

# SCIENTIFIC Saltwater Fishing



3 Science-based breakthroughs  
that completely changed  
the game of inshore saltwater fishing



Joe Simonds

# Scientific Saltwater Fishing

## 3 Science-Based Breakthroughs That Completely Changed The Game Of Inshore Saltwater Fishing

### Table Of Contents

Forward.....	Page 3
The 3 “Science-Based Secrets” To Catching Inshore Fish .....	Page 5
Who Is Salt Strong (and Joe Simonds)?.....	Page 7
Why Am I Sharing These Fishing Secrets?.....	Page 10
Breakthrough #1.....	Page 13
Breakthrough #2.....	Page 28
Breakthrough #3.....	Page 39
Conclusion.....	Page 58
Your Private Invitation .....	Page 60



# Scientific Saltwater Fishing

## FORWARD

### Here's what other anglers are saying about Salt Strong:

"Luke, I am somewhat new to this "redfishing" thing (just moved to JAX FL about 6 months ago from Australia – originally from Idaho), and I have been out on the water trying for redfish like crazy. I have caught a few in the last couple of months (maybe 10 or so and only 1 slot redfish ever). But after studying your Slammer course I went out today (after a cold front), I had 6 spots picked out, had my 3" new penny Gulp shrimp, and was mentally ready with all of the new information. Well, guess what – in the first 30 minutes I had a slot red! 10 minutes later another slot redfish. Overall, I had 5 redfish in 3 hours. Most fun since moving to Florida. Thank you."

~ Jason M. in Jacksonville, FL

"Well, the info here at Salt Strong has helped me tremendously from the banks. Before I joined this club, I wasted lots of time searching for a hole. Now I can quickly identify holes on the map with the Smart Fishing app. I haven't been skunked in my last 4 trips!"

~ Richard L. in Sneads Ferry, NC

"I just wanted to say thank you to the proprietors and leaders of salt strong for providing this community and resources. Even as a New Englander this community has made me a better freshwater angler and a way better Striper fisherman".

~ Steward H. in Bristol, ME

"Finally got to go fishing at Port O'Connor, TX after using your "what to look for" video using the Google Earth satellite. Wow, I could find the spots exactly like the video suggested and the best place to anchor. We caught a train load of fish. Most were just under the keeper limits but we did get to keep eight nice trout 19-22" long and a couple of keeper redfish 22-23" long for the skillet. The tide was about 2 feet higher than normal so the satellite view was even more useful. We didn't have to hide behind each other to bait our hooks but the bite was constant most of the day. Thanks a bunch".

~ Dan H. in Seabrook, TX

"I'm really impressed with your Insider Community. I wasn't sure what to expect - maybe a random message every few weeks or a few tips or product reviews - but after just a few hours of browsing around and talking to people, I have access to more information than I ever imagined. And, like, real, from-the-trenches information - not the vague junk I see in "fishing reports" from the local newspaper. The community aspect of it is something I didn't think I needed in my life, but now I realize that it fills a hole I never knew I had. The positivism and openness is awesome. Job well done, gentlemen!"

~ Eric R. in Myrtle Beach, SC

"You guys really are awesome. A complete game-changer to my busy schedule. I can now plan a fishing day, 3 - 4 hours, kill it and go home. Thank you!"

~ David J. in Naples, FL

"Loving the course, looking forward to trying the tips. Love the interactive, learn on my schedule approach with streaming videos. Great idea!"

~ Stephen C. in Youngsville, LA

"Yesterday, my inshore fishing game finally came together... we caught 62 trout and 3 juvenile gag grouper in just one hour! All of the the original OG Slam Shady! I've watched most of your videos and it's saved me tons of money on lures and gas. Thank you Salt Strong."

~ Scott S. in St. Pete, Florida

"Get ready for a life changing experience. It's fun when your buddies start asking YOU where are the fish!"

~ Al M. in San Antonio, TX

"I would be light years behind if I hadn't discovered Salt Strong!"

~ Ray W. in Sarasota, FL

"You guys Rock! Been living down here in Tampa for the past 4 years. Struggling to improve my fishing game and learn from anyone I can (friends, co-workers, fishing clubs, You tube, etc.). Hands down, your site, content, and membership has been the best help I can find. Caught 2 snook and 1 redfish (in-slot) in the past two weeks from utilizing your tips. That's a huge improvement, considering I've only caught 1 snook and 1 redfish in the 3 years prior. Thank you so much for sharing what took you so much trial and error to master. Really appreciate it!"

~ Alan S. in Tampa, FL



# The 3 “Science-Based Secrets” To Catching Inshore Fish

What you hold in your hands are the 3 most important science-based fishing truths ever known to mankind (or at least to passionate inshore saltwater anglers like you and me).

Since starting Salt Strong with my brother Luke back in 2015, we've been on a relentless pursuit to uncover every science-based advantage we could find to help us catch more fish in less time...

Some of the big “aha” secrets came from old fishing books.

Some came from interviews with fishing legends and experts.

Some even came from a doctor who made a wild discovery while in the Amazon forest!

All in all, what we've discovered is that it's entirely possible to predict where the feeding fish will be in any area, at any given time, tide, and day.

It's also possible to SIMPLIFY everything in order to out-smart the fish (and your fishing buddies).

And it's not as hard as we anglers think it is...

All you need is to understand trends, fish biology, and the three scientific breakthroughs that I'm going to share with you today.

The best news is that I've boiled it all down into 60 pages.

## **Can 60 Pages Change The Way You Fish Forever?**

Seems rather crazy doesn't it...

That a mere 60 pages of text (and a handful of pictures) containing three inshore fishing breakthroughs could literally alter how many inshore fish you catch for the rest of your life (and your kids/grandkid's lives).

But I am here to tell you that it's entirely possible because I'm living proof that it can...

You see, had you told me just 10 years ago that in the future I would be:

- Walking away from my six-figure job to start a fishing education company with my brother Luke...
- Getting over 138 million views on our Salt Strong “YouTube” channel
- Running the largest saltwater fishing club in America (with over 60,000 active members)
- And catching more inshore fish using artificial lures than I ever previously could using live bait...

I would have told you that you are CRAZY!!!

But it's all true...

I really did quit a six-figure job to help teach people how to consistently catch more fish in less time.

And yes, I really am catching more inshore fish using artificial lures than most live bait anglers in the same time period.

And you will too... after you put everything you're about to discover in this book to work.

Finally, don't worry if you've struggled in the past trying other methods to become more consistent... we all have.

I can't begin to tell you how many fishing magazines and TV shows I've consumed just hoping and praying I'd find some answers...

Note: Fishing TV shows and magazines did NOT help much...

I also tried buying every “hot spot map” I could get my hands on...

I also resorted to numerous tackle buying binges in hopes the latest shiny new lure would change things...

And like most of us today, I watched countless YouTube videos and even went to some live fishing seminars...

But none of it truly helped me become consistent like the three science-backed breakthroughs you're about to receive in this book.

So you might be wondering...

## WHO IS SALT STRONG (AND THIS JOE SIMONDS GUY)?

You might know Salt Strong or the Salt Strong brothers as...

The guys from the viral video where a snook was caught from the 3rd floor balcony in downtown Tampa...

Or the guys who made the FG Knot famous (over 3 million views on YouTube alone)...

Or you might know us from the hit country song and music video we produced called "Fishing In Our Soul."

Or you might know us as the guys who made online fishing courses a thing (and YES, you really can become a better angler from the comfort of your home).

Or perhaps you might know us as the co-founders of the largest private saltwater fishing club in America... the Salt Strong Insider Club (with over 60,000 members I as write this)...

Finally, you might even know us as the guys who invented things such as Slam Shady, The Prawn, The Moonwalker, The Mulligan, The Alabama Leprechaun, The Skinny Lipper, The Slot Machine, and the Polk County Tweaker (just some of our top-selling custom lures and equipment).

YES, we really do coach fishermen to become better anglers... and pretty much all of the coaching we do is online.

And YES, online fishing coaching really does work.

My brother Luke and I have been doing it full-time for the past 10 years (as of this writing), and we've been able to successfully impact tens of thousands of inshore anglers who pay us here at Salt Strong to help them catch more fish.

Let me tell you, it has been the most rewarding thing in my life to see some of our students go from average weekend warriors to winning inshore fishing tournaments – ultimately having more fun out on the water than ever before.

We've even had a handful of students who have been able to quit their "office jobs" and get paid to fish too.

But it wasn't all inshore slams and high fives for me...

In fact, the early years were BRUTAL!

I was a FRUSTRATED inshore angler for many years because I focused on the wrong things (I'll reveal those mistakes in just a bit) that kept me inconsistent for longer than I care to mention.

In fact, my brother and I both have an entire room of bad memories, wasted money, and unused tackle that serves as a reminder on what NOT to do.

Luke's embarrassing story really sets the stage for where we are today...

I'll do my best to sum up this true story about Luke at his corporate job before Salt Strong... (note that some of the names have been changed to protect the innocent).

Luke worked for a big Fortune 500 company with over 10,000 employees. In his department of 150 team members, everyone knew Luke as "the guy who loves fishing."

Many of his closest friends and co-workers would even say that Luke lived to fish...

You see, every dollar he saved was going into fishing equipment.

He even managed to save up enough to buy his first boat... a Carolina Skiff.

He was the guy who would leave the Friday night happy hour early because he wanted to get home and rig up everything before he took off super early the next morning.

There was rarely a weekend where Luke wasn't fishing – and his entire department at work knew it.

Monday mornings meant an all-hands in person department meeting.

And there was one Monday morning meeting that Luke will never forget...

Luke had been out fishing the ENTIRE weekend – I'm talking 10 hours on BOTH Saturday and Sunday (he was single if you married guys are wondering how he pulled that off).

And his entire department knew it because he was talking it up all day that prior Friday.



