



## What is the Self-DJ® business?

- Self-DJ® business owners enjoy an *in-demand business opportunity* and have fun working with *happy people*. Our Affiliates rent Self-DJ mobile entertainment systems, set them up at weddings, graduations, reunions, and other events, get paid, and pick them up the next day.

## What is a Self-DJ® Affiliate?

- Self-DJ® Affiliates are like franchise owners. They get all the benefits but without the high costs. Our Affiliates enjoy all the benefits of a proven, turn-key business, and our full support. Unlike a franchise, you won't have to pay royalties. You'll get free software and everything you need to be successful in a business for as little as \$9.99/month.

*“And by the way - Wow! and Thank You! for the business cards, and for laying out all that artwork with my name, contact info, website, etc...Way more than I expected. Talk about some extra goodies on the disc. That was an understatement. Good God man, you just made life so much easier. So thank you.”*, Jeff Zahrt, Self-DJ Affiliate in Cedar Rapids, IA.

## How Do I Get Started?

- Affiliates purchase an annual subscription and complete a simple registration and include the area they wish to serve. Subscriptions include all software, marketing materials, support and licensing to use Self-DJ® branding for business purposes.



### ***What is the typical service procedure at Self-DJ events?***

- Deliver and set up Self-DJ system
- Give a demonstration
- Give customer *secret* password to change volume, songs, etc.
- Leave a phone number to call during event for support if need be
- Collect balance due
- Pick up equipment (usually next day)

### ***Can I use my own equipment and music with Self-DJ?***

- *Sure!* You can even book events and then *rent equipment* to keep costs down. Any sound files, PA system, and touch screen computer with Windows, or even a laptop with mouse, will do.
- Genuine Self-DJ systems feature water resistant touch screen, 4X more reliability, and Intel HD Sound<sup>®</sup>. Affiliates get deep discounts on turn-key systems with music and powerful amplified speakers.



## What Free Software Do I Get?

- Self-DJ Ultimate Edition with Karaoke for trouble-free, unattended rentals, with MediaMerge, an integrated utility which lets you add songs to your media library, and also merge media from multiple sources like external hard drives, USB thumb drives, iPods, or other PC's into one collection.
- Self-DJ business software for printing contracts, exporting song lists, tracking events, postcard and email marketing.
- Concrete Tools, an audio suite which includes:
  - 1) Sound Editor edits, remixes, and tags MP3 sound files, and doubles as a digital karaoke converter.
  - 2) Minii, a media player with a very small desktop foot-print.
  - 3) Sound Recorder converts streaming audio into separate MP3 files.
  - 4) CD Ripper creates super high quality MP3's with intelligent tagging.
  - 5) Video player with dual-screen support.



## **What are some of the other benefits Self-DJ Affiliates receive?**

- Free software\* updates, upgrades, and technical support.
- Free computer consulting and technical support.
- Free pro audio sound system consulting and technical support.
- Free referrals for Self-DJ rentals in your area.
- Free customized marketing materials such as flyers, banners, and business card templates.
- Free targeted mailing lists and automated postcard marketing.
- The exclusive right to use Self-DJ® branding, art work, logos, marketing materials, and represent your business as a Self-DJ® service provider.

\*You may install up to 3 copies per license on your computers, or on computers owned by your business partners. Usage is enforced by means of activation codes embedded in the software.

## **Will I be the only Affiliate in my area and “own” the market for expansion purposes?**

- Self-DJ is not a franchise so we cannot legally provide territories, locations, or assist you in finding locations. Instead, we protect you by choosing our partners carefully and limiting competition. Remember, *We are in business to put YOU in business.* We will contact you if someone else wants to offer Self-DJ services close by. There may be advantages for you to partner. However, we have never licensed two Affiliates in the same area, nor do we intend to, as long as you also work with us and do a reasonable job of meeting the needs in the market you serve.

## **Do I have to stay with the Self-DJ name?**

- No. You can use any name you want. Your business should have its own legal name. However, with Self-DJ® branding, you are taking full advantage of marketing materials, growing name recognition, national exposure, and other advertising.



## **Is the Self-DJ Affiliate license a yearly fee I should budget for each year?**

- Yes. It is paid annually and works out to only \$9.99 per month (\$119.88 USD). The rate remains the same, as long as your agreement is renewed, or reinstated within the 30-day grace period. If your agreement lapses, reinstatements are not guaranteed, and the annual fee is subject to increase. However, any Self-DJ equipment you own is still yours to use but you are no longer entitled to free support, updates, use of Self-DJ branding for business purposes, or other benefits exclusive to Affiliates.

