

Media

To the Media,

What Sets Fishing Reel Care and Maintenance 101 apart?

For decades anglers have either been doing their own reel maintenance and repair with very little to no expert direction, or paying for the services from tackle shops that regularly set up reel repair services as a secondary or side business. So what does Fishing Reel Care and Maintenance 101 bring to the angler that makes it different?

BOOK DESCRIPTION

"Fishing Reel Care and Maintenance 101" is a step-by-step how-to guide to help anglers perform their own reel maintenance and repairs, as well as maintain other angling gear. It is based on guidance from top experts in the field of fishing reel maintenance.

As an avid angler for four decades, I understand the need to maintaining fishing gear properly. Sadly, however there are millions of anglers that would love to do their own maintenance or repairs but feel intimidated at the mere thought of taking their reels apart. Instead they opt to taking their reels into a service center to leave their gear in the hands of a stranger whom they have no idea of his qualifications. This is evident by sheer number of the reel repair shops that pop up virtually everywhere, some with little to no experience servicing reels at all. No soldier in his right mind would trust the operation of his weapon with a stranger when he was going into battle, and neither should any angler, after in sportfishing the reel is your weapon and every angler needs to know it will perform at its best when needed. The old saying "If you want something done right, you have to do it yourself" holds true!

Comprehensive Scope

Far more than just a book about maintaining and repairing reels, Fishing Reel Care and Maintenance 101 demystifies the fear that many anglers have that reels are simply too complicated for them to service, don't know what products to use, or where to obtain replacement parts. There are many reasons why this book stands out in its field, though in a nutshell, here are eight keys:

- Leading experts teach anglers how to save money by doing their own repairs
- Teaches how to clean and lubricate any reel just like the professionals
- Understand about reel fabrication and what goes in reels
- Lubrication charts made identifying where to grease or oil easy
- Step by step full-color maintenance guides from top experts
- Teaches how to purchase a reel with confidence and knowledge
- Learn how to save even more money when it comes to fishing line
- Future technologies today! Cryogenics and what it will do for the reel

Target Audience/Marketing Strategy

The audience for "Fishing Reel Care and Maintenance 101" is fishermen of all ages, sex, and geographical locations who want to learn from leading experts how to maintain and service their own reels. Whether they are a beginning fisherman or an advanced experienced fishermen, this book is made for them. This is a unique, only of its kind book, in that this

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BLURBS

Just "cut 'n paste" one of these ready-to-go blurbs into your web or print publication. Feel free to edit as needed!

Want to repair your own reel but don't know how? Jeff Holder, author of Fishing Reel Care and Maintenance 101, has just released the book you need. The most comprehensive book on reel maintenance and repair available. Check it out! on his site (www.reelschematic.com)

Attn: Do-It-Yourself Anglers! Want to repair your own reels? Jeff Holder, author of Fishing Reel Care and Maintenance 101, has just released the book you need. The most comprehensive book on reel maintenance and repair available. Check it out! on his site (www.reelschematic.com)

Attn: All Anglers! Want to save money and time doing your own reel repairs? Jeff Holder, author of Fishing Reel Care and Maintenance 101, has just released the book you need. The most comprehensive book on reel maintenance and repair available. Check it out! on his site (www.reelschematic.com)

Attn: Entrepreneur Anglers ! Want to earn extra cash? Want to start your own reel repair business? Jeff Holder, author of Fishing Reel Care and Maintenance 101, has just released the book you need. The most comprehensive book on reel maintenance and repair available. Check it out! on his site (<http://www.reelschematic.com/>)

BOOK REVIEWS

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