

# DRONE BUSINESS BLUEPRINT

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**DRONEYBEE**

## STEPS TO DRONE BUSINESSES

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# Introduction and why you should start drone business

Congratulations on investing in the drone service business blueprint! With this blue print in your possession, you now have the necessary step-by-step know-how on how to start your own drone service business and be incredibly successful with it. More specifically, with the investment you have made with this blueprint, you now have the framework to:

- Brainstorm drone service business ideas based on your current skill level (flying and otherwise)
- Create a budget to purchase the necessary equipment for your first drone service business
- Setting up insurance and other legal considerations
- Create a framework for getting clients and retaining them
- Setting the right prices and structuring your drone service packages
- Finding partners, hiring and scaling your business

- Do note that this is NOT a guide on preparing for the FAA part 107 exams. However, we have listed external resources that will guide you step-by-step and the necessary knowledge you will need to have in order to pass the exams with flying colors.

It is our hope that you read from start to finish. It is advised that you do not skip any section. The most important thing however, is to go ahead and APPLY the knowledge and act on it deliberately and quickly. You are already one of the very few serious enough to invest in the necessary knowledge for success. Will you also be one of the few action takers? There is no better time to start a drone business and quit that 9-5 job!

## Why should you start a drone business?

These are exciting times. According to reports, nearly 1 million drones were sold in the holiday season of 2015. In the commercial space alone, it is estimated that the drone market will grow at a compounded annual growth rate of 16% in the years 2015 - 2020. In 2014, the commercial drone market size was estimated to be \$552 million. By 2022, the global drone market is expected to near \$1 billion in the US alone. Talk about staggering growth rate!

If you love flying drones and RC crafts and love the idea of making a living with it, there is no better time to start your drone service business.

The FAA has finally regulated the commercial drone market under part 107. Aspiring commercial pilots have to take the FAA part 107 test and pass it, in order to operate drones legally. This has removed the skepticism in hiring drone pilots. Moreover, since the regulation has only been passed, the industry is still in its early stages and the competition has not peaked as of yet.

The barrier to entry in terms of initial costs is at an all-time low. You can get a drone with a 4K camera for about \$600 (without the extra accessories, of course). You also do not even need an office or a bunch of employees. With proper client-getting framework in place, you can be a successful lone-wolf drone pilot and make a living with your awesome flying machine!

# What skills do you need to have to start?

## Flying, repairing and niche specific skills

While you do not have to be a drone Jedi master, we recommend you at least have a year worth of practice flying under your belt before you try and sell your services. In the meantime, you should focus on building relationships in the niche of your picking.

Another skill you will need is to maintain and repair your drone in case something goes wrong. Think of it this way - Consider that you have the option to hire two drivers. Both of them are great drivers, but one of them has the skill to work under the hood and fix things if something goes wrong with your car. Who would you hire? Most of us would pick the one with the extra skill!

Drones are much like vehicles in this regard. At the professional level, any number of things can go wrong to impede your project including broken or unbalanced props, broken motors, gimbal obstructions, body imbalances and many other malfunctions. While you do not need to have the technical knowhow on how to engineer a drone or program a flight controller, you'll be at a

significant advantage if you know how to assemble a drone kit into a fully functional drone.

It is recommended that you follow the Drone Pilot's manual, the Drone Garage and the Fuel Manual and reach a certain level of proficiency.

Flying skills are of course, not the only thing you will need to have. Whatever niche you pick, you need to develop specific skill sets for that niche. This is where you should start small. For example, unless you have been doing aerial videography for a long time, you should probably steer clear of trying to get into action sport cinematography.

The ideal place to start for a beginner with absolutely no niche specific skills would be something like real estate and other types of advertising. You have all the knowledge you will need in the Drone Photography Skill Training book. Apply it and get serving your first clients!

## Marketing and sales skills

You could be the best drone operator in the world and be the best in your niche in terms of technical skills but if you are not willing and cannot market and sell your services you are going to be in a tight spot.

