

CFI to CFI

CFI Marketing Tips

Last Update: May. 12, 2010

Flight instructors must understand the basic of marketing if they wish to keep attracting new students. The marketing objective is to reach the intended audience with a message and delivery system that reflects the product itself. In this case, the product is the adventurous and exciting world of flight training. The marketing potential for such a product is unlimited. The successful CFI's marketing plan will show creativity and will go beyond the conventional advertising means.

Marketing is an investment that, if done wisely, not only pays for itself but allows the business to grow. Through these tips, we will show you a few inexpensive methods to create and deliver your message to the right places.

Advertising

- Have a professional business card.
- Distribute flyers wherever possible (materials are available on this website).
- Print your name and contact information on ink pens and notepads.
- Setup a website.
- Advertise in the local newspaper.

Community Interaction

- Volunteer at local air shows, fly-ins, and open houses.
- Join aviation groups such as AOPA and a local EAA chapter.
- Consider teaching a ground school class.

Student Contacts

- Understand their reason for wanting to fly.
- Gauge their interest in learning to fly. Is it a genuine or casual interest?
- Listen to their questions and concerns.
- Answer their questions.
- Promote the positive aspects of aviation (adventure, challenges, rewards).
- Get their contact information.
- Ask to schedule a flight lesson.