

Gold Seal Ground School Instructor Guide

February 2016

www.OnlineGroundSchool.com



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Introduction

This guidebook is intended for use by flight instructors. If you are one of those, this guidebook is designed for you.

The Gold Seal Ground School is unquestionably the most sophisticated software-based ground training program in existence. It provides instructors with powerful and surprising capabilities that are absent from any other similar systems.

It is a knee jerk reaction among many involved in aviation to equate ground school products with companies such as King, Sporty's, ASA, and Jeppesen. That's unfortunate. The truth is that Gold Seal gives instructors more power to instruct than anyone else. King and Sporty's ground school products offer no built-in instructor support at all. Jeppesen and ASA do offer expensive "instructor versions" of their ground schools, but both pale in comparison to Gold Seal's Online Ground School.

This guidebook will show you, as an instructor, how to use Gold Seal power to instruct more effectively, communicate more effectively, market yourself more effectively, and earn commissions on student sales. And unlike the expensive options from Jeppesen and ASA, the Gold Seal Online Ground School is 100% free to instructors.

What Is It?

The Gold Seal Online Ground School is a web-based program in ground instruction for Private Pilot, Single Engine Airplane. It is both a Knowledge Test prep product AND a Certification Test product.

Students can have one of two statuses: Registered or Enrolled

A Registered student has created an account and can freely test drive the Ground School. Registered students can take roughly a dozen of the lesson modules and can take all of the quiz modules. Their progress is tracked so that they can see which lessons they have viewed and can review all of their quiz attempts.

An Enrolled student has paid and has full access to the entire program for one year.

Instructors join for free. This gives them the following capabilities:

- 1. Access to the full program. This allows an instructor to fully evaluate the training efficacy of the Gold Seal Ground School system before recommending it to his/her students.
- 2. Instructors are listed in the national database of instructors (page 14). This is a valuable marketing feature. Approximately one-third of students who join the Ground School have not yet selected a flight instructor. These students may browse the database by state, and see instructors along with their contact information sorted by city. (For security reasons, website visitors and members must be logged in to view the instructor database.)
- 3. Instructors can see a list ("My Students") of their students with one click (page 9-10). This allows instructors to:
 - a. See which students are Registered and which students are Enrolled
 - b. Communicate with their students via email
 - c. Monitor which lessons students have completed
 - d. Review and print student quiz attempts (even to the level of seeing which questions students missed)
- 4. Instructors have the option to receive emails with scores each time a student takes a quiz.
- 5. Instructors can receive cash commissions when their students Enroll.
- 6. Instructors can create a privately branded version of the Ground School with their own personalized home page (page 11-12). This is available to individual instructors or flight schools (and allows an unlimited number of instructors). This makes an extremely powerful marketing statement!
 - a. Students perceive that the instructor or flight school has its own online ground school program.
 - b. The instructor receives an automatic email every time a new student registers. That student will then show up in their "My Students" list.

How to Sign Up

As an instructor, you start the sign up or Registration process just like any other visitor. There are several routes to the actual sign up page. Once there it looks like this:

Enter your first and last name. This will be used by the system to verify your status as an instructor in the FAA database.

The email address you enter will be used for signing in, for emailings from the system, and will also be used by students to attach themselves to you. You can change this email later if you wish.

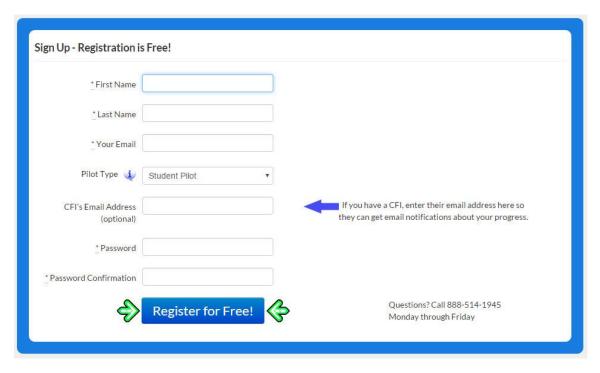
"Pilot Type" produces a drop-down menu. Select "CFI" as your Pilot Type.

