

Introducing the *Inshore Angler's Personal Trainer* Product

Captain Kevin Cochran's *Inshore Angler's Personal Trainer* product provides serious-minded anglers the opportunity to enhance and accelerate their growth through interaction with a "personal fishing trainer", incorporating on-the-water instruction, needs assessments, and accumulation and analysis of data over time. The *IAPT* product establishes a relationship between Captain Kev and the trainee where Kev serves as model, mentor and cheerleader, in an adaptable, evolving "inshore fishing university" setting, with the goal of eventually helping the trainee become independent of the need for continued use of the product.

Mission Statement:

The *Inshore Angler's Personal Trainer* product aims to facilitate an angler's improvement through intense, individualized instruction from an expert, with the goals of increasing the trainee's proficiency, efficiency and enjoyment of the sport. Ideally, the product eventually renders itself obsolete, as the trainee becomes independent of any need for it.

General benefits for the trainee:

Through use of the product, the trainee should:

1. become proficient in the use of Google Earth, fishing maps, tide charts, weather forecasts, and other resources which facilitate better fishing decisions
2. gain greater knowledge of the layout and features of their home waters and those of the Baffin Bay/ULM system, expanding their catalog of spots
3. learn how to formulate and implement daily fishing strategies for their home waters, based on the season, weather forecast, tide predictions, tide level and other variables
4. learn to identify bite "stimulators" and how best to implement the knowledge into a sound and effective fishing plan
5. gain a better understanding of how to properly outfit a highly functioning fishing boat for both navigation safety and angling effectiveness
6. refine knowledge of exactly what tackle and equipment to carry and use when fishing
7. refine knowledge of how to observe and analyze signs indicating the presence of fish while on the water, adjusting the analysis to fit the specifics of the time
8. improve proficiency in matching lure selection to various fishing situations
9. increase presentation skills with topwaters, twitch baits and soft plastics, specifically with relation to altering those presentations to match specific fishing situations
10. improve the ability to assess the need to stay in a spot or move to a new one, basing those decisions on known principles adjusted for variables
11. learn to create and derive meaning from a detailed, daily fishing log
12. catch more fish
13. enjoy the sport more

Overview of components included in the *IAPT* plan:

1. Charters taken on the waters of Baffin Bay/ULM, run by Captain Kev
2. Charters taken on the trainee's home waters
3. Generation of and mutual analysis of fishing log entries created by the trainee
4. Boat and equipment inventory and assessment of needs
5. GPS data card including all waypoints and tracks used by Captain Kev
6. List of GPS waypoints in the trainee's home waters suggested for exploration and use by Captain Kev
7. Copy of Kev's *List of Sound Operating Principles*, and *Achieving a Tech-savvy Angler*

Description of Components

Charters taken on Baffin/ULM, run by Captain Kev:

Captain Kev will run these 8-hour charters, placing an emphasis on helping the trainee improve proficiency in physical application skills, with the goals of improving presentation skills, pace and direction of movement while wading, reading signs of life on the water and using those signs to facilitate catching more fish. If run during Captain Kev's trophy season, the charters will involve wadefishing as the primary way of targeting trophy speckled trout. If not run during prime trophy season, the charters can be adjusted to suit other needs of the trainee, with regard to methods used and types of fish targeted. On the first charter of this type, Captain Kev will work with the trainee to inventory their fishing equipment and tackle, assessing potential needs. That assessment will be ongoing.

Charters taken on the trainee's home waters, run by the trainee:

On these 8-hour charters, the trainee will drive the boat, make the decisions of where and how to fish, with Captain Kev serving as a mentor in the processes. On the initial trip, Kev will help the trainee inventory all boating and fishing equipment, assessing potential needs, with the aim of improving navigation and angling efficiency. Over time, Captain Kev's presence and involvement in the decision-making portions of these charters should diminish, as the trainee becomes more competent and confident. Note: These charters can be run basically anywhere in Texas, depending on the trainee's needs/wishes.

Generation and mutual analysis of fishing log entries created by the trainee:

The trainee will be encouraged to fish as often as possible on their own and to generate a log documenting data in a specific format after each outing. Captain Kev will provide a template for use in the generation of these log entries, and will analyze and evaluate each of them thoroughly and thoughtfully soon after the trainee emails them to him. Eventually, the analysis and discussion of these log entries should lead to identification of the trainee's strengths and weaknesses, with the goal of attempting to build on strengths and eliminate or reduce the effects of weaknesses. Obviously, the trainee's accuracy and honesty while recording data in these entries carry profound significance.

