



The Savvy Flight Instructor (Kindle edition): Secrets of the Successful CFI (ASA Training Manuals)

Gregory N. Brown

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This book teaches tips and strategies useful for flight instructors, flight schools, and managers to help them recruit new and return flight students as well as increase students' skills and customer satisfaction. As a newly certified flight instructor, a pilot can be faced with a difficult prospect — how to make a living, build piloting hours, find the best place to instruct, find flight students in the first place... and keep the fun in flying at the same time. Author and Flight Instructor Greg Brown offers enthusiastic (as well as humorous) help for flight instructors to do just these things. He promotes professionalism in flight instructing, gives marketing suggestions to both individual instructors and flight schools, and provides insight into the successful tricks of the trade. Flight school managers will also benefit from a special chapter dedicated to the unique dynamics of a flight school, “The Flight School: Framework for Success.” Through innovative techniques, this section shows how flight schools can revamp marketing and student-recruiting strategies, and explains where today’s opportunities are.



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