



# PART 107

**YOUR DRONE LICENSE IS JUST THE  
BEGINNING: MARKETING YOUR  
SKILLS LIKE STARBUCKS**

# MARKETING

#MARKETINGLIKESTARBUCKS



**SO HOW DID THEY DO IT?  
THEY BUILT A BRAND.**



#MARKETINGLIKESTARBUCKS



**WAS IT BETTER COFFEE? NOT NECESSARILY.  
MORE SKILL? POSSIBLY. HIGHER  
AWARENESS? EVENTUALLY.**



When Starbucks started selling brewed coffee in 1977, it did so at four times a premium to prevailing prices. Was it better coffee? Not necessarily. More skill? Possibly. Higher Awareness? Eventually. So how did they do it? They built a brand. The “brand” of who you are and the value you provide is as important as the actual product you offer. Skill and experience coupled with brand awareness and marketing all adds up how your customers perceive you. It all adds up. Having a Part 107 license is not enough. You have to build a brand. Here are five tips on how to establish your “brand” and build it into something known and trusted.

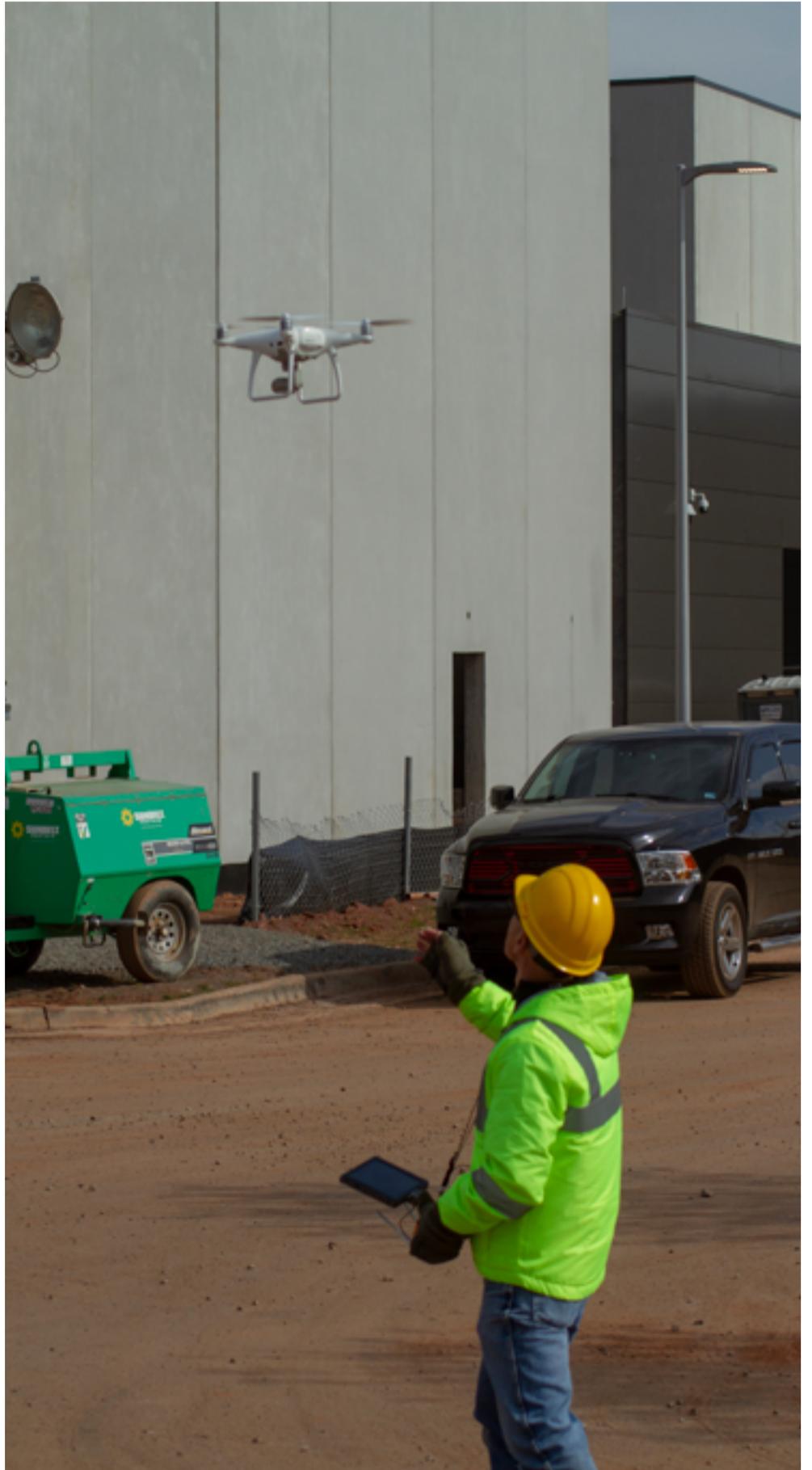
# DECIDE WHAT YOU DO. A “JACK-OF-ALL-TRADES” IN ANY FIELD IS A MASTER OF NONE.

