

## **How Will You Answer? By Joe Bunn for DJN**

As I was working on my latest training program "Selling the Music" (which you can pre-order right now at [www.djjobunn.com](http://www.djjobunn.com)...shameless plug I know), I started thinking about some of the questions that brides ask during consultations, and thought it would be a great topic for a Disc Jockey News Article. Let's go over a few of the ones that we hear the most here at Bunn DJ Company.

**"We have met with other DJ companies. Why are you guys more expensive? What makes you worth it?"** There are definitely several answers to this, for us it's something like this. "The reason we are more expensive is because of experience. If you notice most of my guys are around 35-45 years old and have been DJing for a long time. In addition, when we do hire new talent, we only hire folks with experience." Of course you can also throw in stuff about your equipment or how many hours it takes to prep a wedding, etc. etc. but sometimes they just want to feel reassured that they are getting a pro. I also get asked every once in a while, why my personal rate is more than my associate DJs. I simply explain that I get a premium because you are getting the owner of the company and some people want that. I also explain to them that most people that come see me specifically have been directly recommended by a vendor or venue, or they have been to a show where I performed. I ask them if that's true and 99 times out of 100, get a "Yes". I also explain that I do a limited number of shows a year (I wish that were really true) and I don't want to work every weekend so that I can stay married and my kids will still like me. I usually get a laugh out of that.

**"Are you insured?"** There is only one answer for this question, "Yes!" Honestly, this is Business 101 stuff. If you don't have your gear insured for theft and your show insured for liability (say Aunt Jenny gets hammered and trips over a speaker stand and knocks out her teeth), then you're just being an irresponsible business owner. I have used a company called RV Nuccio for a few years. They have a form online where you can list out the number of employees you have, the value of your gear, your music, etc. and it will spit out a quote. Honestly, it's not very expensive and you'll be so glad you budgeted for this expense every year if something tragic does happen. I got robbed of a backpack full of gear once and the company took out my deductible, I immediately got a check so I could get a new laptop. I'll be completely transparent here, that policy was not with RV Nuccio and as soon as I got my check, they dumped me, so be prepared that that may happen.

**"Do we need to feed you?"** Our answer is "It's not required. I always eat a late lunch or late dinner on show days". If you've heard me speak before, you'll know that I'm against eating at shows. As I once heard someone put it, "You're eating your tip!" I couldn't agree more. Don't get me wrong, I'm often asked by the couple a few weeks before the wedding if I prefer beef or chicken and I always pick one. Or the banquet captain will come up to me and tell me they have food in an adjacent boardroom for the vendors. At this point, they have budgeted for me to eat. I'm

going to head to this side room of whatever hotel or country club I'm working, wolf down the food and get right back out to my DJ table. I would never have a seat at a guest table and I never go through food stations or buffets. How do the guests know that the couple told you to do so? It looks like the DJ (that's getting paid a ton of money) is just casually filling his plate with food as his music runs on autoplay. I have a plethora of snacks and bars in my bag, I'm not going to starve to death during my six hour gig.

I hope these answers help you with your next tough bride or groom. This may be a two part article because I can think of quite a few other questions we are asked during consultations, some of them are just plain absurd! I'm looking forward to seeing you all at Mobile Beat Las Vegas! Come ready to learn!