[Your business name] — Business Plan

DJ business in [Your city] · Startup plan

Executive summary

[Your business name] is a new DJ business in [Your city] offering wedding reception DJ and MC: five hours and a timeline; ceremony and cocktail-hour sound; private parties: birthdays, anniversaries, quinceañeras; corporate events, holiday parties and school dances; uplighting and a dance-floor lighting package; and wireless microphones for toasts and announcements. The model is one mobile DJ with a professional rig: weddings as the anchor booking, private and corporate events around them, uplighting and ceremony sound as the add-ons, and a helper on the big rooms.

Startup budget: $10,451 across 11 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core service is wedding reception DJ and MC: five hours and a timeline. Every event is booked on a written contract with a deposit, planned with a timeline two weeks out, and run with a backup for everything that can fail — and the add-ons are priced so the uplit room and the ceremony sound pay for themselves.

- Wedding reception DJ and MC: five hours and a timeline
- Ceremony and cocktail-hour sound
- Private parties: birthdays, anniversaries, quinceañeras
- Corporate events, holiday parties and school dances
- Uplighting and a dance-floor lighting package
- Wireless microphones for toasts and announcements

Market analysis

The customers are engaged couples booking nine to twelve months out for the Saturdays from April to October; parents and hosts planning a milestone party; companies and schools that want a professional on the mic; and the planners and venues who keep a short list of DJs they trust with the timeline.

- Engaged couples booking a DJ nine to twelve months out, mostly for Saturdays from April to October
- Parents and hosts planning a milestone party in a backyard, a hall or a restaurant room
- Companies and schools that want a professional on the mic, not a playlist and a speaker
- Wedding planners and venues who keep a short list of DJs they trust with the timeline
- Bars and breweries that book a DJ night to fill a slow evening

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Marketing strategy

Most bookings will come by word of mouth — from the planners, venues and photographers who saw [Your business name] run last month's reception, and from the guests who take a card — and from the directories where couples start; the rest find [Your business name] on Google — “wedding DJ” plus the city — so the Google Business Profile, the dance-floor clip and a website with packages, a booking form and open dates decide whether a search becomes a date.

- Wedding planners, venue coordinators and photographers who recommend the DJ who ran last month's reception on time
- The wedding directories and GigSalad or The Bash listings where couples start their search
- Instagram and TikTok — the packed-dance-floor clip, the first dance, the uplit room — and the inquiries they bring
- Google Business Profile and Google — “wedding DJ” and “DJ near me” plus your city
- Last month's guests: the groomsman who takes the card for his own party
- A website with the event clips, packages, a booking request form and a calendar of open dates

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Operations plan

The owner is the DJ, the MC, the booking agent and the roadie in year one: a contract and a timeline for every event, load-in ninety minutes early, two of everything that can fail, music bought or pool-licensed and organized before the season, and a helper on the rooms that need one.

- A written contract for every event: date, hours, deposit, overtime rate, setup access, power and the rain plan
- A planning meeting and a timeline with every couple two weeks out; the do-not-play list in the booth
- Two of everything that can fail: a backup controller or laptop, spare cables, a second mic
- Music bought outright or on a DJ-licensed pool, organized by event type and energy before the season
- Load-in ninety minutes before guests; sound check before the planner arrives; a helper on the big rooms
- Deposits taken at signing, balances two weeks out, and the next date offered before the floor empties

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
A DJ controller (two-channel starter to a four-channel pro deck)	$1,029
A laptop that runs the DJ software, plus a backup drive	$1,200
Two powered speakers with stands and cables	$1,799
Wireless microphones for toasts and announcements	$524
Battery uplights (four to eight) and a dance-floor effect light	$2,200
A DJ facade or booth	$450
Cases, cables, power distribution and a backup controller	$800
Liability insurance (first year), with gear cover at the top of the range	$336
Business registration: a sole proprietorship, or an LLC	$150
Website with event clips, packages, a booking form and Google Business Profile	$0
Working capital: two months of running costs	$1,963
Total	**$10,451**

Typical range to start a DJ business in the US: $6,109–$16,792. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website with event clips, packages, a booking form and Google Business

Profile: Your Zarla plan includes the website — the event clips and mixes, your packages, the booking request form, a calendar of open dates — and walks you through your Google Business Profile. Having one built typically costs $1,000 to $2,000 from a freelancer.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a one-DJ business in the US. Startup is the controller, the speakers, the lights and the facade; the monthly lines are software and the music pool, insurance, driving, listings and the helper; and the calendar — how many Saturdays you can fill — decides what is left after the nights.

