

THE ULTIMATE GUIDE

WEDDING DJ PRICING

RED DEER & AREA

WHAT THE OTHER DJS WON'T TELL YOU.

BY TJ THE DJ

“The Ultimate Guide to Professional Music Entertainment Pricing in Red Deer & Central Alberta”

Planning a wedding in Central Alberta 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 Alberta is all over the map!

How do you know how much it should cost for Professional Music Entertainment (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 TJ the DJ and I’ve been a DJ for over 20 years with nearly 1000 successful events under my belt. I know how much it costs to get a great 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 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 DJs in every price range, and then there are those who are more than just DJs and we call ourselves Professional Music Entertainers.

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.

You deserve to know the truth about DJ pricing.
I'm here to help you make an informed decision about what's right for you.

DJ/Professional Music Entertainment Pricing in Red Deer & Central Alberta.

According to slice.ca, in 2014 the average couple spent \$1247 on their Live Entertainment. Be it a Band or a DJ. Couples in Canada will spend an average of \$31,110 on their wedding in total. That's less than 5% of their budget on Entertainment.

But that number only tells HALF the story. The "average" figure includes couples who just elope with a justice of the peace as well as those who spend as much as a celebrity, including Celebrity DJs that cost \$5000+.

There are 3 price ranges for DJs in our market:

#1 – Bargain DJs Under \$1000

#2 – Average DJs \$1000 - \$1800

#3 – Professional Music Entertainer DJs \$1800 - \$3000+

Let's explore what you can typically expect in each of these ranges. Obviously, there may be exceptions in each of these categories. But in general...

Bargain DJs are:

- Less experienced
- Working part-time
- Focus on quantity, not quality
- No Liability Insurance
- No Business registration

If you are on a really tight budget you might find a talented individual in this range. This is where most start out, building their reputation, still training and learning the trade, often little to no experience and offer a very standard cookie cutter performance with little personalization or services. Though they may be truly passionate, just as I am, about what they do, they haven't fully committed to it.

They have full time "regular jobs" and won't be available to you as much as you might like and can be difficult to get a hold of while also being unavailable for meetings and my cancel due to commitments arising from their primary source of income.

Some are brand new and have poor mic skills, don't understand wedding etiquette and traditions. They may "spin" at a night club and have very little wedding experience. They will have mixed reviews and their performance tends to be inconsistent.

You may catch a good one on a good day, but maybe not. Some of these DJs are offering a budget service because they have many other commitments, just need some fast cash or an excuse to just party and get drunk with an open tab.

These DJs focus on QUANTITY of weddings, rather than delivering QUALITY service. Their performance tends to be more cookie cutter lacking in services, customization and personalization because of the need to serve lots of couples with a minimum investment to make money.

It's kind of like going to a fast food chain. They focus on feeding people as quickly and efficiently as possible but the quality isn't really there.

"Good Quality Service is not Cheap,
Cheap Service is not Good Quality." – Seen on a Poster.

Average DJs

The DJs in the average price range tend to have a bit more experience, education and better reviews.

Average wedding DJs:

- Are more reliable and consistent.
- Play music and make simple announcements.
- Have decent reviews.
- Own their own equipment
- Use legally purchased music

Average DJs are more serious about their business and the services they offer. Some invest more time in developing their skills; seek out training and networking with other vendors. They generally have a better reputation and have accumulated a few years of experience.

Some may be on the path to being Full Time Professional Music Entertainers. They are more committed to their couples and offer a more complete set of standard services. Often they have expanded their services to include birthday parties, corporate events, bars and other family events.

They aren't wedding specialists but they generally understand the traditions and what is generally expected. They may not have the experience or equipment to deliver a truly high end experience. They are like a typical family restaurant; average food and service. You'll have a few more options and you will find the menu is still pretty limited in the packages they offer.

Wedding Specialist DJs/Professional Music Entertainers

If your entertainment is important to you, these are the people you want to hire.

Wedding Specialist

- Will Fully customize and personalize your day

- Focus their performance around your vision
- It's about the experience for you and your guests
- Have taken additional training and skill development
- Are a legitimate business operating full time
- Offer additional services, better lighting packages and special effects
- Master level speaking skills

Full disclosure, I'm biased, because I fall within this category. There are reasons Professional Music Entertainers cost more.

We have LOTS of experience. Often decades! We've performed at hundreds of weddings and events in that time.

We've taken training in voice work from joining toastmasters, improv and/or comedy groups or other training specific to DJing, graduated with a degree in Radio and Television.

