

## Appendix 3:

# Case Study – DJ Invasion

The last eight years has seen the growth of DJ Invasion, from a guy named Steven originally manning a local radio station and working small venues at Florida Atlantic University to eventually heading up his own record division, working a Superbowl party in downtown Miami and becoming a regular DJ at local nightclubs.

DJ Invasion is an extensive web designer, having crafted more than 200 webpages for other companies. His knowledge is obvious as his website is quite impressive.



*DJ Invasion boasts an extensive website, detailing his references and services clearly.*

“I originally was a radio MC in the summer of 1993 at a college radio station, and figured that the DJ's working at the time were really bad,” notes Steven. “I had been in

around or playing music since I was really young and decided that I could do better than what was out there. So, I gravitated to becoming a DJ.” Originally, DJ Invasion started out servicing mainly the Hip Hop industry, but in order to stand out, Steven realized that he need to expand his knowledge base.

“I needed to know all genres of music. This led me to dance music and learning alot from a techno-DJ friend of mine at the time. I also began scratching—it all came down to practice, knowing your music and getting your name out there. The rest is history.”

And what a history it has been. From college campuses to the big time, DJ Invasion has worked hard to increase his sales. According to a student survey, DJ Invasion had the most popular radio show on campus at Florida Atlantic University. He has also spun at many high-profile gigs, such as opening for LL Cool J, comedian Pauly Shore, The Roots, and David Allen Greer. DJ Invasion notes that the key to his success starts with knowing the customer’s preferences.

“Well you must have talent—no question—you have to know your audience. Confidence in your abilities is a must. You have to know your music—not just one area but all areas—even the ones that suck. You have to be crowd orientated—learn how to rock the place and take a crowd from off the wall to the dance floor with one song.”

Steven knows that customer service and social skills are important in any business, but especially a high-profile one like DJing. “You learn how to deal with people. You must play what people want, not what you want.” DJ Invasion also keeps up on current trends and hits. “Remember, you are not there for you but for them. Keep getting what is hot and new—that can always keep the dance floor hopping.”

DJ Invasion has been working clubs, events and parties for almost a decade. Steven, now a veteran, recalls some surprises and lessons that the once young, less experienced DJ has learned from his numerous gigs.

“I thought that when I got into it, it would be all glitz and glamour—however, it was really hard work. But once you have made a name for yourself, you are golden. A big deal for me was discovering that many people are never truly happy, drunk or sober. They still like you, but you have to play “their song”. Instead of letting cranky customers

get him down, DJ Invasion has dealt with it, focusing on the positives and truly enjoying his passion.

A huge party at South Beach remains among DJ Invasion's favourite experiences. "I was DJing in front of 2,500 to 3,500 in a street party and everyone was cheering, dancing and having a good time. This gave so much energy to me and the music."

Technically, DJ Invasion uses digital files and runs a lean, easy-to-use and nimble operation. "I used to use Vinyl on local gigs and have gravitated to using digital files mostly now because of the ease and travel constraints. In most cases, I just plug into any sound system that is set up. I use a carver amp—950 watts—4 15-inch speakers, two technic turntables (local gigs only), two Sony pioneer CD mixers and a DJ mixer (small size)."

On his website, found online at <http://www.djinvasion.com>, he bills himself as "your one-stop source for all varieties of music," and he proudly plays from all genres—dance, reggae, R&B, and all sorts of rock and pop music. His versatility and positive attitude has enabled him to brand himself and his business so that he can separate himself from other, similar entrepreneurs.

"I am a people person first and foremost, but have learned how to deal with all that has come at me in the long run. I have my ups and downs but I am a strong person who can handle adversity. DJing has allowed me to expand and get out there even more than before."