

**NO CUTZ NO GLORY**  
**ARTIST & DJ MANAGEMENT**

**“HOW TO MARKET  
YOURSELF AS A DJ”**

**MOTIVATION. INSPIRATION. NETWORK**





NO CUTZ NO GLORY  
PRESENTS

# NO RICE NO NICE

ASIA TOUR 2023

04.11-19.11.2023

SAT 04

808 CLUB

PATTAYA, THAILAND 🇹🇭

MON 06

KREATAH DJ SKOOL WORKSHOP

BANGKOK, THAILAND 🇹🇭

FRI 10

BOCARICA

JAKARTA, INDONESIA 🇮🇩

SAT 11

HIDDEN CLUB

SEMARANG, INDONESIA 🇮🇩

MON 13

VAULT

BALI, INDONESIA 🇮🇩

FRI 17

PONTOON

PHNOM PENH, CAMBODIA 🇰🇲



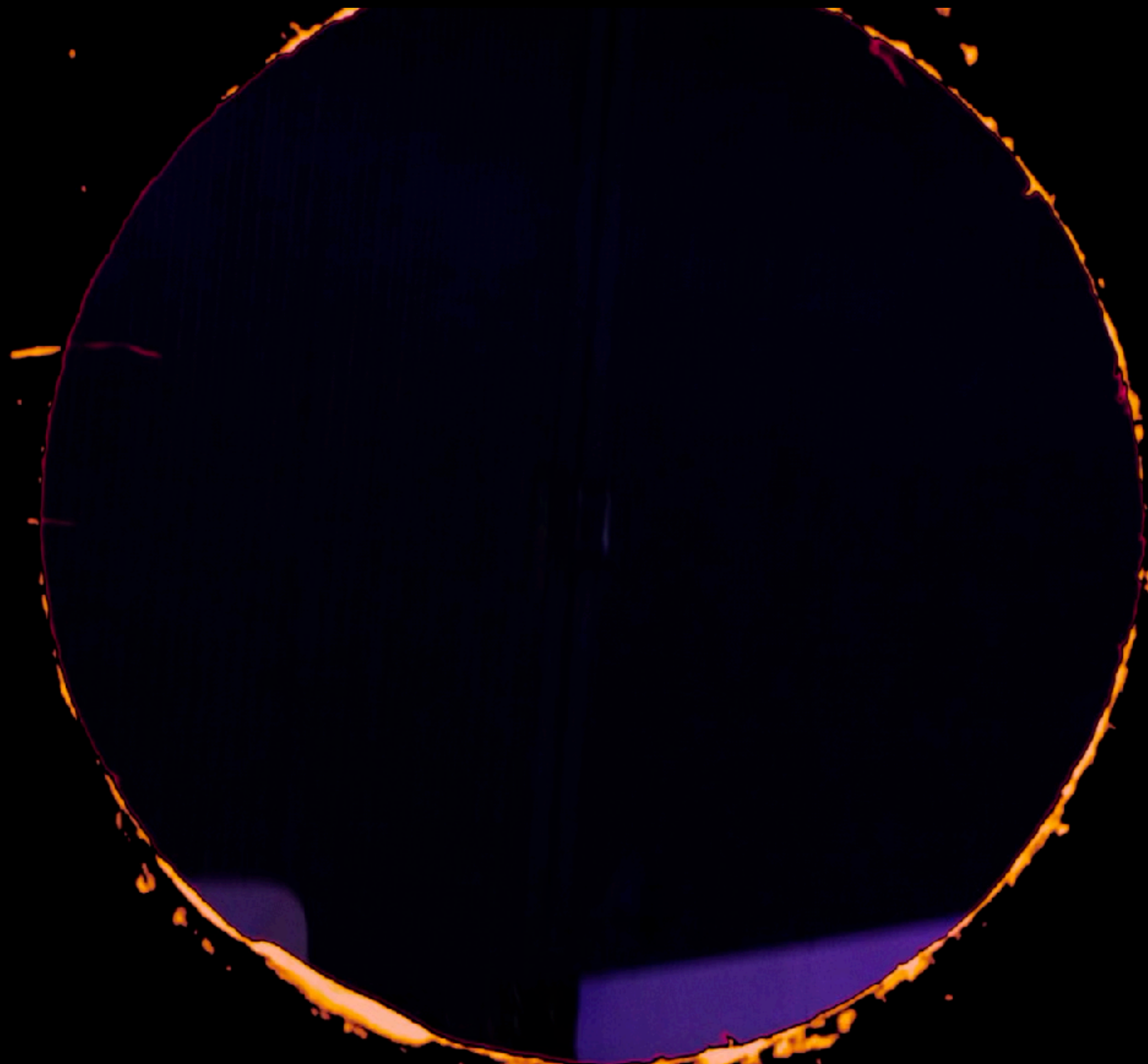
ULTI VIEWS

SPECIAL GUEST

- MAREQUE

- TEKNIK







# ABOUT



STARTED DJING: **1998**   STARTED RADIO: **2003**   STARTED NCNG: **2016**   STARTED MERCH: **2020**  
PLAYED COUNTRIES: **63**