Starting a drone service business is no different from other businesses. You need to have a framework for getting clients, closing the sale for your services, retaining them and scaling to ensure that your business survives and grows. “Luckily” landing a few gigs here and there may be great to make some pocket money to buy a new TV, but if you want to make a living, you **NEED** to know how to market and sell.

With running your own drone business, you absolute need to have people skills and the ability to wear the “marketer’s hat”. If you hate dealing with people, this is probably not the right career for you. We shall cover how to get clients and sell your services in a later section in this blueprint.

# Drone service business idea brainstorming

How do you get successful in the drone service industry? Pick a niche and focus all your efforts into it. Build your skills, relationships and build clients in that niche. Do not think you can do everything at once, especially if you are just starting out. The biggest mistake you can do is to dilute your efforts by spreading too thin.

## **Pick a niche based on your experience**

If you are just starting out and do not have spectacular flying or other skills specific to a niche, then you should pick a niche that is suitable for you. Real estate photography for example has a much lower barrier to entry in terms of skill compared to action sports cinematography or power line inspections. The amount you can charge your clients will of course, be directly proportional to your skill set, but remember that there is always a starting point to everything.

You absolutely do not have to wait until you learn every possible skill before you can start your own drone service business. In fact,

serving customers is probably the best way to improve your existing skills and build your portfolio. You can always move into a different, more skill demanding work later on in your drone career.

Next, we'll look at some drone businesses you can get into and the respective skill level (rated out of 10) you will need.

## Drone service businesses you can get into

### Photography, videography and cinematography (Skill level: 5 to 8/10, depending on the type of job)

Aerial photography and videography has to be the most common application of drones and in the next few years, we will probably still see photography and cinematography as the leading applications for drones. However, you should consider that there are a myriad of different clients you can serve in this sector and that includes:

- Real estate and other types of advertising (think resorts and hotels) (Most recommended for beginners)
- Weddings (Recommended for beginners)
- News agencies
- Film making
- Action-sports

The flying, photography, videography and editing skills you will need in this line of work will vary greatly with the type of client you serve.

### Mapping and surveying (Skill level: 8/10)

Drones are extremely capable of surveying land data from air and relative to hiring land survey teams, time and costs are much

lower. With drones at our arsenal, it is now possible to gather three dimensional cartographic data with extreme accuracy due to their ability to maneuver, compared to traditional aircrafts.

The following are the industries you will need to look forward to building relationships in, if this is where you want to get into:

- Archaeology
- Forestry
- Construction and urban planning
- Mining
- Topographers
- Oil & Gas

### **Inspection (Skill level: 9/10)**

We recommend you only get into the inspection line of work if you have advanced flying skills and have been flying for a while. While the pay rate may be higher, the risk of liabilities is proportionally higher too. The last thing you want is to crash into a power line. The following are the kind of areas you will be working in if you go this route:

- Power line and cable inspections
- Building inspections - Rooftop equipment, chimneys etc.
- Cell phone tower and antenna inspection
- Rail line monitoring

- Bridge inspections
- Pipeline monitoring
- Wind farm inspection

It is easy to see why we recommend steering clear this line if you are just beginning commercial drone operation. If your flying skills are less than spectacular and you still want to get into this line of work, we recommend starting with something like rooftop inspection.

Also, make sure you have your insurance and spectrometer properly setup and that you are logging your work. We shall cover these topics in the later sections of this blueprint.

### **Security and surveillance (Skill level: 8/10)**

Drones are being used to secure sensitive areas from trespassers. Video capture can detect such intrusions and it is easier than ever to document them. Instead of hiring 10 different security professionals and posting them at different locations, it might be much easier and cost effective to hire one security professional skilled at piloting a drone.

It might not be possible to run a service business in this industry if you are a one-man show but if you are a security professional, then this is an area you might want to look into being employed in, to increase your portfolio strength.

## Agriculture (9/10)

This is another niche we recommend you only get into if you have the necessary skills specific to gathering and making sense of agricultural data. If you are an experienced farmer with knowledge of how to make sense of data of things like variations in soil compositions, pest infection, crop progression and hydration and create workable strategies for better crop rotation and planting strategies, then this is the niche you should DEFINITELY get into.