That would have been ok if Luke had caught fish... but he didn't.

It was one of his worst two days on the water ever.

And even one bad weekend of fishing might have been ok for Luke if it wasn't for Tom in accounting...

You see, Tom in accounting had been out fishing that weekend also.

But Tom wasn't a hard-core angler like Luke was – and he only fished for a handful of hours in the same area Luke was fishing.

Luke walked into the department meeting that day to see a big group huddled around Tom in accounting...

Curious as to what everyone was looking at, Luke walked over towards the crowd.

Luke couldn't believe it... they were admiring all of the redfish, trout, and snook pics Tom had caught from the weekend.

One of the guys in the crowd saw Luke.

“Hey Luke, you were fishing all weekend also. How did you do?”

Everyone's eyes looked up at Luke.

Luke stammered a bit... he couldn't lie to them... but there was no way he was going to look bad in front of everyone (or so he thought).

“Uh... well, not much... it was more of an exploration trip for me this weekend,” Luke said while looking down at his feet.

Everyone seemed disappointed that Luke didn't have any good fish stories from the weekend – especially after seeing all of Tom's awesome fish pics.

Luke prayed the meeting would start and the conversation would end there...

Angie in marketing, who was next to Tom, said loud enough for his entire department to hear, “Hey Luke, sounds like you need to go fishing with Tom next time!” she said sarcastically. “He could show you a few things. Look at these fish pics!”

Luke was seething.

Not at Angie.

Not at Tom.

And not at the gaggle of laughs around the room aimed at him...

He was mad at himself for investing so much money in fishing only to feel like he was a failure. He felt shameful.

Why?

Luke had spent every dollar he had on fishing. He had dedicated uncountable hours on the water. Only to have Angie and the crew laugh at him for being worse at fishing than a dude in accounting who barely ever fished.

It was that experience that fired Luke up to make sure it never happened again.

And it ties in directly with...

### **Why Am I Sharing These Inshore Fishing “Secrets”?**

Well, it's pretty simple really.

I don't want you to ever feel like Luke did in that meeting.

Moreover, I don't want you to have to waste the time and money that Luke and I did figuring this all out through trial and error (mostly error).

There's nothing worse than investing so much money and time into a hobby you love and still feeling like you aren't good at it (at least not on a consistent basis).

I would have given anything for someone to give me the same tips I am going to give you in this science-backed report.

It would have saved me TONS of time and TONS of money.

It would have saved me countless frustrating days on the water with nothing to show but a sunburn.

It would have saved me from hundreds of skunked trips wondering why my handful of spots were so inconsistent.

It would have saved me the, “Are you sure you're cut out for fishing?” look on my wife's face when I told her I didn't catch a single thing after multiple hall passes she gave me back in the day...

And I'm betting that what I'm going to share with you will be so impactful that you'll join us and the 60,000 others in our private Insider Club... which I'd encourage you to go check out a special offer for anyone who has this eBook here:

[www.saltstrong.com/sfs-pricing-special](http://www.saltstrong.com/sfs-pricing-special)

Finally, I'm a big believer in the power of transformation, and I want to share that same experience with as many people as I can reach.

I've personally seen a massive transformation in regard to how I approach in-shore fishing over the past 20 years that has allowed me to consistently catch more (and bigger) redfish, snook, and trout than I ever thought possible for a weekend warrior...

My brother Luke took these secrets to a whole new level... placing in almost every single tournament he's entered (many times against professional guides)... many times winning first place.



Here's a solid speckled trout I caught to help me win a tournament

Before this transformation, both my brother and I were typical inshore "weekend warrior" anglers who were generally only as good as the live bait we were able to catch (or sometimes buy)...

Not to mention all of the WASTED TIME and WASTED MONEY chasing the latest fads and doing things the wrong way.

But after the three breakthroughs that I am about to share with you, our approach to inshore fishing significantly changed.

And since teaching and fishing education is what we do at Salt Strong, I felt compelled to write Scientific Saltwater Fishing because I know it can help other passionate saltwater anglers become more efficient and consistent in their fish catching.

Are you ready to discover the 3 science-based inshore fishing breakthroughs?

Just imagine how amazing it will feel when you can hit the water and know you can consistently hook up with feeding fish on every trip.

I'm telling you, there is some serious FREEDOM in knowing you can catch fish when your buddies are still struggling to find live bait and find schools of fish.

Your CONFIDENCE on the water is going to skyrocket!

More importantly, I truly believe that what I'm about to share with you can help bring family and friends closer together.

Why?

Because the techniques you are about to discover are all designed to empower you to catch more fish in less time, which will enable you to get out on the water more frequently and have more great memories on the water with your loved ones.

Long story short... I wish someone had passed this information on to me years ago, and I feel like it is my duty and calling to pass these tips on to you.

So let's dive in!

# Scientific Breakthrough #1

## 90/10 FEEDING ZONES

Ever hear this?

Time on the water is the only way to become a better angler...

Hogwash!!!

I'll explain more in just a second.

First, I have a confession to make...

I'm a bookworm.

Yep. I love reading books.

For many years, I read a new book every single week (over 300 books in 5 years). I'd read everything from topics on wealth, health, marriage, money, love, marketing, and fishing.

They say that a book contains 10+ years of the author's expertise in a subject all boiled down into something you can read in a week.

In other words, by reading a book, you are tapping into years (and sometimes decades) of specialized knowledge – without all of the painful trial, error, time, and money they went through to learn it for themselves.

To me, a book is the ultimate CHEAT CODE to advance to a new level in anything (including fishing).

And out of all the fishing books that I read, there was one that opened my eyes and grew me as an angler more than any others....



## How a “\$300 fishing book changed my life...”



Does it sound kind of crazy to pay \$300 for a fishing book?

What if I told you the book would shave off years of time and save you thousands of dollars in gas over the next 10 years...

Not such a bad deal when you look at it through that lens, right?

“The Scientific Angler” by Paul Johnson currently sells anywhere from \$150 all the way up to \$900 (depending on the condition, if it’s autographed, etc).

And I can tell you that it’s worth every penny (I purchased a copy myself and I’d do it again in a heartbeat).

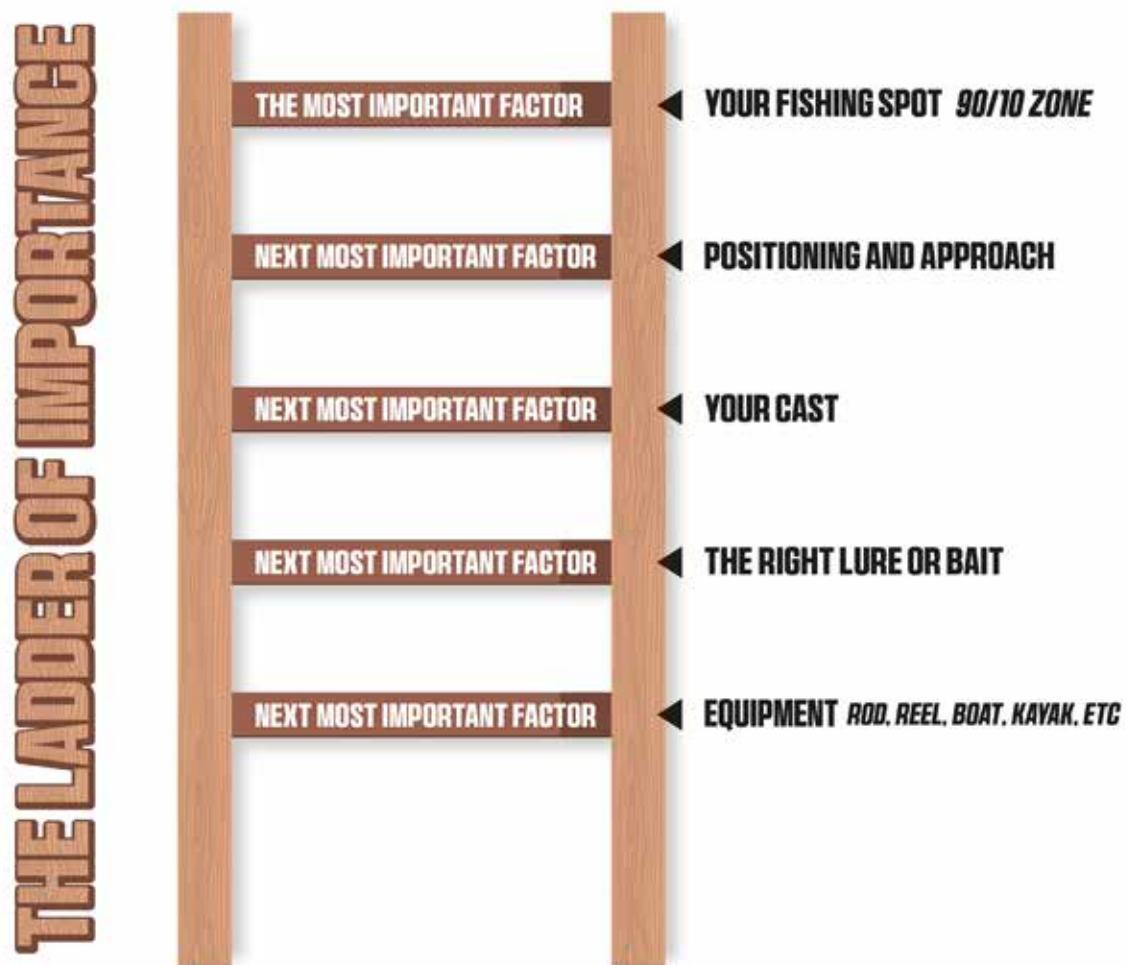
The good news is you don’t need to go out and buy “The Scientific Angler.”

Instead, I’ll share the one really BIG takeaway that changed my fishing life right here in this document.

