

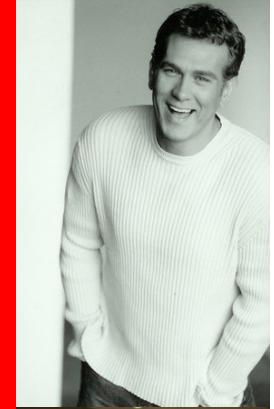


Helpful Five Keys to Optimize your Success

In today's hungry market for DJs and event entertainment, you are working to make as much profit as possible by connecting to a client vision and then selling this client the idea that your service will fulfill that vision. You must execute this at the optimal time. During your events you have huge opportunities to be successful but do not capitalize on them due to many levels of pressure and challenges.

Truly great DJ companies develop the highest quality events while keeping an eye on the competition, watching the market conditions, and doing whatever you can to deliver that client vision. You must do this all at a price that supports your business. Let's not kid ourselves – you are out to sell a service and make a profit. To be in that truly great company category try employing these five steps to optimize your success.

- **Focus on activities that matter most:** in your business, and your events you have a lot of activities, but the important activities you should focused on are
 - (1) Getting data to help you set priorities and execute
 - (2) Building long term relationships.
- **Extend planning horizon:** Many business owners look only at this day, or this weekend. However the truly remarkable business owner and DJ knows to keep focused on the moment but with an eye to the future. Avoid only thinking where you want to be this month and focus on where you want to be by this time next year? Then plan appropriately. Ask yourself if you currently have the right relationships and contacts to drive you business goals. If you do not then go and get them.
- **Maximize team resources:** So you may be a single operator and have no team to speak of, but this still applies to you. Your team as a DJ reaches out much further than your office, home, or studio. Your team consists of all of the people who touch each event you are a part of. From the caterer to the venue manager to the photographer; everyone plays a vital role in the overall vision of your client. IF you fail to build strong partnerships with these critical people you will certainly be putting the end at risk.
- **Execute with Tenacity:** For you as a DJ this is about staying the course until the very end. When you DJ you know the moments when you lose focus. You are nearing the end of the event, you are tired, and you realize that in a moment you will be carrying this gear all the way back up (or down) those stairs again! In this moment you can either allow the circumstance you are in to drive your energy down, or you can decide to continue to stay on course and keep looking for an opportunity for brilliance.
- **Change tactics:** Do you adjust as necessary to deliver all that is possible. When your client changes the itinerary your ability to be flexible is what strengthens your relationship with them. Stay the course, but be willing to bend to the sway of an ever changing client vision.



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