

# **The Top 10 Misconceptions About Wedding DJ's**

## **10. Entertainment is not that important at a Wedding.**

During wedding planning, brides say their highest priority is their attire, followed by the reception site and caterer. 72% of all brides say they would have spent more time choosing their reception entertainment. Reception entertainment is the least of their priorities. Within one week after the reception, 78% of married brides say they would have made the entertainment their highest priority! When asked, 81% of the guests say what they remember the most about a wedding is the entertainment. Good entertainment is not only the most important part of a reception or party it's also the most critical part of it, just ask any former bride.

## **9. To be a DJ all you really need is an iPod and a stereo system.**

A professional DJ must have knowledge that spans over 70 years of all styles of music. Many times guests will make requests at an event without knowing either the correct song title or artists, a DJ must have the knowledge to figure it out.

There is a big difference in non-professional stereo equipment and professional grade sound equipment.

## **8. All the equipment fits in the back of a car.**

It takes a van or truck to move around a Professional DJ sound systems and music libraries. Professional quality audio gear is big, heavy and it does not fit in the trunk of a typical passenger car. It may consist of several components, each serving a different need. A professional entertainment company will always have back up gear on-site in case anything unforeseen happens.

## **7. Set up is easy and it only takes a few minutes.**

A professional DJ will take up to 2 hours to set up the sound and dance floor lighting system. There is more to it than just plugging everything in. It takes time to sound check and adjust dance floor lights. At some venues it can take longer due to access being hindered by lack of an elevator, ramp and parking.

## **6. Good weddings just happen.**

Good weddings don't just happen by themselves. It takes planning and guidance. A professional DJ will know through planning and consultations what your music and entertainment needs are before your event. A professional DJ will meet your music and entertainment needs through timing and years of experience to entertain your guests. They must be skillful on the microphone and know wedding protocol.

## **5. It takes no training, anyone can do it!**

If a DJ makes his job look easy, it is because he has learned his trade only one way... through years of experience. There are no formal training institutions, training facilities or schools for mobile DJ's. Anyone can learn the control functions of most CD players and computer software programs. However, a professional smooth presentation, MC skills, ability to read any crowd and music programming takes years of being behind a mixing console to master.

## **4. DJ's have a lot of fun at Weddings and get paid for it.**

DJ's are NOT guests at weddings or events. They are working professionals and have a huge responsibility for the outcome of the event. People often rank their weddings as the most important day of their lives next to the day their children are born. Yet they may give this responsibility to the LOWEST BIDDER. The stress levels and expectations run very high during these events. After all the planning and expenses are invested, the ultimate outcome of a wedding reception is placed almost solely in the hands of the DJ.

## **3. DJ's only work for 4 to 6 hours.**

The length of a party, wedding reception or any other event is only a small fraction of the time a DJ invests in that event. It is the only part that YOU see. Consultations, equipment upkeep, music library maintenance and the daily routine of business operations are all critical in making that event a success.

## **2. Why pay a lot of money when a cheap DJ is just as good.**

Not to say that a high priced DJ automatically equals great entertainment, but remember the sayings "if it sounds too good to be true" or "you get what you pay for"! If a DJ quotes you a low price for a wedding reception or party, most likely it's a part time hobby for him to pick up a few extra bucks. A full time professional DJ service will spend many hours preparing for your event. There is a lot that goes into putting together professional entertainment for a wedding reception and it's not just something you can show up and wing on the weekends with no preparation.

**And The Number One Misconception about Wedding DJs Is:**

## 1. They are all pretty much the same.

To say that DJ's are all alike is to say that all people are alike. Please do not think that recorded music evens the playing field. Personalities off and on the microphone can vary as much as a singer's voice. Experience and music knowledge make a big difference. DJ's have their own unique style of music and presentation. A good DJ can adjust his style to fit any event. Professional DJ's know the difference and are aware of the many subtle and substantial differences that distinguish Mobile Entertainers.

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**If at the end of your event, you can honestly look us in the eye and say that you were not satisfied with our services, we will refund your money and you get the program for free. I can tell you that in my 24 years as a DJ, not one person has EVER asked for their money back. Why? Because our clients are thrilled with the job we do. You will be too... GUARANTEED!**

**We only book a limited number of weddings so each one has our special attention to detail.**

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