

FROM THE DESK OF DAVID ANDERSEN

The Soul of the Craft: Inside the Intentional Technician

presented by the  
Phoenix, AZ Chapter of the PTG  
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Hi, everybody----

*Since I started teaching in earnest, about 4 years ago, I've had a vision of an all-day, into-the-evening event---a roomful of dedicated piano artisans and students, allowing wisdom, passion, and interactivity to create a focused, relaxed atmosphere where we would carefully examine what it really takes to win in this craft, in the piano business, and in our lives...what is the soul, the heart, the essence of this craft? What resources within each one of us can be more fully utilized to rapidly increase our craft skills, our business success, and our personal enjoyment, balance, and gratitude?*

*As artisans, or artisans-in-training, we have an unprecedented opportunity right now, in 2007, to maximize our incomes, our self-respect, and our brilliant, intuitive, innate wisdom...and we will explore in depth both the internal, the "ethereal"---the paradigms under which we practice as a piano technician and a business owner, how we see ourselves, hold ourselves, and how we are perceived by others---and the practical: many, many tips, protocols, techniques, and revelations concerned solely with maximizing the feeling, tone, and singing character of any piano.*

*I'm aiming for the high end at all times. That's where the fun, the financial security, the challenge, the depth is. That's where you meet the most beautiful group of peers you can imagine, where lifelong collegiality and collaboration, the joy of being one of a select few, are the gifts of hard work and unbounded passion.*

***I bring complete piano service to every client I have, every piano, from humble to astonishing. I always make a radical positive change in the sound and feel of the instrument, and I'll show you, in practical, simple, clear, hands-on ways how I do that via precise, custom, intuition-based regulation, voicing, and tuning.***

*It continually amazes me that more technicians do not take advantage of the large number of good pianos owned by good, well-off people that ALL need regulation and voicing, and most likely much more than that; that they limit their earning power, skill set, and reputation by "tuning and running"---you know: five a day, day after day.*

*My purpose is to inspire you to turbocharge your growth pattern, and release some or many of the limiting beliefs that hold you in limbo, in your comfort zone---an underachieving place. If you are prepared to be told the truth to, to be challenged and entertained, I welcome you to join us. I aim to bring a lot of value to you in a short period of time, and it's a thrill for me to be able to satisfy a hunger I have to pass on these hard-won, elegant insights about pianos to the next wave of sensitive, smart, loving craftspeople.*

*Some points we'll explore:*

*---where art and craft collide*

*---it's not only what you do, it's how you are*

*---the body as the supreme tool/feedback loop*

*---tools to promote relaxed listening*

*---tools to promote working "in the zone"*

*---the tremendous power and leverage of collegiality and collaboration*

*---custom, whole-tone, open-string tuning*

*---interactive, intuitive, "sweet spot" regulation*

*---precise, exact, deep, long-lasting voicing with needles*

*---the little hidden things throughout the piano that add up to a much better "feel"*

*---"whole-piano" diagnostics*

*---excellent, time-tested business practices*

*---identifying the fundamental component of a successful six-figure piano business.*

*---the value of authenticity*

*---the value of honesty and complete transparency*

*---constant questions and answers: no topic is taboo, and there are no stupid questions.*

*---my background*

*---what my business looks like today*

*---the power of music to heal and create beauty*

*---massive fun*

*---great food*

*---surprises and special guests*

*If this sounds like something you could get into, I'd love you to be there. It's going to be a long day, probably 12 hours including food and partying, so it's really a chance to go someplace.*

*with respect and affection.....take care, and please enjoy your life.*