To start, Paul made it very clear that the #1 thing that matters is **finding the fish**.

All too many anglers fall in love with reels, rods, lures, lure colors, and other equipment... but none of that stuff matters a lick if you can’t find the fish.

In fact, we have an internal “Ladder of Importance” here at Salt Strong that we live by.



It's very similar to what Paul Johnson reveals in his book.

If anglers just refocused their time and energy on this ladder (starting at the top), their entire fishing game would change.

Note that equipment is dead last...

Here's how Paul describes the 90/10 zone (top rung of ladder).

If you don't know Paul, he was the go-to expert that many of the professional bass guys utilized to understand fish biology under the water.

Paul spent more time UNDER the water (scuba diving) with predatory fish like largemouth bass than almost anyone else alive.

And here's what Paul said regarding what he witnessed under the water...

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***“In any given body of water in which I have dived, less than 10 percent of the underwater acreage has held 90 percent of the game fish population. All too often the fisherman has absolutely no clue that he cruised by some of the finest fishing areas he could imagine in his wildest dreams.”***

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That's right... time and time again Paul discovered that 90% of all the feeding fish were found in just 10% of any body of water at any given time.

Hence, the 90/10 zone!

Now that wasn't to say that the body of water couldn't have multiple 90/10 zones – it could, and it usually does.

It really just means that if you dissect a body of water (regardless if it's a pond, a lake, a bay, or an ocean), that 90% of all feeding fish are consistently found in just 10% of the area you are dissecting.

Do you know what else that means???

It means that 90% of ALL water is a DEAD ZONE!

Not only that, the 90/10 zone moves often (especially during weather changes, seasons, tides, etc).

No wonder newer anglers and weekend warriors struggle to find the big schools of fish on a consistent basis! It can be like finding a needle in a haystack!

The more I read in Paul's book about this proven 90/10 phenomenon, I couldn't help but think back on my past fishing trips (both good and bad).

There were a handful of days where it felt like I could throw just about anything and get tight lines.

There was one trip in particular where we must have caught 27 redfish in one spot. Catching reds until we were tired of reeling them in.

We had found that glorious 90/10 zone!

Yet, the very next trip the same spot was a ghost town – not a single fish to be found anywhere.

What happened?

**Two things:**

- 1) The 90/10 zone had moved (along with the hungry fish)!
- 2) After the bad trip, Instead of us focusing on finding the 90/10 zone, we bought new tackle instead... wrongly believing that was the problem (DOH!!!)

Around the same time as me picking up a copy of Paul's book, my brother Luke and I had invested in our first drone.

The aerial footage we captured told the exact same story as what Paul Johnson saw under the water...

All the feeding fish were stacked up in just 10% of the water!

It was nuts!



Figure 1 - Drone footage showing the 90/10 zone in Port Charlotte, Florida

No matter how many times we took the drone up, we captured a similar 90/10 story.

From flats to beaches - the 90/10 rule held true.



Figure 2 - Redfish on a flat in Port Aransas, Texas



Figure 3 - Snook in the 90/10 zone on a beach near Clearwater, Florida

**The next big “A-ha” moment about these 90/10 zones was that they all had ONE thing in common...**



## STRUCTURE.

In fact, here's a quote my brother Luke has been saying for years...

***“Maximize the structure, maximize your results.”***

Here's why...

Redfish, seatrout, snook, and flounder are all ambush predators.

So they'll generally be holding close to structure for feeding - and for their personal protection (from dolphins, sharks, etc).

Knowing that these fish feed around structure, it's very smart to locate areas where there are a lot of different forms of structure because that increases the odds of feeding activity being in that particular area.

It begs repeating, “Maximize the structure, maximize your results.”

Here's a quick list of the different types of structure that I look for:

- Docks
- Oyster bars
- Rocks
- Seagrass flats
- Potholes
- Depth Changes
- Points (island points)
- Trees
- Coves
- Prop scars

The best news is that these types of structure can all be found using online maps and online contour lines with just a few clicks.

Which leads me to the next big “Ah-a” moment I had with all of this new intel...

That you could find all of the best fishing spots from the comfort of your home!

Note: we'll go way more in-depth on how to find the best spots from home in the third chapter.

Let me give you a few examples of what a structure-laden 90/10 zone looks like from a satellite map.

## 90/10 ZONE - POINTS & GRASSY BOTTOM



This is an image from an island that caught my eye when scouting out new areas to fish prior to heading down to the Marco Island area.

From this one satellite view, I can instantly tell that this spot has multiple points (small island points), it has seagrass (green splotchy areas), and it has depth changes (where the water gets a darker green). It also appears to have some oyster bars.

So that's at least 4 different types of structure in this one area...

Here's the same spot using the oyster filter from our app, Smart Fishing Spots (so you can see where the oysters are).



Each of the grey areas are oysters and the green areas are large areas of seagrass

Remember, maximize the amount of structure, maximize your chances of finding yourself in the 90/10 zone.

Note that we ended up catching some nice snook from this spot above...

## **SPECKLED TROUT HONEY-HOLE**



This is an area in Port Charlotte that we've caught hundreds (and maybe even close to a thousand) trout over the years. No kidding.

And the best news is that you can find similar 90/10 trout spots like this from the comfort of your home.

Here's what I was looking for when we found this:

- Splotchy grass and potholes on a flat
- Shallow water on one side (2-3 feet)
- Slightly deeper water on the other side (5-7 feet) so the trout have easy access to go shallow or deeper
- A channel within a half mile (there is a channel that brings in lots of bait and oxygenated water about .2 miles from this spot)

As you can see from above, this spot contains all of these. A 90/10 zone for sure!

Up next, docks.

## 90/10 DOCK SPOT



Notice anything unique about the two docks towards the top right?

If you look closely, you'll see two forms of structure (including the actual dock):

- Patches of grass
- Oysters

This area is big – and it has a lot of docks. Yet I can tell you from personal experience, almost all (90%) of the feeding fish are usually found right in this small area.

In fact, the very first time we fished this area was with a winner from a contest we did (he won a fishing trip with us).

We were a bit anxious that day because we had never fished this area (and a nasty cold front came in the night before).

But thankfully, our at home research finding 90/10 zones paid off!

This little cove had wind protection (from the houses) and all of the redfish, snook, and trout were piled up in between these few docks. We ended up catching a slam with our guest.

### BONUS DOCK TIPS:

- Use 1 foot contour lines to find the docks with the most depth at the end
- Once on the water, look for older docks with lots of growth (seeing things like thick barnacles is great)



Here's an example of using 1 foot contour lines to find the 90/10 zone with docks



If I were fishing this area, I'd be focused on the docks over to the lower left (that have WAY tighter contour lines with 22 feet toward the end of the dock).

Once again, all of this intel can be found from the comfort of your home.

### PROTECTED DEEP WATER TROUGH FOR 90/10 WINTER HIDEOUTS





As mentioned earlier, the 90/10 zone moves (especially during the seasonal temperature changes).

During winter, the drastic cold snaps (yes, even in FL) from fronts can be hazardous for snook, trout, and redfish.

So they often seek shelter from the cold in deeper pools that are protected from wind/waves (the calmer and deeper pools hold on to their warmer temperature much longer than shallow or wind-prone area).

As you'll see in the picture above, this particular spot is a textbook 90/10 winter time honey hole because it is a deep trough (5-6ft marked by the arrow) surrounded by land and a shallow grass flat (1 ft. to 2 ft. depending on tide)... and the dark troughs are dark muddy bottom with patches of grass.

Another important winter tip... the coldest snaps in FL most often contain a strong/cold wind coming from the north, so the fact that the far left section in this location is protected by a mangrove line is a huge bonus.

That would be the spot I try first (and mostly likely the best 90/10 zone for the area).

Knowing that redfish, snook, and trout seek protected and deeper water after cold snaps makes this type of spot an ideal place to catch fish on the ugliest of days.

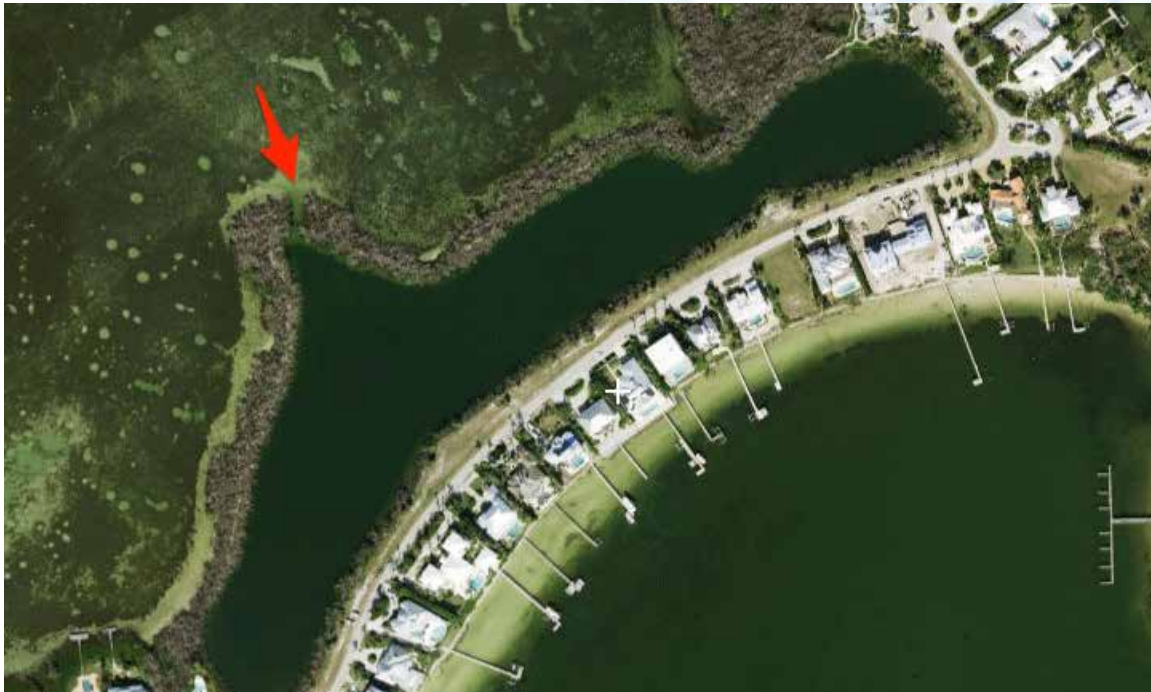
In fact, my best day back there was right after a nasty cold front on a cold and dreary day with 15+ mph winds from the north.