"CFI's Email Address" is only meant for students. When your students Register they should enter your email here. For your own registration, leave this field blank.

Select and enter your password twice. If you forget it later you can initiate a password reset from the Login page.

Next, click the blue button that says "Register for Free".

After that, your profile page will open where you must enter some additional information.



You are Registered at this point, but have not yet been approved for the free CFI access. On this somewhat long page you must enter some additional information. An asterisk to the left of a field identifies that field as required.

Enter your CFI certificate number. Enter the City and State that corresponds to the city/state recorded for you by the FAA. This is used to confirm your status as a flight instructor.

After you have been confirmed you may change the City and State to anything you wish. These show up in the Gold Seal CFI database. Students will find you based on the state you list and the city. (See page 13.)

Indicate whether or not you are a current Master CFI.

Indicate whether or not you are an FAA Gold Seal instructor.

(The Master CFI and Gold Seal indications will produce small icons next to your name in the CFI database.)

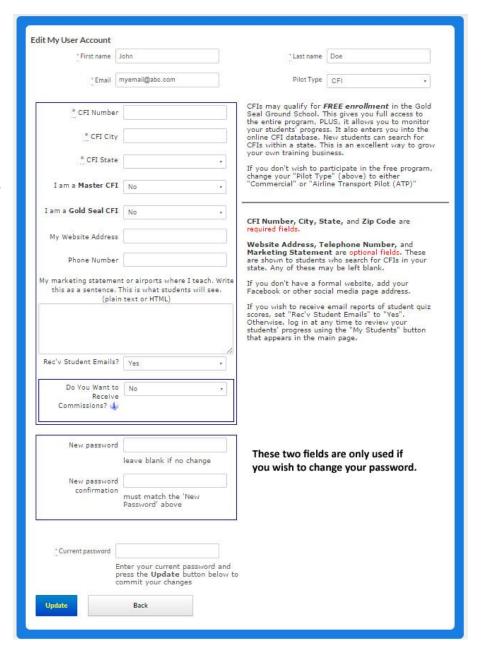
A website address is not required, but for your own marketing purposes, it is strongly recommended. If you don't have your own website, you may use a flight schools' website. Or, enter the URL to your Facebook or LinkedIn page. Having something listed will make you look more professional to prospective students.

A phone number is not required, but again, for your own marketing purposes, it will make you appear more attractive to students.

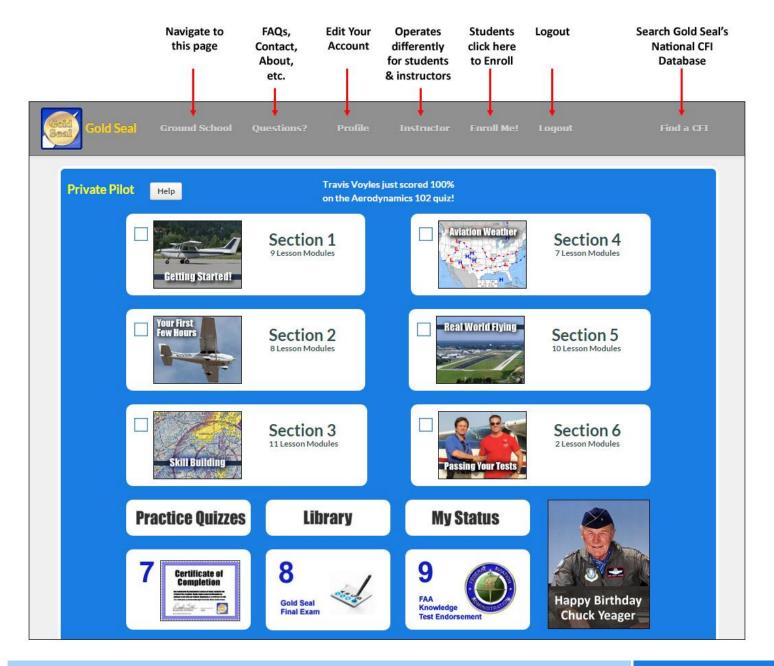
You should leave "Rec'v Student Emails" set to "Yes" initially. This will generate emails to you each time a student takes a quiz. Most instructors leave this on permanently.

