

# Smooth Sounds Disc-Jockey Services

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## The facts...

- **72%** of all brides say they would have spent more time choosing their reception entertainment.
- When asked **81%** of guests say the thing they remember most about a wedding is the entertainment.
- Almost **100%** say they would have spent more of their budget on the entertainment.
- **65%** of all couples that chose a band to entertain at their wedding, said, if they had it to do over again, they would have chosen a disc jockey.
- During wedding planning, Brides say their highest priority is there attire, followed by the reception site and caterer - reception entertainment is among the least of their priorities. Within one week after their reception, **78%** of Brides say they would have made the entertainment their highest priority!

## Why choose **Smooth Sounds** and not another Disc Jockey Service??

One year from now.... What will you remember from your wedding day? What will your guests remember? The beautiful décor of flowers and ornaments of course. The dramatic love you and your husband emanated. Will they remember how much fun they had?? **Entertainment** is key to any wedding reception, we want your special day to be full of love that you will remember for years to come.

### **#1: Do they over-book receptions and hire sub-contractors?**

- The person you will meet with will be the DJ at your special event.
- We offer a full refund if you're unsatisfied with our entertainment.

This is where the Disc Jockey or Disc Jockey Company signs for your reception and then sends out a completely different Disc Jockey, or one who doesn't even really work for the company you hired, to cover your reception. Without any advance warning, your reception is then put into the hands of a total stranger who may be less qualified and who might not fully understand exactly what kind of a reception you have been hoping and planning for. Some have even gone so far as to show up for the grand entrance and/or dinner, and then duck out for another reception, leaving their "assistant" to finish the job. This highly unethical bait and switch routine has given the Disc Jockey industry a bad reputation.

### **#2: Will they meet with you in person to help you plan your reception?**

- We will meet with each couple at his or her home or wherever may be most convenient.
- We will meet as many times as necessary to make sure all flows smoothly.
- We are there to listen to you and make sure your special day goes exactly as you wish.

This is where you are told to do your meetings on the phone or you are asked to fill out the paperwork yourself and send it back with a signed contract and a check, before you even get to meet with a real person. Would you sign a contract for something as important as a wedding reception without a face to face meeting? This practice is very common among companies that overbook and sub-contract because then you have no idea what your Disc Jockey even looks like, and so you'll be less likely to spot the bait and switch.

### **#3: Will they coordinate your entire reception for you?**

- We will coordinate your entire reception from the moment of your introduction to your guests' requests.
- We will work with your photographer, caterer, videographer, etc. to make sure they are prepared at those key moments.
- We will follow the plan prearranged on the wedding planner and are versatile to change up until the last second, if you would like to make any changes.

Most Disc Jockeys will tell you they coordinate the events at your reception. To verify whether they actually do or not, ask to see their detailed checklist, which they should be using at each event to make sure everything is in place and all the events will flow together smoothly. If they don't have a checklist prepared, then they aren't really prepared to coordinate your reception events. Whether the Disc Jockey wants to coordinate or not, when things go wrong, he is the first person everybody looks to for direction, answers, and for someone to blame. Disc Jockeys already have the responsibility, so they should act accordingly.

### **#4: What do they offer that makes their services unique?**

- We offer a variety of ideas that will make your wedding reception unique.
- We promise to keep your reception's attention where it should be..... on you.
- We will incorporate any ideas for your reception you may have into our repertoire.

Unfortunately, many people think that Disc Jockeys are a dime a dozen. However, based on the way most Disc Jockeys promote themselves and perform, this misconception is very understandable. If you want your reception to be unique and memorable, then you should find a Disc Jockey who is unique and memorable as well. Each Disc Jockey will have their own personality, skills and ideas. So, take the time to find the person who will best meet your needs.

### **#5: Do they have Company Standards that govern their behavior?**

- We pride ourselves on professionalism at no time would we jeopardize our reputation with outlandish antics.
- We promise to meet if not exceed any and all expectations you may have.
- We provide references that will vouch for our professionalism we have never had any event disappointed that why we are not afraid to offer a Money-Back Satisfaction Guarantee. Will your other DJ Service offer that?

