

DJ

MARKETING BIBLE



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Introduction

Thank you for getting your hands on our wonderful DJ Marketing Bible!

The DJ Marketing Bible will help you get things moving by either providing information on how to move out of your bedroom and into the scene or if you have already made it to clubs on how you can actually create solid foundations for your career.

There are 2 ways you can use the DJ Marketing Bible: firstly, the obvious way, reading it from start to finish so you can get all the information; some of which you might already know, some probably not with so many details. The other way is to go to specific chapters regarding the topics you feel you need extra boost at for instance when you are called to perform specific duties that you have forgotten how or simply you want to refresh your goldfish-like memory.

The DJ Marketing Bible starts with a basic, yet underestimated subject: the importance of choosing the right stage name. Besides a carefully-selected stage name, a well-calibrated biography is also essential given that it is basically “you” on a page of paper.

It continues with how to make a mix that people will listen to and what to do with it, like burning and labelling a CD; spreading it through the Internet etc. It elaborates on how to produce your mix and on the more advanced topic of how to design a logo. Yes a logo, it's important, never underestimate the Bible! Take a look at professional famous DJ's great looking logos and you will get the hint.

Additionally the DJ Marketing Bible dives into the Internet world on how to create your very own website and why it is important to focus on that too apart from Facebook. Appearing on video and on professional photos is also something that you wouldn't want to negate since it is one of the most basic forms of exposing yourself to the fans.



Another important factor is your email signature. You are going to send tons and tons of emails so you need to appear as professional as possible. If you don't take yourself seriously no one else will. The eBook also gives valuable advice on how to write a venue contract, info that when the time comes you would want to have it handy.

Moreover, there is a chapter concerning marketing strategies which outlines the best ways to promote yourself and face the hate: having people looking out for you is always a good thing as well as knowing the key players in the music industry and how to create a music scene when there's none to be found.

Finally the DJ Marketing Bible can provide useful information which would be very helpful for your first events like how to keep your ego in check-in, take break between events and how to work your fan base.

Bottom line? You are on the right track!



The Pains Of Choosing A Stage Name

DJs are known to perform under made up stage names and it works for each of them differently. Some careers improve from the promotional value and unique ring of a catchy and relevant stage name. Others fall short and can sometimes hold back their owners. Like most things in this business, your individual situation and personal choice must be at the grounding of your decision regarding a stage name.

The reasons for DJ stage names can be quite obvious, like having a nickname everyone already knows you by or consciously improving upon the pronunciation and remembrance factor of your original name. They might also be part of a controlled effort of promoters who help push the new DJ into the masses. Consider that once taken, the name will represent you and stick to people's minds. Regardless of reasons, there will be consequences for taking a stage name, sometimes good, and sometimes bad. The outcome of this is affected by three different factors, each of which requires extra thought from you when working on your very own stage name.

Is it relevant?

Your stage name has to be understandable in the context of your work as a DJ. Each music genre can claim that certain kinds of stage names represent it more than others. Therefore, it would be a good idea to choose one that fits your music style. While this can be very subjective, fans are likely to embrace these limitations and choosing the wrong stage name can hurt your career. There are no rules set in stone here, which makes this factor even more difficult to determine or predict. That's why most stage names are taken to mean exactly nothing, other than simply sounding cool and that's the story you should stick with if you ever get in trouble over your stage name.

Will it still be “awesome” in 10 years?

Another serious pitfall for stage names is the use of dated slang terms that just don't kick it anymore. Might be the reason why no big company has picked up DJ EpicWin yet. Or DJ McAwesome. It's one thing to go by an edgy stage name fresh out of the vocabulary all the cool kids speak, but another entirely when you have to look back 20 years for its origin. The easiest and most obvious way of avoiding this is not to choose any time-sensitive slang term as the name to market you by. While this might mean you'll have to take extra care when choosing the name, it will only serve for your benefit. If you're not careful, you might end up jinxing yourself to go out of style as quickly as your stage name will.

Is it mature enough?

