



2005

COMBAT NEWS

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Customer Satisfaction and Participation



I've been at this for 7 years now and the results have never ceased to amaze me. Back in 1999, it was very difficult to convince customers about the value of the new product. I even laid out a tournament winning spot for the State Championship, and nobody went there. One person who came back with two fish told me, "Oh yeah, the envelope is on my kitchen table. I haven't opened it yet." We had 6 pound fish off of this spot and 4 pounders were coming at the rate of one every 20 minutes. The winning weight that year was a 3.3 lb. average for two days.

Today, I'm really enjoying the efforts made by so many to follow up on my research. There are many spots that I have opened up where customers and pro staff members have taken even more time to examine. The result is that their efforts have culled even more out of these spots and made them more viable than ever. When appropriate and with permission, I do share some of these advances but for the most part, I keep what they tell me confidential.

This new breed of angler is taking charge of their destiny

The result is that more anglers become savvy about how to work an area. This means great things for the future of bass fishing on Lake St. Clair. The average angler will try to get by on the cheap, be it in money or time, trying to rely on their instincts to produce spots on the fly. Basically, what that means is they are unwilling to invest the time to study the spots or improve on their technique. They rely on what they can borrow from others. This new breed of angler is taking charge of their destiny and taking a long-term view. If they can't win this week or next, they will invest the time necessary to be sure the future is full of "go to" spots and areas. No matter what the weather conditions or fishing pressure, they will bring more fish back to the weigh-in than they do today.

These *players* are fun to work with because there is no quit in them. Getting beat at the weigh-in is only a reason to improve. I have had the privilege of working closely with many who won't let go until they find the pattern and

answers they are looking for. We've seen some great results from the effort.

One example of how to approach a hot spot is the Marked Map Series. I've taken a strong area and worked around it until I have come up with up to 13 to 18 spots. The credit isn't mine however. Once the smallies like an area, they use it all. The Marked Maps simply give us a guideline of spots in that hot zone where the fish move around. That's what anglers who are doing further research are telling me. "Wayne, I went downstream and found..." Now, not only do they have one spot in the area, now they have two or more. Multiply that by as many areas as they fish and that is a healthy profile for success.

Perhaps you have known a one-spot wonder? As long as his spot is on, he's beating everyone badly. The trouble with not expanding on the one-spot is that the weather can waste it or even worse, someone else might figure out the same pattern and beat them there. Without more effort to research the area, this angler may never be heard from again. Kudos to all of you water warriors who have made the effort to make your own way, to improve, to advance and take my information to a higher level. At the end of the day, you guys are really the best!

Wayne

The Calls, the emails...

There isn't one single thing I can point to that is working across the board. The success stories I have been getting range across the spectrum. One angler is winning on the bait, another on the technique yet another on the area or spot.

One thing is for sure...last year was good for many customers, this year is better. Whether you are working for a high position or a win, Combat Fishing information can help get you there!

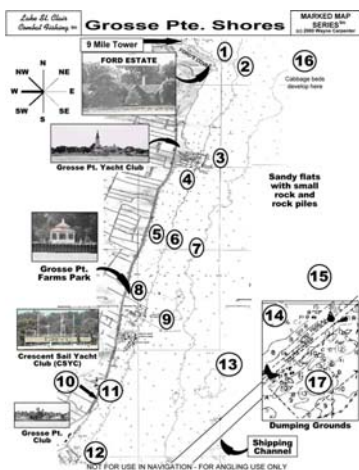
An email:

"Wow, I wasn't expecting diagrams. THANKS! That helps a lot... I can't thank you enough for the personalized attention. I really, really appreciate it. Have a great day!"

How To Use... The Marked Map Series

The Marked Map Series was created to bridge the gap between my past information and my new information. I'll go out of business if I keep covering the same spots every year. The Marked Map Series chart on the back of the newsletter lets me keep in touch with old spots (which are still good) without taking up valuable newsletter space. The integrated system has worked, and worked well. If you use the Marked Maps as an independent source or in conjunction with the newsletter, the results have been great.

One of the benefits of using the Marked Maps is that when talking over the phone, we are talking about the same spot. Have you ever been sent out to a spot only to find out there are three red barns instead of the one you were told to look for on shore. When we are both referencing the same spot on the map (especially if there is a



From the tournament trail...

Wayne:

Pete Lulis here, just wanted to drop you a note regarding your information and tube baits.

I fished the Jan's invitational tournament yesterday using your tube baits.

We had our limit by approx. 11:00am (18lbs.) and we were able to cull up to a final weight of 22.13.

Thank you for a great service and a great product, it got us paychecks and prizes totaling almost \$2000.00.

Thanx again *Pete* (Lulis)

photo or a GPS coordinate to work with) you can go there with confidence.

The twelve maps that area available are:

- Selfridge
- Metro Beach
- The Mile Roads
- Grosse Point Shores
- Windmill Point
- Belle River Hump
- Stoney Point
- Firecracker
- Lower S. Channel
- Upper S. Channel
- Upper N. Channel
- Lower N. Channel

With over 170 spots to work with, it makes a great lineup of information. If you go to spot and other anglers have beaten you there, other spots in the area are available. You can often see your primary spot from where you are and move in once the others leave.

I would recommend the Marked Maps right now just for their value in the Channel system alone. One angler from Indiana came up here with no prior experience in the Channels, but he had the Marked Maps. He called me that morning from on the water and said, "I just have to thank you for a great product. So far, every spot we hit had fish and we're just getting started!" Myself, I've fish the Channels for years and have spent more time on dead water, than not. I believe the Marked Maps can give you a great resource for options, especially when conditions change.

Are you ready for the Combat Fishing Challenge?



If you are fishing the Michigan Bass Chapter Federation State Championship, you have a chance to put a little more money in your pocket. I'm offering **\$100 a day** for the *Combat Fishing* subscriber who finishes with the highest weight. This is an official promotion for the Championship.

If you are a Combat Fishing subscriber who has subscribed via the U.S. mail or through the download service for at least one month and **register with me** at the tournament meeting on the 8th, you can qualify.

(This offer is not valid for CF pro-staff, CF team members or customers who have not met the 4 week minimum subscription requirements)

Find me this weekend at...



NBAA tournament...

Sunday Series
Pete Lulis
(248) 363-6363

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