Some Disc Jockeys are notorious for doing the most inappropriate things at wedding receptions. Things like helping themselves to the open bar, hitting on your Maid of Honor or playing a song by 2 Live Crew when your Grandma

finally gets out to the dance floor. If they don't have written standards that govern their behavior, then they are telling you that just about anything could happen at your reception.

#### **#6: Are there any hidden charges?**

- **We do not have any hidden charges what are packages state is what you pay!**
- Will your other DJ charge extra for basic equipment such as a cordless microphone?
- Will your other DJ propose additional charges for planning meetings or set up time?
- Will your other DJ they buy any music they may need for your reception at no extra cost?

It is all too common to find Disc Jockeys who will have extra "hidden charges" for things that should be included as a normal part of their service. They will charge you to bring a cordless microphone or additional speakers. They also have loading fees for stairs or even an extra charge for additional planning meetings. If they were already charging a professional price for their service to begin with, this wouldn't be necessary.

#### **#7: Do they have a wide base of entertainment experience to draw from?**

- We are young yes but have been in the business for seven years and are energetic!!
- We keep up to the latest in trends and will feel out your crowd to play the most appropriate songs, and of course you are in charge and we promise to play what you want at any time!!
- We are constantly trying to broaden our horizons hopefully soon working with radio stations to improve our ultimate goal.... Client Satisfaction

In order to provide the best quality entertainment possible, each Disc Jockey should be actively seeking to improve and broaden their entertainment capabilities. Most Disc Jockeys aren't fulfilling this important detail because they fall into the categories described by Questions #1 and #2, and therefore, don't really care about improving their services. People tend to become what they are committed to becoming. The same is true for Disc Jockeys.

#### **#8: Do they have the skills to deliver announcements that are clear and direct?**

- Do they have any public speaking experience outside of Mobile Disc Jockey work?
- Do they have any speech and/or vocal training?
- Are their announcements direct and to the point?

If you've ever seen someone try to get a crowd's attention without the proper vocal skills, then we need not say more. Or when they do open their mouths, they don't know what to say. Words like "uh" and "um" get used too much and then your guests are left asking each other, "What did he just say?" The person you choose as your Disc Jockey will be your spokesperson and will be representing you to your guests. Choose wisely.

-Mike Lonneman  
(Adapted and Revised by Smooth Sounds)

## **Why Should You Have An Entertainment-Driven Reception?**

**"Capturing and holding the attention for an extended period of time."**

This is exactly what you want to occur at your reception. You want your guests' attention to be captured and held for the duration of your entire event. You don't want your guests to get bored, restless, to feel left in the dark, or to leave early. You want them to have a great time that they will remember for years to come.

The quote above is actually the Webster's Dictionary definition for... **ENTERTAINMENT!**

When you think about your reception, what is the driving force that will keep your reception flowing and will hold your guests' attention? Could it be:

### **The Flowers?**

The flowers are very important for their decorative value but they are definitely not the driving force.

### **The Food?**

The food is very crucial, but if it were the driving force, then the party would be over when the dinner is over.

### **The Cake?**

What is a reception without cake? However, the cake is obviously not the driving force at your reception.

### **The Photographs?**

Your memories of your reception will be preserved in the photographs. However, the photographs are meant to document your reception rather than be the driving force.

### **Your Mother?**

If nobody else steps up to be the driving force, then your Mother may have to fill that role. However, most Moms would prefer to enjoy the reception, as they should!

It seems very clear that the real driving force at your reception is the... **ENTERTAINMENT!**

Because your reception is an ENTERTAINMENT driven event, every detail should be examined from an ENTERTAINMENT perspective.

At Smooth Sounds, we are more than willing to share our insights on wedding reception planning that have been developed from years of experience and from performing at hundreds of wedding receptions. My number one goal is the same as yours, to provide a quality entertainment experience that your guests will enjoy, appreciate, feel included in and remember for years to come.