DJ & EVENTS STARTER GUIDE

Choose one supported event offer

Start with the event type you can already deliver reliably. This four-page guide helps you define scope, pass a readiness gate and begin relevant conversations. It is business planning, not DJ performance or technical safety training.

01 Choose a primary buyer: a private-party host, company coordinator, couple or venue. Each has different music, MC, planning and logistical needs.

02 Describe a specific result, performance window, guest-count and venue assumptions. Include only services you can demonstrate with a tested backup path.

03 Before booking, verify access, power contact, venue rules, music-use responsibilities and insurance. Do not claim that a personal streaming account grants commercial or promotional rights.

04 Use the package and equipment pages that follow, then practice the inquiry-to-quote workflow before outreach.

YOUR WORKING RECORD

Buyer / event type / actual area

Included experience / excluded requests

Evidence of skill and tested capability

Unresolved requirement / next action

Verify local business requirements, music rights, insurance and venue conditions. Specialist electrical, rigging, staging, effects and safety work belongs with qualified professionals and venue rules.

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DJ package builder

Build one sellable package, then cost it using the pricing section.

01 Separate your total work time from billed performance hours. Include research, preparation, loading, travel, setup, delivery, teardown, and administration in the cost sheet.

YOUR WORKING RECORD

Package name / event segment

Music performance window and breaks

Audio area / microphones / MC duties

Planning calls and music request deadline

Setup, soundcheck and teardown allowance

Included travel / venue assumptions

Exclusions and add-ons

Write a client-facing description and an internal equipment list. Both should match the quote.

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Equipment launch gate

Make a final decision based on the actual package and venue conditions.

01 Sign and date the equipment review. Repeat it after a system change, repair, new venue type, or addition of a second setup.

YOUR WORKING RECORD

Primary chain rehearsed

Critical cue and speech backups rehearsed

Library/source/rights checks complete

Transport and access confirmed

Venue approvals and technical support confirmed

Unresolved fault / booking scope adjustment

Do not broaden the offer because unused equipment is available. Scope follows verified capability.

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Begin your first conversations

Relevant outreach should start a planning conversation. A response or a quote is not a confirmed booking.

01 Choose five warm contacts and five relevant planners, venues or organizations. Note the reason each might need your supported service.

02 Draft: Hi [name], I offer [defined DJ service] in [area] for [buyer]. I provide a written scope and planning process. If you have an event in mind, send [date, venue, guests and performance window] so I can check fit. No date is reserved until the actual booking conditions are met.

03 Log the response, missing facts and one next action. Follow up respectfully and stop when asked.

04 After a suitable booking, record actual preparation, travel and performance time. Request an honest review after delivery; never invent proof or guarantee audience participation.

YOUR WORKING RECORD

Contact / relevance / permission

Message date / response

Missing facts / next action / due

Outcome / offer improvement

Seven days or ten contacts is an action format, not a promised sales outcome. Contracts need local legal review.