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# A Tale *of* Two Prospects



## **High Flying Fred**

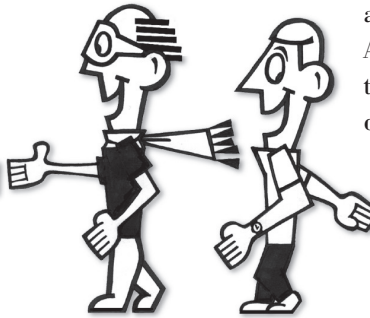
- *Motivated and committed*
- *Plenty of time*
- *Plenty of money*
- *May buy blocks of training time in advance*
- *May use a pay-as-you-go plan, cash or credit card*
- *You love him and he loves you*
- *He is the reason you are in business*



## **Walkaway Joe**

- *Perfect vision and outstanding navigational skills*
- *Wants to fly so bad it hurts*
- *Small bank account*
- *Needs his credit card line for everyday needs and emergencies*
- *You would love him as a student*
- *He is the key to increased business and profits*
- *He cannot take lessons without a finance plan*

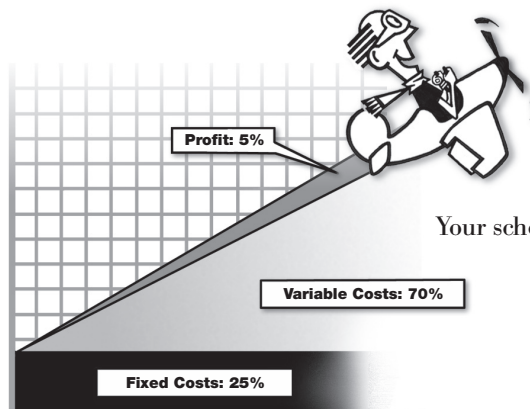
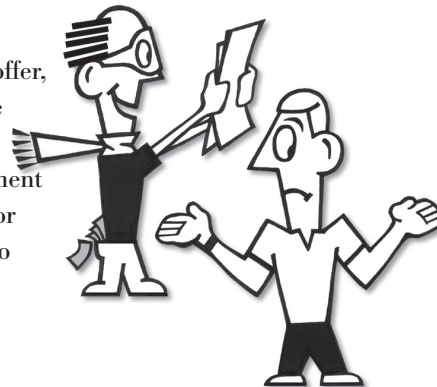
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High Flying Fred and Walkaway Joe both have wanted to fly for as long as they can remember. Attracted by your advertising they decide to pursue their dream.

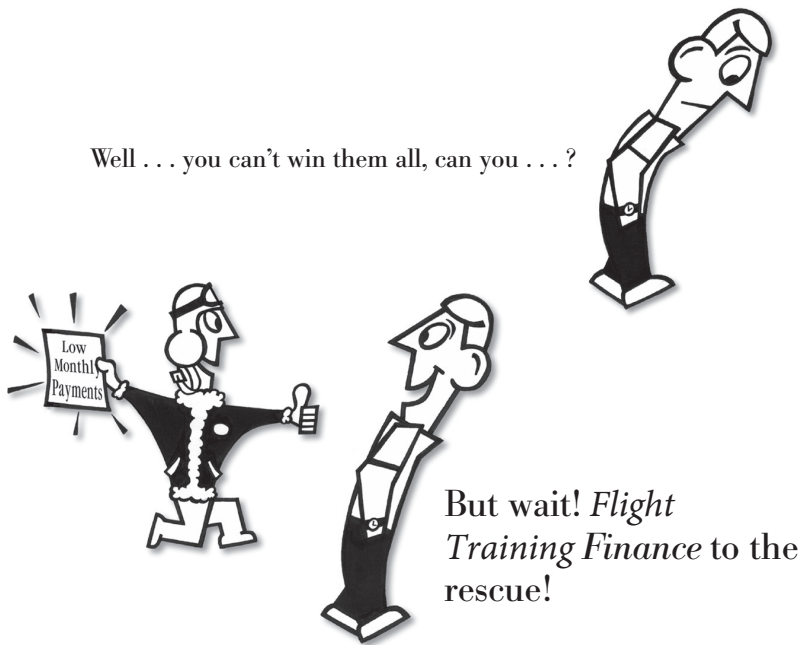


After learning what your school has to offer, High Flying Fred and Walkaway Joe are excited and anxious to begin training. You then explain the two different payment methods available - advance payment for blocks of training time, or pay-as-you-go after each lesson - cash or credit card.



Your school signs up another customer!

