




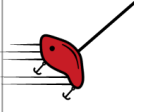
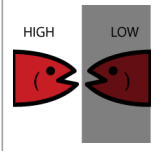
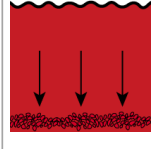

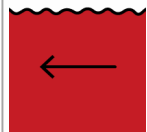
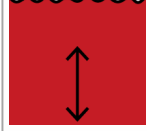
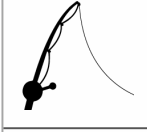

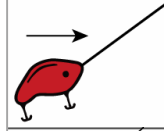
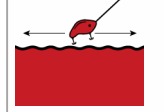



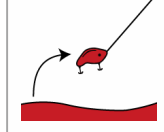







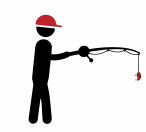

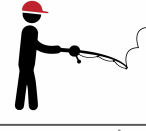

Lure Breakdown by Contact Categories					
	Surface Contact Lures		Minimal Contact Lures		Cover Contact Lures
	Bottom Contact Lures				

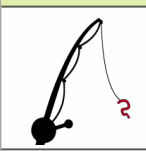


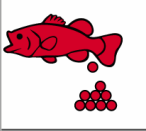

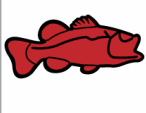
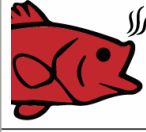

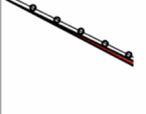
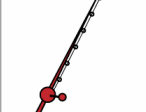
General Categories		Suggested Lures
	Depth	Shallow Lures Shallow, sometime referred to as near shore, or skinny water, generally is considered less then 8 or 10 ft or Deep Lures Deep, also called offshore, is when the bass are not shallow.
	Fishing Speed	Fast Lures Sometimes referred to as "power fishing" or "covering water" or "chuck and wind". or Slow Lures Sometimes referred to as "slowing it down" are lures that reside in the strike zone for long period of time.
	Lure Visibility	Low Visibility Lures One or more attributes: low water clarity, low brightness, wavy water, deep water. or High Visibility Lures High water clarity, bright conditions, little waves and shallow.
	Bottom Composition	Soft Bottom Lures Soft organic materials in some cases looking like mossy grass. or Hard Bottom Lures From smaller rock (sand), gravel, to very large flat rocks.
	Pro's Choice	Pro's Choice Lures Common, less common, and not common lures by pros.

Presentation Types		Suggested Lures
	Horizontal Presentations	Horizontal Presentation Lures Lures that transverse through the strike zone parallel to the water surface during the retrieve.
	Vertical Presentations	Vertical Presentation Lures Lures that descent through the strike zone perpendicular to the surface one or more times during the retrieve.
	Slack Line Presentations	Slack Line Presentation Lures Lures retrieved with slack line introduced during the retrieve.
	Tight Line Presentations	Tight Line Presentation Lures Lures retrieved with taut line and no introduced slack line.

Retrieve Types		Suggested Lures
	Straight Retrieve	Straight Retrieve Lures Little rod movements with the lure action derived by the lure with versions including burn, slow roll, pop and wake.
	Walk Retrieve	Walk Retrieve Lures Slight rod movement introduce slack line resulting in lure moving side to side.
	Jerk Retrieve	Jerk Retrieve Lures Slight rod movement introduce slack line resulting in lure moving in an erratic manner.
	Twitch Retrieve	Twitch Retrieve Lures Rod tip makes small sharp movements imparting subtle lure action.
	Drag Retrieve	Drag Retrieve Lures Lure stays in close contact with the bottom.
	Hop Retrieve	Hop Retrieve Lures Rod tip raised quickly moving lure off bottom versions including stoking, jigging and yo-yo.
	Dead-Stick Retrieve	Dead-Stick Retrieve Lures Rod tip remains stationary leaving the lure in one place mimicking a dead or hiding forage.

Targeting Cover		Suggested Lures
	Grass	Grass Lures Typically weedless lures.
	Rock	Rock Lures Rock large enough to provide bass shelter, shade or an ambush point.
	Wood	Wood Lures Wood large enough to provide bass shelter, shade or an ambush point.
	Docks	Dock Lures Docks, floating or fixed, and other manmade cover includes bridges, cribs, channel markers.

Cast Techniques		Suggested Lures
	Roll Casts	Roll Cast Lures Roll cast, also called an underhand cast, or a sidearm roll cast, is an accurate cast with minimum splash.
	Pitching Casts	Pitching Lures Pitching, (Pitchin) which is a lure in one hand then using a baitcaster rod in the other had to cast the lure a short distance
	Skip Casts	Skip Cast Lures Skip Cast is roll cast where the lure skips across the water to reach the target spot
	Overhand Cast	Overhand Cast Lures Overhand cast, or the overhead cast is casting the rod directly overhead.

Specific Purpose		Suggested Lures
	Follow-Up Baits	Follow Up Lures Rod with lure ready to cast to a missed blow up, or a short strike, or a follower, or a missed lure hook set.
	Sight Fishing	Sight Fishing Lures Lures used when bass are been identified visually.
	Search Baits	Search Bait Lures Lures that are used to fish fast to find bass typically using a cover water strategy.
	Spawning Bass	Spawning Bed Lures Bass spawn typically on shallow spawning beds, also called nesting sites.
	Sound	Noisy Lures Bass hearing enables bass to detect sound waves.
	Lateral Lines	Vibrating Lures Bass' lateral lines enables them to detect displacements in water (vibrations)
	Flavored & Smell	Lures with Flavor and Smell Bass can smell from short and long distance and taste potential forage.
	Suspended Bass	Lures for Suspended Bass Bass that are above the bottom typically with little or slow movement.
	Baitcaster Rods	Baitcaster Lures Generally for heavier lures.
	Spinning Rods	Spinning Rod Lures Generally for lighter lures.