



**IF YOU
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There's no better way to get someone hooked on fishing than by hooking them up with a lot of fish. Knowing where to have a successful day on the water can be challenging. Some bodies of water have robust populations of fish, but are hard to access or are technically challenging. Your avid angler loves these places— but they can be a turn-off for beginners. Understand what motivates your different customer segments. If you can identify casual anglers within your

customer base, it's possible they identify as a "Family and Friends Angler." This angler is motivated to go fishing because it's a fun group activity. They want to have a good time on the water, and to them that means catching lots of fish. Fish stocking programs are designed to increase catch ratios, and are often conducted in waterways that are easy to access. That's a win-win for the angler and for you, the expert, who told them about such a terrific opportunity.

R3 TIP

Partner with your local fish and wildlife agency to obtain their fish stocking schedule. Promote this to the community, especially those who are new to the sport. Perhaps they've just completed a fishing learning event. What a fantastic way to inspire them to get back out and go fishing on their own.



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- Guides/Pros
- Non-Governmental Organizations
- Retailers

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