



River Rippers Fishing Lures Free Lure Package

Your Email Address: _____ *Also enter this on the copy delivered store, as this is how we identify your efforts.*

1. The Drop

- Drop off the attached “*Customer Stock Request*” form to any store that sells fishing tackle but does not currently sell River Rippers Fishing Lures products.
- It is very important to leave this with someone who has ordering authority. An owner, manager or buyer.
- Collect their contact information. Store: _____
Address: _____
Phone: _____
Contact: _____
Email: _____

2. Email River Rippers

- Email River Rippers with the contact information. This allows us to contact the store about an order and also lets us know that you have completed your end of the deal. If in the event the store does not order our product, for your efforts you can purchase the 5” Swimm’n Sammy from us at a discounted price of \$12.00 CDN all taxes and shipping included. 1 order per “*Customer Stock Request*” form delivered.

3. Free Lure

- When the store orders a “Starter Kit” and references your email address we will contact you to find out what colour of the 5” Swimm’n Sammy you would like and where to ship it. CONGRATULATIONS!

4. Bonus

- For every 10 - 5” Swimm’n Sammy earned through this program we will also give you a free 10” Swimm’n Sammy. CONGRATULATIONS again!

Please contact us with any questions or concerns you may have.

Best regards,

Perry Waghorn (owner)

RIVER RIPPERS FISHING LURES
Lanark, Ontario, K0G 1K0
Phone: (613) 256-7810
river.rippers@sympatico.ca
www.riverrippers.com



Helpful Hints to Ensure Success

- The more excited about the Swimm'n Sammy you are when you are talking to the store the more excited they will be about stocking them.
- Whenever you return to the store politely remind them about your request. You may want to take a copy of the "Customer Stock Request" to replace the one they may have misplaced.
- Check with your friends, family and fishing buddies. Getting an order together of 4 – 5 lures and letting the store know that you will buy them from them will almost certainly get you that FREE lure. Don't forget to get them to match our offered discount.
- On-line stores may be approached but please make sure they are of the stocking variety. We do not participate in the drop shipment programs which some of the on-line stores use.
- Always remember that you are the customer and in theory the customer is always right.

Potential Savings

- At a minimum you will save on 1 - 5" Swimm'n Sammy, \$1.00 CDN plus the associated taxes and shipping bringing the total to around \$8.00 CDN
- If you were to earn 10 free 5" Swimm'n Sammy and then receive the 10" Swimm'n Sammy you would have received a set of River Rippers Fishing Lures worth over \$150.00 CDN not including taxes.

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Customer Stock Request



To see full colour images please visit our website

You have received this because one of your customers is requesting that you stock the 5" Swimm'n Sammy manufactured by River Rippers Fishing Lures of Lanark, Ontario, Canada.

I would like to briefly outline the benefits for the fisherman and your store.

Fisherman

- Catches a variety of fish. Bass, Walleye, Pike and Trout.
- Trolling: runs 9 to 13 feet down.
- Casting: treat it like a count down lure.
- Replaceable tail. Easy to modify colour combination.
- Tuneable diving lip. Change action and running depth.
- Handcrafted out of maple.
- Made in Canada.

Your Store

- Unique packaging creates sales even in off-season. A great Christmas gift.
- Supplied rack, which can also be hung on pegboard with fishing instructions and specifications.
- Can actually increase sales of replacement tails you already carry. (3" curly tail grubs any MFR)
- Made in Canada
- Sales projection of 30 to 50 units at a minimum. Some stores we have sell 100 +.

Please come visit our WEB site for more information then contact us by email or phone with any questions you may have. We have a great "Starter Kit" which makes it easy for you to satisfy your customer's request.

Please reference your Customer's Email Address: _____ when contacting us.

Thanks for your time and we look forward to future conversations with you.

Best regards,

Perry Waghorn (owner)

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