Would you like to receive commissions when your students Enroll? This one is a no-brainer. Select "Yes", then indicate how you wish to be paid in the subsequently appearing fields.

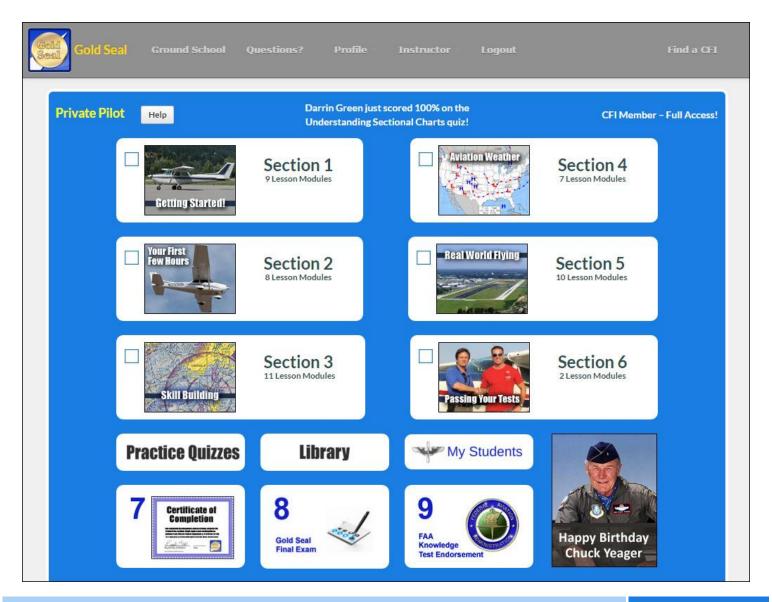
Enter your password (for security reasons) then click "Update".



After initially Registering, everyone (including Instructors) see the Main Menu page. Once you have been verified, your page will change.



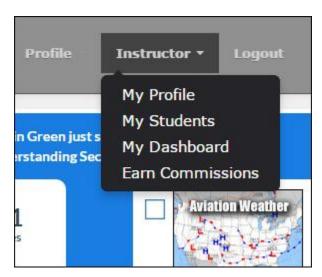
After you have been confirmed as an instructor, your Main Menu page will look like this. The "Instructor" menu item will have four options: (1) My Profile, (2) My Students, (3) My Dashboard, and (4) Earn Commissions. You can see a list of students attached to you (i.e. those that registered and entered your email as their "CFI's Email Address") by clicking Instructor/My Students or by clicking the large white button labeled "My Students".



The Instructor Menu Item

When a student clicks the "Instructor" menu, he or she sees the contact information for his or her instructor (assuming that they have entered the email address for a listed instructor).

When you, as an instructor, click the "Instructor" menu, you will see a drop menu with these four options:



My Profile – This takes you to your account profile page where you can make changes. It does the same thing as the "Profile" menu option to the left.

My Students – This takes you to the page that lists all of your students. On this page you can send emails to your students, view their lesson progress, and view their quiz attempts.

My Dashboard – This takes you to a page where you can lay out your own branded version of the Ground School. You may enter a title (such as your name, or the name of your flight school), some body text for students to read, and a graphic such as your head shot or logo. This information is displayed on your custom homepage. (See pages 11-12.)

Earn Commissions – This takes you to a page that explains the commissions program. It allows you to receive commission payments every time a student Enrolls and indicates you as their flight instructor. You definitely should take advantage of this one! Click "Yes" in your account profile and indicate how you wish to be paid. That's all there is to it. (See page 13.)

