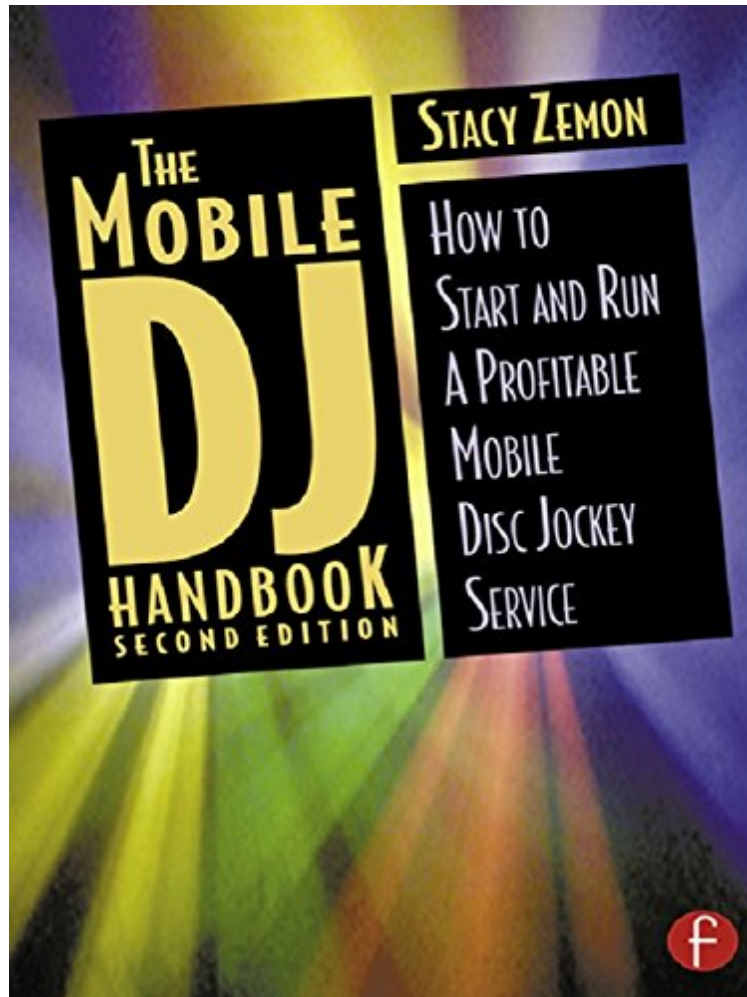


The Mobile DJ Handbook: How to Start Run a Profitable Mobile Disc Jockey Service

Stacy Zemon

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Stacy Zemon : The Mobile DJ Handbook: How to Start Run a Profitable Mobile Disc Jockey Service before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mobile DJ Handbook: How to Start Run a Profitable Mobile Disc Jockey Service:

5 of 5 people found the following review helpful. Dated and old...By DavidThis book is a fantastic source for anyone wanting to start and operate a mobile DJ service..... in 1995!!!Although solid information it is very very dated. For example when discussing new technologies, the Author suggests leaving a pager number on your answering machine and the best marketing tool she gives is to buy a full page ad in the yellow pages. The only internet resource listed is Ebay, and of course the companion website to this book. (Which also hasn't been updated since 2009). No mention was given at all to social media, Facebook or even Google. The games listed for breaking the ice were ancient and the equipment lists you must have included a new dual tape deck.there were a few useful pages within in regards to

contracts and planning, but a quick Google search revealed the same information for free. I had high hopes for this book, but was sadly disappointed. 0 of 0 people found the following review helpful. The perfect book for a DJ starting out. By LBeauc7769 Easy to understand. Being a new DJ this book is full of great ideas on what to and not to do. It breaks it down on how to do things step by step. This book will instruct you how to build a successful career as the owner-operator of a mobile disc jockey service. Complete with practical tips. 0 of 0 people found the following review helpful. Five Stars. By william buttry good ideas and good topics half the stores mentioned are closed down already

The Mobile DJ Handbook, Second Edition continues to be an excellent guide for novice and experienced DJs looking to build a successful career as the owner-operator of a mobile disc jockey service. Complete with practical tips, expert advice, and creative strategies, this book serves as the perfect guide on how to market and sell your services as well as develop and expand your business. This book contains information on becoming a professional, securing bookings, buying equipment and music, and running party dances, contests, and games. Included within the text are sample contracts, an advertisement and brochure, and resource information. The Mobile DJ Handbook is an essential reference guide which offers readers all the knowledge and inspiration needed to run a profitable enterprise.

"I would like to thank you for The Mobile DJ Handbook. It has taught me and my employees many wonderful new things. I give a copy of your book to my new employees to read and look over during their down times. I had been waiting for your new release for over a year! Keep up the excellent work. Thanks for everything." Philip Han, Owner Ultimate Sound DJ Enterprises "...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." - Mike Buonaccorso, Mobile Beat Magazine "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." - Jim Tremayne, DJ Times Magazine 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.