# ***VISION***

***OUR VISION WAS TO **CREATE THE SMARTEST DJ**  
NETWORK PLATFORM IN THE **MUSIC BUSINESS.*****

***NO CUTZ NO GLORY. **THATS THE STORY*****





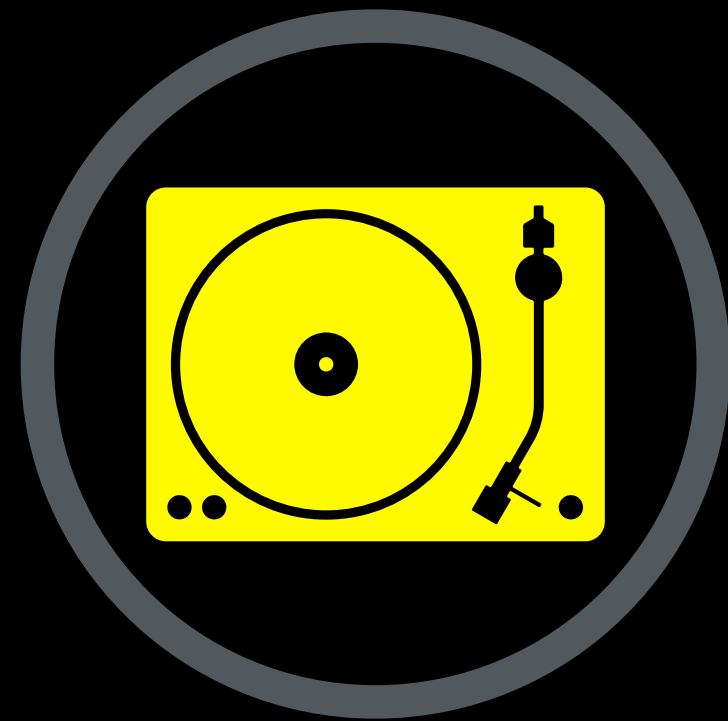


**WE BELIEVE WHEN GOOD DJs COME TOGETHER  
AND LEAVE THEIR EGO OUTSIDE  
OF THE DOOR GREAT THINGS CAN HAPPEN**

# NCNG MAP



# ***HOW WE WORK***



**DOPE**



**CREATIVE**



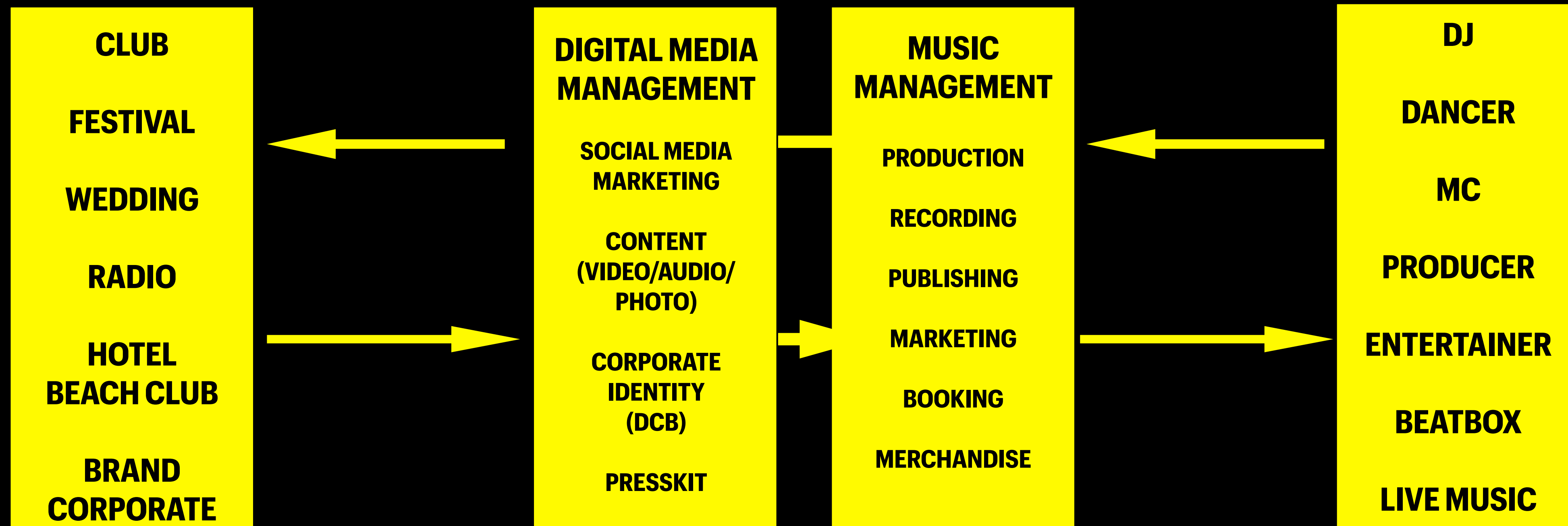
