

The Dj Sales And Marketing Handbook: How To Achieve Success, Grow Your Business, And Get Paid To Party! - Stacy Zemon

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The DJ Sales and Marketing Handbook provides a roadmap to maximizing your profits as a disc jockey. It is jam-packed with practical tools, expert tips and cost-effective methods for increasing sales and creating loyal clients. Renowned DJ Stacy Zemon reveals specific ideas, proven techniques and creative approaches to multiplying your income and gaining the competitive edge. Written for both newcomers and experienced professionals, this comprehensive guide and essential reference manual gives you all of the know-how needed to achieve dramatic results. Inside you will find instructive examples and step-by-step guidelines for how to: find a unique market niche; convert prospects into clients; create and implement a marketing plan; get free publicity; make strategic alliances; select the right media; generate leads and referrals; increase client satisfaction... and much, much more."Stacy Zemon is a knowledgeable source on being a pro mobile DJ. She is also a veteran of the industry who has contributed much to its evolution." - Jim Tremayne, DJ Times Magazine "We endorse Stacy Zemon and her mission to provide DJs with educational resources that support their long-term goals, and help them to achieve prosperity." - American Disc Jockey Association Author: Zemon, Stacy Publisher: Focal Press Illustration: N Language: ENG Title: The DJ Sales and Marketing Handbook: How to Achieve Success, Grow Your Business, and Get Paid to Party! Pages: 00272 (Encrypted EPUB) / 00272 (Encrypted PDF) On Sale: 2012-10-02 SKU-13/ISBN: 9780240807829 Category: Technology & Engineering : Acoustics & Sound

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