



BUNDLE BEGINNER PR DUCTS

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When a beginner angler comes into your shop or visits your website, how long will it take for them to find the basic gear they need to go fishing that day? Five minutes? Fifteen? Or perhaps they'll get so overwhelmed that they don't buy anything. How can you make sure that doesn't happen?

Ken Duke, editor of Fishing Tackle Retailer, has some thoughts:

“It's just good business to cater to the next generation of customers. It could start with a section of your shop or website dedicated to young and beginning anglers. It doesn't have to be big, but it has to contain the stuff they need without walking all over the store. We're talking entry-level rods and reels that work, the most popular line sizes in your area and a selection of key baits in popular colors.”

R3 TIP

Bundle or group items so beginners can buy them all together for a reduced price and feel like they have the basics to get started. Have a “kit” for panfish, bass, trout or for whatever's popular in your area.



IDEAS BEST SUITED FOR:

- Retailers

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