Some of the ways drones are used in precision agriculture are :

- Crop health imaging
- Detecting soil composition variation
- Pest control
- Optimizing planting strategies
- Crop spraying
- Crop planting

# Picking the right equipment and budgeting

## The Drone

Do you need the most expensive drone out there to get started? Most certainly not. In fact, if you are just getting started, getting the best drone possible is probably not the best decision in terms of budgeting, especially if it is limited.

That being said, a hobby grade quadcopter will definitely not cut it even if you are starting out in the advertising line and you will need something powerful enough to handle marketable photography and video. So what are your options, really? The following are some examples of minimum budget (as of 2017) you will need, depending on the niche you'll get into:

- Real estate and other types of advertising, wedding photography and video: \$600 - \$ 1000 (think Phantom 3 4K and upwards).

- Action sports and film making: \$10000 + (think Phantom 4 and upwards). It is recommended that you get something similar to the likes of the DJI Inspire series, however
- Inspection, mapping, topological surveys: \$25000+ (think delair-tech drones, for example)
- Agriculture: \$10000 + (think DJI Agras MG-1, Sensefly eBee).

These are of course, rough examples and prices are subject to change but as you can see, the budget varies significantly. What niche you intend to go into will ultimately determine how much you end up paying for your drone.

Of course, if you get a cheaper drone like the Phantom 3 4K, you may have to upgrade rather quickly in order to expand your client base and to be able to fly year-round in every possible weather conditions. If your budget is limited, you can get away with it, but getting something in the Inspire series will make you future proof, in case you want to quickly expand the work you do into action sports and film making.

# Accessories

Like the drone itself, the accessories you will need will entirely depend on the niche you are getting into. We've covered the most necessary accessories that you will need as a pilot in the drone garage manual, and that is for the photographer/cinematographer. Here is a list again, to recap:

- A decent carrying case
- Lens protection, lens hood and ND filters
- Additional batteries (2 will do)
- Additional propellers
- Sunshade for your transmitter
- Additional memory cards
- Propeller balancer
- In case of late evening/dusk photography : LED lights (if your drone doesn't already have them pre-installed)

## Your marketing budget

If you spend all your money on the drone and equipment and leave nothing for marketing your services, you are probably going to fail before you even start, unless you already have tons of connections and relationships.

You can be the best pilot with all the photography and thermal imagine skills in the world but if others are able to outspend you in order to get clients, they will win. Period. While you most certainly do not need a million dollar marketing budget (especially today, when competition has not yet peaked), you need to start stashing that cash away.

The following are examples of ways you will be spending your money on, to get clients (more details on how to get clients will be covered in the client getting section of this guide):

- Running a website for your drone business where you demonstrate your work and drive traffic to it via ads or SEO.
- Attending events where your target clients hang out
- Capturing and nurturing the leads you generate either online or offline

You do not need a lot of money to market your services initially. Can you get away with zero marketing budgets and “hustle” in order to get clients? Absolutely. However, a decent amount of money spent intelligently in marketing your services will go a **LONG** way in advancing your drone business quickly.

# FAA test prep and becoming a commercial drone operator

## Do you need to pass the FAA part 107 test?

Short answer is, yes. Commercial use of drones include the selling of photos and videos taken using the UAV, providing contract services like factory inspection, agricultural inspection, wildlife survey operations and providing security and surveillance operations with the UAV.

Effective August 29, 2016: If you want to use the UAV for these commercial purposes, according to FAA: “The person actually flying a drone must **be at least 16 years old** and have a remote pilot certificate with a small UAS rating, or be **directly supervised by someone with such a certificate**. To qualify for a remote pilot certificate, an individual must either pass an initial aeronautical

knowledge test at an FAA-approved knowledge testing center or have an existing non-student Part 61 pilot certificate. If qualifying under the latter provision, a pilot must have completed a flight review in the previous 24 months and must take a UAS online training course provided by the FAA. The TSA will conduct a security background check of all remote pilot applications prior to issuance of a certificate.

