

Wedding DJ Business Checklist

Use this step-by-step checklist to set your wedding DJ business confidently.

Step 1: Training & Experience

- ☐ Learn mixing, beat-matching, and live recording techniques
- ☐ Practice by performing at small events or shadowing experienced DJs
- ☐ Build a sample playlist and refine your setlist flow
- ☐ Collect feedback after each gig to improve

Step 2: Gear & Setup

- ☐ Purchase reliable speakers, mixers, microphones, and lighting
- ☐ Add booth aesthetics (facade, gaffer tape, and light bars)
- ☐ Keep backup gear (extra cables, mic, and laptop)
- ☐ Invest in DJ equipment insurance for theft or damage protection
- ☐ Test and label all equipment before each event

Step 3: Business Essentials

- ☐ Get liability insurance to cover property damage or guest injury
- ☐ Draft a DJ services contract (include payment and cancellations clauses)
- ☐ Check local requirements for a business license
- ☐ Verify that venues have PRO music licenses (ASCAP, BMI, or SESAC)
- ☐ Register your business name and set up your tax info

Step 4: Branding & Marketing

- ☐ Create a professional website and Google Business Profile
- ☐ Join wedding directories (The Knot, Zola, WeddingWire)
- ☐ Run small social media ads targeting local couples
- ☐ Collect client reviews after each gig
- ☐ Attend wedding expos and vendor mixers to network
- ☐ Simplify your booking process with online forms and transparent pricing

Step 5: Pricing & Finances

- ☐ Research local DJ market rates
- ☐ Build tiered pricing packages (Basic, Premium, Gold)
- ☐ Include setup, teardown, and MC time in invoices
- ☐ Adjust pricing for peak and off-season weddings
- ☐ Review and update rates annually based on growth and gear upgrades



Step 6: Deliver a Five-Star Client Experience

- ☐ Reply quickly and keep communication easy and clear
- ☐ Personalize playlists based on couple preferences
- ☐ Arrive early for setup and sound checks
- ☐ Dress appropriately (formal, semi-formal, or casual, depending on venue)
- ☐ Coordinate with planners, photographers, and staff for seamless timing
- ☐ Follow up with a thank-you note and review request after the event

Bonus: Hidden Costs to Plan For

- ☐ Equipment repairs and maintenance
- ☐ Fuel, travel, and lodging for out-of-town gigs
- ☐ Website hosting or domain renewal
- ☐ Professional attire and dry cleaning
- ☐ Paid ads and tax preparation tools