



The Perfect Guide To



Pricing

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by ProMixDJ.ca

What you need to know before HIRING Your



Introduction

Planning a wedding in Ottawa can be crazy-making. Since this is probably the first wedding you've ever planned, it's hard to know where to begin!

On top of that, you have to figure out how much it costs to get what you want without blowing your budget. And pricing in Ottawa is all over the map!

How do you know how much it should cost for your Wedding DJ?

The first thing you need to do is educate yourself about prices in your market. So give yourself a pat on the back for doing the smart thing by reading this report.

If I were you, I'd be asking myself, "Why should I listen to YOU?"

It's a good question! So let me introduce myself.

My name is Raju Kallumkal and I've been a DJ for nearly 8 Years now. I know how much it costs to get a great wedding DJ and where you can afford to cut corners.

I've also talked to brides and grooms who didn't invest in hiring the right Wedding DJ... and lived to regret it.

After seeing so many of my couples overwhelmed and frustrated over wedding costs, I just HAD to do something about it!

There are Wedding DJs in every price range. I'm not here to "sell" you on my business. I know what I do is amazing (in my humble opinion), but it's not for everyone. We do however, have a piece at the end of this book, to explain where we stand and an Addendum to laundry list some of the numerous things you can expect from a good DJ.

You, however, deserve to know the truth about Wedding DJ pricing.

I'm here to help you make an informed decision about what's right for you.

Wedding DJ Pricing in Ottawa

According to the Wedding Report, the average couple spends \$5,000 on their Wedding DJ.

The average couple in Ottawa spends \$1100 on their wedding DJ.

But that number only tells HALF the story. The “average” figure includes couples who elope to marry with a justice of the peace as well as those who spend as much as a celebrity.

That being said, there are going to be different levels of performance that you will be inclined to accept - and you will get different price ranges, depending on the quality of service offered by the DJ - which might be generally split in to 3 categories:

- #1 - **Bargain DJs** (usually under \$700)
- #2 - **Average DJs** (usually between \$700 - \$1400)
- #3 - **Wedding Expert DJs** (\$1400 and up)

The above numbers are a generalization. There are exceptions to the rules. Our own company ProMixDJ falls between category #2 and category #3 - with our occasional special falling around \$900, and the occasional request going over \$3000 - with hardware upgrades to the point of having Trusses, moving head lights with logos, a lighting technician and light controller etc... (No, Justin Bieber or Taylor Swift aren't the only ones with a dedicated lighting technician - their budgets for a single show can cost hundreds of times as much, with many lighting techs)

What you can expect with the different categories, in general:

Bargain DJs have:

- less experience
- potentially focus on quantity over quality of delivery
- Work part-time, or have to work on DJing as a hobby.

Bargain DJs are either amateurs or hobbyists by nature of the income they typically make. They would have to have a regular full time job, and do the entertainment on the side - if they are to earn a living.

Some bargain DJs may be truly passionate about what they do, but are often not as easy to reach, and potentially hard to communicate with: trying to get phone calls and meetings may be difficult.

Some, if you are not careful, might take your money and disappear, if they can.

They may not have much experience on a microphone, or may not have much expertise with respect to the music either. Others, attempt to be good at all the music out there, and not stick to a particular specialization - This makes it more difficult for them to be good with dance floor music, as there are literally 100s of thousands of songs out there.

These DJs may or may not offer a contract as a guarantee of their commitment. In this case, they could technically double book you to get higher priced clients instead and find an excuse to drop doing your work.

If you find reviews on these DJs, they will likely be mixed, as their performance slowly improves over time. You might catch one on a good day or you might not.

Average DJs:

The DJs in this category tend to be better qualified, with better experience, and even an improvement on marketing materials fit to help you understand what options they can give you and costs to do so.

Average DJs have:

- more reliability and consistency.
- can potentially get a dance floor moving, and make simple announcements
- have more decent reviews.

These DJs may be full time or are on their way there. They can afford to spend more time refining their trade - though they may not have specialized in one type of event just yet - and weddings can be at the

top of the list for requiring specialization.

They will show up on time, and even make the standard MC service announcements - though they may be asked to go out of their way on occasion. They may or may not be able to work on MCing simple grand entrances, unless they have enough time to practice with your selected music. I've put details as to why Grand Entrances are a lot of work in a section labelled Grand Entrances below.

Some average DJs know how to MC properly, while others can only present limited information.

There are lots of opportunities for adding an entertainment component by having a good speaker - which may or may not be offered by a DJ.