## **Can affiliates have a local page on the Self-DJ website so potential clients in my market can find me?**

- Yes. Potential customers can find the closest Self-DJ Affiliates from the Self-DJ web site by clicking Bookings. If you do not already have a web site, we can provide you a fully customized Self-DJ web site that is easy to maintain, and a free domain name ([www.mybusiness.com](http://www.mybusiness.com)) and email address, for as little as \$4.99/month. If you already have a web site, we offer you the option to share reciprocal links and a free listing on our site.

## **Can I add the Self-DJ and promotional info on my own web site?**

- Yes. You can use the Self-DJ logo and information on web sites, in advertising, or however you wish. If you have a web site, include a link to [www.Self-DJ.com](http://www.Self-DJ.com) and we will put a link to your site on our page.

## **How big is the banner I see in the ads?**

- The banner built-in to the Self-DJ facade frame is 47.8" x 30.2" and fits perfectly in front of a standard 4' table. 6' and 8' banners are also available.

## **Where do I get music from?**

- We offer Groovin, commercial music subscriptions for as little as \$9.99/month with free software, powered by Grooveshark.com, to be able to cache songs to hard drive for playback offline. With this service, you



can also play songs on songs from your smart phone, Android device, or Groovin mixing software on demand when online. You can also use your existing digital music in just about any format.

- For karaoke, we provide Affiliates with a very low cost source of popular digital karaoke files, or you can use your existing karaoke songs in standard .bin or mp3/cdg formats.
- We are very concerned about music and where things are headed. Where are the Beatle's, Eagles, or Pink Floyd's of the new millenium? In today's world, many great artists are not being discovered, or even getting paid! Just because you paid for a download, doesn't mean you can legally play the song, or that the artist was compensated. Our Groovin subscription service helps ensure that artists are compensated.

### **Do you accept payment from credit cards?**

- Yes. And PayPal too!

### **What types of contracts will I be able to use?**

- Our Business software includes a legal contract for Self-DJ and regular DJ use. Use as-is or customize to your exact needs. The software makes it easy for you, and your business partners to modify contracts to your needs, print them, take bookings and track your sales success.

### **What type of promotional literature / marketing materials do you have?**

- The primary promotional and marketing materials are business card, tri-fold flyer, and banner templates. There are also testimonials, FAQs, and other flyers, such as comparison of Self-DJ to the Apple iPad. The business software's built-in custom browser also makes it extremely easy for you to show potential customers the benefits of Self-DJ with an Internet connection.



## **What types of marketing strategies do you have for: High Schools, Corporate Events, Private Parties**

- We have a continually expanding arsenal of marketing strategies for Affiliates that cost little or nothing to implement, including powerful software weapons for modern day guerillas, and access to some incredible resources, like free targeted mailing lists and automated postcard marketing campaigns. Try one at a time and measure the results. See what works. A lot depends on the size of your target area and how fast you wish to expand. For rapid growth, think multiple. Since you normally book in advance, now you can book several events at the same time. Your collection of signed contracts makes excellent collateral to obtain financing for additional equipment to expand and grow your business.

## **What are Self-DJ Affiliates Representatives and Agents?**

- Self-DJ Representatives book events for you and are paid a 25% commission.
- Self-DJ Agents deliver, setup, support, and pickup Self-DJ systems after events and are paid a 25% commission, and are reimbursed for travel charges, if any, for events outside the local area. Agents can also be Representatives.

## **Is Self-DJ® a legal trademark?**

- Yes. Self-DJ® is a federally registered trademark. U.S. serial# 85160650. Registration# 3977299. For legal purposes, the registered trademark ® for Self-DJ® is described as: Computer hardware and software for processing digital music files; jukeboxes. First Use/First Use in Commerce Date: 2004-12-31. Legal trademark attorney: Nicholas A. Brannen Law Office, Appleton, WI. Self-DJ® was registered June 14, 2011.



## **Does the system support multiple display monitors?**

- Yes. However, a low-cost (about \$40-50) USB video adapter is required for multiple displays. While the software supports discrete dual-screen displays, it is recommended to use the system in the Single Display setting and simply “clone” the screen.

## **What equipment warranty does the unit have? Do you offer repairs and sell parts separately?**

- Yes. The system comes with a 1 year warranty, parts & labor. After the warranty period expires we can service the unit, or you can bring it to any computer store. The rack computers come with a separate shipping box to simplify returning a unit for service. We also sell replacement parts separately.