Skill development is part of our day to day, including keeping up to date on new wedding trends, developing imaginative and creative ways to implement the vision, wants and needs of our clients and of course keeping up with what's hot on the charts.

We network regularly with other vendors in the industry and have a more complete understanding of what is going on behind the scenes and often are directing them and helping your other vendors to create a FUN memorable experience for everyone.

We own and maintain all our own equipment and bring back-ups just in case, because the show must go on. Often we are just as prepared for other things as your wedding planner might be.

We work with your friends and family to feel comfortable for their toasts and we are very capable as acting as your Master of Ceremonies as a service, or in a pinch if Uncle Fred doesn't make it. We are competent to clearly communicate to your friends and family announcements and encourage them to cut loose.

We attend industry events and seminars, webinars and workshops about

weddings and what's happening in the DJ World. Some Professional Music Entertainers are musicians and trained audio engineers with a music background. Some, like me, are even certified Wedding & Event Planners.

Wedding Specialist DJs charge a premium because they deliver a premium service. You may be too busy to see it that night, but you'll see it in the photos your photographer takes, in the compliments your friends and family give you and in the feeling of just how smooth your wedding went. You will feel confident and less stressed in the days, weeks and months leading up to your wedding day too.

Many of these wedding specialists also offer additional services such as photo booths, Dancing on a Cloud Fog Effect and even help coordinate the wedding.

They understand that their role is about so much more than playing good music; their job is to make sure everything goes smoothly.

You'll find nothing but 5 star reviews of these wedding specialists for good reason. They deliver.

The REAL Price of a Wedding DJ

At first, it seems like the least expensive option is the best way to do. That's the best way to save money, right?

Sometimes going cheap can be a good idea, but sometimes it leads to a wedding disaster.

The first question to ask yourself is, "How important is the wedding entertainment to YOU?"

Your DJ will spend more time with you and your guests than any other vendor you hire. Often more than all of the combined. Your DJ is your host; they represent you and set the tone and expectations for your special day.

If it's not that important that you get EXACTLY what you want delivered precisely to your standards, hiring a low-priced wedding DJ can be a good idea.

On the other hand, if not having amazing entertainment is going to be something you'll regret, it makes sense to invest more in someone who can deliver exactly what you want.

Why the Cheapest Isn't Always a Bargain!

Here's something other DJs won't tell you:

The cheapest price isn't always the best value.

Some DJs charge a very low starting rate that doesn't include most of what you'll want for your wedding. For example, the package might cost only \$800 but it doesn't include Lighting, Ceremony, Cocktail and Dinner Music. By the time you add that on, you're paying \$1500!

You're probably going to want Decorative Mood lighting for Cocktails and Dinner. Make sure you know the REAL price that includes all these things.

Sometimes it's actually a better value to go with a more expensive package.

Here are some questions to ask a potential wedding DJ to learn about the value they offer:

How much and what type of experience do you have?

- How many weddings have you performed for?
- Do you carry Liability Insurance?
- What is something you do that you think is unique about your service?
- May I speak to couples who've hired you?
- What will you do if my guests don't dance?
- Is this your full time profession?

Most of the couples I meet spend \$1800 - \$2500 on their Wedding Entertainment to get the quality they want.

You deserve a wedding day that's exactly how you want it to be, just how you

have dreamed of it. It's my job to ask questions, listen and make your dream wedding a reality.

You should hear the songs you love -- and none of the ones you hate! – You and your guests should be dancing all night long. Your wedding should entertain ALL your guests, from your friends to your grandparents and that can only happen with a very personalized service.

What makes your wedding different and unique from anyone else? “It's **YOU!**”

Your style, your personality, your love story. Nothing cookie-cutter about it. Nothing a package you pick off a website can offer.

You should feel like the guest of honour at your celebration, not feel like you're still planning it moment by moment because the DJ is Drunk, outside smoking/getting high on their 5th 20 min “break”, playing the hits of their youth or trying too hard to get a guests phone number.

What Do You Get For the Price?

There's obviously a lot involved in hiring the right Professional Music Entertainer for you. This report should point you in the right direction.

However, I'm happy to answer any questions you might have.

If you're only interested in the lowest price, I'm probably not the guy for you.

But if you'd like to know more about *what you really get for the price*, let's talk!

Call me at (403) 348-1224 or email me contact@reddeerdj.com to set up a free No Obligation Consultation.

Good luck with your planning!

TJ the DJ



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**P.S. My Grandma says Hi!
Thanks for Reading**