

Slow Season To Do List
By Joe Bunn for
Disc Jockey News

If you are like us, it gets a little slow after the madness of the corporate holiday events. January and February are typically a time for people to hibernate due to the cold or try and start paying off their Christmas debt. Don't get me wrong, we stay very busy actually booking shows during this time since a lot of engagements occur around Christmas, New Year's Eve, and Valentine's Day, but we don't actually do a lot of performing. With that being said, what are some things you should add to your "to do" list now to get accomplished before the Spring wedding onslaught?

Gear Up. I'm not even going to lie. I just literally revamped my entire system. I mean everything. I made a few posts in DJ Idea Sharing and got some solid advice from some solid DJs and started buying and selling. I sold my small line array system in exchange for a bigger, more traditional speaker system with subs. I got a DJ booth for the first time. I even got a new DJ backpack, new cable case and Rock N' Roller cart. It was time. I didn't like the sound of my speakers during peak dance hour and it was driving me nuts. I didn't like the way my setup looked. And to be honest, some of the gear was just aging out. Whatever the reason, now is a good time to get your gear ready for the next wedding season. Am I saying you have to be an idiot like me and go out and get all new stuff? NO! However, take the time to really go through your stuff. What's going to make it through 2016? Can some of it just be cleaned, tightened and touched up with a Sharpie and make it? Or is it time to order from your favorite DJ gear retailer? Take assessment in the off season and be ready!

Work Out. I'm guaranteed to catch hell for this one. Here is the reality. I'm going to overeat and overindulge the entire holiday season, I just know it. But guess what? I'm still going to work out, go for a run, take a class a few times a week at the gym! Why? Because I don't want to end up looking like Santa Claus and carrying that weight around with me all year on the dance floor. Am I saying you have to go full Brad Pitt "Fight Club" mode? Absolutely not. That's insane and nobody is paying you to be in the next Marvel film. But what I am saying is how much your body will thank you next season if you are in decent shape. When you dread going to the gym, think about loading in gear in 100 degree heat in August, standing up for 6 hours rocking a show, then loading out past midnight. Now think about that same process if you're in better shape. Side bar, hot yoga has helped me tremendously in 2015. I haven't been to the chiropractor in months and that has saved me thousands of dollars. I won't even get into the fringe benefits of hot yoga, you can ask me in an email, lol. Thank me later.

Practice, practice, practice. You might be old school like me with 30 years in the game, or you could be reading this as a new up and coming DJ. Either way, you still have to practice. Look at someone like LeBron James. Follow him on Instagram. He is one of the best athletes in the game, but yet, even in the off season he is in the gym, on the weights or shooting. Why? Because he knows he can be even better! You can

be better too, no matter how long you've been doing this incredible job. It takes fifteen minutes tops to set up a mini system in your house or garage. Do that and practice! Even better, record it! If you use any of the DJ software like Serato, it's literally the click of a button. After you record it, move it to your phone or ipod or burn a disc and then take it in your car with you for the next week and listen to it! Rock to it! Did you mess up a particular mix between two songs? Did you have a couple of train wrecks in there that sounded like shoes in a dryer? That's ok because it was practice, not someone's wedding. Go back at it again a few days later and I'll bet you nail it! Post that one to MixCloud and be the envy of the internet. You can also practice mock introductions either alone or with a group of your DJs. Record it and listen back, or if you're in a group setting, critique each other (nicely). Offer constructive criticism, TAKE it as well! Practice, practice, practice. You can always get better!

Educate Yourself. Warning: There will be shameless plugs in this section of this article. The off season is an awesome time to educate yourself. You can always learn more about not only the performance aspect of DJing, but the business side as well. I know of two must attend things coming up in March. Mobile Beat is having their 20th Anniversary conference March 14th-17th in Las Vegas (www.mobilebeatlasvegas.com), and you have got to be there! They totally revamped the show last year and every DJ that didn't attend, truly missed out! Oh, and I'll be one of the speakers this year (more on that in another article soon). Let me mention one more must attend workshop. If you're going to Vegas, you might as well add on a couple more days and come to my PhDJ Workshop with Mike Walter (www.phdjworkshop.com). We not only cover marketing, social media and DJ business aspects, but we go into performance as well, and you guys know that Mike is a master of that! Sign up for both now!!!

Well I hope that this gives you a nice to do list to tackle as the holidays end and it gets cold outside. Remember, you should never be bored or get lazy, there is always time to hustle...your competitors may be.