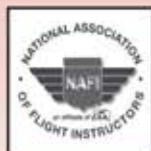


MARKETING  
THOUGHTS  
*from*  
MENTOR

**#7**  
**IN A**  
**SERIES**



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## Are you creating a pilot or a Drift-Away-Dan?

Did you ever notice that very few of your students ever make a conscious decision to quit their training? And yet so many do not earn their certificate! They sort of **drift away** from their training. Why is that?

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**STUDENTS WHO BUY A PACKAGED PROGRAM,  
PREPAID OR FINANCED, ARE SEVEN TIMES  
MORE LIKELY TO FINISH THEIR TRAINING!**

FAA statistics show that only about 30% of beginning flight students end up with a Private Certificate. Yet, very few of the other 70% actually "quit." Most of the dropouts just sort of "drift away" from their training. It starts with delayed and rescheduled lessons. Soon, the student is not flying at all.

When you sell an entire "packaged" training program, you **erase** the customer's incentives to drop out and you **create** incentives to finish. The pay-as-you-go student has to dig in his pocket every lesson for \$200 or so! But, pre-sold students have already paid for **all** of their training. When you pre-sell, you create a pilot, not a Drift-Away-Dan!