It was one of the days that I would have never even considered going out in years before when I never learned how to adjust my gameplan for the winter.

I would have simply stayed in thinking that the fish were not feeding.

This is just another example of why it's important to focus on the 90/10 Feeding Zones based on the conditions... this type of spot would not be very good in the summer months, but that totally changes once the cold snaps start showing up.

## HIDDEN SALTWATER LAKES



One of my favorite uses of aerial maps is finding 90/10 spots that require some creative exploration to get to.

I'm referring to the types of spots that require wading boots or a kayak/paddleboard to access... hidden lakes.

These hidden lakes are another type of spot that absolutely crush it in the colder months.

This one above is a hidden lake that you can't see from a boat, land, etc.

It has tall trees and mangrove all around it – and unless you owned one of these private homes around it, it's impossible to fish it... or is it?

After looking at satellite maps, my brother Luke found one small opening on the north side that looked just big enough for a paddleboard to go through.

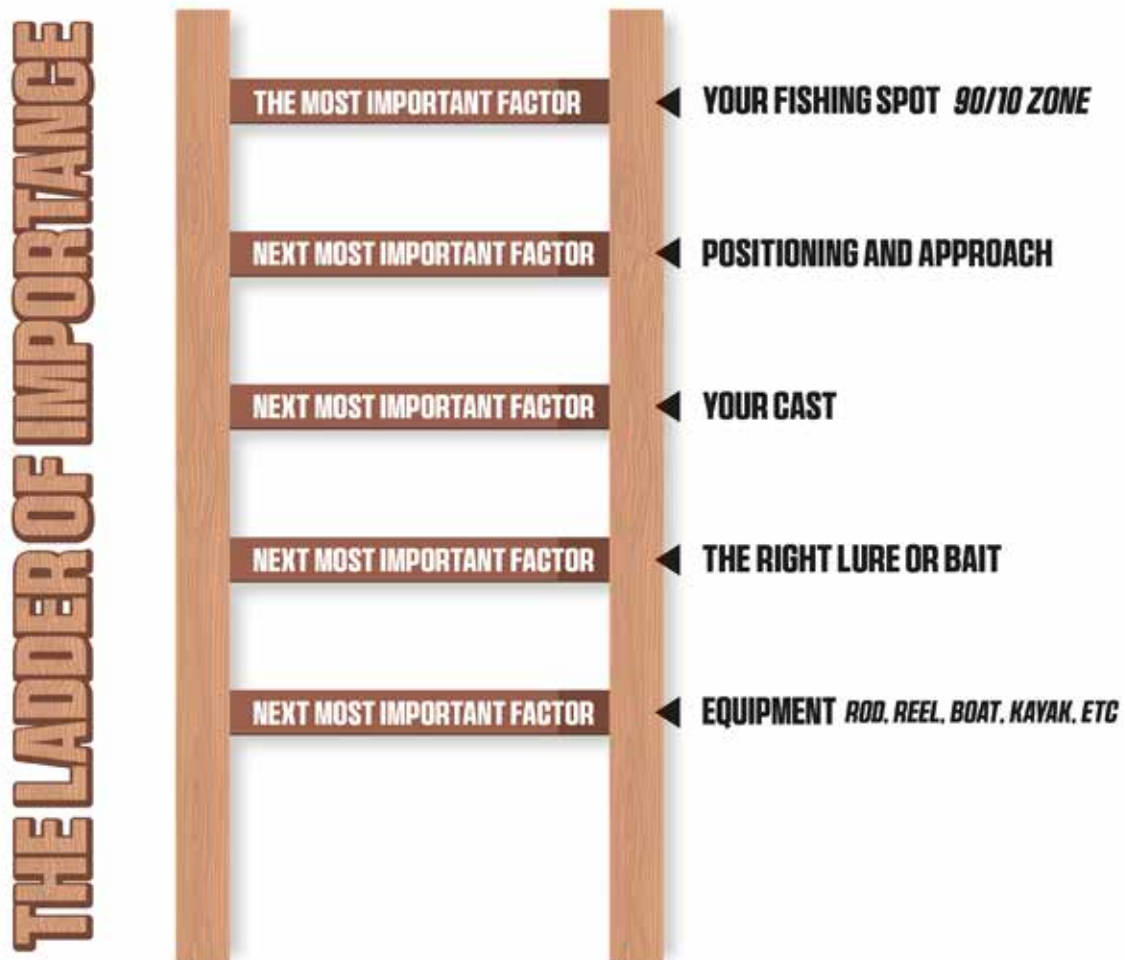
The following weekend he found a road nearby that he could launch his paddleboard, and an hour later he was hooking into snook, tarpon, and redfish in his own private saltwater lake!

Not another person or boat to be seen anywhere!

How cool is that!

## SUMMARY OF THE 90/10 ZONE:

Do you remember the “ladder of importance”?



Well, if you did nothing for the next 12 months except focus on that top rung (the 90/10 zone), you will be practically guaranteed to have the best fishing year of your life next year.

I truly believe the science- based discovery of 90/10 zones might possibly be the most important breakthrough in fishing.

Why?

Even though technology like fish finders, forward facing sonar, Power Poles, sealed reels, and fancy lures are exciting to talk about, they are all worthless at catching fish in dead zones...

Let's face it, not even a \$180,000 bay boat loaded to the max with the nicest rods, reels, line, lures, and live bait can catch a fish in a spot without fish.

As real estate agents famously say, "It's all about location, location, location."

We'll, that holds true in fishing also.

The 90/10 zone is all about location, location, location..

The other really exciting piece of news is that you can find the 90/10 from the comfort of your own home!

You'll be shocked at how many shortcuts and tools are available to show you hidden fishing spots, where to fish on certain days, etc.

In fact, we'll be covering more of them in the 3<sup>rd</sup> chapter.

But first, in the next chapter, I'll reveal a science-based lure (and scent) discovery that can save you thousands of dollars.

Then we'll follow it up with a discussion about a proven science-based system to help you find those pesky 90/10 zones crazy fast (without leaving your house).

See you in the next chapter!

## Scientific Breakthrough #2

### THE SCIENCE BEHIND THIS DEADLY WHITE PADDLETAIL

Have you ever heard of Dr. Kageyama?

He's no ordinary doc...

He's a die-hard fisherman who also happens to be an eye doctor.

Because of his background as a leading eye expert combined with his love of fishing, he set out on a decade long journey to discover what colors fish actually see underwater.

What he discovered was fascinating.

And I can only imagine he probably never expected what happened right before he went to publish his book..

Threats from lure companies...

Threats from tackle store owners...

Threats from big box fishing retailers...

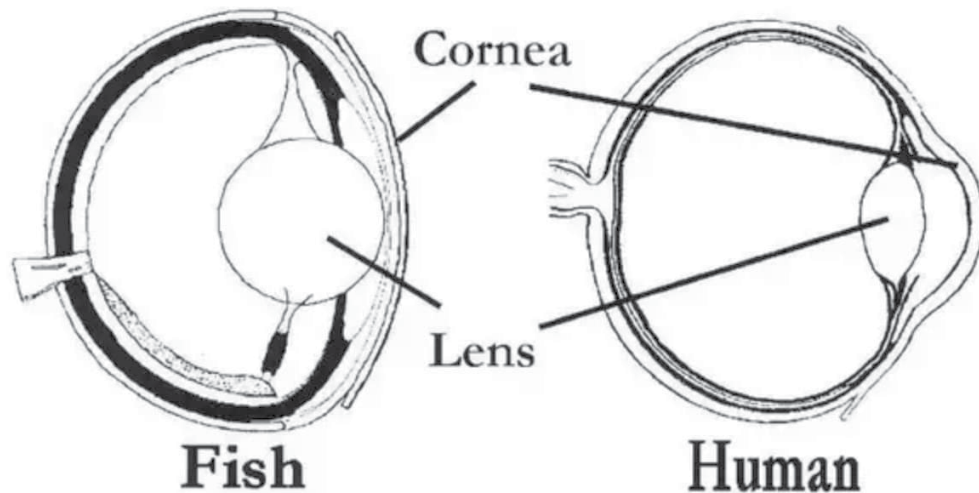
They were all afraid of what Dr. Colin Kageyama had discovered...  
What happened?

Dr. Kageyama, a well-known eye doctor and optical expert, was about to publish his book, **"What Fish See: Understanding Optics And Color Shifts For Designing Lures And Flies."**

His book, and the numerous years of underwater research that accompanied it, had finally solved one of the top questions anglers like across the world wanted to know...



## WHAT'S THE BEST LURE COLOR (BASED ON A FISH'S UNIQUE EYE STRUCTURE & UNDERWATER VISION)?



But before the book even hit the printers, Dr. Kageyama received numerous threats from tackle companies and retailers...

They did NOT want this information to get in the hands of the public...

An executive from one tackle manufacturer said, "This information could make my inventory obsolete!"

Why?

Because what Dr. Kageyama revealed in his book about lure colors could potentially kill their tackle sales...

You see, his new discoveries about what fish REALLY see underwater went against everything that lure manufacturers, retailers, and «sponsored» fishing pros have led us to believe about fishing lure colors...