In the music industry, there's nothing quite as awkward as outgrowing your name. Even if having the words “boy” or “kid” in stage names seems cool for aspiring DJs barely out of their teens, they most certainly won't stay that way forever. What are they going to do when they're in their mid-20s or 30s? It's a question everyone has to ask themselves before they make up their minds on a stage name. Another weird naming tendency concerns female DJs with the ever-present “girl” in their stage names, or choosing the generic “DJ” followed by their first name. Surprisingly (or perhaps not so much), it actually works. Unfortunately, all the guys out there shouldn't be too eager to jump onto the international music arena with their boring first name as stage name. Unless their first name is not boring, of course, in which case it can turn out to be a great stage name to break into the industry with.

Will your real “not boring” name work then?

Those lucky enough to have a real name that has a good ring to it might be happy to go right ahead and use it in their music life. Using your real name can be effective and genuine, as far as your career as a DJ goes. It can also hurt you in other ways. For example, when dealing with day-to-day job applications or other tasks that might expose your name to a thorough research and evaluation, you may take little

pride in your other life as a DJ working at night clubs. Then again, you might, but that's why you're the one making this choice.

The truth is that all the most prominent success stories out there feature stage names that were, in fact, only slightly improved versions of their owners' real names and merely changed the sound a bit or trimmed it for a lighter feel. This should not be taken to mean that there is absolutely no place in the music industry for DJs with snappy made-up stage names, but there's definitely a bigger risk involved when dealing with them.

Try going the simpler road. It's you and your music that matters here. Choose a stage name based on that or spin your real name in a unique way using the same principle, and not only will it not hold you back, it will become a highlight of your promotional efforts and fan interactions.





Introducing Yourself In A Bio

DJ bios are a great way for fans to get some quick information after they first hear about you or promoters and venues to check out who you are when they consider you for an event. The first thing you need to do about them is keep an eye on your grammar. Your success as a DJ might not depend on how well you write, but it sure is nice if an official retelling of your origins and career doesn't have mistakes jump out at your readers in every sentence.

Even if you're completely sure of yourself grammar-wise, still give it to one of your friends for a quick read so they can catch something you happened to miss. It's always harder to notice mistakes in your own text than somebody else's. All this will keep your bio clean and help you come across as a professional DJ, rather than an upstart or wannabe.

It won't hurt to give extra thought to the structure and content of your bio as well. Things like an outline, a solid starting point and an overall theme will help you turn up quality writing. Sure, this is no literature, just a bio of a DJ, but there's no reason not to make it as good as you'd like it to be. Also, consider the length of your bio. You don't want to bore your fans with too many details, just the important things they would be interested in.

Here's a list of questions to answer in a basic bio:

- Where were you born?
- How did you get into the music scene?
- Who inspired you to become a DJ?
- Who are your favourite artists?
- What music styles do you focus on?
- How would you describe your own style as a DJ?

At the end of the bio, make sure to list your most notable achievements on the music scene and possibly endorsements from well-known names in the industry. You may not be a product waiting to be sold, but then again, you might just be it when promoters and venues come to the website to read your bio.

Naturally, you end the page with your contact information and a visible announcement about your upcoming events and other interesting projects. When people are impressed or at least content with you after reading your bio, you want to lead them somewhere they can listen to your music or see what more you can do.



Making A Mix People Will Listen To

For professional and aspiring DJs alike, a good mix CD is a must. The making of such CDs is equal parts science and art, made unique by your individual preference and style. When you're done, your work could potentially win you new fans, or it might turn off even someone who had liked you before. To achieve best results with your new mix CD, you should keep to a few simple principles.

Plan ahead

Before you get down to record your CD, it will benefit you to outline the basic idea you have for it, at least in your mind. Make sure you know what comes after every track and what you have decided to do with each one. Also, a standard CD usually amounts to an average of 14 to 16 tracks, which is about an hour in length, so make sure you can fill that time.

