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Pilots Help Create Pilots

Pilot Journey's Success Rate Proves the Program; \$119 Price Tag Makes it Popular

October 16, 2008 Smyrna, Tennessee: Though there are a number of "Give the gift of flight" programs available, all designed to get someone into the air and have the first small-airplane experience of a lifetime, one is more-successful than the others, and that's because it's designed to help those prospects who are hand-picked by experts: pilots.

Pilot Journey's pitch to pilots is carefully-focused. So many "flight certificate" programs are set up to be *easy to sell*. Pilot Journey's program is *designed to be effective* in capturing those with the desire and wherewithal to commit to becoming student pilots. Who best knows who might make a good pilot, someone with the brains (and source for the bucks) that the commitment requires? Pilots and others who are already involved in aviation.

Pilot Journey's member Discovery Flight Centers, over 400 nationwide, offer professional instruction on that first flight, of course; but Pilot Journey also prepares the prospect with an advance tool: the professionally-produced CD, "Reach for the Sky!" Among other enticements and explanations, the CD includes the first three ground school lessons, compliments of MS Aviation, from their Private Pilot Course.

This CD takes the interested prospect from the "confusion and apprehension" stage where he or she typically starts, to the "I understand what's going to happen, I'm ready, and I can't wait!" phase that makes that first flight more than just a thrill ride and a look at the homestead.

The Pilot Journey Discovery Flight includes a 30-40 minute flight in a real airplane, in the left seat, with an FAA Certified Flight Instructor. After learning from the CD, anticipating and expecting the first flight/first lesson, and then actually flying, the prospect comes home with a good understanding of what light-aircraft flying is about and what it will take to get to first solo, and beyond.

Proof? While most introductory flight programs show a sign-up rate (conversion of prospect to student) of 10% or so, the Pilot Journey rate is over 66%. It's due to the program itself, the coordination between Pilot Journey and the Discovery Flight Centers, the CD's information and focus, and the far-sighted pilots and aviation enthusiasts who have the instinct and insight to know who the future pilots are likely to be!

To order a Discovery Flight Certificate visit www.pilotjourney.com, or call (888) 696-2390 for another great idea: the corporate promotions and rewards program.