



Staring down a slump

As a professional fisherman, I've been affected by the financial crisis, too. It was made worse by the fact that my fishing was in a downturn as well. Here's how I got out of my slump and back on track.

Catch one fish at a time. I stopped fishing for the win. Instead, I fish one bass at a time - and gain a slow and steady advantage over my competitors. It's about getting the basics right to land every fish that hits, big or small.

Learn the animal. In my business, it's the bass. In your business, it's the customer. If you become a student of the animal and what makes them behave as they do, you'll catch more of them - guaranteed. Doing something you love is a lot more fun when you're successful at it.

Stay committed. Go full-bore and make your own luck. If you give up, you don't succeed. Find a goal and repeat it like a mantra. My mantra is "I want to fish the Bassmaster Classic."

Good Fishing! *Frank*

Last month, Frank earned a spot in the prestigious 2010 Bassmaster Classic tournament with a third-place finish in the Bassmaster Northern Open on Lake Erie, his hometown lake. He has been sponsored by OSI® since 2003.

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