



# DJ Horror Stories

## How To Avoid Nightmare Prices

Tired of being scared-straight? Here's some simple advice to navigate the haunting sales hype.

by: Bob Moffett

*Does shopping for a wedding disc-jockey remind you of Halloween? If you're tired of "trick or treating" and prices that make you scream, read on.*

Obviously large productions cost more than small scale events, but why such a divergent scale on something as simple as say, a wedding? How do you know what constitutes a fair price for competent service? Unfortunately, price is mute when measuring a disc jockey. You don't always get what you pay for, and it is equally possible to get a whole lot more if you simply use some common sense and shop wisely.

### Finding the Right Price

Start by setting a reasonable budget for your entertainment needs, and then search for DJ entertainment that falls within or reasonably close to that budget. Price alone speaks nothing with regard to the quality or experience of the DJ. You need to uncover more information if you intend to land great results at a fair price.

A very high price can be indicative of popular demand or simply the expression of an enormous ego. Likewise, a low price can be a great deal if the DJ is a dedicated part time enthusiast, or a disaster if he's a complete novice. The size of a company, the depth of resources, and the breadth of it's experience, plus the experience of the individual DJ are all things you need to evaluate.

### Did you find the DJ or did the DJ find You

The cost of getting your business gets passed on directly to you. For example: you'll find plenty of DJs in Wedding magazines and Bridal shows, but you should expect to pay more for the convenience. The DJ or his agent has paid handsomely to advertise there, and that cost will be represented in the price.

However, don't equate the size of the advertising budget with the experience of the DJ. Image can be bought - but a reputation is earned. Spend your dollar on quality entertainment not just slick marketing. Whatever the price, be certain that after attracting your business the company can still afford to deliver an experienced, prepared, and properly equipped DJ.

High overhead costs like advertising may not exist where you locate a DJ through personal experience or sincere recommendation, and this may or may not translate into a better price. But, there is obvious value in the sustained reputation of a service that does significant volume and referrals with little or no advertising.

### Get More Information

Ask how the price for your event is determined and what guarantees are included. The answer should feel consistent with hiring a disc-jockey rather than bribing a public official. You also want assurance that you'll have the quality entertainment you expect even if the designated performer becomes unable to perform.

Common sense and you're own good instincts should tell you when a price is too low for the service you expect and too high for the service you're requesting.

### Gauging Experience and Talent

Unless his/her talent is known to you by way of your own experience or a trusted referral you should take the time to interview any prospective disc jockey. DJs are moved to the endeavor by a variety of motivations, and you want to be confident that it's more than just fun or money.

I recommend checking references because in the absence of your own personal experience you have no way of distinguishing a DJ with an established following from the casual player waiting for that one big pay-day.

The DJ's depth of resource is an important clue to their breadth of experience and level of commitment. Is the work a career, a hobby, or a vehicle to showcase some other talent?

What kinds of event planning skill or experience do they possess? What kind of events do they work most often and how many events of the type you are planning have they performed? What other diverse experience can they offer that might benefit your event? The more you know about the DJ the better position you're in to compare prices.