In particular, we do NOT need 90% of the colors that take up a big chunk of tackle store shelf space... most of them "catch more fishermen than actual fish"...

For instance, did you know that **Only ONE COLOR Takes On The Color Of The Water (Just Like A Natural Baitfish Does...)**

Yep...

Dr. Kageyama discovered that only one lure color can blend into the water and

look **NATURAL** - the same way a bait fish looks natural to any predator (we'll share the exact color with you in just a second).

Why is this so important?

Because a natural looking lure will almost always catch more fish than an unnatural and foreign looking lure...

Plus, a lure that always takes on the color of the water around is less susceptible to COLOR SHIFT.

What's a color shift?

Dr. Kageyama describes a color shift as happening when a non-natural lure color literally changes colors as the fish approaches it.

For instance, a red lure will look completely black to a redfish or speckled trout approaching the flat from farther away.

So imagine this...

The redfish is coming in closer... your red lure is right in its path... the redfish is coming in for the attack... its eyes zeroed in on the lure... but suddenly the lure instantly shifts from black to bright red and then POOF!!!

That fish is gone!

Spooked!

Just imagine a fish chasing down a bait fish only to see it change colors right before it attacks?

Talk about freaking out the fish!!!

It would be like you getting ready to bite into a juicy hamburger and having it turn from brown to bright orange just inches from your mouth!

No wonder so many fish have "put on the breaks" right before they were about to strike...

You had the **WRONG** color lure!

So by now, you've got to be wondering what's the only color that takes on the color of the water around it just like a real bait fish?

According to Dr. Kageyama's years of science-based studies,

The **ONLY COLOR** That Takes On The Color Of The Water  
(Just Like A Natural Baitfish) Is **WHITE**...



Yep... it is scientifically proven that **WHITE** is the only color that takes on the color of the water around it.

No other lure color can do this!

This is why experienced anglers from coast to coast always have some sort of white bait in their starting lineup at any given time.

But there's something that can be added to make a white lure even more attractive to redfish...

**A White Lure With The Right Amount Of "Flash" (Just Like A Real Baitfish Flashes In The Water) Is Really Tough To Beat!**

According to Dr. Kageyama, gold is one of the best colors to add for flash.

That would explain why gold spoons have worked so well.

Gold keeps its color well under water and creates a flash (similar to how a bait fish's small scales flash in the water).

Silver also creates flash. It's what predator fish (like redfish, snook, speckled trout, and flounder) are naturally attracted to.

So now you know why the Slam Shady paddletail was such a success... it was literally what the doctor ordered!

It should be no surprise that this color has worked so well (and has broken many records)...

It's a white core combined with just the perfect blend of gold and silver flakes...

Plus a special fish-attractant scent that redfish can't resist (which we'll talk more about in a second).

## BUT FIRST, WHY A PADDLETAIL LURE?

For one, all predator fish eat it (because it resembles a small bait fish and the tail puts out a small vibration underwater similar to a baitfish).

Two, it's super simple to rig (and more forgiving if it's not rigged 100% perfect).

Three, anyone can retrieve it (even young kids – all you have to do is reel).

We've got so many stories of anglers who were "held hostage" to live bait and finally made the switch over to a Slam Shady paddletail and saw almost instant results.

We've also got so many stories of young kids who were able to catch their first trout, redfish, snook, or flounder using the Slam Shady paddletail – doing nothing but a straight retrieve.

However, I want to be careful not to give too much credit to the lure...

As stated in the prior chapter, locating a 90/10 spot is the most critical (not even the Slam Shady can create strikes in dead zones – and nothing calls in fish from miles away).

But once you find that 90/10 zone, you can use a simple paddletail and have an epic day.

No more relying solely on live bait (like we did for almost a decade).

I don't know about you, but given the choice between having to wake up an hour (or two) earlier, lugging around a heavy cast net, having to find the bait, having to make sure your live well works – which seems to break down constantly, followed by weeds and dead bait fish all in my boat...

I'll take a handful of soft plastic lures over that all day long!!

In fact, I'd argue that lures have a MASSIVE advantage over live bait in the following ways:

- More shots at fish: lures enable to you cover more ground getting shots at more fish
- More CONTROL: no more being held hostage to finding/buying bait. You are in control when and where you want to fish
- More FREEDOM: it goes without saying, but if you can catch fish on your lunchbreak with a simple paddletail lure, you have more freedom than the angler who only knows how to use live bait

- More ADVENTURE: I can't tell you how many times I've brought along a travel rod and a handful of jigheads/hooks/paddletails and caught fish on vacation from shore. That's almost impossible to do with live bait.
- Fewer back problems: I know countless guides and friends who have thrown their back out using a big 10 foot or 12-foot cast net for bait (especially as we age)

Shall I go on about how much a simple white paddletail has changed my fishing game?

Let's talk about rigging.

## PADDLETAIL RIGGING SHORTCUT

Let me share our simple formula on the best rig for these paddletail lures.

### Rig #1: (0-4 feet of water)

If you're fishing in inches of water up to 4 feet in depth, use a HOSS Helix weedless 3/0 hook (1/8oz).



This weedless rig can go through anything (oysters, seagrass, etc).

This is the main setup I'm using 80% of the time.

We've won money in tournaments using this simple rig, my kids have caught nice fish using this, and it can be straight retrieved or a double twitch retrieve.

When the fish strikes, the hook pops out and does the rest of the work.



## RIG #2: (4+ FEET OF WATER)

If you're fishing in 4 feet of water or more, rig the paddletail with a HOSS Round Eye Jighead 2/0 1/4 oz.



This jighead is heavy enough to get down in the 7-9 foot depths while still light enough to give the paddletail a realistic and natural looking drop as it goes down in the water column.

We've caught some big fish around docks, channels, beaches, and channels with this simple setup.

It's also the perfect rig for trolling for trout on the edge of flats (right where a flat meets a channel).

And remember, keep it SIMPLE.

A bunch of these Slam Shady 2.0 lures plus these two rigs is all you need for quick success.

I'm forever grateful that I read Dr. Kageyama's book. Speaking of doctors, let's talk about another doctor... the scent doctor.

## THE TRUTH ABOUT LURE SCENT

Is scent on lures really that important?

It depends...

Here's what I mean.

We've had days out on the water where we find the 90/10 zone and the fish are so FIRED UP that they will crush anything we put in front of their face!

On days like that, extra scent is a waste of time.

Unfortunately, most days are not like this.

I vividly remember the truth bomb that Capt. Mike Anderson (well-known guide and host of Reel Animals Fishing TV Show) dropped on our podcast.

Here's what Mike said:

"In a given 30-day period of time, there are 12-14 days that are going to be a hot bite. There are another 12-14 that are going to be tough. Sometimes really tough. Those days I have to work harder than ever to get strikes – and I do use everything in my arsenal to get the fish to bite. The other handful of days are a toss-up depending on the time of year..."

I couldn't agree more with Capt. Mike.

And it's on those 12-14 "struggle bus" days that I lather on so much scent to my lures that it would make a fish blush!

The bad news is that you usually don't know what kind of day it is until you get out there and fish for an hour or so.

For that reason, I've found myself using scent 100% of the time.

Why?

One, I like to win!

If you're anything like me, you want every possible advantage to catch fish, right?

My time on the water is PRECIOUS and I don't want to waste a single cast if I don't have to.

Two, because I've seen with my own eyes how scent can fire up fish that were not biting (including a very eye-opening experiment we filmed on a dock).

Three, I believe in scent because of science. Let's dig in.

Have you ever heard of Dr. Gregory Bambenek?

Dr. Bambenek's research from the tropical jungles of South America to the bamboo forests of China brought some ancient fishing scent formulas to America.

His very first science-backed scent was under the brand Dr. Juice over 30 years ago – and the brand is still thriving today.

He started with bass scents.

In fact, there were some bass records caught using his proprietary bass scent and Roland Martin was a huge advocate of it (even winning some tournaments with the help of Dr. Juice).

Over time, Dr. Bambenek perfected his scents for other species (including saltwater – it's called the Dr. Juice Saltwater Slam scent).

What makes Dr. Juice so special? What is the science behind it?

Dr. Juice is species specific, utilizing 3 different types of powerful fish-attracting SCIENCE-BASED pheromones:

- 1) **Sex Pheromones:** These pheromones are released during spawning and are known to elicit very aggressive territorial behavior in fish (even during non-spawning seasons).
- 2) **Fear Pheromones:** These pheromones are released by baitfish when they are being pursued by predators. The bait fish use it as a way to communicate to other baitfish that they are predators in the area. As you can guess, predators use it to key into stressed prey (and it gets them fired up).
- 3) **Schooling Pheromones:** These pheromones are released by baitfish to help them stay together during times of low light or areas of darker water. As a baitfish gets to the edge of the school, the concentration of schooling pheromone lowers and this triggers fish to swim back to the area of higher concentration in the middle of the school. This can also help predator fish key in on the school.

All three of these pheromones can trigger aggressive behavior in even the most lethargic of saltwater game fish.

I'm telling you, this stuff flat out works (and it works better than anything we've tried).

Combining the Slam Shady paddletail with some Dr. Juice Saltwater Slam scent has been one of the biggest secrets to my success.

And if you ask anyone who's fished with me, they will tell you I almost always start the day with that deadly combo (and usually don't change).

## **WHAT ABOUT PROCURE?**

I used ProCure for quite a few years...

That is, until I found Dr. Juice (and learned the science behind it).

The biggest misconception about a scent like ProCure is that it's good/better because you can see it on your lure (compared to Dr. Juice which is an oil/water based liquid).

Well, that's purely marketing to fishermen who falsely believe just because you can "see it" that it's working better.

You see, pasty scents like ProCure are water-based. That's why after 10+ casts you start to see ProCure disintegrate and eventually disappear altogether.

