

How to catch more fish with your Termite

A little information about the Termite first. The red weight on the belly of the Termite (and our deep-diver HotBack™ model) is another patented item: a “Keel Weight™”. It serves a few purposes: Foremost, it stabilizes the lure as it comes thru cover – helps keep the bait upright. Next, it provides a random clicking sound as it slaps against the belly of the bait now and then. It’s red – an “exciter” color in the animal kingdom. Finally, it provides additional and random action. Random action is superior to the mindless and repetitive wig/wag found on every other crankbait in the world. It’s the new millennium – we can improve the art! Finally, the patented stainless steel “V” Snag Guard™ provides additional protection from the hook point snagging cover. We’ll tell you that we fished the prototype Termites and HotBacks without this “V” guard, so if you don’t want it, you can take some side cutters and snip it off. It’s your tool now, so make it fit your fishing. Note that we added it on our production model because it certainly helps keep the lure out of trouble, so if you cut it off, it’s a permanent modification! You may consider just bending the “V” guard down to at the same level as the point of the hook. The “V” guard really protects from snagging wood as the bait rolls over on its side as it comes over a log....so even though the “V” guard seems to be too low to protect the point when you’ve bent it down to this extent, actually it is still protecting the point since it is “V” shaped and will deflect the hook point away from the log as it rolls over it. It’s up to you. It’s your tool. Work with it and make it what you need out of it. Perhaps the best tip we can give you is to make every lure in your tackle box do what *you* need it to do. And if it won’t do what you need it to do, invent a better mouse trap! We did, and we’ve won a lot of money and caught so many big fish – even lake records - from our efforts.

Think out of the box: There is no law that says you have to start retrieving lipless crankbaits as soon as they hit the water. Perhaps that rumor got started because this class of crankbaits sink, and with every other model in the world except the Termite, they have treble hooks all over them and if you don’t start cranking, you’re going to lose them! So think about using the Termite like a jig. Get it on the bottom and see what you can bump into! You’ll quickly discover our crankbaits open up a whole new way of fishing you’ve never had before. So exploit this capability – throw them where you’d have never thought of throwing them before. Good things usually happen because bigger fish like thicker cover.

Wood: 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.

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. Not saying this is easy as pie, 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, and methodically proceed to pluck fish off the bed without pulling up weeds.

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.

General tip: So, how do you catch more fish with our crankbaits? Luckily, it's really very simple with these lures. No longer do you have to hold your breath running the old style crankbaits (treble hooks everywhere) thru cover wondering when you were going to get snagged. No longer do you have to spend time with a lure retriever striving to get back that favorite crank. Just put the Termite on, over, thru and into every piece of wood structure 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 HotBack well past it, and then pull the lure back into it. You might be amazed that this can be a pattern that you'll use the rest of the day! If fish are on wood, you can pick up a limit of fish running and gunning this 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 6', but you won't get a bite on any wood that is in 4' or 8'. So as you stalk that wood, know how deep you are 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.

General tip: Hold your rod away from your body. By holding it only in your hand, you'll get better feel of what the Termite is doing down there. Whether we're using a light saltwater open face reel or a big baitcaster, our rods to match these reels are always at least 6'6" and closer to 8' and with long handles that allow us to cast crankbaits with both hands. With such a long handle, it's easy to get lazy and rest it against your side as you reel lures back in. But avoid that with the Termite and with its cousin the HotBack, too.

General tip: When first throwing the Termite (or the HotBack), don't scream it thru thick wood cover. A lot more times than not, crawling it thru the cover once you're in it will be your best tactic anyway. But we mention this because until you know how this tool works, you can get into trouble working it too fast.

General tip: If you can get out on a river with some good current, throw the HotBack ahead and pull it back with the current. Obvious targets would be shoreline blowdowns that you'd pull the tool over. Remember sometimes fish may be hanging in the deepest part of the blowdown, but they may also be under or downstream from the blowdown in 1' of water right next to shore. You gotta cover it all till they tell you they are A.) On wood at the time, and B.) How they're relating to the wood if they're indeed on it. An even better target to consider is not visible. It's the log or stump that floated onto a flat off the channel during high water and got snagged on the bottom once the water dropped. Now it's waterlogged and forever a fixture on the bottom. Might be 2' deep or it might be 20' deep. Use the Termite to find it. Don't ever hesitate throwing out into "open water" because you never know what's out there – especially when river fishing.

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. Send us a picture showing a happy fisherman with a "nice" fish, and we'll send you some free stuff. J. R.