Operators are responsible for ensuring a drone is safe before flying, but the FAA is not requiring small UAS to comply with current agency airworthiness standards or aircraft certification. Instead, the remote pilot will simply have to perform a preflight visual and operational check of the small UAS to ensure that safety-pertinent systems are functioning properly. This includes checking the communications link between the control station and the UAS.”

## How do you prepare and pass the test?

There are various courses online that help you out in prepping for the test. These courses can make your life easier but do you need to pay a couple of hundred dollars for a course that helps prepare for the test? Absolutely not. Here are the main things you'll need to know and some free, effective resources and practice tests to help you prep for the test and pass with flying colors:

### Materials that you need to study:

- FAA Study guide (80 % of what will be there in the test is covered in this guide)
- Appendix 1 of the FAA study guide (contains more study references)
- Advisory circular
- Important : Reading VFR sectional charts (<https://www.youtube.com/watch?v=6ITjUfl8Obs>)
- SkyVector
- Test supplement book by FAA (Become familiar with the section chart legends)
- AIM (Use as a reference, rather than reading cover to cover)
- Commercial drones FM podcast on prepping for the part 107 test
- Practice tests:
- Jonathan Rupperecht sample test 1

- Jonathan Rupperecht sample test 2
- Jonathan Rupperecht sample test 3
- 3DR practice test
- FAA Practice test

# Insurance and other legal considerations

## Why do you need drone insurance?

I don't know about you, but the vast majorities reading this are humans. As humans, we make mistakes. This is true even for skilled, professional pilots in the business. Playing around with drones as a hobby itself is no risk free joke, let alone flying for commercial use!

The last thing you'd want is your drone to crash into a power line and then onto someone's pet dog. As bad and improbable as it may all sound, you shouldn't let such things be taken for granted. Large lawyer fees and spending a fortune on paying fines is a risk that drone pilots will always be taking, just by merely flying.

Getting a drone insurance will provide you protection against accidental damages caused by your drone (third party liability claims) and to the drone itself. What's more, in many cases, clients won't even work with you if you do not have insurance!

## How much does it cost?

First, you need to understand that there are two types of drone insurances:

- **Hull insurance:** The insurance coverage for the drone itself. This is mostly useful if you are flying a higher end, expensive drone that is used for agriculture or power line inspection (typically worth \$10000 + ). For photography type drones, companies like DJI offer their own insurance for the drones they offer.
- **Liability coverage:** There are many factors that determine the cost of drone insurance. Namely:
  - Whether or not you are certified under FAA part 107. You have to pass the test anyway, to operate legally!
  - The location where you will be most using the drone
  - Your past experience flying and logging habits
  - The purpose of your drone use. Power line inspection for example, may cost very differently than photography
  - The model of your drone

If you are starting out with a \$1000 drone, you should expect to pay around \$700 - \$1000 per year for \$1 million liability coverage. How much coverage you should go for will entirely depend on the type of clients and the type of work you do, of course. It is important then, to consider potential risks and go for a policy that reflects your needs

Also, if you are using multiple different drones, you will have to cover them separately!

## Where can you get drone insurance?

There are many companies that offer drone insurance policies. Following are some examples (we are not affiliated with any of them and it is by no means a comprehensive list). Some of them like Verifly even offer hourly payment plans!

- [AIG](#)
- [Avion](#)
- [SkySmith](#)
- [Skyward](#)
- [Verifly](#)

# Marketing and getting your clients

## Who is your target client and what are their pain points?

There is no helping your business if you do not know who your target client is and what their pain points and needs are. As we've discussed earlier in this blueprint, there are different niches and you have to pick one and target it in order to be successful.

Since you have already picked a niche by now (if not, there is no point in reading this section), you should have a rough idea of who you want to serve. After you have made a decision on whether to serve Sally the realtor or Bob the security guy, now it is time to have a deeper understanding of what their pain points and needs are.

