

Why Go Multi-Op?

By Joe Bunn for Mobile Beat blog

As mobile DJs, we all start out as single operators. If you're like me, you've been doing it forever (I'm 44 and started when I was 13), or maybe you found the passion later in life, or maybe you're still young and beautiful. Regardless, at some point, you are going to have the need to become a multi-op company if you want to be a full-time professional DJ.

Why do I say this? It's difficult to support a family of four on what a single operator can make. Even if you make the highest end of the wedding DJ pay spectrum (let's say \$3,000, which is unlikely in most markets), and work 45 out of 52 Saturdays (even more unlikely), then you'll make \$135,000. Out of that you'll have all of your overhead-marketing, office space, gear, fuel, etc. etc. Now maybe if you're a single girl or guy, that is enough, but I can assure you as the bread winner for my family of four, that ain't gonna cut it. Not to mention, you're not going to get \$3,000 a show for 45 weeks, not gonna happen. Sorry.

Regardless, that's not my point. My point is expanding. My point is that you need to grow to make the big dough. How frustrating is it to take a phone call and tell that potential client you're booked? They wanted YOU to DJ their wedding, however, they will take the next best thing, a DJ that has been trained by and works for you. I know it's scary to let go of all of the shows, but if you want to make serious money in the DJ game, you have to go multi-op.

Money aside, there are other reasons to go multi-op. It gives you the opportunity and luxury of taking some weekends off. Trust me, you'll appreciate it and so will your family! Secondly, it allows you to pass off some of your responsibility. Wouldn't it be nice to have someone make a social media post every once in a while for you, or help you plan your next staff meeting? That's what your "second in command" DJ is great for! Third, and maybe most important, having more DJs means you are covered in the case of an emergency. We have had guys that have blown out their back on the morning of a gig loading their car, but guess what? I had guys ready and on standby for such instances. If I was a single operator, I would have been scrambling and trying to call other random DJs in my area to cover for me.

So if you're a single operator, think about getting more guys, think about growing and if you have questions along the way, shoot me an email and I'll steer you clear of all of the mistakes that I made over the past 30 years. Good luck!