BRYAN. STRATEGY LAB

BUILT FOR DJS. BY A DJ.

Your set is ready. Is your business?

Take 10 minutes. Mark where you are, then choose three useful next moves. This is a reflection tool, not a score or a promise of bookings.

01 Photos that represent you

Choose a clear current portrait and a real performance photo. Check image quality and your permission to use each shot.

☐ Ready ☐ Needs attention ☐ Not started

02 A website of your own

Show your DJ name, event services, location and a clear inquiry button. Open it on your phone and check that it is easy to use.

☐ Ready ☐ Needs attention ☐ Not started

03 A bio with something to say

Write a short introduction and a longer bio. Explain your sound, experience and the audiences or events you genuinely serve.

☐ Ready ☐ Needs attention ☐ Not started

04 Mixes people can actually hear

Link directly to selected recordings. Label the style or setting accurately. Test each link without being signed into your account.

☐ Ready ☐ Needs attention ☐ Not started

Make the next step easy.

Good presentation needs a practical process behind it. Choose improvements that fit the business you are running now.

05 A consistent identity and media kit

Bring together your name, logo, colours, bio, photos, mixes and booking contact. Make your kit easy to view and share.

☐ Ready ☐ Needs attention ☐ Not started

06 Proof of the work

Select genuine testimonials and relevant event footage or photos. Add context. Use client names or logos only with permission.

☐ Ready ☐ Needs attention ☐ Not started

07 One clear inquiry route

List the events and areas you serve. Show a booking email or form that captures date, location, event type and services needed.

☐ Ready ☐ Needs attention ☐ Not started

08 A repeatable booking process

Keep a clear quote, written agreement, payment schedule and next steps. Track inquiries, follow-ups and confirmed bookings in one place.

☐ Ready ☐ Needs attention ☐ Not started

Choose your next three moves.

You do not have to fix everything today. Start with the gaps that matter most to your next step.

09 Pricing you can explain

Know what your starting fee includes and what changes the quote. Review event type, preparation, travel and delivery needs before confirming a price.

☐ Ready ☐ Needs attention ☐ Not started

10 A useful business snapshot

Review bookings by event type, average booking value, unpaid balances and recurring tool costs. This is business planning, not accounting or tax advice.

☐ Ready ☐ Needs attention ☐ Not started

YOUR NEXT THREE MOVES

1. _____

2. _____

3. _____

Need help putting the pieces together?

Websites, brand and media kits, booking systems and practical business guidance.

Explore Bryan Strategy Lab and book a discovery conversation.

bryanstrategylab.com