Typical monthly operating costs for a DJ business: $487–$1,781 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
DJ software, a licensed music pool and booking software (included with Zarla)	$22–$71
Liability insurance, by the month	$17–$39
Tracks bought outright for requests	$20–$60
Driving to events: 300 to 600 miles a month	$228–$456
Listings and ads (the wedding directories quote storefront prices by market)	$100–$500
Batteries, bulbs, cables and repairs	$30–$120
A helper for load-in and the big rooms	$0–$300
Card fees (on about $7,000 of deposits and balances across a dozen payments)	$70–$235

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every DJ business plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Wedding season is April to October: half the year's bookings land on twenty-eight Saturdays
- One gear failure with no backup is a silent reception and a refund
- The directories and planners send the first bookings — lose a planner's trust and a venue's list and the inquiries stop
- Hours don't scale: one DJ can play one Saturday; growth means a second DJ, a second rig and training
- A stolen or rained-on rig is $5,000 gone without gear cover
- Cheap competition: a speaker and a playlist undercut you on price, so the MC skills and the timeline are the sale

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Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Business registration and sales tax on your fee — In the US no license is needed to DJ for money; most mobile DJs trade under their own name or form an LLC ($40 in Kentucky, $300 in Texas, and California adds an $800 yearly LLC tax on top of its filing fee) and take a free EIN. Whether the fee itself is taxed depends on the state: Washington collects no retail sales tax on DJ services but taxes the income under its business and occupation tax (the Department of Revenue), South Dakota lists DJs for special events among taxable entertainment services, and in Texas the fee a host pays you to perform at their own event is not a taxable admission, while a cover charge you collect for a dance you run is (34 Tex. Admin. Code §3.298). Confirm your state's rule with your accountant, and file self-employment tax quarterly.
- Music you're licensed to play — In the US the venue's own ASCAP, BMI and SESAC licenses cover public performance in the rooms it runs — ask the coordinator which it holds — but the music on your drives still has to be legally acquired: tracks bought outright, or a DJ pool or DJ streaming tier (Beatsource LINK, BPM Supreme, Beatport) that licenses promotional and performance use. Consumer streaming accounts don't: Spotify's terms grant personal, non-commercial use only. Playing a couple's first dance from a subscription you can't show a license for is the kind of thing a venue contract now asks about — have an entertainment attorney read your music clause once.
- Contracts, deposits and the venue's certificate — In the US a booking is a contract — the date, the hours, the deposit (half at signing is usual), the overtime rate, setup access and power, the rain plan for an outdoor ceremony and what happens if either side cancels — in writing every time. Most wedding venues and corporate hosts require a certificate of insurance naming them as an additional insured before load-in; keep a $1 million policy and the certificate template ready.
- Noise, fog and the fire marshal — In the US city noise ordinances set a curfew and a decibel limit for outdoor events, fog and haze machines trip fire alarms and are banned by many venues, and cold-spark fountains are treated as pyrotechnics in some cities and need a permit or are forbidden — ask the venue and the city before you sell the add-on.
- Insurance — In the US a DJ's liability policy (Insurance Canopy's is $199 a year for $1 million per occurrence) covers the guest who trips over your cable and the floor your speaker stand scratches; the gear add-on ($7.50 to $15 a month) covers the controller stolen from the van. Venues increasingly require the certificate.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Decide the packages — reception, ceremony add-on, uplighting — and price each from the figures above
- Register the business, take the free EIN and open a business bank account; check your state's rule on sales tax
- Buy the controller, speakers, mics and the facade, and build the backup kit
- Subscribe to a DJ music pool and organize the library by event type
- Bind the liability policy and save the certificate template
- Shoot a dance-floor clip and photos of the uplit room, and put the website live with the booking form and open dates
- Claim your Google Business Profile and list on the directories and GigSalad
- Write the contract and the planning questionnaire, and book the first three dates at an introductory rate
- Introduce yourself to five venue coordinators and three wedding planners with the clip

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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- The booking calendar with signed contracts and deposits received
- An equipment list with purchase receipts and the gear policy
- Proof of liability insurance and a sample certificate
- Your credit report and the directory listings
- The vehicle's title or loan statement if the van is in the plan

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.