

BADJA Meeting - January 17, 2011

- There was no meeting in February 2011

Publication: DJ Bill Ziemski www.billyzee.com

Topic 1: Rick Brewer “Get More Brides”

Topic 2: Rick Brewer Products

Topic 3: New speaker- Electro-Voice ELX112P Live X Series

Get More Brides

Guest speaker Rick Brewer from Florida spoke at the January BADJA meeting about how we can market our business to get more brides. Rick has been travelling to speak with wedding professionals covering topics such as “The Why of the Buy for the Bride”, to



“Why your Marketing is not working.... And how to fix it”.

Considering the time constraints of our Monday meeting, Rick covered enough information for members to

tweak their sales techniques. The first topic included a look at wedding websites and how pictures that do not represent your service should be avoided. Check your website today

and do not confuse your potential bride with pictures of cakes, dresses and flowers when you supply a DJ service.

Another topic covered was the buying process of brides during an emotional time. The initial excitement of the engagement turns into stress and being overwhelmed with choices. They need to develop trust and confidence in you as a vendor. Brides buy from someone who they can trust and defer from the discount salesmen type. It is best to

meet a couple to gain this trust rather than email or phone to see if you are a good match. Video testimonials are a great way to show others approve of your work. Rick Brewer even has video testimonials on his site to prove the point. He does practice what he preaches. <http://weddingbusinessmarketing.com/testimonials.htm>

How is your closing rate? If it is 100% then your prices are too low. Engage your potential clients with your pricing packages so they understand your rate. Remember you can't lose a customer you never had. They are only your customers when they sign an agreement with you.



Rick Brewer offers an insightful marketing to brides tip of the week which is free. Sign up with him on his website and he will begin send you emails to help your business. He has a facebook page with tips and has also begun posting information on Youtube. If you need more then check out his CDs on his website. www.weddingbusinessmarketing.com
www.facebook.com/GetMoreBrides

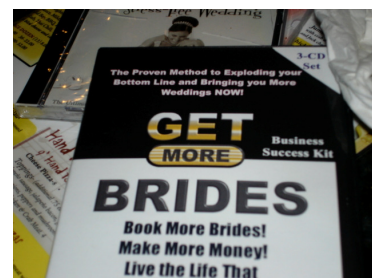
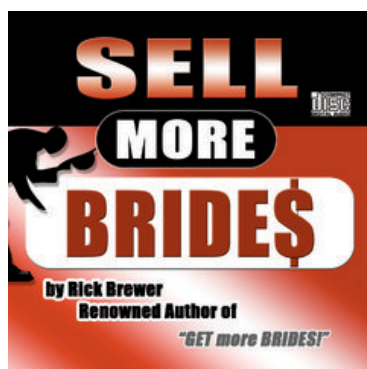
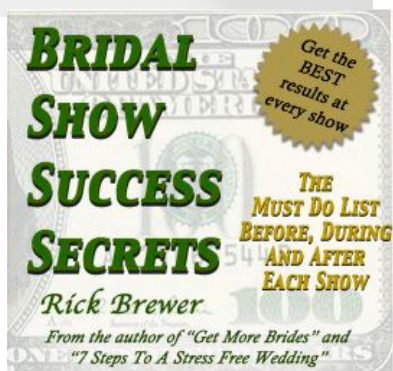
Rick Brewer products

www.getmorebrides.com



Use this Cd as an incentive to meet with couples. Offer a free CD called "7 Steps to a Stress-free Wedding", if you can set up an appointment to discuss your DJ services.

Use the Cds below to gain valuable information on marketing your DJ service to bride and grooms by Rick Brewer.



New Speaker - Electro-Voice ELX112P Live X Series Active 12"

Loudspeaker Specifications:



- * Freq. Response (-3dB): 42Hz-100Hz
- * Freq. Range (-10dB): 50Hz-20kHz
- * Max. Measured SPL: 132dB
- * Coverage (Horiz. x Vert.): 90° x 50°
- * Power Handling: 1000W

- * LF Transducer: (1) EVS-12K, 305mm (12") Woofer
- * HF Transducer: DH-1K, 39mm (1.5") Titanium Diaphragm Compression Driver
- * Connectors: (2) XLR/TRS Combo Jacks, (1) Stereo RCA, (1) XLR Link Output
- * Enclosure Material: 9-ply, 15mm Plywood, Internally Braced, with Textured Paint
- * Dimensions (HxWxD): 607mm x 362mm x 340mm (23.89" x 14.25" x 13.41")
- * Net Weight: 18.8kg (41.6lb.)

Next Meeting – LED Lighting

March 7, 2011 6:30pm
Location: HighTopp's Backstage Grille
2306 York Road Timonium, Md 21093
Members Barry Hart, Nick Burke, Bill Ziemski, along with Blizzard Lighting's Gerry Spear, will be showcasing up to 17 LED lighting fixtures from various vendors to tell us how they use them at each of their gigs. We're then going to open up the discussion amongst the BADJA members to find out many of them are leveraging lighting at their events and how each of them market them to prospective clients.

Member Spotlight

All spotlight DJs will receive a free BADJA T-shirt for their participation.

February spotlight DJ: **Neil Goldberg**
www.goldprousa.com
Goldenproductions@yahoo.com

Contact DJ Billy Zee at Partybz@aol.com for a spotlight questionnaire.

We welcome New Members!

Apply today or stop by at our next meeting with a friend.

Articles/ Presentations

If you want to submit an article to be published on our site. Email DJ Billy Zee Partybz@aol.com This could help promote your business as well as educate others.

If you have a presentation or an idea for our next meeting, then email Chris Hart.

info@partytime-entertainment.com

Thinking of becoming a member?

The best way to learn about BADJA is to attend a meeting and meet new people. 3 free meetings to non-members. Learn about the benefits. Ask for a free welcome kit. Contact Jose Castro AvalonDJ@Comcast.net for more info or follow the link. www.badja.org/join.htm

BADJA Website

Have you been to the BADJA website lately? It is undergoing improvements every week thanks to DJ Brad Hart our webmaster at www.partytime-entertainment.com 63 inquiries in 2010! 6 leads for the 1st two months of 2011.

Leads have been booked with BADJA members.

Facebook

Social media is a web tool that connects people. Get connected by becoming a BADJA facebook fan and post a response. Let us know about your events, post a photo, or sell your equipment. Do it today, and stay in contact with members beyond our monthly meeting.

Badja on facebook. Don't get left behind...social media is the way of the future!

BADJA Benefit

Your voice will be heard within the industry by record companies, equipment manufacturers and distributors and other related groups. By joining BADJA, Inc., you are participating in the industry, improving your professionalism & contributing to the growth of the industry as a whole.

Check your email for an invite to the next meeting! – LED lighting demonstration and discussion.

Tax Note: You should have received all 1099's, W-2s and tax forms by now to complete your taxes. Start compiling your receipts for your 2010 expenses. Seek a tax accountant for assistance or use the online programs like Turbo Tax and H&R Tax Cut.