

Unplugging Over the Holidays  
By Joe Bunn  
For Disc Jockey News

Almost every DJ that I meet is a lot like me-motivated, driven, and just an all-around hustler. We have to be, we own our own businesses and we know how hard it is to make a buck these days. Plus with the cost of gear and music coming down, more “kids” than ever are getting into the DJ game. We have to scrap and fight to stay on top! But at what cost?

If I didn't have a wife and kids, I honestly feel like I would stay at my office every day until I fell asleep typing. There is always something to do, and if you don't agree with that statement, then you probably aren't working hard enough. There is ALWAYS something you could be doing to better your business. Always! But whether you have kids and/or a wife or not, you have to unplug every once in a while. Do I mean leaving your mobile phone and office unattended and going to some tropical island for months? Although that sounds killer, no. You would be out of business before you got a week into the trip. I just mean being present as a father, as a husband, a brother or a sister. Unplugging for a few hours (or a couple of days even) means becoming a better person. Let me share some thoughts and tips of how a serial hustler like myself does this.

1. **Set your hours.** Listen, I know one of the reasons that I started my own company was so I could set my own hours. I don't need some clown telling me when I can and can't leave or how long I can go to lunch! Hush your mouth! However, I do try and keep “jobber” hours. My kids get up early, so I might as well. When they head out the door, so do I. What else am I going to do? Watch one of those corny morning news shows? Ugh. That puts me in my office by around 8:30am and that's even after stopping at my favorite coffee spot and checking in on my morning social media. Around 5:00, I wrap up. Keeping these hours, lets my brain know when it's time to plug in and unplug.
2. **Joe time.** After 5:00, it's “me time” for an hour. I'll usually go to the gym, get outside and run or go take a hot yoga class (don't knock it 'til you try it). If I don't do something active, maybe I'll hit up my favorite sneaker spot and see what came in during the week. It's crucial that you take time for yourself at least for an hour or so a day, and I would recommend more if you can find it.
3. **I'm home!** Once I hit the house, I try my hardest to stay off the phone, especially if we are all eating dinner together. I don't have a computer at home at all, but I will break out my laptop some nights if I have a DJN article to write or got behind on my emails during the day. However, that's only once everyone in my house is asleep. They shut it down early whereas I am usually up until around midnight each night.
4. **Pause the emails.** On weekends, I don't really check my email at all vs. during the week, I check them constantly. Trust me, people hiring a DJ know that you work on the weekends. They are not expecting that immediate email

return like they might on a Tuesday. Also, I know that my guys are ready in advance of the weekend and if I see a call or text from them on a weekend, I know something is wrong!

5. Finally, I don't give out my cell phone number to my clients until a couple of days before the wedding. If they need me in the 12 months after the day they book me, they can email me or use the land line. I don't need my phone buzzing me in the middle of my son's soccer match when they are trying to decide which first dance they want to do six months before the event date. In addition, none of the brides booked with my guys have my cell number at all.

These are just a few of my tips for helping you "unplug" this holiday season, be present, and be a better person...which of course leads to being an even better DJ!  
Happy Holidays everyone!