

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