My Students

Navigate to this page by either clicking the large white button labeled "My Students" or by selecting the appropriate option under the "Instructor" menu item. As an instructor, this is your most useful page.

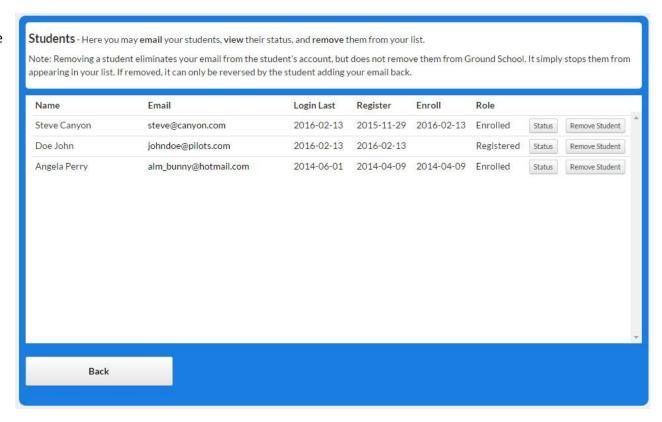
In this example, three students have indicated you as their instructor (they entered your email address in their profiles when they registered). John Doe is Registered. He can view some lessons, but can take all of the quizzes. Steve and Angela have paid and are Enrolled. They have full access to everything. You can monitor all of your students, even those just taking the free portions (i.e. Registered). This is an important distinction – even if your students don't want to pay, get them to Register so that you can at least monitor their quiz activity.

Click the "Status" button to see a full page detailing each student's progress. You will see all of the course lessons. Those that have been viewed will show a green check mark. Every quiz attempt will be shown by a small box below the lesson. It will contain the date the quiz was taken and the score earned. Click on the quiz's box to see the quiz details. You may filter the quiz to see just the questions missed if you wish. This information may be printed out as a PDF so that you can take it to discuss with the student.

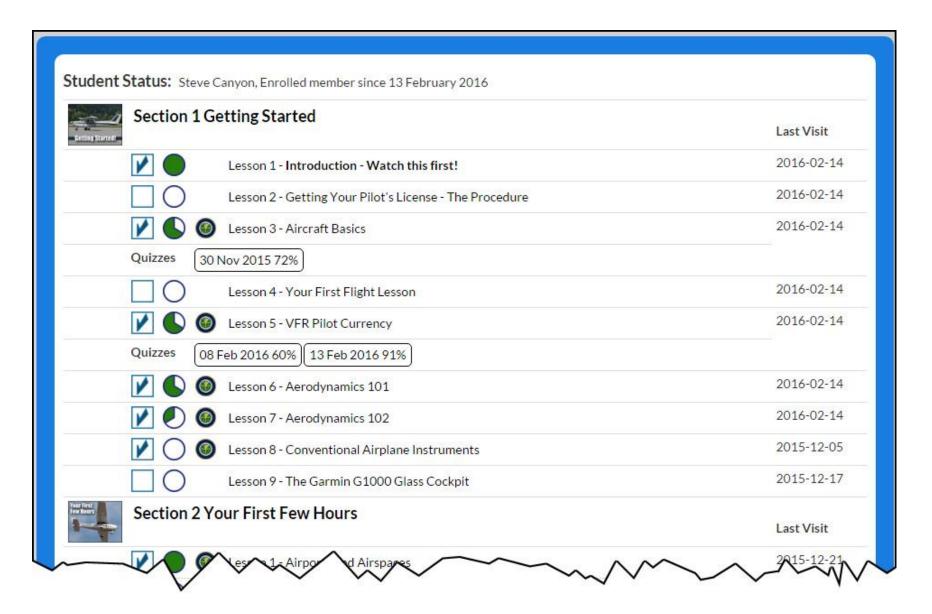
Over a long enough period you will accumulate students that are no longer active, even though they still appear in the list. These can be removed by clicking the button that says "Remove Student". The student's account will remain in the ground school, but your email address will be deleted, preventing them from continuing to show up in your list.

