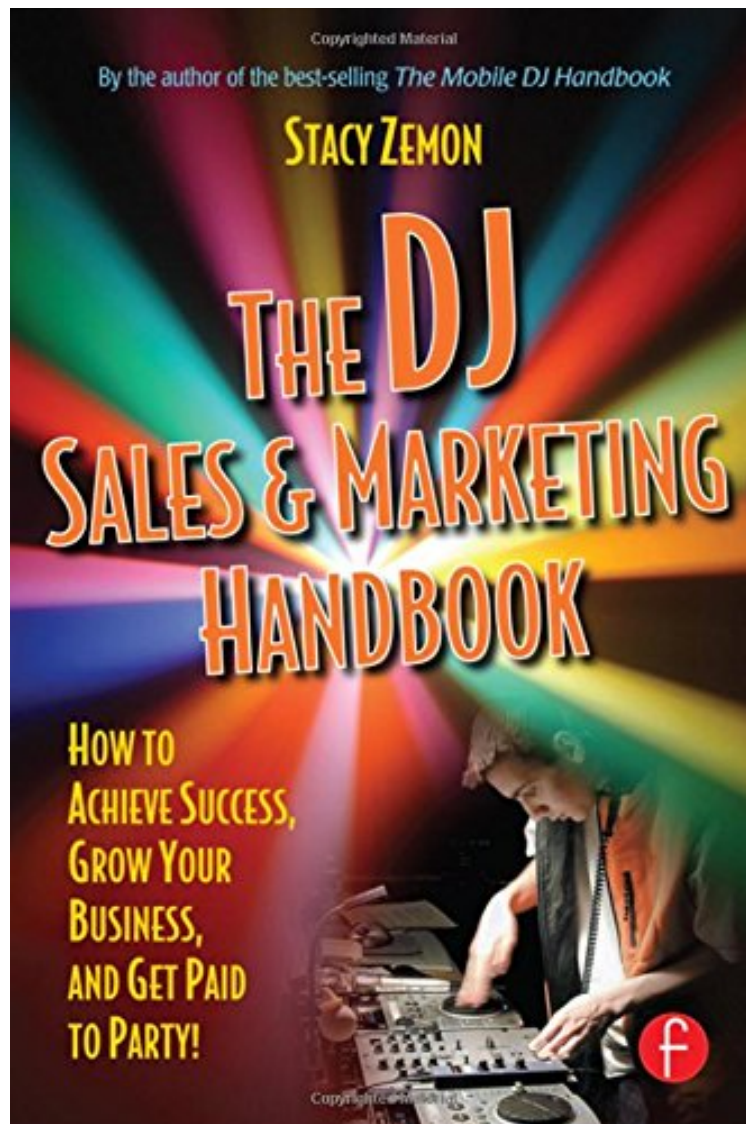


[Ebook pdf] The DJ Sales and Marketing Handbook: How to Achieve Success, Grow Your Business, and Get Paid to Party!

The DJ Sales and Marketing Handbook: How to Achieve Success, Grow Your Business, and Get Paid to Party!

Stacy Zemon

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Stacy Zemon : The DJ Sales and Marketing Handbook: How to Achieve Success, Grow Your Business, and Get Paid to Party! before purchasing it in order to gage whether or not it would be worth my time, and all praised The DJ Sales and Marketing Handbook: How to Achieve Success, Grow Your Business, and Get Paid to Party!:

0 of 0 people found the following review helpful. Very informativeBy Jorge A GarzaA lot of great info for marketing

your mobile DJ business. The only thing is that some of the info is outdated....i.e. newspaper adds or yellow pages adds. These days we are online and on our mobile devices. Otherwise great book!1 of 2 people found the following review helpful. Basics of MarketingBy jc123This book is mostly the basics of sales and marketing. The basic ideas presented are the same as you would expect to find in an introduction to marketing textbook. If you have little knowledge of the concepts of sales and marketing and would like to learn how these concepts relate to your DJ business, then buy this book-it will be very useful to you. If you already have a strong understanding of the basics of sales and marketing principles, then this book won't offer you much.0 of 1 people found the following review helpful. Good InformationBy Gary WennerThis book will be very helpful to me as I move forward as a mobile dj. While some of the early book may qualify as "duh, I already knew that", it helps to keep an open mind. If you already have the answers, you don't need the book, right? I plan to order other books in the series.

The DJ Sales and Marketing Handbook provides a roadmap to maximizing your profits as a disc jockey. It is jam-packed with practical tools, expert tips and cost-effective methods for increasing sales and creating loyal clients. Renowned DJ Stacy Zemon reveals specific ideas, proven techniques and creative approaches to multiplying your income and gaining the competitive edge. Written for both newcomers and experienced professionals, this comprehensive guide and essential reference manual gives you all of the know-how needed to achieve dramatic results. Inside you will find instructive examples and step-by-step guidelines for how to: find a unique market niche; convert prospects into clients; create and implement a marketing plan; get free publicity; make strategic alliances; select the right media; generate leads and referrals; increase client satisfaction... and much, much more.

"Forget those self-help books full of cod psychology written by dubiously qualified Californians. Any self-respecting DJ should lay their hands on The DJ Sales and Marketing Handbook." - DJ Times Magazine
"This book is full of tools and strategies to fully understand the skills and principles you'll need to achieve career, financial and personal success!"
Mobile Beat magazine
"Zemon is a renowned DJ in the US, and this is her second book in its second edition. It is a thorough guide to becoming a DJ from equipment through business financial to marketing and PR. There are many examples of successful companies and short interviews with successful DJs. While an American book, much of the content is universal"" - Lighting Sound Feb 07
Praise for Zemon's previous book, 'The Mobile DJ Handbook':
"Stacy Zemon is a knowledgeable source on being a pro mobile DJ. She is also a veteran of the industry who has contributed much to its evolution." - DJ Times Magazine
"...written as an excellent guide for the aspiring DJ to begin his or her new business, however it is also a great refresher for the experienced mobile DJ as well. The book contains great ideas on how to expand and develop your business through learning to market and sell your company." - DJ Zone
"The Mobile DJ Handbook is the world's top selling DJ book. It is now available in a revised second edition that will most likely keep it at the number one spot." - Disc Jockey 101
"...It gives considerable advice and tips on motivating audiences, games and music styles through to marketing the business and dress codes." - Sound and Lighting.
"The Mobile DJ Handbook is not only a great resource for aspiring DJs who desire to be successful in this highly competitive business, but also for those experienced pros who want to keep ahead." - Mobile Beat Magazine
"We endorse Stacy Zemon and her mission to provide DJs with educational resources that support their long-term goals, and help them to achieve prosperity." - American Disc Jockey Association
About the Author
Stacy Zemon has 25 years of experience as a Mobile, Club, Karaoke and Radio Disc Jockey. She pioneered a unique 'spin' on the business by partnering with a radio broadcasting corporation to operate as the mobile DJ division of seven radio stations. Zemon was the Founder/President of this multi-system entertainment company, which provided DJ and radio personalities, light shows, dancers and other services to its clients in CT, MA and NY. In addition, Zemon writes feature articles for DJ Times magazine, and facilitated leadership and marketing panels at The International DJ Expo, where she has also been a judge for Disc Jockey of the Year competitions. Currently, Zemon entertains at VIP functions, produces large-scale events, and consults to mobile music services, nationwide. As an entertainer, innovator and entrepreneur, Zemon's creative wizardry has produced an impressive record of success.