## **If the system gets a virus do you supply discs to reload the software?**

- Yes. The system includes a Windows 7 DVD and Intel CD-ROM for the motherboard and processor. After reinstalling Windows, it is easiest to download and install the software from the downloads page on our web site. Please note however, that the system is NOT designed for web surfing or reading email like a regular PC because NO virus software is installed at the factory.

## **Is the Groovin subscription included with the Affiliate subscription?**

- No. Groovin and Self-DJ are separate subscriptions, only \$9.99/month each when paid yearly (\$119.88).

## **What's included with a Groovin subscription?**

- Groovin is powered by Grooveshark.com and gives you full access to millions of *songs*. You can play songs online, on your smart phone or Android device, or cache them to your hard drive as DRM-FREE (not copy



protected) MP3 or WAV files that you can use with any software or player to play offline. Groovin is integrated with Self-DJ. It is a snap to use on the touch screen, but it can also be installed on a different PC, simply copying cached files as needed.

### **Can you play karaoke DVDs/CDG files?**

- Self-DJ plays .BIN and MP3/CDG digital karaoke files but not DVDs. Other music video formats will be supported in future releases of the software.

### **Is the redundant computer option easy for even the client to swap at an event?**

- Yes. It is as simple as moving 3 cables from one to the other and pushing the power button.

### **Is there Internet access on the unit? I would want to prevent clients from using the computer to access the Internet and get viruses.**

- Yes. The Self-DJ system has both a 1 Gbps RJ45 wired, and a 300 Mbps wireless N connection for Wi-Fi. The system is “locked in” to Self-DJ and Groovin. It requires the Setup password to access the Internet so that your clients cannot use it for surfing the web.

### **While the 3.5mm line output will work, are there other sound output options on the unit?**

- Yes. The Self-DJ system has a dual-output sound card and two, 3.5mm line out jacks. The jack on the main board is for your main speakers. The other is for your headphones to be able to preview one song while playing another.



**With rentals do you recommend that we deliver and setup the system, or have the customer pick up the unit and set it up themselves?**

- We recommend including delivery, setup, and pickup as part of your service. Give your customer a cell phone # to call if they have any trouble or questions during an event. If customer pickup is a must, show them how to set up, start, stop, and take down the system. Then have them repeat the process. Be sure they understand the importance of having good power, ideally a dedicated circuit without roaster ovens, or other devices which draw a lot of current, and no extremely long or small gauge extension cords. In 100 rentals, our local Affiliate, Tequila Jukebox, has had just 6 support phone calls in 100 rentals so far. Of those 6 calls, only 1 required an on-site visit to fix a broken cable, and the rest were handled over the phone. The redundant backup computer was used 3 times, twice because of power related problems.

**If the client calls with problems at say 11 PM, is there a support number for us to call?**

- Yes, but only if prior arrangements were made. We are normally available for support only during regular business hours. Even though these are extremely reliable units, problems can still occur. For that reason we highly recommend the redundant backup computer for peace of mind, and to still be able to use the system while a computer is being serviced.

**Because we have never used a system like this, how much support will you offer us to get the unit up and running, and optimize our use?**

- As much as you need. You will find that Self-DJ is extremely easy to get up and running, and keep updated. You will find us extremely easy to work with too!



## How do I know what music to have?

- You don't have to. A base collection of the most popular music is pre-cached for Affiliates that purchase complete systems. Music can be updated automatically, with an active Internet connection an active [Groovin](#) music subscription. You can also cache whatever songs you want, by artist, album, and even greatest hits.

## Can I run other programs on my Self-DJ system?

- Sure. No problem. However, to risk infection from viruses which could disable the system, most customers use another PC to run other programs, especially surfing the web. You will find it very convenient to use built-in networking to copy files to SDJ from other systems when needed. Remember that your SDJ system is intended for business use only. Surfing the web or using other programs may affect performance, reliability, and create the possibility of infection from spyware and viruses. We recommend using a different computer.
- We recommend using Concrete Tools (Editor, Recorder, Ripper, Minii) on a different computer and using the MediaMerge utility to upload your new sound files to the \New Music folder on the SDJ system.

## Do you offer custom configurations?

- Yes. You can purchase computers separately for installation in your own rack. You can also purchase touch screens for wall mount and other custom installations without the slant top case.



