



MARKETING TIPS FOR FLIGHT TRAINING PROVIDERS

Get the Word Out

- The survey period starts May 15, 2021, and closes July 15, 2021, at noon EDT.
- The survey was streamlined to make it quicker and easier to complete, approximately 10 minutes.
- Reach out to your students and clients multiple times and across different channels:
 - Email
 - Your website
 - Your social media networks, including Facebook, Instagram, Twitter, LinkedIn
 - [Signage](#) in your office, reception area, or FBO
 - Word of mouth
- [Watch the AOPA webinar](#) on how to promote the survey.
- The link to the Flight Training Experience Survey is:
https://aopa.az1.qualtrics.com/jfe/form/SV_7OjwWjvROntu3FX
- Place this [poster](#) in a prominent location at your flight school to encourage your students and clients to take the survey.

Message Points

- Complete the [2021 AOPA Flight Training Experience Survey](#) and help enhance the flight training experience for others.
- Share your training experience—the good, the bad, and the awesome—in the [2021 AOPA Flight Training Experience Survey](#) so we can see how our flight school stacks up to the industry.
- The [2021 AOPA Flight Training Experience Survey](#) is quick and easy to complete.
- The [2021 AOPA Flight Training Experience Survey](#) is a constructive way to improve flight training, and you can win valuable prizes.
- The [2021 AOPA Flight Training Experience Survey](#) is a great way to give constructive feedback and improve the flight training experience.
- If you are a student pilot in IFR training or recently received your flight review, we strongly encourage you to take the [2021 AOPA Flight Training Experience Survey](#) and help make flight training better.
- The [AOPA Flight Training Experience Survey](#) is based on AOPA's extensive research into the optimal flight training experience and allows flight schools to potentially be recognized nationally. Plus, you can win prizes for participating.

- The AOPA Flight Training Experience Survey and Awards recognizes leadership, passion, and dedication in the flight training industry. Take the [survey](#) and let us know how we are doing.
- The [AOPA Flight Training Experience Survey](#) closes in 10 days—July 15 at noon, EDT.

Sample CFI Email

Dear <First Name>,

You trusted me to help you achieve your dream of flying. Now I'd like to get your candid feedback about your flight training experience by asking you to [complete](#) the 2021 AOPA Flight Training Experience Survey.

The AOPA Flight Training Experience Survey and Awards recognizes leadership, passion, and dedication in the flight training industry. Your responses will help create better training experiences for other student pilots. Here are the last four digits of my CFI number, which you will need to complete the survey: __ __ __ __.

The [AOPA Flight Training Experience Survey](#) is based on extensive research into what makes an optimal flight training experience. Your participation allows you to share your feedback so that I can see how I stack up to the industry. I want to hear it all—the good, the bad, and the AWESOME!

[Click here](#) to take the brief survey, which should take approximately 10 minutes of your time.

You Can Also Win Valuable Prizes!

By participating in the Flight Training Experience Survey, you will be eligible to enter to win one of 21 sweepstakes prizes:*

- **SiriusXM:** One-year Pilot Express subscription (\$360 value)
- **Sporty's:** One 12-month membership in Sporty's Flight Crew at the Platinum Level (\$300 average retail value)
- **PilotWorkshops:** Real World VFR program on flash drive (\$149 retail value)
- **Aircraft Spruce:** \$150 Gift Card
- **AOPA Pilot Gear Store:** ProTech Laptop Backpack filled with a packing cube set, blanket, and a mug (estimated value of \$200)
- **Avis:** Five (5) free rental (day coupon) certificates (\$50 per certificate approximate value)
- **Jeppesen:** Ten (10) aviator flight bags (estimated value of \$50 each)
- **AeroSpace Reports:** one free title search package which includes the FAA Title Search, Accident-Incident Reports, and PDF copies of all the Airworthiness and Registration documents on file with the FAA (Valued at \$135.00)

TAKE THE SURVEY >

Participation in the survey is not required to enter the sweepstakes. If you don't want to submit valuable feedback to help the aviation industry and would like to just enter the sweepstakes, you can do so [here](#).

*NO PURCHASE OR REGISTRATION NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR REGISTRATION WILL NOT IMPROVE YOUR CHANCES OF WINNING. [CLICK HERE FOR OFFICIAL RULES.](#)

Sample Social Media Posts

Be sure to stress in your social media promotion that the AOPA Flight Training Experience Survey is a way for your students and former clients to share their honest thoughts about their training experience with you. Make it about them—not you.

Example posts:

Did you have an unforgettable flight training experience?

Share the good, the bad, and the awesome about your flight training experience. Take the [AOPA Flight Training Experience Survey](#) today. Plus, enter the sweepstakes for a chance to win great prizes.

Good, bad, or awesome?

Did you have a great flight training experience or a challenging one? Take the [AOPA Flight Training Experience Survey](#). Give kudos or improvement tips to your flight school.

Make your voice heard

Help improve the flight training experience for others. Take the [AOPA Flight Training Experience Survey](#) and enter the sweepstakes for a chance to win great prizes.

Share your thoughts about your flight training experience

We'd love to get your feedback on the quality of your flight training experience. Please take this brief [survey](#) and help improve the flight training experience for others.

Help improve the flight training experience for others

Give feedback on the quality of your flight training experience and make a difference in the flight training community. We want to hear the good, the bad, and the awesome! Take the [AOPA Flight Training Experience Survey](#)!

Questions? Contact FTinitiative@aopa.org