In a sentence, water-based scents wash off WAY faster than oil.

So even though you can't see the Dr. Juice scent on your lure, it's still working hours later.

Don't believe me?

Try rubbing a little Dr. Juice Saltwater Slam scent on your hands and tell me if you can smell it hours later. I'm willing to bet you can (even after washing your hands).

And since fish can smell hundreds of times better than a human (even better than dogs), these fish are still getting impacted by the 3 pheromones in Dr. Juice longer than any other scent on the market.

## **SUMMARY OF THE DEADLY WHITE PADDLETAIL & SCENTS:**

In conclusion, you don't need live bait in order to catch endless amounts of saltwater fish.

In fact, I'd argue that lures are superior due to the flexibility, freedom, control, and ability to cover water.

I wish someone had shared that with me back when Luke and I were transitioning to inshore saltwater fishing from bass fishing.

We falsely believed that we needed to catch (or buy) bait before we'd ever wet a line - and it costs us dearly...

I'd give anything to have that time back (especially those early mornings when the bait was tough to find and we'd waste the best time of day bouncing around from bait spot to bait spot).

But to be clear, we're not against live bait. If you have the time, a live well, love throwing a cast net, and/or just love anchoring up and soaking a bait or shrimp, it's great. And it works.

Personally, I love the FREEDOM and CONTROL to be able to cover ground, be adventurous (not be tied down to a boat with a live well), and to be able to catch fish on a lunch break.

In a sentence, learning how to catch fish with a lure makes you a complete angler.

Moreover, I encourage you to keep it SIMPLE.

You'd be shocked at how many fish you can catch when you become an expert/specialist at just ONE lure like the Slam Shady paddletail.

To be clear, that's not to say that you only need one lure color.

There are plenty of times where I've found I needed to switch it up.

But in general, the Slam Shady color works in a majority of the time in the majority of areas in the majority of seasons.

Finally, use scent with lures. Always.

Fish have some of the most advanced smell receptors (better than dogs and humans combined) - take advantage of it.

And I'd highly encourage you to try the Dr. Juice Saltwater Slam scent. I've yet to find a science-backed scent that works as well as this does for redfish, snook, trout, flounder, tripletail, and more.

You can get a bottle or two here:

<https://fishstrong.com/products/dr-juice-saltwater-slam-scents>

P.S. - Don't forget to grab some Slam Shady lures (I recommend the OG Slam Shady 2.0 and the Slam Shady Mulligan)



## Scientific Breakthrough #3

### THE SCIENCE BASED FISHING SYSTEM

I pulled up to the boat ramp and parked my truck.

I walked down to the ramp to wait on Luke (who was towing the boat and meeting me at the ramp that day).

A salty old man with leathered skin was sitting down in a blue beach chair a few feet in front of me.

He was holding a beat-up fishing rod that looked like it had been through a few wars.

His mono line limped out about 20 yards before it disappeared down into the water. My guess is that he'd been sitting there a while.

I cleared my throat and asked, "Any luck?"

He turned around to see me. "Nope," he replied.

"What are you targeting?" I asked.

He scratched his head like he had never considered that question before.

"Anything that will bite, I suppose..."

I felt that man's pain.

I also knew immediately that he has little to no chance of catching a bunch of fish that day.

He was fishing blind!

Here's what I mean...

In my bass fishing days, I was laser-focused on catching ONE fish – a largemouth bass.

And with the exception of an occasional bowfin (mudfish) or catfish, largemouth bass were pretty much all I ever caught.

I was dialed in on that ONE species.

I knew the bass's biology.

I knew the bass's spawning habits.

I knew when the bass would be bedding and when they would be out deeper in the brush piles.

I was fully absorbed in thinking like a bass.

But when I made the transition from bass fishing to saltwater fishing, the rules changed (or at least I assumed they did).

I mean, with at least 10 different inshore species that would all eat a live shrimp plus these crazy tides, how could you target a specific fish? It seemed impossible.

And for years, I wrongly assumed it to be true.

Like the old man, I went fishing with the same "Anything that will bite" mentality... and the only thing biting was me struggling!

It wasn't until 15 years later that I discovered the secret that all tournament pros and guides wouldn't go fishing without...

## **A FISHING SYSTEM.**

What's a fishing system?

It's a replicable, predictable, repeatable, and consistent formula for predicting the best spots, time & tide to fish those spots, and what lure or bait to use.

It's kind of like having a strategic plan in business.

And it's capable of getting laser focused on specific species.

In a short sentence, a fishing system is a set of processes and filters pros use before every trip.

Sounds pretty awesome, right?

It is.

Let me explain how having a system helped us win money in a high-stakes fishing tournament against many experienced anglers (and even a few guides).

Luke and I had started to get quite a bit of recognition about our “lures over live bait” war cry at Salt Strong.

To the point we got called out... we got challenged.

A tournament director with an exclusive inshore slam invitational tournament called us and asked if we were brave enough to put our money where our mouth was...

This 2-day tournament had been going on for many years and the only way to get in is by invitation.

The top 3 teams all won thousands of dollars. The tournament was won by the longest 2 snook, 2 redfish, and 4 trout after a full 2 days of fishing.

It was also an anything goes tournament... meaning 100% of the boats used live bait.

In fact, no team in the tournament history had ever used lures.

I still remember the heckles we got at the captain’s meeting when they called out our name...

**“TEAM ARTIFICIAL ONLY.”**

Luke and I started to wonder if we had made a big mistake entering this tournament...

But we had three advantages...

One, it was really crummy weather for those two days. Loads of rain and wind – making it tougher than usual for these live bait guys to find and net their bait.

Two, we were going to be able to cover a ton more ground and get in front of more fish than the other boats who were all using live bait.

Three, we had a SYSTEM.

Here’s what it looked like on day 1.

It was early summer, so we knew a big, overslot snook would be next to impossible to catch once the sun was up.

So we used our tide system and map system to pick 3 different spots where we'd do nothing but target snook (note that the really big snook are big for a reason – and they are way easier to catch in the twilight hours or at night).

That meant we had a specific snook lure, heavier tackle, and much heavier leader compared to what we'd be doing later in the day going after reds and trout.

The first spot was a bust.

We saw some bait, but no signs of big snook.

And we have a hard and fast rule that says if we haven't caught a fish or had a nice strike in 20 minutes, we move.

So we did.

The 2nd spot looked amazing.

Two oyster beds collided together on the edge of a 2-3 foot in depth grass flat that had a 5-6 foot channel nearby. There was a long mangrove line that wrapped around the back half of this area.

Mullet were jumping everywhere.

This was a perfect snook zone at the perfect tide and time of day... with multiple forms of structure plus loads of bait plus the channel through the mangroves that gave the snook easy access to the open bay.

Within minutes, Luke was hooked up to an over slot snook. Minutes later, we had it in the net.

We were on the board.

Time to move, time to downgrade our gear, and time to get laser focused on the perfect redfish spot.

Because we had a SYSTEM (and a plan based on that system), we knew that our first redfish spot was just right around the corner.

We pulled the trolling motor up, cranked up the big motor, and hit the channel behind us until it brought us to the oyster cove we had picked out the night before.

This spot was a large, shallow cove (approx. 3 feet deep) that had an almost perfectly circular mangrove island in the middle.

Around the small island was a smattering of oyster beds.

Like the prior spot, we could see mullet jumping out of the water when we pulled up.

Cruising up slowly using the trolling motor, we spooked two redfish. We knew there were more ahead.

Thirty minutes later, we had landed two keeper redfish from this spot (using a weedless hook with a paddletail lure like I described in the prior chapter).

We were now on the board with a snook and redfish.

Next up was trout. Once we had two keeper trout on the board, we'd try to upgrade any of the fish.

Our trout spot was on the other side of the bay.

It was a large grass flat loaded with potholes that we had picked out on satellite maps. The expansive flat had a deep channel close by.

Because the wind was blowing south, we positioned ourselves up at the top of the flat and let the wind drift us right along the edge of the flat (where it meets the channel).

The area produced a handful of nice trout and we kept upgrading until we were confident we'd have a chance of placing.

After the day 1 weigh in, we were in 4<sup>th</sup> place (out of 30). Not bad.

The next day, the wind and rain shifted – and thus did our plan.

But because we had a SYSTEM, we knew exactly where we should be fishing.

On day two we crushed it again, catching a slam before many of the other boats had made it to their first spot.

I still remember standing there at the final day weigh in.

My wife and kids came. Our mom, dad, and other brother Dan the Man was there also.

The announcer started with 5<sup>th</sup> place. When he called out that team's total slam length, I knew we were at least 4<sup>th</sup> place or better.



4<sup>th</sup> place had scored fewer points than us as well.

Up next, in 3<sup>rd</sup> place, “Team Artificial lures.” We did it!

We were handed a nice 5-figure check while the other teams watched in shock (note that we donated back to the charity where all of the tournament funds went to).

But more importantly, we now had the confidence that we could not just compete against great anglers who were using live bait, but to place in a legit tournament!

What are the main lessons here?

The first is to live by “The Cardinal Rule” = Know Thy Target Fish.

Notice how we had very precise spots (and even precise times of day and tides) for each species.

That was because we knew the biology, trends, and feeding habits of those specific 3 fish (and all 3 are slightly different).

It was the opposite of the old man at the ramp hoping for anything that would bite.

The more you know about biology of a fish, the more dialed in you can be on locating it.

The second big lesson is having a SYSTEM.

Let me share the repeatable steps we used in our system during that tournament (in this precise order):

## **STEP 1 – CHECK THE WIND, TIDE, & TEMPS**

This is the **FIRST** thing we check before every trip (same with the pros).

And it’s probably the #1 mistake most beginners and weekend warriors miss.

Why is wind, tide, and temperature so important?

It reveals so much about what **TYPE** of spots the fish will be in.