Set goals for yourself

You should expect some kind of response from your listeners, and if you want your next CD to live up to those expectations, make it into your personal goal. If you want people enjoying your tracks and listening to them over and over again, still wanting more, make sure your work is up to that task. Don't just rely on blind luck. If you want it to happen, make it happen!

Know your job

Despite what some people may want to believe, effects and blending amount to no more than a quarter of a DJ's job. The rest is all about selecting the right tracks. You may have a strong desire to show off all of your coolest tricks in a single CD, but try to resist that urge. The same way no one will listen to a playlist that doesn't have good music on it, your CD won't succeed without any strong tracks to back it up. The quality of your mix will only go as far as your choice of music can take it.

Remember the classics

While featuring new and popular tracks is the best way to go with a new mix CD, it will only improve if you blend in a couple of big name classics to add an extra bit of flavour to it. It's a great way to draw extra attention to your mix without making the effort too obvious. Only remember to add some unique twist to the tracks, so that there's always some new sound to keep your listeners wondering.

Balance your beat tracks with vocals

Good beat tracks may be great to dance to, especially when you as a DJ can appreciate them for all the little things you hear that make them work so well on your ears. However, try not to make it into a pitfall and let your mix be overrun by these beat tracks. Just like any good party and dance event, your CD needs music that people can form a connection with. Tracks with vocals that feature catchy lyrics will give your listeners something to sing along to, even if only in their hearts.

Invent different themes

Building your mix around a single theme is, among other things, a great way to make your mixing into a fun and engaging process. Themes will play with people's expectations too. It can be a good thing, or bad. Whatever you choose your CD's theme to be, try not to make it too specific or obscure, otherwise it might turn off some people. Also be aware that representing a single theme too much will make your fans connect you with it strongly and it might be hard to brush off that impression in the future.

Find remixes to include

A well-made remix can add a new twist to even the most well-known track in such a way as to make it unique and memorable. If you happen to stumble over a lesser know (and good) remix of a popular song or manage to pull one off yourself, it will make your mix CD really stand out from the rest.

Blend it to perfection

If something doesn't work in your mix CD, fix it! The blends may just be the most essential part of your mix, because no one will thank you for doing them right, but doing them wrong can make your mix a disaster! Make sure to only release your CD once the blends have been done to perfection, because listeners will inevitably associate your name with your latest work and if your latest work is no good, then so are you.

Apply effects sparingly

They can be a powerful tool in making your unique style stand out, but the more of them you will add, the more conscious your listeners will become of their presence. Once they start thinking about them a little too much, it will be easier for your listeners to find some faults in those effects and the magic will be lost.

Keep an eye on levels

Have them too high and the quality of your mix will suffer from distortion. If the opposite is true, listeners will have to focus too hard to catch any of the less prominent channels. Even if things seem just about right, it won't hurt to put your CD through some additional cleaning and mastering. It might just be what it needs to become a really great mix CD.

Know your mix

Digital mixing may be the best way to go with your new CD, but make sure you know how to present it to a live crowd afterwards. Live mixing is still held in high regard among some DJs, because the music mix you create is an extension of yourself, and by showing you can take it anywhere with you and know exactly how to reproduce it, the mix truly becomes your own.

Namedrop yourself

Dropping your name in the middle of a track is a great way to remind listeners who they're dancing (or bobbing their heads) to. It can also sound cheesy, and usually does. Once you've decided to give it a go and insert an announcement that features your name, make it count! If it's done with the sole intention of getting your name across, don't try fooling anyone by piling up effects on it or blending it in with the mix. It won't work! Instead, be straightforward, invite an expert announcer and drop your name loud and clear. Some people might get annoyed with it, but at least they've all heard your name now. Besides, you can still spice it up by adding a twist to the announcement itself or the voice behind it. Write a self-aware message. Invite a famous DJ to chime in for you. Be creative!