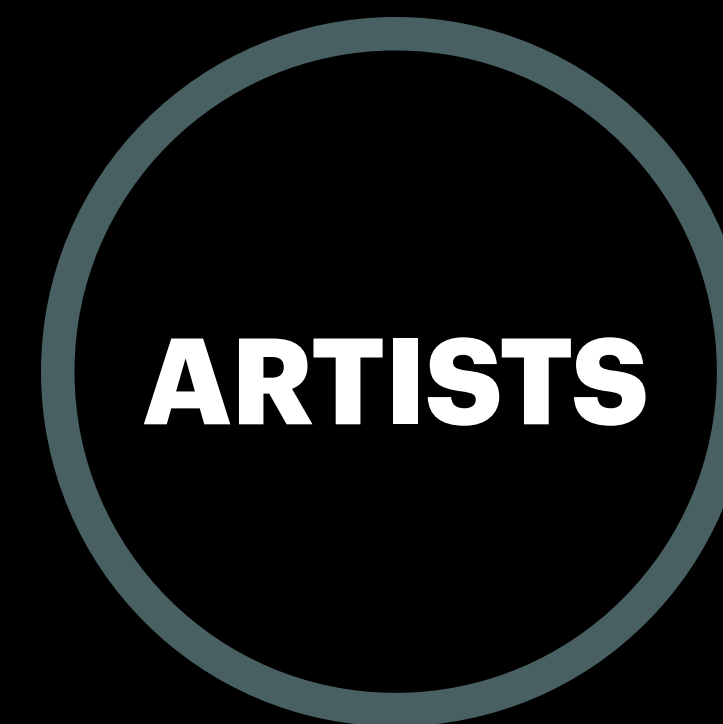
**SKILLZ**



**PERSONALITY**







# CLIENTS

SONY

***BOSE***

Panasonic

**PHILIPS**



**Miele**



**BOSCH**

**SIEMENS**



**Foot Locker**

**kids**

**Foot Locker**

**LFL**

Lady Foot Locker



**Marriott**

**GERL.**  
DENTAL

**GIBS'N**



# WHAT IS A DJ?

The word “DJ” means different things to different people.

This has a good reason, as there are many different types of DJs.

