

Keep Your Friends Close, Keep Your Competition Even Closer
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For Disc Jockey News

Let's face it, as DJs, we are all pretty much ego-maniacs. I mean, it's simply NOT normal to want to stand up in front of people, play music, and talk on a microphone. Isn't public speaking the number one fear that humans have? We aren't normal people! We are DJs! If you peruse the forums and facebook groups, you'll see that egos often get in the way, however, I am a huge proponent of networking with and even becoming friends with (gasp) other DJs in your area and around the country.

I know we all have "trade secrets" and things that we keep close to the chest or even things that we may take to our graves that have helped us grow our DJ businesses. Heck, I even have a few tricks up my sleeve that I haven't shared and I'm a DJ article writer, DJ conference speaker and DJ consultant! There are just some things that are ours, they are proprietary, but I am willing to share the vast majority of the things that have and have not worked for me with other DJs, yes even my competition. Why? Because even I still learn stuff from other pro DJs.

Quick story. Many years ago when I first started getting popular in my market, I decided to start a DJ organization. Most of the other DJs didn't know me and I only knew about them through seeing their ad in the yellow pages (remember those?) or seeing their booth at a bridal show. I put together a list and started calling them all to try and get a group together. At first, I got a lot of "Well I'm not going if so-and-so is going", but after some prodding, I got about 12 of the area's best together to form the TDJA (Triangle DJ Association). The Triangle is what North Carolinians call Raleigh, Durham, and Chapel Hill. Honestly, this was one of my proudest moments as a DJ. This group taught me so much over the years.

When talking to other DJs, whether in NC or another non-competing area, there are so many things that I ask and you should do the same. Here are some great examples to get the ball rolling:

1-"How's your year going?" Now, sometimes you'll get a big fat lie here about how they are on a record pace or they took 20 checks at the last

bridal show, blah, blah, but if they are honest, it can help you gauge how your year is shaping up.

2-“What kind of gear are you using?” Most of us are gear junkies. We either have it or want it. This conversation is always great to learn about new things or why a DJ chooses something over another piece of gear. It may end up saving you money on some new gadget you had your eye on.

3-“Can you program DMX?” or something like this question. You would be surprised at how many tidbits of info I have picked up on from my fellow TDJA members.

4-“What are you guys charging these days?”. Of course you don’t want to get caught up in a price fixing scandal, but it’s good to ask this question of others in your area. It can be a touch subject, so approach it with kid gloves. This isn’t something you ask a roomful of professional DJs an hour after being introduced to the group! This is something you ask a few DJs that you feel most comfortable around AFTER getting to know them for a while.

If you start to network with other DJs, especially in a face to face setting (perhaps at the PhDJ Workshop?), you’ll see that you can easily break through the egos and truly learn something that will help your growing business!

DJ News writers Joe Bunn & Mike Walter are holding The PhDJ Workshop (www.phdjworkshop.com) in Raleigh, NC March 10th & 11th