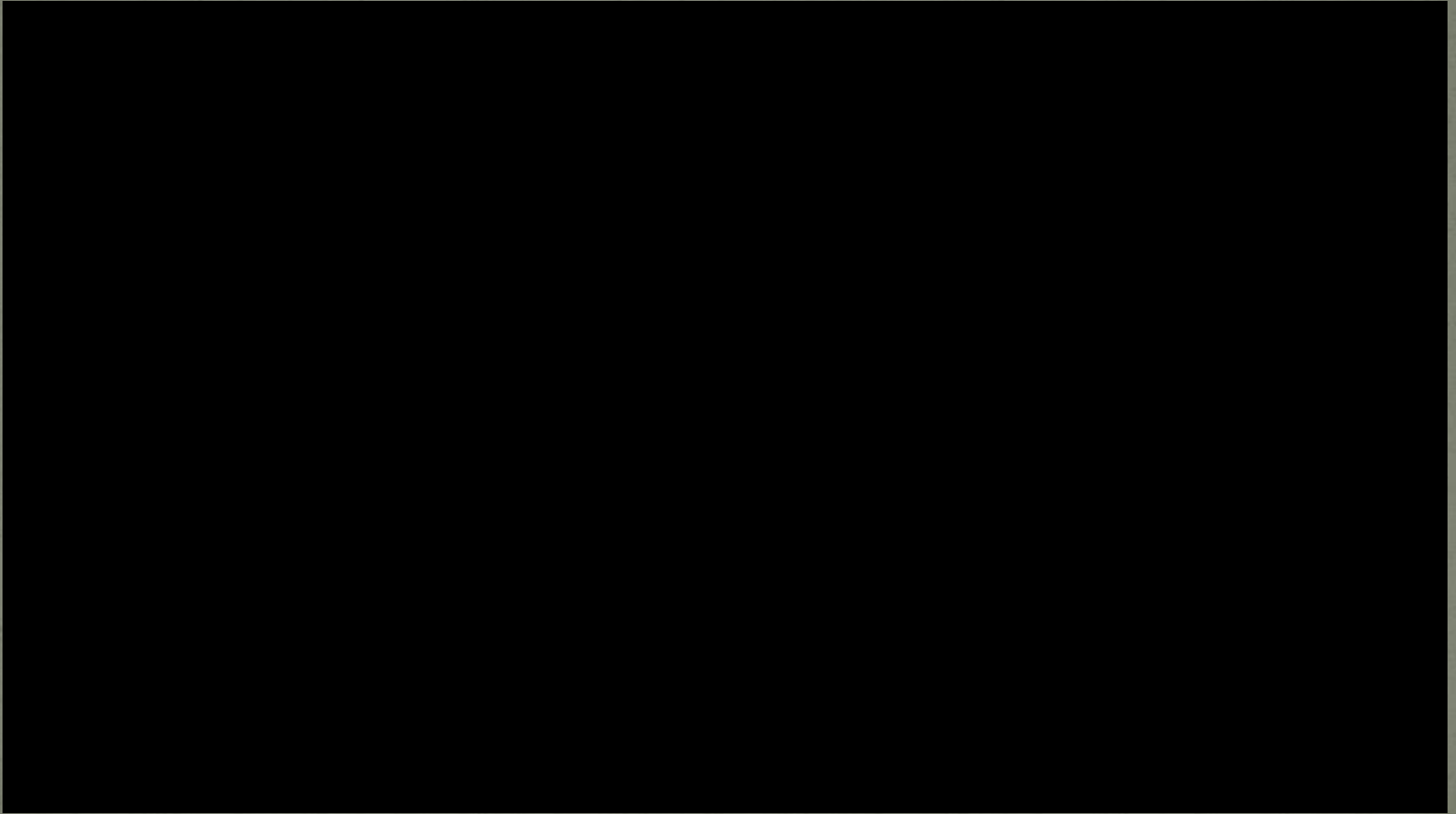




**CANADA**  
*In the Rough*



# Greatness of Canada



# Ontario Monster Whitetails Magazine



# The Big Game Records of Ontario

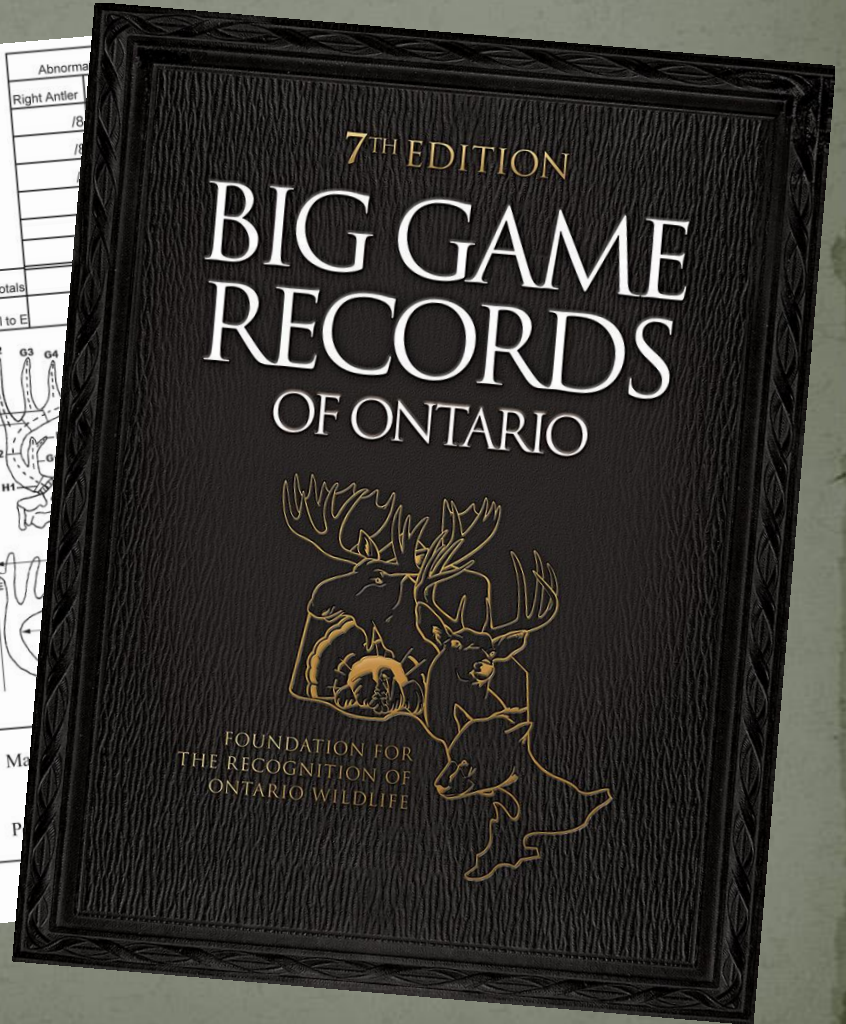
## Foundation for the Recognition of Ontario Wildlife



Minimums:  
 AT & MF 140  
 ML 135  
 C 125  
 AR 120

### Typical Whitetail Deer Score Sheet

	Column 1	Column 2	Column 3	Column 4
	Spread Credit	Right Antler	Left Antler	Difference
A. No. Points on Right Antler		No. Points on Left Antler		/B
B. Tip to Tip Spread	/B	C. Greatest Spread	/B	/B
D. Inside Spread	/B	Spread Must Not Exceed Length of Longest Beam		/B
E. Total of Lengths of Abnormal Points		/B	/B	/B
F. Length of Main Beam		/B	/B	/B
G-1. Length of First Point		/B	/B	/B
G-2. Length of Second Point		/B	/B	/B
G-3. Length of Third Point		/B	/B	/B
G-4. Length of Fourth Point, if Present		/B	/B	/B
G-5. Length of Fifth Point, if Present		/B	/B	/B
G-6. Length of Sixth Point, if Present		/B	/B	/B
G-7. Length of Seventh Point, if Present		/B	/B	/B
H-1. Circumference at Smallest Place Between Burr and First Point		/B	/B	/B
H-2. Circumference at Smallest Place Between First and Second Points		/B	/B	/B
H-3. Circumference at Smallest Place Between Second and Third Points		/B	/B	/B
H-4. Circumference at Smallest Place Between Third and Fourth Points		/B	/B	/B
TOTALS				
ADD	Column 1	/B Exact Location Where Killed:	Time of day:	
	Column 2	/B Date Killed:	Telephone #:	
	Column 3	/B Owner/Hunter:		
	Subtotal	/B Owner's/Hunter's Address:	Telephone #:	
	SUBTRACT Column 4	/B Measurers Name:		
FINAL NET SCORE		/B Comments:		