CLUB  
DJ

WEDDING  
DJ

RADIO  
DJ

FESTIVAL  
DJ

PRODUCER  
DJ

CORPORATE  
DJ

BEDROOM  
DJ

The term **DISC JOCKEY** was founded in **1935**.

A **DJ** is a person who **introduces** and **plays** recorded music on radio, club or any other event.

**Without DJs** there would be no **disco culture**



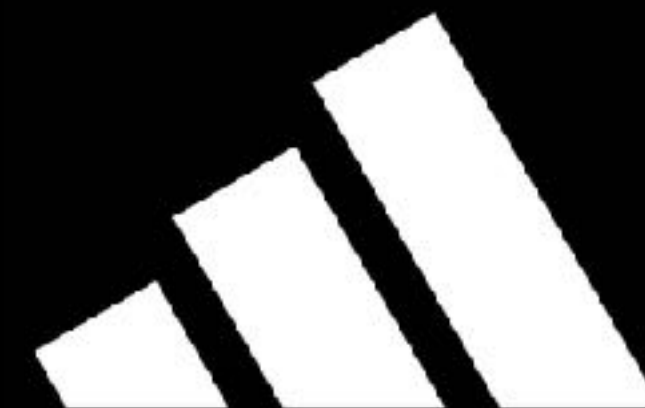


# WHAT IS BRANDING

THE **DESIGN, SYMBOLS, COLORS,**  
etc THAT PEOPLE  
CONNECT WITH A PARTICULAR  
**PRODUCT OR COMPANY**



THE **ACT OF MAKING A PRODUCT,**  
**PERSON, PLACE or**  
**ORGANIZATION,** EASY TO  
RECOGNIZE **AS DIFFERENT** FROM  
OTHERS BY CONNECTING WITH A  
**NAME, DESIGN, SYMBOL,**  
**COLOURS**



