

CFI Bootcamp

Flight Instructor Training

Marketing

Building a Personal Brand as a CFI

Why it matters and how to do it
authentically

Today's Bootcamp+ Network Programming

What's on for Today?



Live Show – 1st Hour – Wings Credit
Open Mic – 2nd Hour – End
Monitor the Chat – Links/Info
Wings Credit - End of the Live Show

Today's Bootcamp+ Network Programming

What's New?



PH Rebroadcasts Wed – 8 pm EDT
Power Hour Podcasts – Full shows
Gaps Course and SmartStudy Pro

CFI Marketing – What We Will Cover

- Web Presence
- Business cards with QR
- Teaming up with a mentor CFI
- Lead magnets – Create something of value to give away
- Greg Brown's – “The Savvy Flight Instructor”



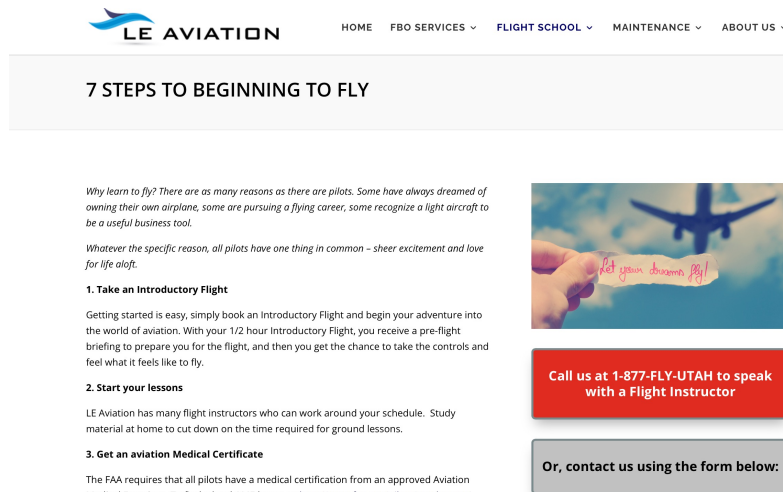
CFI Marketing – What We Will Cover

- Front desk staff
- How to get into a Part 61 school that may not be hiring
- Specializing – The road to the real money
- Build base time quickly
- Long tail keywords – why they work
- Not looking like AI



Web Presence

- Not building a website – who is going to look for YOU vs ME
- Make a short one-page site – Short info and why me
- No one will find you in search unless they use your name
- They all look the same – Say the same



LE AVIATION

HOME FBO SERVICES ▾ FLIGHT SCHOOL ▾ MAINTENANCE ▾ ABOUT US ▾

7 STEPS TO BEGINNING TO FLY

Why learn to fly? There are as many reasons as there are pilots. Some have always dreamed of owning their own airplane, some are pursuing a flying career, some recognize a light aircraft to be a useful business tool.

Whatever the specific reason, all pilots have one thing in common – sheer excitement and love for life aloft.

1. Take an Introductory Flight

Getting started is easy, simply book an Introductory Flight and begin your adventure into the world of aviation. With your 1/2 hour Introductory Flight, you receive a pre-flight briefing to prepare you for the flight, and then you get the chance to take the controls and feel what it feels like to fly.

2. Start your lessons

LE Aviation has many flight instructors who can work around your schedule. Study material at home to cut down on the time required for ground lessons.

3. Get an aviation Medical Certificate

The FAA requires that all pilots have a medical certification from an approved Aviation Medical Examiner. To find a local AME log on to <http://www.faa.gov/pilots/amelocator/>



Call us at 1-877-FLY-UTAH to speak with a Flight Instructor

Or, contact us using the form below:

Business Cards/QR

- Still used today especially at conferences
- Preferred by older learners – They also have bigger bank accounts
- Adding a QR makes collecting/sending contact info easier
- They are a take-away from a flight school lobby when you aren't there



Teaming up with a Mentor CFI

- Pick the most respected and experienced
- Helps with the “So how many of these have you done”?
- Gives easy work to the Mentor CFI
- You get the left-overs: Flight reviews, Night Flights, checkouts, etc.



Have Something to Give Away – Lead Magnet

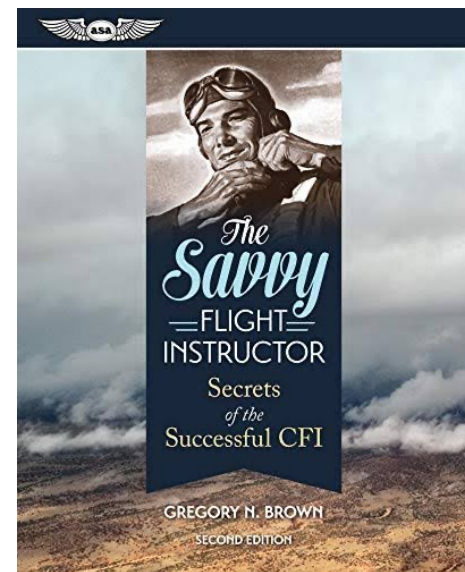
- Create a getting-started PDF with links
- Make a video of how to do something useful – Setting up weight and balance in ForeFlight, for example
- Collect leads with this method – Keep in contact
- This sets you apart



Someone we know?

Greg Brown's Book – The Savvy Flight Instructor

- Respected in our industry
- The book will make you money
- Updated in the second edition
- Covers all aspects of CFI marketing
- Click on the Image to see how to get it



Front Desk Staff

- Sometimes can connect new students to available CFIs
- Can help you get students
- Can be your “Trusted Credentials”



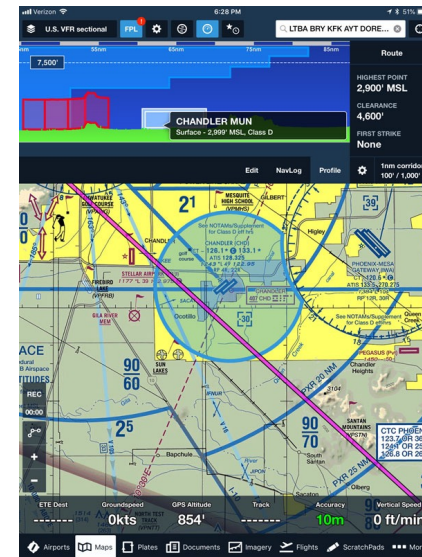
How to Get Hired at a Part 61 School – Currently Not Hiring

- Bring a few people you know to get in
- After trust and seeing you sets in, it opens up
- Offer to do Safety Seminars and other Events – Free BBQ?



Specialize

- You make the most by specializing – More credentials/less competition
- Accelerated courses
- ForeFlight courses
- Specialized avionics courses



Build Base Time Quickly

- Only run of the mill training is allowed by a school or insurance company at first – Low barrier to entry/Low experience/Low pay
- Need to get to 1000 hours
- Find out who has turboprop airplanes – Hitch a ride



Long Tail Keywords

- Don't use generic keywords – Learn to Fly, Private Pilot Training
- You'll get the Foo Fighters “Learn to Fly” song mostly
- Use specific location keywords – Learn to fly Miami
- Use a qualifier in your keyword string – Learn to fly Miami Floats



Don't Look Like AI

- Everybody is doing it, and they are doing it poorly
- It all looks the same – Kills Trust
- The 300-hour instant expert
- The no effort look



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Special Announcement!

Reminders!



CFI Study Group on Facebook



National Association of
Flight Instructors

Join SAFE, NAFI and the CFI Study Group by Clicking on the Images Above

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