## 1. Decide what you do.

A “Jack-Of-All-Trades” in any field is a master of none. Focus on one or two areas and be the leader there. Starbucks started in 1971 selling coffee beans. They only started brewing coffee six years later and didn’t break into food for decades. Analyze your strengths and weaknesses. Focus on what you do best and grow that area. Once you’re fully entrenched and branded there, only then should you think of branching out.

## 2. Plan every mission.

In my years flying construction sites, one key thing I’ve learned is that your flying environment changes real fast. If you plan meticulously, you’re more apt to be ready for that contingency that others might not expect. Your client doesn’t want to hear “A crane was in the flight line”. They just want accurate data and they want it on time.





### **3. Strive for accuracy.**

Whether flying for maps or cinematography, know your deliverable and then hit the mark 100%. For Cinematography missions, it's a good idea to always have a Visual Observer so you can concentrate on flying. For maps, know whether control points are necessary or if tie points will do. Ask about scale ahead of time so you're not running around chasing details on site when you should be flying.

### **4. Calculate your bottom line.**

It may be surprising, but I run into pilots all the time who don't know their cost per flight. Figure out what your bottom line is and don't underbid. If you do, you'll be losing money in the long run. Figure in training costs, insurance, software, equipment wear, travel costs, planning time, time spent on site, and file manipulation & upload.

