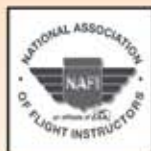


MARKETING  
THOUGHTS  
*from*  
MENTOR

**#8**  
**IN A**  
**SERIES**



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# Your students are worried!

## Do you know why?

In the air or on the ground, flight training is challenging. It is even tougher when your student is worried about paying for the next lesson, or having enough money to finish.

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### STUDENTS WITHOUT MONEY WORRIES LEARN FASTER AND ARE MORE LIKELY TO FINISH!

Do you know how many students and prospects will walk away or postpone flight training simply because they are worried about paying for it? The truth is, you simply **don't know!** Most people won't tell you. They are much too embarrassed to say "I'm not sure I can afford it," so they'll give you some other reason for postponing their dream.

**Pilot Finance** brochures on your front counter will magically solve this problem. Customers that were worried about money will pick one up and ask you about the program. You will find out which customers were worried, **and erase those worries**, all at once. You'll be doing a favor for your customer, for your school, and for yourself!

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