

TRY BEFORE
YOU BUY



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Start a rod and reel rental program. Allowing people to try fishing without an initial investment in a whole collection of gear could eliminate their hesitations to get started. Once people have a better understanding of the type of equipment they need, they should be more willing to spend. Target women, young professionals, even college students. Moms are thrifty with their budgets. People in their young 20's don't have a lot of disposable income. For either group to become regular customers, they need to be committed to fishing as a regular hobby.

R3 TIP

A lot of colleges have outdoor gear rental programs, but are not focused on fishing (activities such as camping, kayaking and snowboarding are more popular). Contact your local school to see what equipment their program offers. If fishing's not represented, create a partnership that has them promote your rental program to their student body.



IDEAS BEST SUITED FOR:

- Government Agencies
- Non-Governmental Organizations
- Retailers

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