

Disc Jockey (DJ)

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Ever since there have been records there have been DJ's. Even with the fast changing technology of today there is still great demand for DJ's at every event from the 40th birthday party up the street to the super club in the centre of town. If you have a passion for music and sharing in any festive mood, it might be time to turn your passion into a work at home business.

Before The Start-Up, Let's Not Get Ahead Of Ourselves

It's possible to get qualified as a professional DJ but this is by no means a requirement. To be successful you'll need an excellent knowledge of all popular music in the genre you plan on specializing in. If you don't plan on specializing in any particular genre then you'll need a general knowledge of all popular music, both old and new. Finally you'll need some technical know how to operate basic DJ equipment, including speakers, amps, turntables, microphones, lighting and even a computer.

The Start-Up

To start-up you'll need to purchase all the necessary equipment and a music collection. Shop around for second hand equipment in local classifieds and even at second hand music shops. You'll need two powerful speakers, an amp, mixer, lighting, CD players and or records players as well as a microphone and all the necessary cables. You'll also need a large and varied music collection. Your collection will depend on the genre you decide to specialize in such as 60's, 70's, 80's or dance music. If you don't choose a genre you'll need to stock up on all the latest and most popular tracks. Don't forget to include some oldies as these are often requested at parties.

Most importantly you'll need a car to transport all your gear around in. If you don't have a car it's possible to make do for a little while with favors from friends and family. Finally you'll need to some basic business tools including a cell phone and business cards to be handed out at parties.

Put together a pricing system, most DJ's charge between \$75 and \$150 per job and have an hourly rate that kicks in after a certain time such as 12pm.

The final phase to starting-up is to play your first gig. If this is a scary proposition consider playing at friends and family birthdays for free. This will make you comfortable and give you a chance to gain experience in a less pressurized environment. Once you're ready you can begin to advertise and start looking for your first real client.

Making It Work

If you are looking for a stable income this might not be the best business to start from home. In most places the party season dies down in winter and picks up in summer. It might be possible to smooth this cycle out, even if slightly, by finding clients that need regular DJ work, such as sporting, social and night clubs. If you are unable to find this kind of work you might consider finding an alternative job to support you through the winter months.

Marketing

Marketing shouldn't cost you very much in this business. Advertise your services using local newspaper classifieds and bulletin boards; also consider getting sign writing for your car. Once you are up and running it won't take long for some new business to arrive through word of mouth marketing and referrals; however you will need to keep up a limited advertising campaign as it is unlikely this will account for all new business.

Don't Forget

Unless you exclusively play oldies you will need to keep your music collection up to date with the most popular tracks. Don't forget to account for this expense when drawing up your business plan.