Click on any student's email address to send an email.

On the next page you will see how the Status page for student Steve Canyon appears.



Clicking on the "Status" button for student Steve Canyon in your "My Students" page produces this report. Green checkmarks show lessons that Steve has viewed. The circles are filled in (or not) by Steve to help him flag lessons for further review. Three of Steve's quiz attempts are shown here. Click any of them to see a full report of that quiz.



My Dashboard

Define your personally branded Ground School home page by clicking the "My Dashboard" option in the "Instructor" menu. This makes an extremely powerful statement to your clientele – you are so professional that you have your own Ground School. No one but Gold Seal offers

you this and you have to like the price. It's Free.

The "Help" button at the top gives you a more detailed explanation of how to set this up (along with some examples of other instructor's pages you can look at for ideas).

Main Page Title

Select your title and its color. This will appear top center on the Ground School home page.

Visitor Message Text

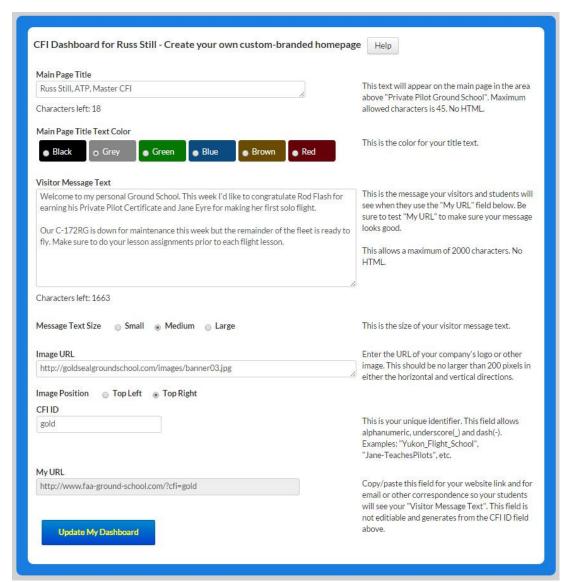
You can enter any text you wish here. You might use it to make announcements, or simply put up a generic welcome message.

Image URL

If you wish to include an image (your head shot or logo), enter the URL here. We suggest that you keep the size down to no more than 200 pixels in either dimension. But feel free to experiment.

CFI ID

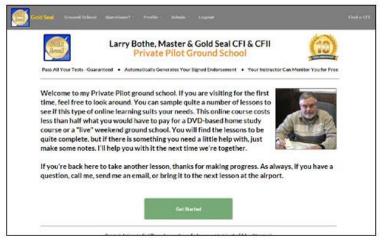
This is a unique identifier that you define. It will be appended to the Ground School URL and shown in the uneditable box labeled "My URL". This is the link you would put on your website and business cards (or simply give it out to your students).



After you have a custom Ground School page set up, visitors who register will automatically be attached to you (i.e. they don't have to explicitly enter your email address in their profiles). You will automatically receive an email every time someone new registers and you will see them in your "My Students" page.

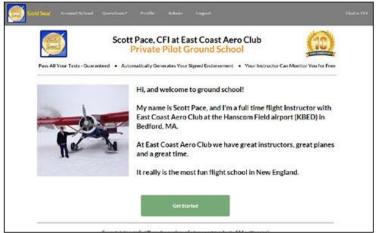
Once a student has registered, he or she no longer has to go to your custom URL (the one that contains your CFI ID). Anytime they visit they site they will automatically see your custom version.

Examples of Instructor Branded Pages







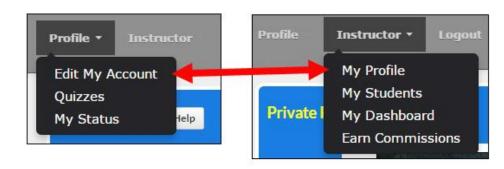


A Note About the Ground School URL

The official URL or link to the Gold Seal Ground School is **www.FAA-Ground-School.com**. However, sometimes that is confusing to explain because of the hyphens. **www.OnlineGroundSchool.com** is a redirect and can be used instead. The two are completely interchangeable and the OnlineGroundSchool.com link is probably easier for someone to remember.