GPS Data:

As part of the **IAPT** plan, Captain Kev will provide the trainee a data card containing all waypoints and track lines he uses while operating in the Baffin/ULM area. Along with this data, Kev will provide a spreadsheet including information related to the waypoints and a written document providing disclaimers and advice for using the track lines. Kev will also generate a list of waypoints in the trainee's home waters for them to use in expanding their catalog of spots. The trainee should investigate and use these waypoints and generate log entries documenting those results.

Description of plans:

One year plan for an individual (or pair of) trainee(s) includes:

1. Four charters run by Captain Kev in the Baffin/ULM system, with tackle/equipment inventory and needs assessment
2. Four charters run by the trainee(s) on their home waters, with boating equipment inventory and needs assessment
3. Continual generation and analysis of fishing log entries of trips taken by the trainee(s)
4. GPS data card of Captain Kev's waypoints and tracks used in Baffin/ULM
5. List of waypoints in trainee's home waters for their exploration and use
6. *List of Sound Operating Principles and Achieving a Tech-savvy Angler*

Notes: Trainee will be entitled to schedule one charter with Kev in Baffin/ULM and one charter in their home waters per quarter. The charters **MUST** be run within the specified quarters, or the opportunity to run them will be lost to the trainee. The trainee is encouraged to fish as much as they can and to submit log entries every time out, as soon as possible, for Kev's perusal and analysis.

Quarterly (three-month plan) for an individual trainee includes:

1. One charter run by Captain Kev in the Baffin/ULM system, with tackle/equipment inventory and needs assessment
2. One charter run by the trainee on their home waters, with boating equipment inventory and needs assessment
3. Continual generation and analysis of fishing log entries of trips taken by the trainee
4. GPS data card of Captain Kev's waypoints and tracks used in Baffin/ULM
5. List of waypoints in the trainee's home waters for their exploration and use
6. *List of Sound Operating Principles and Achieving a Tech-savvy Angler*

Notes: Trainee will be entitled to schedule the charters once a month, with the charter in Baffin/ULM run in the first month, the other scheduled any time in the remaining two-month window, ideally sooner, rather than later. This plan might fall short of the goal of making the trainee independent of need. It is intended for people who might struggle to pay for an entire year at once. It can be renewed and restarted indefinitely.

Pricing of *IAPT* plans:

One Year Plan for an individual trainee: \$5,000

A One Year Plan for an individual can be paid for in three payments, one of \$2500 to initiate the plan, a second of \$1250 after 180 days, and a third of \$1250 after an additional 90 days. Ideally, all charters taken as part of this plan include only Captain Kev and the trainee. If the individual paying for the plan desires to bring along another person or persons, the trainee will pay Captain Kev an additional \$100 for the first person, \$50 for the second and/or third, with a maximum of three others allowed. Captain Kev will not provide any personal trainer services to the other individuals brought into the charters. Captain Kev will provide his GPS data card to the trainee once the original payment is processed.

One Year Plan for a pair of trainees: \$6,000

This product is designed for people who fish together primarily as partners. Accordingly, Captain Kev agrees to work with both, providing inventories and needs assessments to each as part of the plan, and agreeing to provide feedback on an unlimited amount of log entries created by either one or both of the trainees. This plan can be paid for with an original payment of \$3000, a second of \$1500 after 180 days, and a third of \$1500 after an additional 90 days. Ideally, all charters taken as part of this plan include only Captain Kev and the trainees. If the people paying for the plan desire to bring along another person or persons, the trainees will pay Captain Kev an additional \$100 for the first person, \$50 for the second, with a maximum of two others allowed. Captain Kev will not provide any personal trainer services to the other individuals brought into the charters. Captain Kev will provide his GPS data card to the trainees once the original payment is processed.

Quarterly (three-month) plan for an individual trainee: \$1400

The quarterly plan is available only to an individual trainee. It can be paid for in three payments, one of \$700 to initiate the plan, one of \$350 made 30 days later, the third of \$350 made after an additional 30 days. Ideally, both charters taken as part of this plan include only Captain Kev and the trainee. If the individual paying for the plan desires to bring along another person or persons, the trainee will pay Captain Kev an additional \$100 for the first person, \$50 for the second and/or third, with a maximum of three others allowed. Captain Kev will not provide any personal trainer services to the other individuals brought into the charters. Captain Kev will provide his GPS data card to the trainee once the second payment is processed.

Description of step-by-step processes involved with initiating a plan:

1. Initial discussion between Captain Kev and the potential trainee(s), completion of Fishing Personality Profile by trainee and review of FPP by Captain Kev
2. Signing of plan-specific contract by Captain Kev and trainee(s)
3. Processing of initial payment
4. Emailing of fishing log template and GPS waypoints for trainee to investigate
5. Scheduling of first charter or charters