

A low-angle, close-up shot of two people on a boat. The person on the left is wearing a light-colored shirt, shorts, a cap, and sunglasses, and is pointing towards the camera. The person on the right is wearing a blue shirt, yellow pants, a cap, and sunglasses, and is holding a fishing rod. The boat is dark-colored and is moving through the water, creating a splash. The background is a clear blue sky.

ASK ANGLERS
TO MENTOR

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Most people learn to fish from a friend or family member, which really shortens the learning curve and lowers the intimidation factor. Trying to grow your customer base? Try leveraging your current and lapsed customers:

1. Ask your current customers to mentor newcomers
2. Ask those you haven't seen in a while to get back into fishing. Incentivize participation with a special discount, giveaway or even just some great 'how to' content.

R3 TIP

Use your current customers to lure those who have lapsed from fishing back into the sport... and into your store or event. If you have a customer database, send a message to those who have lapsed letting them know about all the fun they've been missing. Use incentives or offers if needed. It doesn't have to be something valuable. People love free stuff!



IDEAS BEST SUITED FOR:

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

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