

How to catch more fish with your Termite

It's pretty simple, guys. The name 'Termite' indicates that this lure loves wood. So put it on, over, thru and into every piece of wood you can see. Even if it is a small tree branch that has fallen into the water and is resting on the bottom with some limbs above or near the surface. You'd be surprised how fast even trophy size fish will find, get on, and use this little piece of wood to "lean on" for the rest of the day. This is so true, that if you are running down the lake and see a piece of wood sticking up out of the water, then the wood is big enough to hold a trophy fish. So pull over, stalk the wood quietly, get close enough to throw the Termite well past it, and then pull the Termite thru it. You might be amazed that this can be a pattern that you'll use the rest of the day! If they're on wood, you can pick up a limit of fish running and gunning this Find Wood pattern! Now understand that fish may be all over wood that is in or near X feet, but may not be on wood that is deeper or shallower than X feet. Example: They may be on wood that is in or near 6', but you won't get a bite on any wood that is in deeper or shallower water than 7' or 5'. So as you stalk that wood, know how many feet you are in and getting into as you near the wood. Where is the channel or a ditch? Where is hard bottom or soft bottom? Where is rock or sand? Where is weedgrowth? Where is other wood? THIS IS IMPORTANT to establishing a true "They're On Wood" pattern.

Enough about wood. It's not rocket science.

Weeds: Here again, it's pretty simple, but you have to cipher it just a bit to really maximize your catch rate on this kind of cover. Generally, you want to make the Termite 'tick' the tops of submergent weeds. It's important that you don't let the line get down in the weeds because then your line is dragging weeds back to the boat – not the Termite. But the result is negative: weeds without fish. Not a good way to load the boat. So as you fish a weedbed, immediately determine how deep those tops are. After a few calculated casts, you'll zero in on exactly how fast you have to crank in order to keep the Termite out of the weeds, but just ticking a top or two every few cranks. Making crankbaits touch cover or the bottom is the #1 key to catching more and bigger fish on cranks. Read that sentence again if you don't fully understand it. For it is gospel. Now the hard part: Each weedbed has tops in different depths. Here, maybe 3' deep. Over there maybe 4.5' deep. Life's a bitch, but once you learn the variances, you're good to be able to pull up on this bed later in the day or next week and very quickly get zeroed-in. More trouble: The next weedbed is different. Tops on this bed start at 5' and go down to 8'. Alas, you have to learn this bed too. But look: Once you know each bed, then you're good for the rest of the day. Each time you pull up on these weedbeds, you are zeroed in very quickly. And if fish are on these weeds, you are going to get bit right and left. Now doesn't that make all that hard work worth it? You may have learned these depths and speeds of retrieve during practice before a tournament. Then, during the tournament you pull up on each bed in front of other fishermen, and methodically proceed to pluck fish off the bed without even once pulling up a weed. Of course the fish will never forgive you, but the guys watching you do this are going to think you're close to Jesus Christ.

Rocks: Here again, it's all easy. Like fishing weeds, you need to quickly learn how deep these rocks are. That tells you how fast you need to retrieve the Termite in order to just tick or maybe 'skitter' the lure across the rocks. Understand that you're going to scuff up the nose of the Termite pretty good when fishing rocks, but if you're boating fish, are you going to worry? We have more in stock for you. And you're going to get one for your wife for Xmas, right? Tip: If you're fishing rocks that have some good-sized boulders in there, you will know when you are coming up onto and rolling over one of these bigger rocks. Immediately sweep the rod up so the Termite suddenly shoots up and over it. This is a good trigger for a fish just watching what's going on. It'll jump on the Termite when it sees the Termite suddenly rocketing over this rock.

Other cover or bottom-types the Termite is perfect for? Sure. Sand. Mussel shell shoals. Clay. Standing timber. Brush piles. Boat docks. Blow-down trees along shorelines (especially the deeper banks), or out in the middle of a river on a flat where trees have floated up during flood, and then settle on when the water recedes. The Termites in my boat have won the most money on just such blowdowns. But please don't tell anyone.

Catch fish. Let the good-gene breeders go. Duh! Send us a pic of a happy fisherman with a less-than-thrilled "nice" fish, and we just might send you some free stuff. J. R.