**“I accessed the [GroovinNow.com](http://GroovinNow.com) site last night just poking around a little. Very cool! So, "Caching" songs, is that like storing songs for playing later? Are they permanently stored on the computer? Do they have to be played off of GROOVIN or are they then loaded into Self-DJ library? Do I need to have a Wi-Fi connection?”**

- "Caching" is the word we need to use for legal purposes. It isn't downloading. Groovin' streams songs, resamples, and actually recreates a higher quality DRM-free MP3 or WAV file that you can play in Self-DJ or any DJ software. It runs on any PC with Windows 2K and up (XP or higher recommended as tag info is not supported in the operating system in Win 2K).
- Legally, you need to maintain your subscription but technically the MP3 is on your hard drive permanently, just like any other MP3 you have, only my bet is you'll find they sound better. WAVs are uncompressed audio files with even higher fidelity at the price of much more disc space (about 10MB per minute), and they do not have any tag info.
- You don't need Wi-Fi. Any connection to the Internet will work, the faster, the better. If you run Groovin' from within Self-DJ, the new songs are automatically added to the library. New songs are stored in the new music folder, e.g. C:\New Music\091311 if you did some caching on 9/13/2011. You can also just add them by browsing to that folder in Merge and adding them like you can with other songs you may already have on your hard

drive. They will stay in the new music folders unless you supply a drive letter, like C:\ in the Target path. They are copied automatically to folders by artist in C:\My Music\ or you can move them by checking the Move Files option in Merge Options.

### ***Can I use any speakers?***

- Yes. We recommend using high quality self-amplified speakers for mobile use, each with built-in 2-channel mixers to be able to easily connect 2 microphones. Of course you can always use a mixer with any sound system, or connect direct to any home or commercial audio system. Another option is using a USB or wireless microphone(s). When using wireless microphones, it is best to connect them to the Line-In jack on the back panel of the SDJ computer.

### **Can I load my own music?**

- Yes. The MediaMerge utility is integrated with SDJ to make it simple to add songs you already have from the SDJ Setup screen. This works with Concrete DJ too, so both programs can share the same media libraries, or you can simply use different media libraries for different events in some cases.

### **What if old sound files sound crummy?**

- The Concrete Sound Editor (CSE) is provided to let you resample existing sound files, fixing tags, trimming silence, and more, to clean up your collection. You can even use CSE to play "Revolution #9" by the Beatles, backwards, to hear the cryptic messages, or just use it create your own custom remixes.



## **What if my music is on CD?**

- No problem. The Concrete CD-Ripper (CCR) included makes it easy to rip high quality sound files from audio CD's as 320Kbps MP3's or higher using VBR technology. It has special features and capabilities not found in other rippers, like tagging your MP3's with the correct Artist's name instead of "Various Artists" when ripping compilation CD's.

## **Can I legally record my own music?**

- Please understand it is illegal to use the Concrete Sound Recorder (CSR) to record live audio streams from many web sites with free music. Using CSR to automatically create MP3's or other digital sound files, especially in large batches where CSR is set to automatically detect the silence between songs, making it easy to record streams into separate MP3's for each song is illegal. Be sure to respect copyrights when using CSR. Self-DJ Affiliates will soon be able to play just about anything they want, and be 100% legal.

## **For previewing in the headphones, are you using the two player mode or single player mode?**

- I'm assuming you mean Manual Controls checked for single player mode. While there will probably be a check box (like Album Art) in the next update or two, right now the Preview button shows up with the other Self-DJ buttons after entering the password. While headphones are great for solo-use, there are issues sharing headphones between lots of people. We are experimenting with a microphone stand mounted mini-PA as an option for SDJ and really like the Behringer B205D for about \$150. It replaces using headphones to preview songs and doubles as a spot monitor for karaoke so people can sing in tune.



## **Can you walk me through how to re-classify/re-title songs that show up as "unknown" under artist?**

- A current limitation is that there is no way to "edit" entries in the library. This feature is planned but not yet implemented. The simplest way right now to fix that problem is:
  - 1) Open the MP3 using the Sound Editor in Concrete Tools, fix the tag, and export the retagged MP3 (you can do some really wild stuff with this utility).
  - 2) Mark MP3's you've retagged for removal (not deletion) from within Self-DJ using Manual Controls and the Tag button.
  - 3) Compress the library when done to remove the entry(s).

## **I did the update last night - worked flawlessly. Took about 30 seconds. I like the new interface. Very nicely done. I only updated Self-DJ. Should I update Groovin, and the business software etc?**

- Updating Groovin' would be a good idea as it is being updated frequently right now. Per the Business software, there is no automated update currently. To update it, just replace C:\Business\Business.exe with the new version. Program-only updates are further down on the downloads page at ConcreteDJ.com. You can get it from the downloads page at: <http://www.concretedj.com/downloads.htm> The link to the actual program file is: <http://www.concretedj.com/Downloads/Business.exe>