# Social Media – Friend or Foe?

- What can social media do for your business?
  - How powerful is it?
  - Good and Bad
  - Social media is free – or is it?
- What to post
- What not to post
- How often to post
  - Scheduling posts
  - Keep content fresh

# Social Media – Pictures & Content

- Take quality pictures
  - Teach your guides
  - Demand that they take time to do it
  - Good photos vs damaging photos
- Lifestyle and Harvest photos
  - Sunrises, sunsets, candid, wildlife, scenery, fog, insects, birds, skulls, shed antlers, carcasses/bones etc
  - Camp/Cabin and camp life
- Get pictures from departing clients BEFORE they depart
- Check clients social media accounts for posts after the hunt that you can share

# Social Media –

- Encourage clients to post and tag your outfitting page
- Separate pages for eco-tourism vs hunting
  - Very different interest
  - Require very different marketing efforts
- A Facebook Page vs a personal account
  - Be careful what goes on your personal account as well
  - Public vs Private posts
- Do I still need a website?

# Social Media vs Website

- Why have a website AND social media pages
- Social Media
  - Connecting with existing and potential customers
  - Keeping current & relevant in their lives
  - Content can be brief and whimsical and must be dynamic



# Purpose of a Website

- Many client decisions are made based on your website so make it the best you can
- Photo Galleries
- Long Term Information
- Provide answers to all the questions that clients will ask
  - A good website will reduce phone calls or emails
- Provide Travel Info Specifics
  - Nunavut travel can be different than other destinations
  - Airlines
  - Overnighting in Hotels

# Purpose of a Website

- Provide weather information
- Provide Packing List
- Describe camp and amenities
  - Wifi/Cell Service
- Describe the hunting experience
  - Transportation
  - Degree of physical difficulty
- Background on the camp/owners/operators
- Contact info
- Links to social media pages

# Researching Potential Clients

- Ensure the client is a good fit for your operation
  - Provide clear and concise information on your website
- Manage their expectations
- Weed out problems before they arrive
- Prevent activists from coming to exploit your business
  - Putting deposits down but not showing up for the hunt

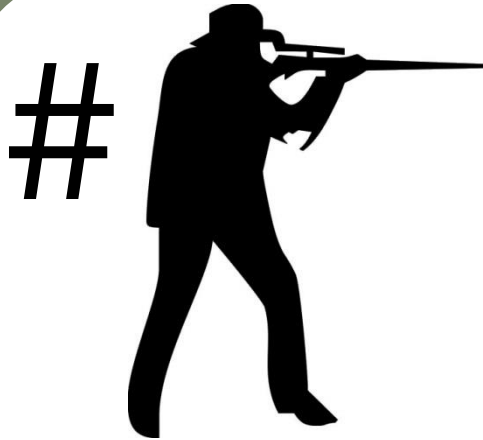
# Managing Expectations



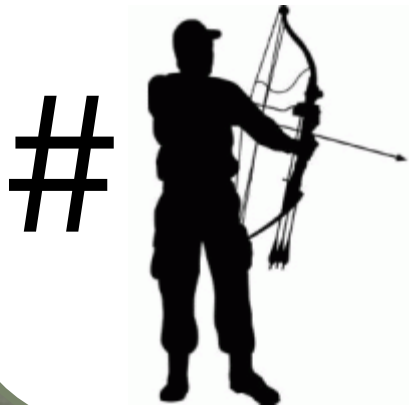
# Managing Expectations

- Success Rate

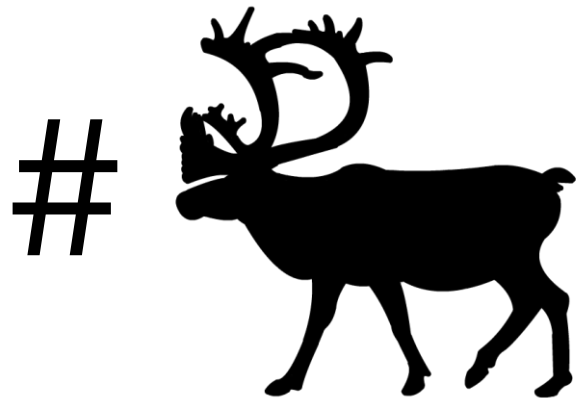
Opportunity Rate VS Success Rate



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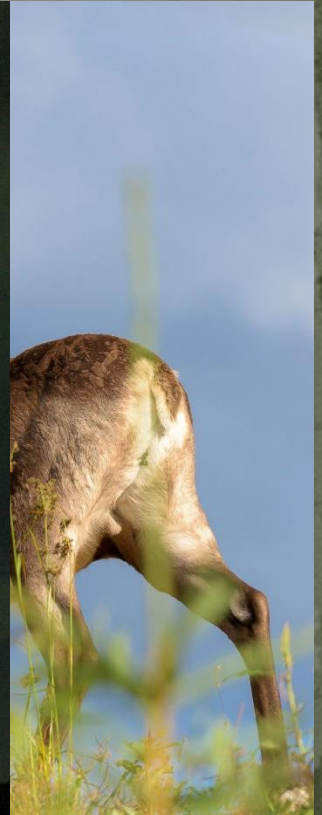