Wedding Expert DJs

These are the DJs that usually offer top of the line services in this field.

They tend to have many years of experience and work hard at staying on the cutting edge of the trade.

These DJs try to invest in regular training in mixing, music production, improv, comedy and more. They also invest in attending trade shows and conferences to keep their cutting edge abilities abreast of new developments.

They buy the most expensive equipment (this is how those pieces get sold), and most likely regularly attend industry events and belong to industry associations.

Some of them have a passion at entertaining and will know the music intimately. They will also invest time in making creative mixes and add an enhanced ability to read the crowd and keep the dance floor moving all night long!

They also charge to have extra help such as lighting technicians and sound technicians at the venue - so that your sound levels are always set right - without the DJ having to leave his post and to have songs pre-selected and cued for playing to have songs played back to back

without skipping a beat during the dance portions of the evening.

You can expect things like:

- Extended Grand Entrance introductions
- Interactive Entertainment throughout your reception
- Stunning light shows
- Master level speaking skills
- Creative ideas and customization possibilities offered

Some of these wedding specialists will also offer services such as photo booths and even offer wedding planning services.

They often get hired to run the whole show smoothly from end to end.

But, they often come with a premium price tag.

Scoping out a Suitable Wedding DJ:

It is easy to see that there are a lot of things to choose from, when making the decision to pick a suitable DJ for your wedding.

Sometimes a cheap DJ will do the job - while for events like a wedding, that might not do.

You will have to decide what you feel you can live with or without. You can then decide on the price that you wish to pay for a DJ's services - with a little looking around to see what DJs charge. Yes, anyone with an I-pod could play some music - but, will that cover all the bases you'll need?

Some DJs advertise a very low rate that doesn't include what you would need to have a very basic wedding done - and don't tell you on purpose, until you've paid your downpayment. If you add cocktail music, dinner music, dance music, along with some colourful uplighting and a sound system that your guests can hear - you may end up with a \$1500 price tag! Make sure you find out what you are getting before you commit.

Some companies also have multiple DJs (multi-ops as opposed to single-ops), and while that makes the company considerable income,

the individual DJs might not be able to dedicate time to make them extra-ordinarily proficient at the job - in those cases you would need to know the DJ who is assigned to do your wedding - something that doesn't quite expose the DJ like a single-op, where all materials are dedicated to the description of the one DJ. Meeting your DJ at a multi-op might also cost you extra.

You should also get to choose your music - and even have the possibility of allowing your guests to have requests, if you'd like, while simultaneously having the dance floor full all night long - something your guests will definitely remember for a long time afterwards.

To examine the MC abilities of the DJ, it might be advisable to interview the DJ. A balanced personality, is probably what you should look for when interviewing them. If they're crude, rude, super shy, or over-the-top overt (where you can't seem to participate in the conversation), they may not have what it takes.

Certainly, you should enquire about your DJ's offers of proof of their abilities and hopefully, they will be willing to answer any questions you might have about their services.

Where Does ProMixDJ stand?:

Our own company: ProMixDJ, lies somewhere in between the expert and the average DJ. While our own desire is to become top-notch at absolutely everything, yet, every DJ has to follow his/her own path to the top.

We do not offer the lowest price possible - yet, we aren't the highest priced DJ company either.

We like to feel that we offer our customers everything an expert DJ can offer short of the Master level speaking skills, the Extended Grand Entrances and Extremely large Music libraries. Our MCing skills will fall around the level of the average DJ category - but, we come at a price tag that matches that expectation.

Musical knowledge-wise, you will have absolutely no qualms about hiring our company as we stand second to none - in our genres of specialization. Reading a crowd and playing requests comes very easily to us, and we offer what proof we can of such ability on our very brief - to the point, website - both with short videos of reviews, short videos of our work and our genres of specialization exposed. Our website can be found here: <http://promixdj.ca/>

From an entertainment during speeches perspective - we can help heighten your day's emotions as well. You'll want to really laugh and cry with joy, when you hear those well prepared speeches, while keeping the day all about the special couple: You. Some of your day's best memories will result from the biggest emotional moments and we are good at making subtle changes to help move that along too.

From a lighting perspective: If you wish to have stunning light shows at par with Expert level DJ companies, you can also place that as part of your order with us and we will deliver. Our emails will outline some of the possibilities that we make to help you decide.

(Cont'd on next page...)

If you wish to find out whether ProMixDJ would be right for your wedding, call/text us at (613) 262-9168, or email us at promixdj.raj@gmail.com.

We can set up a meeting anywhere in town over a coffee and help you figure out if there is a good fit.

