



PUMP UP YOUR

Pro Program

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Set the bar higher. Your pro-staff are an investment in your business. They are often the face of your brand and you expect them to represent your products. You probably have some requirements for being a member of your team, but does that go beyond simply being a professional in the industry? Set new requirements for taking part in your pro program. Determine your company's priority values and give your pro-staff the resources to share with their followers. Advocacy of fishery management policy, promoting mentoring, understanding the connection between fishing license sales and conservation, or promoting [TakeMeFishing.org](https://www.TakeMeFishing.org)—all are important messages to share with the public.

R3 TIP

Have a scorecard for the number of times your pro-staff uses their social influence to promote important initiatives, such as buying a fishing license or mentoring beginners.

“With more and more companies creating more and more content, the differentiator is no longer about who has the best content, but rather who is best at getting that content discovered.”

Jay Baer, President of Convince & Convert



IDEAS BEST SUITED FOR:

- Manufacturers
- Retailers

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