



MARKETING TIPS FOR FLIGHT TRAINING PROVIDERS

Get the Word Out

- 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
- The survey period starts June 1, 2019 and closes July 31, 2019, 12 noon, EDT.
- [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_5a13TTccPsRwyHP
- The survey has been streamlined this year to make it quicker and easier to complete; approximately 10 minutes.
- 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 [2019 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 [2019 AOPA Flight Training Experience Survey](#) so we can see how our flight school stacks up to the industry.
- The [2019 AOPA Flight Training Experience Survey](#) has been streamlined this year to make it quicker and easier to complete.
- The [2019 AOPA Flight Training Experience Survey](#) is a constructive way to improve flight training, and you can win valuable prizes.
- The [2019 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 [2019 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](#) is a constructive way to improve flight training, and you can win valuable prizes.
- The [AOPA Flight Training Experience Survey](#) closes in 10 days—July 31 at 12:00 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 2019 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 gives you the opportunity 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 the sweepstakes prizes:*

- 12-month subscription to SiriusXM's Pilot Express, valued at \$360
- 12-month subscription to Sporty's Flight Crew - Platinum level, valued at \$300
- 12-month subscription to VFR Mastery from PilotWorkshops, valued at \$228 each (two available)
- Five-day car rental certificate from Avis, valued at \$200 each (two available)
- Aircraft Spruce gift card, valued at \$150
- Cutter and Buck Canvas Backpack from the AOPA Pilot Gear Store, valued at \$115
- Alamo rental certificate from Enterprise, valued at \$100
- National rental certificate from Enterprise, valued at 100
- Hertz rental certificate, valued at \$100

[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](#).

Social Media Post Examples

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