



New Zealand

Newsletter

PROFESSIONAL FISHING GUIDES

December 2009



A PICTURE IS WORTH 1000 WORDS

Marketing doesn't have to be complicated. We have discovered a free and easy way to promote New Zealand fishing using our clients' own photos!

We know from twenty years of experience that our clients love having a photo of themselves and the big New Zealand trout that they caught. More significantly they proudly share these photos with friends and family members and thereby become individual proponents of New Zealand fly fishing. Our newsletter always includes several pages of photos of our clients and their "trophy" trout. Clients regularly ask for additional copies of our newsletter to show off the photo to friends and thus expand our exposure. Our Best of New Zealand Fly Fishing website (<http://www.bestofnzflyfishing.com>) receives several hundred visitors a day—and a good proportion of those view one or more of the over 725 client big fish photos carried on the site.

A fishing guide could easily take photos of clients holding the fish they caught. Use a digital camera and email the client a copy after their trip. If a client has a camera, spend a few minutes learning how to use it before getting to the stream so that the souvenir photo travels home with the client. As we have learned, the odds that the client will forward the photo to others and advertise New Zealand fly fishing are way better than even.

A couple of points to remember:

- If a client declines a photo, keep pressing. Our experience tells us that a stream-side photo of the client holding a freshly caught fish will be among the favorite by products of their New Zealand trip.
- The client is more likely to share a picture of himself and the fish,

than a photo of the guide holding the fish. Before the fish is released, be sure to make sure the client is in at least one photo.

- Don't focus too tightly on the fish—a photo with the angler's head cut off is less likely to be shared.
- Make sure the angler takes off dark glasses and hat, if needed for a clear photo of the client's face.

The Tourism New Zealand "Have Your Say" van toured the country and created 1,500 video diaries in which visitors spoke positively about their New Zealand travel. The videos were posted on YouTube. Each had an average of 70 views per video—a significant amount of free promotion. You could create videos on a smaller scale.

Purchase a Flip Video device (1/2 the size of a deck of cards and fits in a pocket) and have the angler's partner capture the landing of the fish on video. This video can easily be emailed to friends and/or posted on YouTube for maximum exposure of not only fishing, but also of your services.

As we have learned, not all marketing requires an investment and expertise. If you want clients to tell your story to others, learn to "point and shoot".

— **Michael D. McClelland**
The Best of New Zealand Fly Fishing