For example, this tournament was held in the summer (hot time of the year).

And since we know that wind can help cool the top layer of water in hot months, we immediately knew that we needed to be fishing in areas that had been getting some wind impact overnight.

The opposite would be true in the dead of winter.

In the winter, the cold wind brings cold air into the water – and the shallow water is the last place that cold-blooded fish like redfish, snook, and trout will be found early in the morning.

Instead, they would be found in wind-protected areas.

With the tide, I'm looking for the best times of day that have current flow.

To find current flow, simply look at a tide chart and find the steepest part of the tide line (when the slope on the graph is steepest).

The steeper the slope, the faster the current.

That doesn't always mean the best bite is happening when the current is fastest. But it does mean you want to be fishing when you've got good water flow.

Slow to no current usually means the bite shuts off.

Moreover, with tides/temp, we know that in the summer, an incoming tide brings in cooler, oxygenated water from the ocean into the warmer creeks, rivers, back bays, and estuaries.

This cooler oxygenated water fires the fish up.

Knowing this, it helps us focus in on the types of spots we want to fish.

Once we use the wind and temps to zero in on specific areas, then we move on to step 2.

## **STEP 2 – LOCATE SPOTS WITH THE MOST STRUCTURE (IN THE HIGHLIGHTED AREAS FROM STEP 1)**

This step is where we cheat a little bit...

The “old school” way to find structure was getting in a boat or kayak and surveying an area with your eyes.

I still recall the days where we'd wait until dead low tide to out and see what new oyster bars and potholes we could see with the water down...

Laughable! Who's got time for that these days!

The first big innovation in finding structure was the introduction of online satellite maps.

Google, Bing, and MapQuest all released their own version of satellite maps where anglers could finally study bodies of water from the comfort of their home.

The ability to zoom in to an area and potentially see oysters, depth changes, and other hidden structure from a computer was amazing... most of the time.

Of course, so much depended on the quality of the satellite picture, the clouds on the day the picture was taken, how long ago the picture was taken, and the water clarity.

And even if all three were perfect, there was still more to be desired – and you still had to go out on the water to verify what you assumed you were looking at.

Over the past year, a brand-new technology has emerged that has super-charged all of this to a whole new level.

It's like giving the best satellite maps steroids plus underwater cameras!

I'm talking about the tool called **Smart Fishing Spots**.

With ONE CLICK of a button, you can see every single oyster bar in an area. No more having to zoom in, squint, and wonder if what you're seeing is an oyster bar or just a patch of underwater grass.

Speaking of grass, in ONE CLICK of a button, the Smart Fishing tool shows every patch of seagrass.

In ONE CLICK of a button, the app shows every single 1-foot depth change (and even every ½ foot in many areas – which I've never seen anywhere else).

In ONE CLICK of a button, Smart Spots reveals a 4K satellite layer, revealing things the old Google satellite map never could. It's like seeing the picture quality on an HD TV for the first time after spending your life watching non-HD footage on an old school tube TV...

And in ONE CLICK of a button, this proprietary app reveals a 3D underwater sonar view that's like looking under the water's surface! Revealing every pothole, depth change, and even ledges and hidden sunken pieces of structure on the bottom.

Let me show you what I mean.

I'll start with the bare bones Google satellite (every picture below is the EXACT

same spot – but with different layers turned on).

Note: this is a MASSIVE area of a bay that would take all day to fish and explore



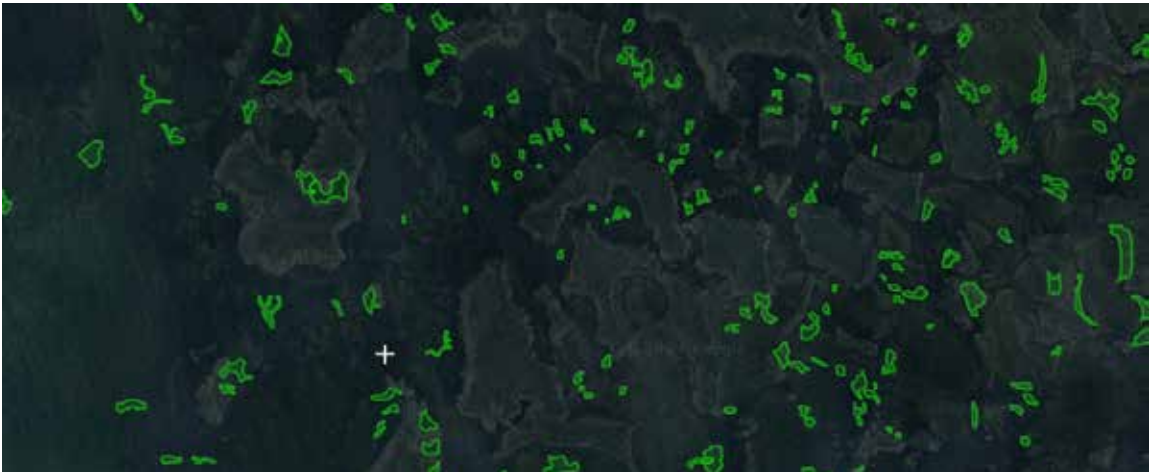
This is the area we were fishing that day with just Google satellite turned on



Exact same spot with the Oyster Bar layer turned on (every grey cluster means oysters)



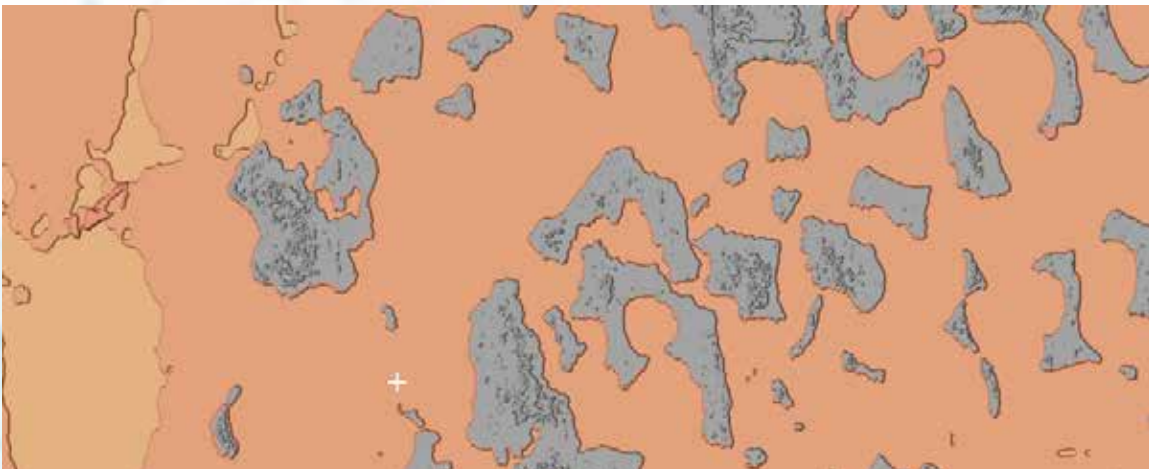
## SMART SPOTS VIEWS (continued)



Exact same spot with the Seagrass layer turned on



Exact same spot with the 1foot contour lines turned on  
(it goes to 1/2 foot when zoomed in)



Exact same spot with the 3D Underwater Sonar turned on



## SMART SPOTS VIEWS (continued)



Exact same spot with 4K satellite (gets even better when zoomed in)



Exact same spot with 4K, oysters, seagrass, and the exclusive Smart Spots all turned on at the same time

Let me show you what the original Google satellite looks like next to the Smart Spots (with just a few of my favorite layers turned on).



Exact same spot but the top is Google satellite and bottom is Smart Fishing Spots

So it goes without saying, we always use Smart Fishing Spots for step 2...

In mere minutes, these exclusive map layers reveal every piece of structure and every potential 90/10 zone in the area.

With a few clicks of a button, we have every hot spot in our crosshairs... eliminating hours of guesswork every trip.

What normally would have taken weeks or days to discover, you can now get in minutes (all from home).

And it goes without saying that this intel gives us a **MASSIVE ADVANTAGE** in pre-trip planning over those who don't have it (like most of the anglers in that tournament we fished in...)

So you might be asking yourself, "Is this considered cheating?"

Nope.

It's simply taking advantage of technology to save time.

No different than when the first fish finder came out. Some anglers were in an uproar when fish finders were introduced... calling it in the end of fishing forever. They were clearly wrong.

And it's no different than the technology that gives us 300 HP engines compared to 60 years ago when a 25 HP was the highest you could find.

Technology saves us time and makes our lives easier.

If that makes you uncomfortable, then I'd urge you to never use Smart Fishing Spots (because it's a time saving machine)!

More on that in a second.

For now, let's move on to step #3.

### **STEP 3 – PICKING YOUR SPOTS**

Armed with knowing what types of areas the fish will be holding (based on the wind direction, speed of wind, and temps), plus knowing where the structure is located in those areas, now it's time to pick your spots.

My recommendation is to pick a minimum of 5 (five) different spots to target.

And even though we purposely fished very specific spots for certain species in the tournament, the truth is that you can catch a full inshore slam in a single spot.

Heck, in the snook spot I mentioned we also caught a small trout and saw a juvenile redfish dart off.

So all 3 species were in that one spot.

Considering most of us just want tight lines (and aren't competing in a high-stakes tournament), the goal is to pick the 5-7 spots that look the fishiest (aka have the most types of structure and fit the mold for the type of spot based on wind, tides, & temp).

When done correctly, you can target (and catch) multiple species all in the same general 90/10 zone.

I recommend 5-7 because you never know if someone might already be there, plus, you just never know with 100% accuracy if the fish will be where they are supposed to be.

As I mentioned earlier, we have a hard and fast rule that if we've had zero strikes in the first 20 minutes, we leave and try the next spot.