Record live

While recording from a live set can be a bit tricky, it can be quite rewarding and can even turn out to be your one of your strongest mixes, if done correctly. Sometimes the best decisions are the ones you make in the feel of the moment and a mix recorded at a live event will reflect that. You have to monitor your sound levels closely and see that you don't lose track of the event itself, but it's all well worth the effort if it turns out to be as good as it can. Sure there are times when a live mix doesn't quite capture that unique feel and mood of the event, but better to take your chances than regret not doing it later on!

Give it a name

Numbered mixes and those with generic names are an immediate turnoff. Of course it's great if the mix CD can be sold on the strength of the DJ's name alone, but why not take that extra step to make it original, instead of making a statement of mediocrity? Put some individuality into it, show everyone what the mix represents and give your listeners a catchy name to remember it by. When they're sharing their thoughts on your latest work, you don't want the conversation to reduce to a sequence of numbers and out of place words that don't make sense to any of them. The name of your mix is the reflection of your music and should carry a lot of

meaning with it. It should also be easy to memorize and mention in a conversation. Do it right, make the name of your latest mix CD ring in everyone's ears!

Track your mix

This is an obvious one, as no one likes their 2-hour music CDs recorded in one big chunk of a sound file that you can't (easily) skip through. It serves as a major source of annoyance for most listeners and can be very limiting. It's not that hard to break up your mix into separate tracks and you should do it at all times. Otherwise, people might give up on your mix after hearing the first song and not liking it, with no obvious way to skip over to the next one. Your mix might be the best, but it still takes time to appreciate quality music for what it's worth. By not tracking your CDs, you will be losing a lot of potential fans by not giving them enough time with your mix.

Make it shine

Complimenting your CD with a capturing piece of visual art is the oldest trick in the book. Your mix may be great, but no CD will truly sail without some quality art on its cover to back it up. It lets you communicate the style and theme of your mix CD in an instant to anyone looking at it. The abundance of different cover art types and styles has clouded the fact how powerful it actually is, especially if done right. You can draw or design it yourself, but if you'd rather someone else to do it for you, there are various professionals can be found online to work on it for a reasonable price.

Share it online

In today's music industry, there's no way to reach a wider audience without distributing your music online. While selling online is a pretty obvious thing to do, making your music available online for free, without any memberships or subscriptions, is just as necessary. There are so many music producers fighting for attention in this huge market that for quality music to find its audience, all the barriers between them must be removed! The benefit of attracting new listeners outweighs all costs. Start streaming your latest mixes and offering free downloads right now!

Fill out the info

For each of your tracks there is a big list of metadata that goes with it, waiting to be filled out by the artist. It may seem like an insignificant detail in the great order of things, but its absence will always be noticed. People must have an easy way of knowing the name of the track they are listening to, with no need look it up anywhere. It's pretty obvious, really. In an age like our own, most cases of info-less CDs probably boil down to simply forgetting small details like that, so all you really need is remind it to yourself. More often than not, you only need to concern yourself with the artist name and title, since that's what most music players display, but adding an image to your music as cover art is also a nice touch that's taken off in the recent years.

Label your CD

Labelling your CDs is one of those monotonous tasks aspiring DJs bore themselves to death with, when it seems like it will never end. But that's far from being the only problem about it. Even though it can get costly if done in colour and spread over a large number of CDs, labelling your mix is a must. The mix name, DJ's name and website address is all the information that really needs to be on it in most cases, but that still takes some label space. That leads to costs of both money and time. You can always use cheaper labels and purchase them in bulk, but remember that quality will always make your CDs stand out and might be worth spending the extra.

Burn on a budget

Burning your CDs is where the real costs kick in, as companies might charge you more than you'd like to spend, especially on quantities under a few hundred CDs. The good news is they do all the labelling for you, but you still have to find the best offer out there for it to really be considered a bargain. The next level of savings would be to start burning your CDs yourself. While cost efficient in the long run, it requires a sizable initial investment and won't be an option for most DJs who are just starting out. On the other hand, it offers you greater freedom of distributing your work to other people, without having to save it up for promoters and club owners. Besides, spreading your music around is the key to making your name known to the

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