# ***WHY BRANDING FOR A DJ***

## **BRAND IDENTITY**

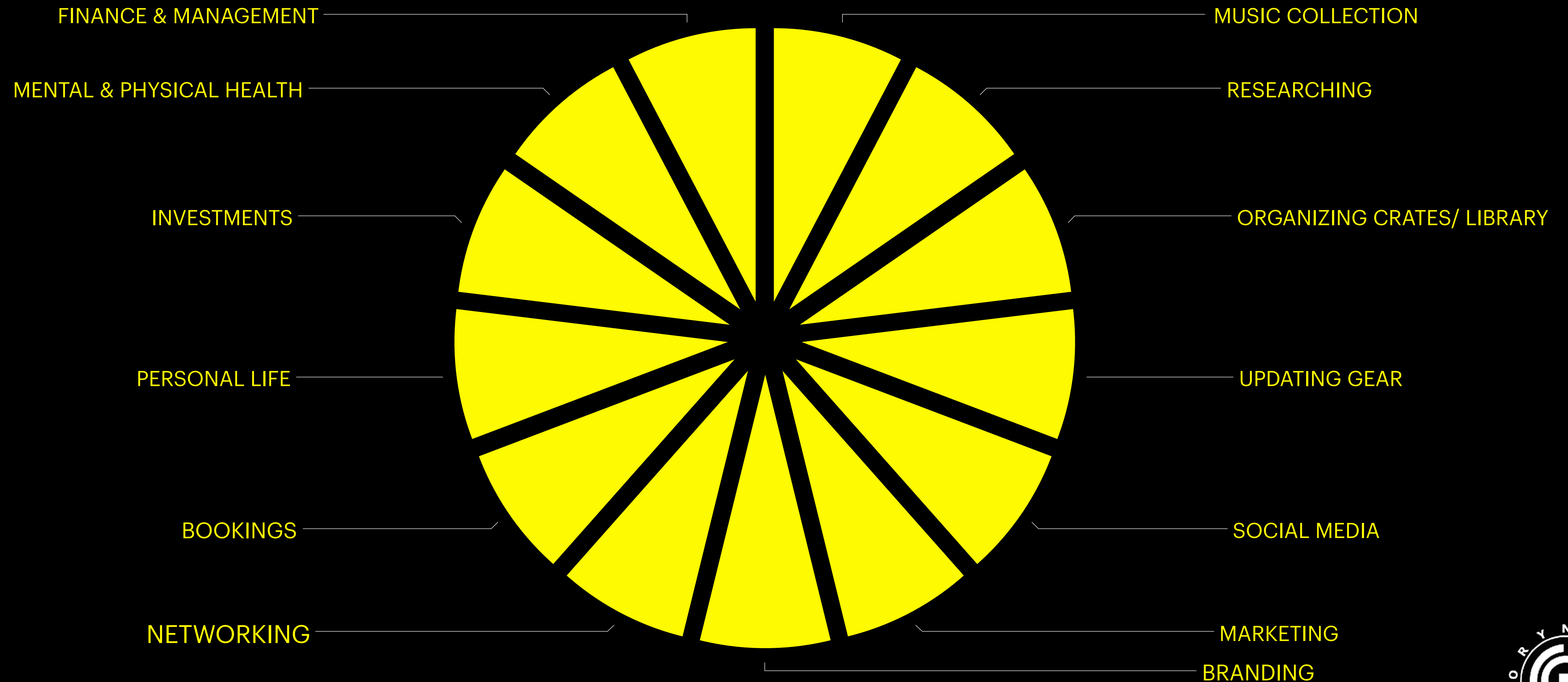
**BRAND  
DESIGN**

**BRAND  
COMMUNICATION**

**BRAND  
BEHAVIOR**



# ***THE WORK LIFE BALANCE OF A DJ***





# **CREATE YOUR PERSONAL BRAND**

## **HOW TO MARKET YOURSELF**

- 1. TELL YOUR STORY. (YOU DON'T HAVE TO BE GREAT TO START, BUT YOU HAVE TO START TO BE GREAT**
- 2. IDENTIFY YOUR DJ-SELF.**
- 3. CREATE YOUR DIGITAL PROFILE.**
- 4. BUILD A FAN BASE.**
- 5. ESTABLISH CREDIBILITY & GAIN VISIBILITY.**
- 6. BE CONSISTENT & FOCUS ON YOUR QUALITY & SKILLS.**



# **THINGS BOUT DJING**

## **BUILDING BETTER DJS**

- ➔ KNOWLEDGE OF MUSIC
- ➔ TRANSITIONS ARE EVERYTHING
- ➔ LISTEN TO YOUR BODYCLOCK
- ➔ DJING IS THE DINNER/  
SCRATCHING IS THE SEASONING
- ➔ ITS NOT ABOUT YOU -> ITS BOUT THEM
- ➔ MAKE SURE YOUR ADIENCE  
UNDERSTAND WHAT YOU ARE DOING
- ➔ BE BOLD
- ➔ EVERY SET IS LIKE A FLIGHT
- ➔ COLLABORATION NOT ISOLATING
- ➔ KNOW YOUR AUDIENCE/  
CROWD READING
- ➔ DJING IS BIGGER THEN THE CLUB
- ➔ GET FAMILIAR WITH A MIC
- ➔ CHARGE HIGH PRICES,  
SO YOU DELIVER MORE VALUE
- ➔ EMBRACE TECHNOLOGY





# HOW TO MAKE **100K** AS A DJ

**AVERAGE GIG RATE: 600 \$**

**600\$ = 3 GIGS A WEEK = 1.800 \$**

**1.800\$ A WEEK = 4 WEEKS = 7.200\$**

**7.200\$ A MONTH = 12 MONTH = 86.400\$**

**AVERAGE WEDDING / CORPORATE = 2.500\$**

**2.500\$ PER EVENT / 6 = 15.000\$**

**86.400 \$ + 15.000\$ = 101.400\$**





THERE ARE **PEOPLE** WHO PLAY RECORDS  
AND THERE ARE **DJs** WHO BLOW MINDS





# ***HOW TO USE A MIC***



# ***HOW TO USE A MIC***



**BEGINNING**



**FUNCTION**



**CONTROL**



**PERFORMANCE**



**IMPORTANCE  
DJ**