Why, you ask? There are three main reasons: First, you need to know exactly what to communicate to your potential clients in order to get them as clients. Second, you need to know where to find your potential clients. There is no point communicating to the

air!. Third, you need to know how to solve their exact problems and meet their exact needs

Following is a template for defining your clients clearly on a sheet of paper

- Demographic
- Gender (In most cases for drones, this doesn't matter but sometimes it helps more if you target a specific gender predominantly. Example being targeting female clients for weddings, depending on where you live)
- Average age
- Profession/ Industry. Example: realtor, security firm owner
- What resources do they read and visit often? Example: Realtor Magazine
- Main problem where drones will come in handy
- Aspiration
- Fears
- Their business and size of the business
- Their monetization strategy
- Other influences

## Assessing competition

After you have defined your target client clearly and gathered data about them, it is now time to assess the competition and what they are doing and how they are serving their clients. There are essentially two types of competition that you will have to assess:

### Direct competition:

These are other drone service providers that target your client profile. Do a search query on competing drone service businesses and look for their websites. Gather information on the following:

- The way they present themselves to the target market and their marketing message.
- Their portfolio and level/quality of work. You need to outperform this or at least match it.
- The pricing and product structuring.
- Places where they advertise their services and the presentation of those advertisements. After your search query, look for advertisements that pop up. Also look for retargeting ads.
- If possible, the feedback they are receiving

**Indirect competition:** Other types of products and services that target your client profile. This is harder to define but very

important. One reason why understanding who your indirect competition can give you a huge advantage over your competitors is that if you understand where they advertise their services, you will be able to do the same and reach a lot more people using the appropriate marketing message.

## Do you need a website?

Whether or not you immediately need a website would depend on how you plan on communicating with your target client and whether or not your network and contact list are already filled with potential clients who already know your work. Even so, you will need a website eventually for the following reasons:

- A place to show off your work and set expectations: There is no better way to display your work immediately to a target customer. Give them a link to your website and be done with it.
- If you have a website, you can use online channels to drive more customers and leads to your services. In this day and age, if you are not using online marketing to acquire and expand your client base, you are missing out and leaving a lot of money on the table
- To get your brand name out there and to have a home base for people to return to when they come across your brand name on both online and offline media.

As you can see, having a website will give you significant advantages over competition. So how sophisticated should your website be? Do you need to hire a programmer and build a custom website? Absolutely not!

Anyone with a basic knowledge of how to use a keyboard and mouse can set up their own website and blog up in a few hours with basic instructions that you can find online. Search for how to setup a website with word press and you will come across thousands of tutorials.

Remember; do not get obsessed over setting up a website with fancy features in the beginning. You only need to know how to setup your website, put up your work and design neat landing pages. Rest of your energy is best spent on actually delivering value to your clients. We will look at methods of generating leads via your website in the next section.

## Methods of getting new leads (customers)

### Offer some services for free (at first)

If you are just starting out, the best way for you to get into the game is to offer your service to potential clients for free or for an incredibly low price. Obviously, you are not running a charity so you will have to make it clear to your clients that they will have to pay for your services if they want more from you.

This step is commonly known as the lead acquisition stage and the goal is to build trust with your customers. You have to look at things long-term if you want success in business. Do not expect anyone to pay you \$100 an hour if you if they do not know your work and especially if you are no one in the industry.

### In-person

The quickest way for anyone to generate new customers for their new business is offline. Think cold calling and attending networking events, trade shows and conventions where your ideal customer hangs out. For example, if your potential clients are realtors, think about attending networking events where realtors hang out and presenting them with an opportunity to help them advertise with your drone.

Once you have someone's interest, you could initially do the shots for free and then upsell the editing and refining of the footage later. After you have built a relationship with a few realtors this way, chances are you will have a list of regular customers and a drone business that will sustain your lifestyle. Scaling comes next.

## Online

Online marketing of your services is recommended to scale your business after you have built a list of regular customers. This is where you will be driving traffic to your website via organic search, search ads and social media ads.

The key to tremendous online marketing success is similar to what you would do offline. Offer some value at first and THEN sell your services. You will also need to develop at least the following skills to succeed online (or hire someone who can):

- Designing landing pages that convert
- Writing ad copy and targeting the right customers on the right channels to drive traffic to that landing page

## Finding drone job opportunities

There are many online websites you can check out for finding "drone jobs" if that is where you want to start. Here are some:

- [Indeed.com and other job portals](#)
- [Drone base](#)
- [Dronejobs.org](#)

[Join online forums](#) and local meet-ups. If you want to make money independently in the sUAS world, you will need to build your reputation!