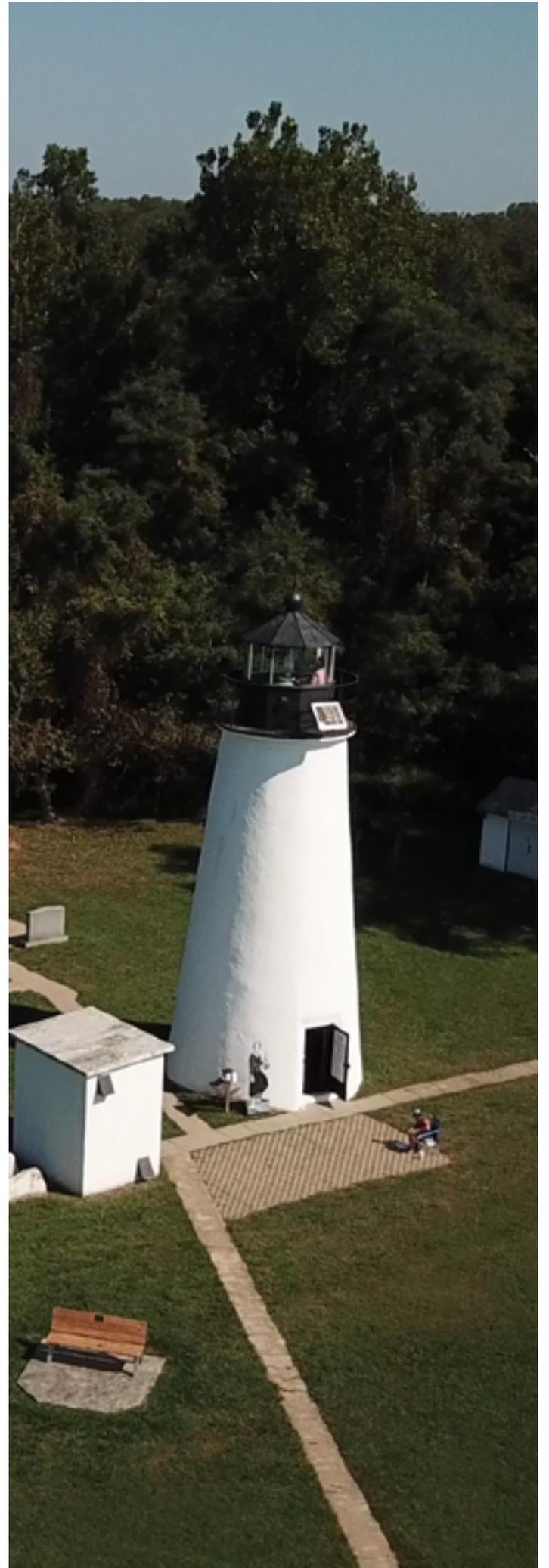
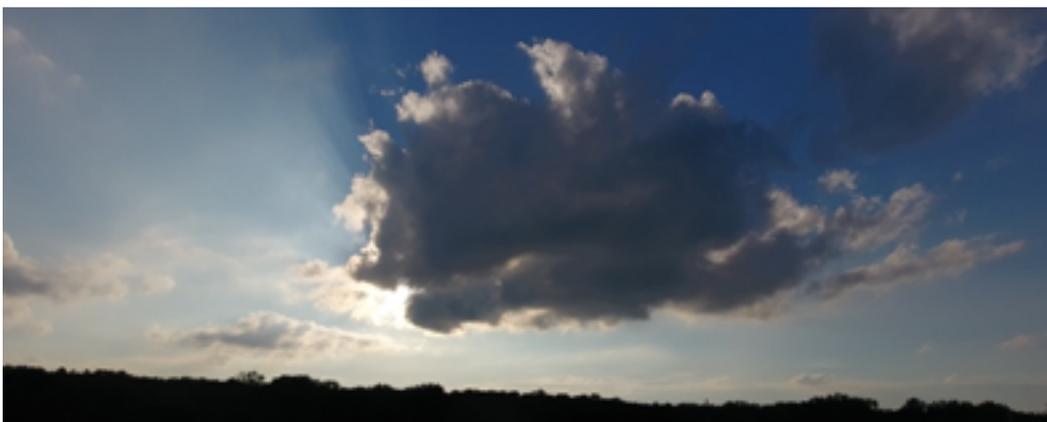


# LEARN TO ANALYZE AND DELIVER ANSWERS TO THE QUESTIONS THE CLIENT HASN'T ASKED YET.

## 5. Get the Training and Endorsements

Drone Pilots are being commoditized at a rapid pace. Differentiate yourself by adding value a customer can recognize. If you're flying construction sites, don't just be a drone pilot, be a Photogrammetry Expert. Learn what it takes to analyze and deliver answers to the questions your client hasn't even asked yet. Seek out training and apply for waivers that make you more valuable: Night Waiver, Top Pilot Rating, Remote Sensing Professional and Area Airspace Waivers. Not only will this help you stand out, but it will also put you in touch with a more professional crowd that takes their craft as serious as you do.

As a Commercial Remote Pilot, you should know how to leverage the knowledge you've gained through your experience and ratings to effectively solve problems and engineer solutions. Starbucks wasn't an overnight success-you shouldn't expect to be one either. Know your market, train accordingly and plan for the unexpected. If you do, chances are you'll be head and shoulders above the competition and prepared to jump when the call comes in.





**THANK**

**FOR MORE ON MARKETING**

**AND MANY OTHER TOPICS, PLEASE**

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