

Education
is key to
Success



EDUCATION IS KEY TO SUCCESS

Two of the main barriers to fishing participation are not knowing how to get started, or where to go. Providing “how to” and “where to” education will help newcomers learn best practices and help your company gain a more loyal base.

You don't have to recreate the wheel! Utilize free resources to help educate your customers and improve their on-the-water experience. A great place to start is the Resource Center at www.takemefishing.org/corporate. Here you can find instructions to embed the TakeMeFishing.org Places to Fish & Boat Map on your website, along with shareable blogs, infographics and how-to videos.

R3 TIP

Help your customers learn how to fish and where to go fishing by incorporating educational content on your website, on your social channels and in your newsletter.



IDEAS BEST SUITED FOR:

- Government Agencies
- Guides
- Manufacturers
- Media
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60