

# ***SPECIAL REPORT!***

## **7 DIRTY LITTLE SECRETS your DJ Entertainment Company doesn't want you to know about your Bar or Bat Mitzvah Celebration.**

by Bill Strain

- 1. Your party is often designed to fit a template. Some companies (and many of their ex-employees now in business for themselves) follow a "formula" to train inexperienced entertainers to do just an adequate job. Most parties are a success and if you have been to a few Bar/Bat Mitzvahs you will sometimes see "cloned" entertainment. They get the job done, but they don't know music and flow, just how to complete the job.**
- 2. Timelines and formalities are important. If you are not getting the boss or someone with equal experience, you are getting someone who he (or another one of his employees) has trained to do as they're told. If they lost their party worksheet explaining every detail and what to play every minute they would be lost. The best entertainers will understand your desires from the first meeting.**
- 3. You can't meet or talk to your entertainer before you make a deposit for their service. This is too funny! Some of the "big guys" don't know who will be available until the date gets a little closer. Truth is that they don't know who will be trained and ready to go at that time. Would you buy a new car and make such an important decision without some kind of a test drive first? Enough said.**
- 4. Beware of hearing "He is no longer with us, we have replaced him with someone better". ANY professional either performer or owner should understand the commitment they have made to your once in a lifetime event. The person you want should be the person you expect. Death or serious illness should be the only excuse to alter any entertainers plans regardless of personal distractions.**
- 5. Bar & Bat Mitzvahs are important milestones as well as a multi-million dollar industry. There are thousands of vendors that care about their clients and deliver the dazzling event you expect. There are many more that just want your money. As always, buyer beware.**
- 6. Many extras you book from your entertainment company involve them acting as "party planners". Depending on the "extras" you can be sold, this adds a lot of bonus profit to their bottom line. Not a big deal if you want to cut out the labor involved. After all, nobody wants to do anything for free. But if you do some of this simple work yourself you can save a small fortune. Also, you can get a more hands on approach as to exactly what the extras will be. The best companies will happily point you in the right direction and sacrifice the few extra dollars. The others all just want more of your money.**
- 7. There are many good entertainment options for your special event. They are NOT all the best. Most entertainment companies say basically the same thing, we're great, you're going to have fun, we will do everything to make your celebration special, unique, and successful. Most people rarely need to hire entertainment, but when they do, it's a much more important decision than they think. Meet with your prospects, do your homework, and you won't be disappointed.**

About the author...Bill Strain is a full-time professional DJ/VJ/KJ/MC that has been providing exciting Bar & Bat Mitzvah celebrations throughout New England for over 20 years. He can be reached at 603-644-7660 or e-mail by visiting [www.TheMusicMasters.com](http://www.TheMusicMasters.com)