



NATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS

MENTOR

LIVE

The Business of Flight Training

Keith West

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V2



POWERED BY AOPA

LIVE



FLIGHT TRAINING
POWERED BY AOPA

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

LIVE



FLIGHT TRAINING
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WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial

LIVE



FLIGHT TRAINING
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WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

LIVE



FLIGHT TRAINING
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WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this?

LIVE



FLIGHT TRAINING
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WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

*Are you the person to do this?
It's a business*

LIVE



FLIGHT TRAINING
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WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this?

It's a business

- *Finances/Record Keeping*

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FLIGHT TRAINING
POWERED BY AOPA

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this?

It's a business

- Finances/Record Keeping
- Marketing

LIVE



FLIGHT TRAINING
POWERED BY AOPA

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this?

It's a business

- Finances/Record Keeping
- Marketing
- Customers

LIVE



FLIGHT TRAINING
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IS THERE A BUSINESS?

Location

LIVE





FLIGHT TRAINING
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IS THERE A BUSINESS?

Location

- Airport Authority

LIVE





FLIGHT TRAINING
POWERED BY AOPA

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition

LIVE





FLIGHT TRAINING
POWERED BY AOPA

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

LIVE





FLIGHT TRAINING
POWERED BY AOPA

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

What will you provide?

LIVE





FLIGHT TRAINING
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IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

What will you provide?

- Differentiation

LIVE





FLIGHT TRAINING
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IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

What will you provide?

- Differentiation
 - Target Customer

LIVE





FLIGHT TRAINING
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IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

What will you provide?

- Differentiation
 - Target Customer
 - Equipment

LIVE





FLIGHT TRAINING
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IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

What will you provide?

- Differentiation
 - Target Customer
 - Equipment
 - Services

LIVE





FLIGHT TRAINING
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BUSINESS FORMATION

- **Entity**
 - Sole Proprietor



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FLIGHT TRAINING
POWERED BY AOPA

BUSINESS FORMATION

Entity

- Sole Proprietor
- LLC



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FLIGHT TRAINING
POWERED BY AOPA

BUSINESS FORMATION

- **Entity**
 - Sole Proprietor
 - LLC
 - Corporation

LIVE





FLIGHT TRAINING
POWERED BY AOPA

BUSINESS FORMATION

- **Entity**
 - Sole Proprietor
 - LLC
 - Corporation
- **EIN**

LIVE





FLIGHT TRAINING
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BUSINESS FORMATION

- **Entity**
 - Sole Proprietor
 - LLC
 - Corporation
- **EIN**
- **Business License**



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FLIGHT TRAINING
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BUSINESS FORMATION

- **Entity**
 - Sole Proprietor
 - LLC
 - Corporation
- **EIN**
- **Business license**
- **Bank account**



LIVE



FLIGHT TRAINING
POWERED BY AOPA

BUSINESS FORMATION

- **Entity**
 - Sole Proprietor
 - LLC
 - Corporation
- **EIN**
- **Business license**
- **Bank account**
- **Insurance**



LIVE



FLIGHT TRAINING
POWERED BY AOPA

BUSINESS FORMATION

- **Entity**
 - Sole Proprietor
 - LLC
 - Corporation
- **EIN**
- **Business license**
- **Bank account**
- **Insurance**
- **Employees or Contractors?**



LIVE



FLIGHT TRAINING
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SOURCES OF INCOME

- **Services**



LIVE



FLIGHT TRAINING
POWERED BY AOPA

SOURCES OF INCOME

- **Services**
 - Aircraft Rental



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FLIGHT TRAINING
POWERED BY AOPA

SOURCES OF INCOME

- **Services**
 - Aircraft Rental
 - Flight Instruction



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FLIGHT TRAINING
POWERED BY AOPA

SOURCES OF INCOME

- **Services**
 - Aircraft Rental
 - Flight Instruction
 - Ground Instruction





FLIGHT TRAINING
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SOURCES OF INCOME

- **Services**
 - Aircraft Rental
 - Flight Instruction
 - Ground Instruction
- **Time**
 - Limited



LIVE



FLIGHT TRAINING
POWERED BY AOPA

SOURCES OF INCOME

- **Services**
 - Aircraft Rental
 - Flight Instruction
 - Ground Instruction
- **Time**
 - Limited
 - Maximizing



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MARKETING

LIVE



FLIGHT TRAINING
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MARKETING

Startup

- Website

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FLIGHT TRAINING
POWERED BY AOPA

MARKETING

Startup

- Website
- Listings

LIVE



FLIGHT TRAINING
POWERED BY AOPA

MARKETING

Startup

- Website
- Listings
- Events

LIVE



FLIGHT TRAINING
POWERED BY AOPA

MARKETING

Startup

- Website
- Listings
- Events

Ongoing

LIVE



FLIGHT TRAINING
POWERED BY AOPA

MARKETING

Startup

- Website
- Listings
- Events

Ongoing

- Community

LIVE



FLIGHT TRAINING
POWERED BY AOPA

MARKETING

Startup

- Website
- Listings
- Events

Ongoing

- Community
- Repeat business

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FLIGHT TRAINING
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OPERATIONS



LIVE



FLIGHT TRAINING
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OPERATIONS

Aircraft

- Lease vs. Buy



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FLIGHT TRAINING
POWERED BY AOPA

OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission



LIVE



FLIGHT TRAINING
POWERED BY AOPA

OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations



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FLIGHT TRAINING
POWERED BY AOPA

OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations

Maintenance



LIVE



FLIGHT TRAINING
POWERED BY AOPA

OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations

Maintenance

Management Software

- Scheduling



LIVE



FLIGHT TRAINING
POWERED BY AOPA

OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations

Maintenance

Management Software

- Scheduling
- Accounting



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FLIGHT TRAINING
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NOTAMS



LIVE



FLIGHT TRAINING
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NOTAMS

- Taxes



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting
 - Foreign Students



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting
 - Foreign students
 - Security training



LIVE



FLIGHT TRAINING
POWERED BY AOPA

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting
 - Foreign students
 - Security training



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