## Retaining clients

The surest way to retain more clients is to over deliver and does awesome work. Ideally, your client should feel like they won the lottery after they've received your drone services. Remember that in business you must do all that you can to overcome and beat your competition. Competing in price wars is the worst way to win while delivering the best service is the best way to win.

Here are some of the ways you improve your chances of retaining clients:

- **Make your clients' lives easier.** If you are unsure as to whether or not you are supposed to do a certain task or not, do it for them (within privacy and legal limits, of course!) and make sure you mention it to them.
- **Respond to their calls and emails.** Answer their questions, no matter how silly it may seem. Do not let the curse of knowledge annoy you.

- If you are giving them different options, recommend one of those options and explain why. For example, if you are giving those options on different angles of shots of a real estate, pick one for them and explain why you picked that option. The key is to keep their options open, while also relieving them of the burden of choice.
- Organize things for your clients but at the same time, make sure you ask for their permission.
- Keep your clients engaged with new ideas and opportunities that you can work with.
- Ask them for their feedback. Feedback can be incredibly valuable to improve your drone services in the future. Of course, not all feedback will be valuable but if 10 different clients give you the same or similar feedback on an issue that you might want to improve on, make sure you work on it!
- After your work is over with them, email them occasionally (without bothering them too much) to keep you fresh in their minds. Thank them for working with you!

# Pricing

## Important thing to keep in mind about pricing

The amount you can charge reasonably will of course, depend on the type of drone service you are providing (Ex. Real estate photography vs. inspection). Your skill level and your ability to attract more clients to you will also determine how much you can charge your clients.

But that is not the whole story. We have already covered that you must never compete to offer the lowest price, but to provide more value than your competition. Moreover, the quality of clients you attract will also depend on how much they are willing to pay for your services. A customer that is always looking for a price bargain over quality is service is generally going to be a bad customer in the long run.

The key is to not only provide quality but also to make your customers understand WHY your service is better than your competition. An example of this would be to show them a sample aerial video of a certain location and the level of quality that they can expect from most drone services and then to show off YOUR video of that same location, flaunting the improvements (both with

editing skills and the video itself). It is their choice at this point to decide whether or not they want the quality.

## How much can you realistically charge?

The best way to determine how much you can charge is to first look at what your competition is doing and what quality level they are providing at that price point. For example, if your competition is charging \$1500 for a 4k video of a \$1 million real estate, then you can safely elicit what their price points for a \$200k home and a \$650k home.

If you are reading this manual and the other manuals of the drone mastery package and apply the knowledge, you will be well on your way to be able to offer better services and be able to charge more or at the very least, match what your competitors are charging while delivering higher quality. Again, it is worth reiterating that you should never compete on price.

You might also wonder whether to charge on an hourly basis or place a fixed charge for your services. We recommend you always place a fixed charge for your drone services unless you are looking for a job and not willing to run a business. For one, you will be able to structure your drone service packages along with various upsells and we shall see how to do this in the next chapter. Other reasons are as follows:

- With fixed prices, you will be able to show your clients your exact value
- If you are charging hourly, your ability to boost your income will be limited. For example, if you are charging \$100 an

hour (and there is only so much you can charge per hour!), the only way to boost your income would be to work more hours. Therefore, if you work 8 hours, you would earn \$800. At the same time, if you offer a drone videography package for \$500 and you scale your business to get a lot of clients and build an efficient system, your 8 hours earning potential is exponentially higher!

- You will be forced to deliver more value and work more efficiently if you are working with fixed prices. Believe it or not, if you are charging hourly, it is very likely that you will try to squeeze as much “easy time” as possible and work less efficiently while getting away with your hourly charge. With fixed charges, you have to set a fixed performance benchmark. This will help your earning potential not only by allowing your per hour value delivered increase, but also by retaining more customers by delivering more value.

# Structuring drone service packages

The best way to earn more without getting more customers is to optimize and structure your drone services so you can deliver more value to your customers, give them more options and ultimately get paid more from each individual customer.