Earning Commissions

When a student Enrolls and includes your email address, if you have indicated that you wish to participate in the commissions program, you will receive a commission payment. It's a great way to earn money while you sleep. Make sure to indicate "Yes" to the Commissions Program question in your account profile. This is required.

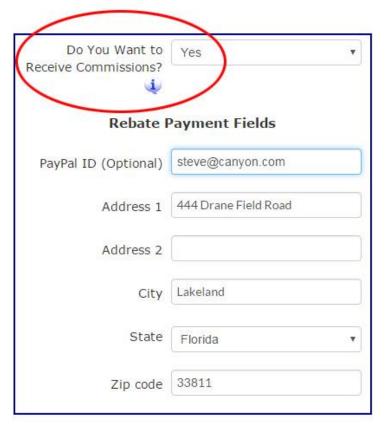


Edit your account profile from either the "Profile" or the "Instructor" menu.

To receive commission payments when new students Enroll you MUST select "Yes" to the question shown circled in red.

You must also indicate how you wish to be paid. PayPal is fastest and allows you to be paid monthly. Setting up a PayPal account is very easy and allows us to send your payments electronically. Enter the email address assigned to your PayPal account.

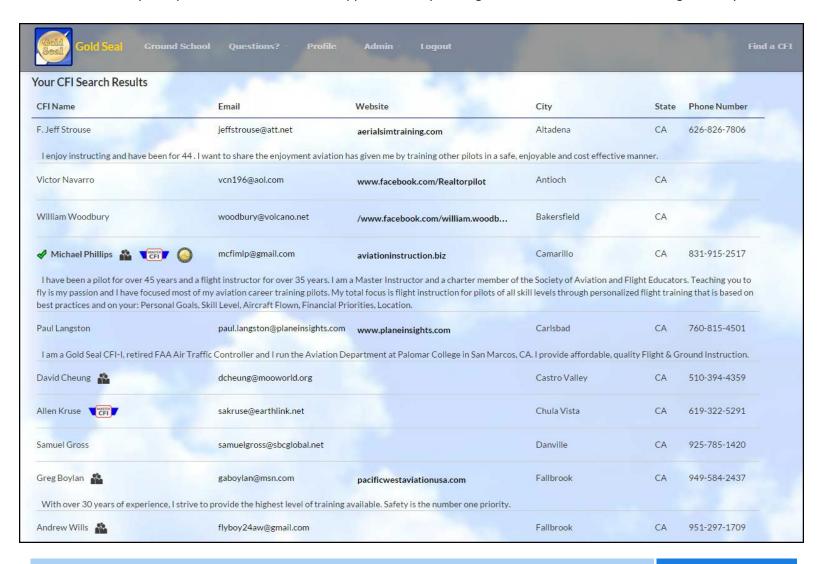
If you prefer to receive payments by check, enter your correct mailing address. Note that payments by check are sent out quarterly. Another good reason to provide a PayPal account.



The CFI Database

This lists every CFI in the country that has signed up at Gold Seal. They appear sorted by state. A website member clicks "Find a CFI" in the top right corner of any page to access the database. The member chooses a state, then sees instructors in that state sorted by city.

This is an excellent marketing opportunity. Don't pass it up. Write a nice marketing statement and add all your contact info so that potential new students can reach out to you. Update the information that appears here by clicking the "Profile" menu, and selecting "Edit My Account".



Summary

If you have any questions regarding the content in the Gold Seal Ground School, or using it as a CFI, please contact us via email or telephone.

Telephone: 888-514-1945

Monday-Friday

10am to 4pm eastern

Email: support@onlinegroundschool.com