Find Your Season

Match your certificate to its ideal start window, before you call a single school.

BrightLine
AVIATION-ONLY MARKETING AGENCY

Every certificate wants different weather. Work out which season actually fits your goal here, then use page 2 to pressure-test any school against it before you pay a deposit.

STEP 1: WHICH SEASON FITS YOUR CERTIFICATE

CERTIFICATE	IDEAL SEASON	WHY
Private Pilot	**Late spring / early fall**	Needs clear VFR mornings and long daylight for pattern work and solos.
Instrument Rating	**Winter / early spring**	Needs real clouds and low ceilings to log actual approaches, not simulated ones.
Commercial Certificate	**Fall / winter (off-season)**	Hour-building rewards open aircraft over perfect skies.
Career Track	**Whenever the cohort starts**	Built around the hiring cycle, not the calendar. Work backward from it.

STEP 2: WRITE IN YOUR PLAN

My certificate goal: _____

My region's hardest weather (icing / low ceilings / storms / none): _____

My target start month, based on Step 1: _____

A start date is a bet on flyable days, not a date on a brochure. The season above is where the weather works for you instead of against your schedule.

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Six questions to run against every school before a deposit changes hands.

Call two or three local schools. Ask each one these six questions and write down the real answer, not the brochure answer.

STEP 3: SIX QUESTIONS FOR EVERY SCHOOL

- [ ] **1. Is an aircraft and an instructor actually available in my target month?**
  School's answer: _____
- [ ] **2. How many lessons did weather cancel last season? (Ask to see the real log.)**
  School's answer: _____
- [ ] **3. Does your hourly rate change in the slow months?**
  School's answer: _____
- [ ] **4. Does my financing or savings cover the full certificate, not just the first block of hours?**
  School's answer: _____
- [ ] **5. Can I fly at least twice a week through the whole course, not just at the start?**
  School's answer: _____
- [ ] **6. What's the lead time on admission paperwork before my first lesson can be scheduled?**
  School's answer: _____

Built from "Best Time of Year to Start Flight School" by BrightLine Digital, an aviation-only marketing agency. Need a cost page or a discovery flight page that answers questions like these before a prospect has to ask? brightlinecm.com