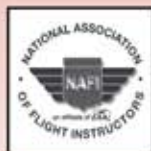


MARKETING
THOUGHTS

from
MENTOR

**#3
IN A
SERIES**



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More Flight Hours More Revenue

How can you keep your students flying on schedule? Make it **easier** for them to stay in the left seat, and **harder** for them to drop out or drift away! When your existing customers keep flying, your flight hours and revenue will keep rising!

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HOW TO DOUBLE YOUR REVENUE WITH THE SAME NUMBER OF ACTIVE FLIGHT STUDENTS!

There are only so many students you can attract to your school – your market size is only so big. For business growth, don't ignore your existing students! Block time, price and performance guarantees, club structures and others are all aimed at the same goal – keeping your students flying on schedule! But do they really work?

Money is important to your students. Despite what they tell you, money is usually the reason your customers continue training, or quit. When all the training funds are set aside in advance, to be used **only** for flight training, it's **much** harder to drop out or drift away. Give your customers **incentive** to **finish** their training!