Good luck with your planning!

Raju Kallumkal



Website: www.promixdj.ca

Phone: (613) 262-9168

Email: promixdj.raj@gmail.com

Post Script:

Timing of your Enquiries: Our advice is to book a DJ 9 months to a year in advance – to avoid missing out on the good ones – but minimally 3 months in advance - given all the choices a good DJ can offer your musical selections, as well as adjustments to the songs, and decor possibilities to mull over. We, however, do understand if occasionally you have less than ideal time on your hands.

Curious Fact: A single-op DJ would have to make \$1000 every weekend for 30 out of 52 weekends in a year to make the equivalent of minimum wages (based on \$15/hr) on a full time effort!

Co-incidentally, 30K (minimum wage salary) is the amount after which a business is required by law to charge sales tax in Ontario.

Addendum

So, what can you expect for a good investment in your entertainment DJ?

Examples of things a good DJ invests in: (this is not a comprehensive list - there's more...)

1. At the risk of sounding obvious: A professional DJ ensures that music levels don't go up and down considerably during the ceremony and reception, as well as someone to change the songs to keep people on the dance floor. These two problems often plague I-pod playlists. The levels from different CD rips can go up or down occasionally on your I-pod, but when played on much louder systems - it really shows up.
2. The ability to take requests or playlists or do-not playlists for your special day, so that you can avoid hearing those songs that you aren't interested in. In our case, you can also preview most of the songs you choose in an online checkbox list and see what you've chosen at a glance. You can also easily button click and create a timeline online with us (ask us to demo these things for you to see how easily we've set you up for this sort of thing - prior to choosing us to DJ for you). The ease of use translates in to many hours of effort saved on your part.
3. Professional quality equipment and backups (there can be significant quality differences between cheap systems and expensive systems) - You need backups so that things go flawlessly. Computers, for example, if they are used, give enormous flexibility, but need to be recent enough - to avoid being too slow - with updates and a backup computer in case one fails. You wouldn't want a failure on your special day possibly?
4. Transportation to bring the equipment and proper containers/covers to adequately protect the equipment and keep the presentability of such. For instance if someone brought visibly rusted or dented or even broken equipment to your reception - would your guests notice? Broken equipment often plagues venue equipment, as there is no guarantee that the person handling their equipment necessarily knows anything about sound systems - even if the venues owners do! - - Cheap ACME sound equipment rental companies sometimes also face these issues - and while they attempt to test things or educate you - they aren't always comprehensive, and the cosmetics of equipment isn't often high on their list.
5. A tent to protect the electronics and DJ from the elements, when in an outdoor situation.
6. Knowledge of the connections and appropriate wiring between all the equipment. Wrong wiring used, can result in reduced quality of the sound and even cause some things to fry with the multitude of connectors and cables available out there. Other times an issue such as the wrong button pressed on the complex equipment can have unexpected effects on the sound you get.
7. Knowledge of the music - he'll need to pay for good music (if he doesn't download it from questionable sources), and sort through the ones he/she can use for your wedding. The DJ will also need to know the music in his/her head or have some means to sort between 100s of dance songs, including the latest greatest stuff.
8. Reliable sources of music: Questionable sources can have different volume levels at different points in the song and even some audible glitches - which can immediately tell your guests the quality of the music source, and youtube downloads can include extraneous parts that belong to the video but not in a song. A good DJ should have good music sources.
9. Knowledge of expensive, high quality hardware and lighting options. Some hardware costs nearly \$2000 a piece - for instance some subwoofers, consoles and even moving head lights with gobos (cut-out discs that project beautiful coloured patterns on the dance floor). The rent for these expensive pieces can go between \$50 - \$200, but can potentially make such a huge difference in the entertainment value.
10. Knowledge of setup times for different configurations - to arrive on time to setup for you. They should even have extra help, if your orders are big enough and the venue's time requirements are constrained. Many of the cheaper venues constrain time available to contractors after the party considerably to avoid paying for a venue sitter.
11. MCing for grand entrances, including modifying music and setting up cue points - many DJs

(including average DJs described below) find these difficult, all depending on the kind of entrance you wish to have.

12. A conversation with you about various people's seating arrangement with respect to the speakers - as the entire sound may come out of two speakers, in which case you wouldn't want the elderly sitting near them, or anyone who is sensitive to good volume levels so that everyone in your guest list can hear the music.
13. Knowledge of marketing - some method to interest those who would buy the services at a price they need to justify. This *may* sound easy, but it is actually easy to blow a lot of money on ineffective ads.