Our Insider members are able to get real-time trends from our weekly Smart Fishing Game Plan update (that shortens this step down just minutes).

## **STEP 4 – PICK THE BRAIN OF YOUR NETWORK**

I've interviewed a bunch of different redfish pros on the Salt Strong podcast over the years.

Besides having a system in place, the other thing they all agreed upon was the power of a network.

Full-time guides all rely on their network.

Tournament pros all rely on their network.

Capt. C.A. Richardson said, "You're only as good a fisherman as your network."

I agree.

The sad part is that most of us don't have access to a network of anglers we can trust.

I know I sure didn't when I was first getting started... Luke and I were 100% on our own.

But the Internet has changed all of that.

And no, I'm not talking about a Facebook group.

Fishing Facebook groups are the petri dishes of obnoxious, rude, and inappropriate comments from keyboard warriors.

I should know, we own the largest saltwater fishing Facebook group in America... and I rarely spend time in there.

Instead, I rely on the private Insider community. That's my network.

That's where I go to see local trends.



It's where I go to connect with other anglers in the area I'm fishing.

We even have full-time guides sharing their private fishing reports every week in there.

It's truly amazing how the entire conversation (and attitude) changes behind a paywall.

There is no cursing.

No belittling.

No politics.

No negativity.

The only thing allowed is positive anglers helping anglers.

And I've never seen a network like it in all of my years.

How do I use it within the SYSTEM?

Pretty simple.

Once I've done my homework and picked out my spots, I head over to the private community, click the region I'll be fishing, and start reading the latest reports for the week.

What I'm looking for is anything that would confirm or disprove the spots I've picked.

I'm also looking for any other insights on the type of structure or depth other anglers are having luck with.

For example, if I had picked out a bunch of spots in the 2-3 foot range but I'm seeing reports of fish being caught in 4-5 feet of water, I might start fishing that same area in slightly deeper water to start.

Little tips like that could mean the difference between fishing in a 90/10 zone and passing over one.

Don't skip this step. A network is critical to your success.

P.S. – if you aren't an Insider member yet, you need to join today to see why 60,000 anglers are part of this tight-knit (and super helpful) network.

Here's the link to join: [www.saltstrong.com/pricing](http://www.saltstrong.com/pricing)



## **STEP 5 – RANK AND ORGANIZE YOUR SPOTS. FINALIZE YOUR GAME PLAN**

The last step is pretty straightforward.

Rank and organize your spots into a final gameplan.

When you hit the water, you should know with 100% certainty which spot you are hitting first, exactly what lure or bait you're going to use, and what species you will most likely catch.

Will it always work out perfectly?

No.

Will it take some time to nail it down where it's second nature?

Of course. No one is born a consistent angler...

It takes time. It takes putting in some reps.

But it always goes 10,000% faster when you have a SYSTEM in place (especially if you have access to a helpful network).

Before you know it, you'll have a repeatable system you can use anywhere, all year long, regardless if you're in a boat, kayak, or fishing from shore.

The other piece of the puzzle is picking the right lure/bait for the depth, water clarity, and season.

We have one-page "cheat sheets" available to our members that show you exactly what to use for every scenario (in seconds).

It removes all of the guesswork.

There's one last piece of this system...

What to look for when you actually get out on the water...

### **THE "ABC TRIFECTA" ON THE WATER SYSTEM**

Let's face it, no matter how good all of the map filters are on Smart Fishing Spots, things will always look different when you get out on the water.

That's why we came up with a simple on the water formula we call the ABC Trifecta.

The A and the C tie in directly with the 5-steps above.

We use them as repeaters in the ABC Trifecta because what we've seen over and over again (especially with newer anglers) is they get completely overwhelmed once they are out on the water.

This simple formula brings the important things to light and creates clarity and focus.

Here's what each letter means.

### **A STANDS FOR AMBUSH.**

This simply means there must be structure present in order to give predator fish a place to ambush their prey (bait fish, crustaceans, etc).

Assuming you used the formula and picked out areas with structure (oysters, grass, ledges, docks, etc) then you should be good to go here.

The one exception is if you're fishing in an area after a major storm (like a hurricane) and some of the structure has moved or shifted compared to the maps.

Either way, if you're on the water and not seeing ambush spots, move.

Speaking of moving, let's move on to the next one.

### **B STANDS FOR BAIT AND BIRDS.**

I've caught fish in areas without bait or birds, but it's rare...

A predator fish's #1 goal every single day it to eat.

Thus, they go out of their way to put themselves in spots that have food.

Can you guess what also loves to gorge on this same food?

Birds.

This holds true from Texas to Florida to New Jersey and every state in between.

Find the birds, find the bait, you've found some predator fish nearby as well.

So when you get to your spots, always be looking for signs of bait.

It could be glass minnows making dimples on the water, to mullet jumping, to large schools of bait making wakes.

With birds, look for anything from pelicans diving to white egrets feeding in the shallows.

Personally, if I see more than one white egret feeding, I almost always stop and fish that area (even if it's not one of the spots I picked).

White egrets are like a beacon for redfish being in the area (from my experience). Especially if they are feeding around oyster bars or shorelines with structure.

## **C STANDS FOR CURRENT.**

Current (flow) is always critical to your success.

And even though tide charts are mostly accurate, the information you get is from a tide station that could be miles from the actual spot you are fishing.

That means the flow where you are could be ahead or behind of what you expected.

So it's always important to make sure you are fishing areas with current.

No water current, no bite.

Predator fish use current to bring food to them like a conveyor belt. It's why fishing a creek mouth or a chokepoint at the beginning of the outgoing tide is so good.

Those predator fish are waiting to ambush all of the bait that is getting flushed out by the current.

Use current to your advantage – think like a fish.

Note that there are a few exceptions to this rule like some of the big lagoons in Florida – but even then, you go in areas with water movement from water, spillways, etc.

## **PUTTING IT ALL TOGETHER**

The good news is that having a fishing SYSTEM isn't complicated.

Depending on your skill level and target species, it's just a handful of steps and a

handful of variables you must know (inside of our Smart System, we have a few different customized step-by-step plans based on skill level and goals for the day).

As you have seen, it's just 5 steps and a handful of variables you must know.

On the other hand, it can be time-consuming to find all of the data you need, not to mention, crazy expensive to buy all of the map layers you need to succeed.

What I've found is that there are only THREE ways to get your hands on a proven, repeatable, and reliable saltwater fishing system.

- 1) Spend countless days on the water for about a decade or so and finally crack the code through trial and error by yourself
- 2) Hire a guide at least 100 times to try and absorb as much as you can about his or her system (which can get pretty expensive and time-consuming).
- 3) Invest in a done for you system

If you'd like to get your hands on a done for you system and see exactly how we know where to find the 90/10 every trip (super-fast), then keep reading...

# CONCLUSION

In summary, fish aren't as smart as we give them credit for...

Like humans, they are very predictable when you study their biology, their wants, their needs, and their feeding habits...

Just like if you sat in the parking lot of a McDonalds and watched the exact same guy pull up to the drive through to pick up breakfast every day for 7 days straight, you could probably bet you'd find him there again the next day around the same time.

If you remember only one thing from this book, let it be this...

**90% of all feeding fish can be found in just 10% of any area for any given day, tide, and time of day.**

Everything else becomes easier when you are laser-focused on finding the 90/10 zone first and foremost.

You'll never waste time casting into a dead zone, and you'll also never be held hostage to the same handful of spots you normally fish.

When you also start simplifying your tackle (using fewer lures, not more), you'll also see your strikes per cast go up.

Same with scent.

Use it (and use it often).

Finally, if your goal is to get tight lines on every trip, promise me that you'll never go fishing with a "I'll catch anything that will bite" attitude.

Instead, come PREPARED with a strategic plan... a STRATEGY.

It will make fishing so much more enjoyable.

You'll save time, you'll save money, and most importantly, you'll have the ability to teach the next generation how to fish like a true pro.

If you're feeling 100% confident you can master it on yourself, then go out and crush it.



On the other hand, if you're like most people who prefer shortcuts, prefer a proven system, and want to surround yourself around awesome people, then we'd love to have you join us in our private Insider Club.

Not only will get unlimited access to Smart Fishing Spots, but we also have an online "Fishing School" that takes everything I've shared today to the next level (and you can see it working on the water with real-life examples).

Don't wait.

Don't put this off.

The best time to become a consistent angler was yesterday...

The second-best time is TODAY.

# YOUR PRIVATE INVITATION

The Salt Strong Insider Club was founded over 8 years ago (as of this writing) for three main purposes:

- 1) To help anglers save TIME (and catch more fish per trip)
- 2) To help anglers save MONEY
- 3) To help anglers meet other awesome people (our mission is to UNITE friends and family around fishing)

Over the years, the club has grown from a couple thousand to over 60,000 members.

The technology has grown as well.

What used to be all video based tutorials has now evolved into an app, live events (every month), live coaching, a proven SMART FISHING SYSTEM, and much, much more.

Our members also receive 20% (or more) off of all their tackle.

Not only that, we personally go out and test new tackle and report back on the value.

Smart Fishing Spots (app and desktop) not only helps you find the 90/10 zone crazy fast, but it also build catch logs for you in seconds.

Once you start logging your catches, the system builds you a private and personalized catch log (like having a private fishing journal). You can also add in unlimited waypoints – so you'll always have everything at your fingertips in a couple clicks.

Here's the special 60% off link to join for anglers who took the time to read this book [www.saltstrong.com/sfs-pricing-special](http://www.saltstrong.com/sfs-pricing-special)

I look forward to seeing you inside the private community and hope to meet you face to face at one of our live chapter events.

Tight lines and thank you so much for taking the time to read this special report.

I hope you learned something of value and I hope I get a chance to meet you in the future.

Joe Simonds  
Salt Strong CEO