

In the near future, most likely in the February '17 edition of *Texas Saltwater Fishing Magazine* I intend to publish an article in which I elaborate on what I see as a revolutionary new way of looking at the guide/client relationship. Current culture basically presents the relationship in the context of what can happen on a single outing. On the outing, the guide uses "secret" spots and "special knowledge" to help the client catch fish. The ultimate goal, generally, is for the customer(s) to go home with a limit of fish filleted in freezer bags, or in some other cases, with pictures of the client(s) handling a single (or few) trophy fish before releasing them, sometimes both of these things.

This culture and these aims have their merits. I'm not disputing that, nor am I saying I won't participate in charters with such short-term goals in the future. I most certainly will. But, I have grown to see the potential value of a different type of guide/client relationship, one which establishes and works toward achievement of multiple long-term goals, all of which relate to growth in skill and independence of the client. In essence, the philosophy of this kind of relationship centers around the client using the guide as a kind of personal trainer or coach, eventually to become independent of the need for help.

With these aims in mind, the guide should provide data to the client in the form of gps waypoints and tracks, advice on how best to create and use fishing logs, tutelage in the arts of reading the water, lure choice and presentations, planning and executing effective outings, and other related skill sets and processes.

I currently offer products which basically serve as cornerstones in a guide/client relationship of this kind, including my Lucky 7 Club, Inshore Angler's Personal Trainer Plans and Comprehensive Aid to Fishing Baffin and the ULM. Anyone interested in those products can call me and mention this blog to receive a discount of 10% on the fee related to the purchase of any of them. Also, look for the article in which I will attempt to thoroughly explain my new idea for a more sophisticated guide/client relationship in *TSF Mag*.....