Although your ideal customer may be someone who would order the entire package (example: video, photo, editing and polishing of the entire real estate property), remember that there is no one size fits all. You need to split up your package and offer different options for different clients.

This is NOT compromise on quality for lower prices, however. Many customers would want to pay you and work with you on a lower end offering before they trust you enough to hire your entire package.

Below is an example structure of a drone service package. This is not for the purpose of copying, so you should just use it as a model and build your own package depending on what niche you are working and what you like to do within that niche.

Also, remember that packages are not to be set in stone. You should make use of upsells within those packages. For example, if you are only providing exterior shots within your low end offering, you could upsell interior shots for extra money.

## Low end offering

This would be your entry point offering. This is not what you ideally want to sell the most but it is a great option to keep for people who need to get to know you more and how you deliver before they can go all in on your mid-range or high end offering.

For example, in the real estate drone service business this would typically be exterior photos and video and minimal editing. Your goal with a low end offering is to do an excellent job so that you can upsell your higher end packages or parts of higher end packages.

## Middle range offering

The middle range offering is what MOST of your clients will end up buying either directly or via an upsell from the low end offering.

In the real estate drone service business an example offering would be exterior plus interior photos, videography, editing and branding.

## High end offering

The high end offering is your ultimate all in one package that you would ideally like your customers to buy. You could either get your customers to buy this package directly or upsell it from your low end and middle range offering. The latter is going to be more effective and more likely. An example of high end offering in the real estate drone service business would be exterior plus interior photos, videography, editing, title, branding, special music and narrations. Usually, the best buyers for high end offers are going to be realtors that are selling homes worth more than a million dollars.

# Scaling your business

We could be content with being a one man army, but some of us would want to scale our drone service business after a certain point. Like any business, scaling up a drone service will come with challenges like hiring, managing your employees, logging flights, storing job specs and maintaining quality and loyalty of your employees.

The best place to start scaling up and increasing the work you can do per unit of time would not be to hire people, but to outsource parts of your work. For example, if you are at the moment doing everything including marketing and getting clients, flying and capturing pictures and video, post processing, music integration and branding for your clients, you may want to start by outsourcing parts of the process like post processing and editing of the footage you capture. This will leave you with more time to do more work, ultimately making you more money

Another way to scale up your drone business (that goes hand in hand with outsourcing) without hiring anyone else would be to expand your skill and take up more work in a different industry. For example, if you have been working in real estate advertising for a while, you could expand into pipeline inspection. Not only will you have different more potential clients, you will have set the

stage for a larger business that offer different drone services in different industries.

When you are sure there is no way to scale your drone service alone, it is time to hire. One could write an entire book on how to hire and manage employees but the most important thing to remember, apart from the fact that your employees should hold an FAA part 107 certification (if you are in the US) is that your pilots should adhere to quality and the rules and specifications that YOU set. For this to happen, and to manage an efficient drone service business, the following things are important:

- Setting standardized processes
- Assigning your pilots, equipment and set jobs specifications for them
- Planning flight areas and include any client given specifics
- Finding pilots and assign jobs according to expertise
- Tracking flight hours and logging all of your pilots' flights
- Tracking the locations of your drones and battery status
- Ensuring that your pilots' licenses are updated
- Storing land owner permissions, authorizations and service agreements
- Having maintenance schedules and tracking firmware updates

As you can see, there are a lot of moving parts. You do not want to try and manually all of the processes because you can't and

even if you hire people to manage different aspects, it is going to be incredibly expensive. Fortunately, there is software out there that can help you with tracking, managing and logging all of the above in one place. Following are examples:

- [Skyward](#)
- [Nvdrones](#)
- [DroneLogBook](#)
- [KittyHawk](#)
- [Flyte.ie](#)
- [Airmap](#)

# In closing

There are plenty of opportunities, provided you have the necessary skill, certifications and qualifications. Ask yourself what is it that you want to do in the world of drones and go from there.

Remember - specialize!

Once you get your first set of clients and serve them well, it is only going to go uphill. It is also important to remember that having 10 strong repeat clients trumps having to find new clients over and over again.