

BADJA Meeting
May 3, 2010



THE OFFICIAL NEWSLETTER OF THE BALTIMORE AREA DISC JOCKEY ASSOCIATION

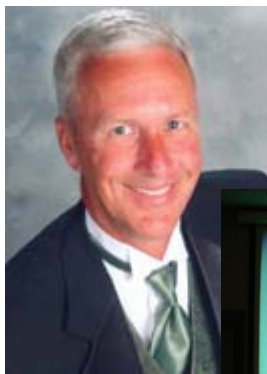
online: www.badja.org/beat

Topic: The Secrets of Selling to Brides
Presenter: Marc McIntosh

producer of the [Washington Bridal Showcase](#)

Publication: Bill Ziemski

www.billyzee.com



Many myths

Badja members who attended May's meeting have new insight on the many myths associated with selling to brides. Marc McIntosh, producer of the Washington Bridal Showcase www.Bridalshowcase.com presented the secrets to selling to brides. As a former DJ, Marc is well aware of the marketing problems associated with sales of a DJ service. He breaks down and explains the many myths associated with selling to brides. This article will list a few myth busters that Marc presented to help your DJ business.

It is a myth that brides are completely focused on price. Most brides will ask, "How much?" as their first question, because they have no idea of what questions to ask. Price is not always on the top of their list. What they really want is a DJ who will make their wedding a success. As a DJ salesman, it is your job to be the problem solver. Sell the benefits of your service not the features. Features tell and benefits sell. It is a myth that the bride cares about your business, so communicate how you are different and worth your fee.

Go to Marc McIntosh's site and you will see he organizes many bridal shows throughout the year. Marc busts the myth that it is best to make a big splash in one place. He explains how it is better to spread your advertising around to create more credibility. This includes direct mailings, wedding websites, blogs, networking, search engine optimization but stay away from broad areas of advertising like radio, TV, newspaper and yellow pages. Marketing is no longer optional. Make an investment in your success and remember that the price you charge must include money for future marketing.

You can contact Marc McIntosh at Marc@Bridalshowcase.com (703) 425-1127. He offered many websites for professional production. Istockphoto.com, Logotournament.com, Stocklayouts.com, Breakthroughbrochures.com, Postcardmania.com

Jason Walsh Award

BADJA president Jose Castro presented former BADJA President with a plaque for his years of service from 2007 – 2009. Visit Jason at

www.JasonWalshentertainment.com



Notes of Interest

Award inscription



*Presented to Jason Walsh
For the dedicated leadership of
The Baltimore Area Disc Jockey Association
2007 - 2009*

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 for our next meeting. Email Chris Hart info@partytime-entertainment.com

Next Meeting

June 7, 2010 6:30pm

Badja member **Jordan Rich** www.escapist-entertainment.com will present Web 2.0 power point presentation – expose members to new & innovative advertising mediums that will explore the potential to our modern day business.

Damon's Grill Hunt Valley, Md
Damon's Grill supplies our BADJA meeting place for free, so we show our support by purchasing a meal.

Check your email for an evite.

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 Leads have been booked with BADJA members.

Public Relations

Mark Ricche from www.escapist-entertainment.com Needs your input on BADJA jackets and shirts. Please respond to his email asking if you want a jacket or other clothing paraphernalia.
escapistentertainment@Yahoo.com

Member Spotlight

Members who did not receive a spotlight questionnaire should contact DJ Billy Zee at Partybz@aol.com

June member spotlight DJ will be:
????

Jokes: Why did the chicken cross the road? To get to the BADJA DJ on the other side and away from (insert other DJ here).

BADJA ByLaw: 1.3.4

To assist members in developing their skills and business with a goal of improving the standards, efficiency and profitability of the industry as a whole.

