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**GREAT USE FOR CICADAS**

**By NORB WORMALD**

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GREAT USE FOR CICADIAS All you folks that are enduring this year's hatch of Cicadas I have some good news. Cicadas DEAD or ALIVE make outstanding bait for large mouth bass and bluegills. I went fishing with my son and Grandson to a small pond. I took about a dozen Cicadas with us to see if they would work as bait. My son caught a nice large mouth on his first cast with the cicada. The bluegills also pecked them to pieces if they got there first. The cicadas are not very solid, so the fish rip them off the hook a lot. You get the fish or he gets the bait free and clear.

Before we knew it my son and grandson were spending more time rounding up cicadas for bait than actual time fishing. When they got around another dozen cicadas for bait they would then start fishing again. The fish hit bait either way dead or alive. The action of the wings fluttering on the water just caused the fish to bite just a little quicker. If you only have dead bait then a jerky retrieve will speed up the fish's attack on the cicada.

I did notice that there were fewer cicadas at the pond than at home. My son said "that could be that whenever a cicada landed on water that was the end of him, NO second chance to fly around anymore".

## GREAT USE FOR CICADAS

The guy that owns the pond came down to cast for bass. He had a small supply of cicadas for bait with him. Every cast he either caught a bass or missed the hard fast bite. So I intend to offer my grandson a penny for every cicada he can get me for bait. I would suggest you to do the same for any young person you know. They get some loose pocket money for their efforts while you get a good supply of great bait.

I plan to try using the cicadas to catch skipjack herring out of the Ohio River very shortly. If the cicadas work half as well on

the Skipjacks I will be delighted. I think skipjacks are a good bait to catch larger catfish out of the river around here. Even if that fails I know they will enable me to get a supply of bluegills. With the bluegills I then can seek out the flatheads in this part of the Ohio River.

At least we can put those noisy pests to good use after all!  
Tight lines to all.

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Have been catfishing around the Downtown Cincinnati area of the Ohio River for over 40 years. Have gone catfishing to Lockport 5 times over the past 10 years. It is the greatest place to catch lots of huge channel catsfish in North America!!

### **Cicadas and Brilliance In Marketing**

**By Jack Humphrey**

I have found another nugget of marketing brilliance that I want to share with aspiring entrepreneurs around the world. In this example of marketing brilliance, you will see how innovation and careful planning can result in a brilliant idea and resulting profits.

In the Indiana/Ohio border region there is a 17-year phenomenon that is about to happen this summer. Cicadas will be coming out from their 17-year burrows to eat and breed by the millions.

During the short life-cycle of Cicadas in this region, people will be plagued by Cicadas landing on every surface, getting into every barbecue and backyard party in the area. Women will shriek, pulling

## GREAT USE FOR CICADAS

Cicadas out of their hair in disgust and fear.

Do you smell opportunity? Well, the folks at

sure did, and they are cashing in

BIG time!

My finance came home recently from a trip to Cincinnati, Ohio, (said to be the "epicenter" of Cicada activity in this region), with a unique "tool" she found at a gift shop.

It's called the "Cicadanator!" and is the focus of my example of innovative, creative thinking and entrepreneurial spirit. As silly as the subject may seem, people around these parts get sort of uptight about the approaching swarm and everyone is talking about it.

What is the Cicadanator? This is the good part: It's nothing more than a cheap badminton racket you can get at dollar shops around the country.

Well, it's not JUST a badminton racket. The packaging of the racket is the entire meat of the product itself. It's a gag gift. The beauty is in the packaging. Over the head of the racket is a heavy card-stock cover which is colorful, and full of Cicadas depicted as a menace to society.

On the front you will see funny sayings and a slogan "Make this historical emergence fun for the whole family." On the back a nice map of the region to be affected by the emergence of million of Cicadas, and more funny information.

The product is not even meant to be unwrapped, in my opinion. The gag only works when the cheap badminton racket is attached when you show it to friends and family.

Also, this product, of course, is only good every 17 years, so this is a short-spurt marketing blitz taking advantage of a regional happening that everyone is talking about. Brilliant.

What is required to actually BE the person thinking up great ideas like this one rather than being the person who always says "I wish I had thought of that?"

You must begin to look at the world around you with a constant eye for opportunity. Watch what people are buying and what they are talking about in casual conversations and in the news. People are telling each other great product ideas all the time without even knowing it!

Are you listening? Are you thinking? The entrepreneurial spirit is alive in the midwest this Cicada season. And on the internet it is no different.

We see opportunity everyday here in the Tale Chaser Publishing office. If you are tuned in to the "opportunity channel" of the mind, you will begin to see opportunity all around you.

## GREAT USE FOR CICADAS

Just don't leave out simple products and gags. Products like the Cicadanator are always a "smash" hit!

Copyright 2004 Jack Humphrey

Jack Humphrey is the CEO of

and author of Power Linking 2: Evolution, a successful

system for bringing your website all the high-quality, targeted, cash-in-hand traffic it can handle. For copy or ghost writing:

Cicadas and Brilliance In Marketing

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