

LETTER OF INTRODUCTION

SUBJECT LINE: Intro to Fly Fishing

Dear _____(GOLF PRO):

My name is _____, and I manage/own _____ (FLY SHOP NAME), a fly fishing shop in _____ (TOWN). When I'm driving clients to the water or out floating the river, we often get to talking about other pastimes they like to pursue. I used to be surprised at how often golf came up in conversation – but when I stopped to think about it, I began to see the many similarities between the two sports.

Both golf and fly fishing are sporting cultures perfectly suited for the type-A personality. Think about it: In an average four-hour round of golf, the time one spends actually swinging a club and putting amounts to about three minutes. The rest of the time you're gauging distances, checking the wind, selecting clubs, reading greens, and enjoying the scenery. When fly fishing a river, the best day involves minutes, not hours, of actually fighting fish. The rest of the time is spent gauging currents, checking for rises, selecting flies, reading the water...and enjoying the scenery. In both cases, it's what happens "between the ears" (in the words of the immortal Bobby Jones) that separates success and failure.

It's no coincidence that many great professional golfers – Jack Nicklaus, Mark O'Meara, Nick Price, Nick Faldo and Johnny Miller among them – are all passionate fly anglers.

I imagine that you're sometimes looking for new ways to build stronger ties with your members. To that end, I wanted to offer to host an informal "Fly Fishing 101" class at _____ (CLUB NAME). I'd be happy to come down to the club with a handful of rods to give any interested members a little casting lesson – either on one of the ponds or on a strip of grass. If you preferred, I could also do a little introduction to fly fishing slide show during an evening gathering.

Let me know if this might be something of interest. I hope to get you out on the water soon!

Tight lines,
NAME