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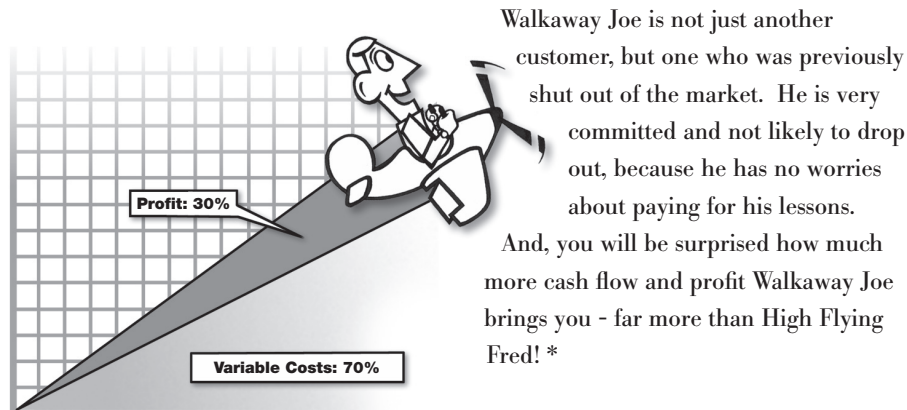
*A Tale of Two Prospects*

*With only \$250 down and monthly payments of under \$200, Walkaway Joe can afford his dream of becoming a pilot.*

	Number of scheduled lessons per week				
	1	2	3	4	5
Cash Down Payment:	<b>\$250</b>	<b>\$250</b>	<b>\$250</b>	<b>\$250</b>	<b>\$250</b>
Number of Payments:	<b>72</b>	<b>60</b>	<b>48</b>	<b>30</b>	<b>18</b>
Total Cost of Your Training Program	Monthly Payment	Monthly Payment	Monthly Payment	Monthly Payment	Monthly Payment
<b>\$4,000</b>	\$73 to \$86	\$83 to \$95	\$99 to \$110	\$145 to \$156	\$229 to \$239
<b>\$5,000</b>	\$93 to \$108	\$106 to \$121	\$125 to \$140	\$184 to \$198	\$290 to \$303
<b>\$6,000</b>	\$112 to \$131	\$128 to \$146	\$151 to \$169	\$223 to \$239	\$351 to \$367
<b>\$7,000</b>	\$132 to \$154	\$150 to \$171	\$178 to \$198	\$262 to \$281	\$412 to \$431
<b>\$8,000</b>	\$152 to \$177	\$172 to \$197	\$204 to \$228	\$300 to \$323	\$473 to \$494
<b>\$10,000</b>	\$191 to \$222	\$217 to \$248	\$257 to \$286	\$378 to \$406	\$595 to \$622
<b>\$12,000</b>	\$230 to \$268	\$261 to \$298	\$309 to \$345	\$455 to \$489	\$717 to \$750
<b>\$15,000</b>	\$288 to \$336	\$328 to \$375	\$388 to \$433	\$572 to \$614	\$899 to \$941

the happy ending to this tale. . . ►

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\* Refer to the Walkaway Joe Profit Worksheet and see for yourself.

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## *Morals of this story:*

- 1 There are a lot of Walkaway Joes out there that can become committed students with monthly payment plans from Flight Training Finance.
- 2 You can use Flight Training Finance to sign up Walkaway Joe without affecting your traditional customers (like High Flying Fred) in any way.
- 3 Because Walkaway Joe is true additional business, he doesn't increase your fixed expenses. More of his training fees become profits for you!

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# Walkaway Joe's Profit Worksheet

*Walkaway Joe's Profit Worksheet*






See how signing up Walkaway Joe can mean the difference  
between "just paying the bills" and prosperity.

Right now, you rely on High Flying Fred for 100% of your flight training revenue. Single-handedly, he has to cover all your fixed expenses, such as rent and utilities, and all your variable costs, such as instructor pay and fuel. Whatever is left over is your profit to enjoy or reinvest.

Walkaway Joe is business you cannot currently capture. If you could sign him up as a student, he would only affect your variable costs. This makes Joe a powerful guy. You will see that he is a lot more profitable to you than High Flying Fred!

**WARNING:** You will be shocked to learn the amount of profits going out your door every time Joe walks away.

Grab a pencil and fill in the arrowed boxes below to see exactly how much more profitable Walkaway Joe could be for you! We've inserted percentages from a sample school to show you how it is done. Use financial statements from last month or last year to get your numbers, showing expenses and profits as a percent of revenue.

	High Flying Fred		Walkaway Joe	
	Sample School	Your School	Sample School	Your School
<b>Flight Training Revenue</b>	100%	<b>100%</b>	100%	<b>100%</b>
<b>Less:</b>				
Fixed Expenses:	25%		0%	<b>0%</b>
Variable Expenses:	70%		70%	
<b>Net Profit Before Taxes</b>	<b>5%</b>		<b>30%</b>	

*Wow!*

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# *Top Ten reasons you do NOT need Flight Training Finance.*

*Top Ten reasons you do not need Flight Training Finance*

- 10.** You have more students than you know what to do with.
- 9.** You have no competition.
- 8.** Your instructors don't want any more flight hours.
- 7.** Owners of your leaseback planes don't want hours put on them.
- 6.** You don't want to wear out the planes you own.
- 5.** There are enough trained pilots already.
- 4.** Your business makes too much money now.
- 3.** Students who commit to prepaid training plans probably aren't serious.
- 2.** If students aren't rich, they shouldn't fly.
- 1.** It will probably be too foggy.