

# **Creating “Music Addicts”: *The Psychology Behind a Highly Successful Music Studio***

*Julia Sansone, NCTM \* highpeak3@gmail.com \* MTNA Convention \* Tuesday, March 19, 2019*

## **1. Introduction**

We are musicians, but we are also salesmen. In order to “sell,” we must know what people “need.” All humans have the same 6 fundamental needs. Everyone has different rules for how to meet those needs, and the degree to which they are needed varies, but everyone will find a way to meet these needs.

All human behavior is an attempt to meet one or more of our needs. There are high quality and low quality ways of meeting our needs. To find fulfillment, all needs must be met in a high quality way.

Everyone values 1 or 2 needs higher than the others. These top two needs become the driving force in a person’s life. People will do almost anything to satisfy their top needs. When you meet 2 of a person’s needs, you have a connection. If you can meet 3 or more of their needs at a high level, you create an “addiction.”

## **2. The Six Human Needs**

1. Certainty - Comfort, avoid pain, security, safety
2. Uncertainty/Variety - Challenge, surprise, stimulus, change
3. Significance - Important, special, needed, wanted, worthy
4. Love & Connection - Connect with others/self, give and receive love
5. Growth - Develop, change, expand
6. Contribution - Give beyond one’s self

### **3. Practical Application**

Depending on a person's top needs, they will make different choices and have different reasons for studying music! They will also require different things to stay engaged, interested and fulfilled in their music studies.

Teachers can lose students if their needs are not being met through their music studies. Effective and successful interpersonal interactions and music lessons/classes will meet all 6 of a student's needs. When we are aware of a student's needs and meet them, music lessons can become a high quality way for them to find joy and fulfillment

With each interaction ask yourself: *"What does this person value highest, and how can I meet their need(s) in this moment?"* Doing this helps build excellent rapport with people.

Be conscious of and use the 6 needs when marketing and promoting your services.

Using the 6 human needs opens up a plethora of solutions for troubleshooting. Reframe "problems" using the 6 needs.

### **4. Summary**

When we understand people and what they need, we are in a unique and powerful position to shape our interactions with them as a way to meet their needs in a high quality way. This is how we help people experience a higher level of fulfillment and happiness. This is how we add value, build excellent rapport, create raving fans, a high retention rate, and a waiting list. This is how we create a music lesson "addiction."

## **5. Questions for further consideration**

Which of the two Human Needs do I value highest in my life?

What are the ways that I regularly meet those needs through my teaching career?

Which of the needs am I excellent at meeting for my students?

Which of the needs could I do a better job at meeting for my students?

What are some practical ways I could focus on meeting those needs more regularly?

Think of a student who quit recently. What needs were not being met?

What is one relationship (professional or personal) that causes me frustration? What need does that person value highest? What are two small ways I could focus on meeting that need regularly? How can this information change the way I understand and interact with them?