and the other half will talk themselves out of it before even starting." -Jason A. Jones Performance Coach & Co-founder of The Entertainment Experience www.entertainment-experience.com {ABOUT THIS BOOK} John and Derek show you how specializing as a wedding DJ and performing beyond your customers' expectations can be lucrative and rewarding. Brides and grooms want more than a guy who is going to wheel in speakers and play one song after another and they are willing to pay more for it. There have never been so many opportunities to set yourself apart and succeed as a wedding DJ Specialist as there are right now and John and Derek give you more ideas in this one book than you could execute in your career. John and Derek cover valuable insights on marketing, sales and the basics of operating a successful business like contracts and deposits. Learn how to handle phone calls and overcome price objections. Get insights on the traditions and formalities of wedding receptions along with new ideas for activities that will "wow" guests and clients alike. This kind of expertise gives the Wedding DJ Specialist value. Then the resources on developing your skill and talent are probably the most valuable since any idea can succeed marvelously or fail dismally depending on how it was executed. Plus there is the list of "add on" services that you can easily include to make an even more profitable business. So whether your starting out or been in the DJ business a long time, this book will "change the game"! Running a successful wedding DJ business is not about the assumptions of what a wedding DJ is, rather it's the future of the wedding DJ. A future where DJ's are respected, well compensated and admired for their work.

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