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# Managing Expectations

- What does the hunter consider a success?
  - Big rack or outdoor adventure?



# Managing Expectations

- Accommodations



# Managing Expectations

- Food



- Ask ahead about dietary considerations!



# Managing Expectations

- Transportation



# Managing Expectations

- Weather
- Very windy
- Bugs



- Provide a packing list on your website!

# Managing Expectations

- Summary
  - Odds of Success
  - What hunter considers a success
  - Accommodations
  - Food
  - Weather
  - Packing List
- You can't control the weather nor the hunting success but you can control the accommodations and the food so make those great!

# What every hunter wants...

- SAFETY

- The only thing a hunter wants more than a big trophy is to come home safely
- Safe handling of firearms
- Reliable vehicles
- GPS Devices
- Life jackets
- First Aid Kits
- No alcohol/drugs while hunting
- Ability to call for help



# What every hunter wants...

- Communication
  - Discuss hunting strategy & style
    - Let hunter feel like they are part of the hunt
    - If there are multiple ways to do things then involve the hunter in the decision
    - When you get to a spot, let the hunter know if you are going to sit and glass for 3 mins, or 30 mins or 3 hours
  - Discuss the plan for the day
    - Discussed each morning at breakfast
  - Different clothing requirements for boating vs hiking, sitting on windy hill vs stalking all day
    - Hunters should be informed well enough to know how to dress/pack properly for their hunt each day

# What every hunter wants...

- Guides that are on-time
- Guides that will work hard – never quit
- To feel like your guide knows, understands and keeps all the laws
  - Prior to the hunt, send the hunter a package with a summary of key laws and camp rules
    - Newfoundland has gun/bow case laws that many hunters will not expect...warn them in advance
    - Have some on hand to sell if they don't have one
  - When they arrive, start each hunt with a sit-down meeting to go over payment, tags, laws and camp rules
  - And then ENFORCE them
- Remember – Your business will be judged by your Guides

# What every hunter wants...

- To feel that their outfitter and guides are credible
  - Hunters need to trust that you can find animals
  - Guides need to know the area
    - If you have a new guide, try to send the guide out ahead of the hunters arrival to learn the area
  - Guides need to be able to judge the quality of animals accurately
    - Know the difference between a big caribou or an average one
    - If not sure, error on the smaller side, Don't lie!

# Wounding Policy

- In the event a hunter wounds an animal, where blood can be tracked but the animal does not fall, it is the outfitters responsibility to make every reasonable effort to search for the animal. If the animal is not located after an adequate amount of time has been spent searching, your hunt for that species is considered finished.
- Make it known upfront
- Pro's and Con's
- Was it a fatal or non-fatal shot?
- Use discretion
- Price to Buy Back In



# Add-On hunts

- Hunter tags the target species early and wants to add another species...how to price this?
- Up-sell at the beginning of the hunt rather than during the hunt or at the end

# Pricing

- Do your research
- Quality vs Quantity
- USD vs CAD
- Hold strong or make deals?
- Ecotourism vs Hunting Pricing
- Combo packages
- What do hunters value?
  - Accommodations
  - Transportation
  - Food
  - Quality of Experience
  - Quality of Animals


# Booking Agents

- Working with booking agents & what to expect
  - Exclusive or Non-Exclusive?
- How to manage payments
- Ensure the booking agent is not promising clients something that you won't deliver

# Hunting Laws and Exporting Requirements

- Know and enforce the laws
- Instruct all hunters at the beginning of the hunt
- Have them sign a waiver
- Ensure guides follow laws
- Make the shipping and exporting process simple and easy for the hunter.
  - Handle their paperwork
  - Line up shippers
  - Straight to their taxidermist
  - Charge a fee

# CANADA™ *In the Rough*

An illustration of a bison skull with a feather and a small insect, positioned to the right of the text.