

THE LIVETARGET™ SYSTEM

- Professional sportfishing guides and tournament pros know that not all fishing conditions are the same.
- The key to catching fish is to use the right lure at the right time.
- Koppers Fishing has developed the LIVETARGET™ System to offer anglers a lure for every possible situation they may encounter, whether fishing for Bass, Walleye or Northern Pike. By implementing the LIVETARGET™ System, novice, intermediate and advanced anglers will develop strategic skills and catch more fish.

(Anglers are encouraged to read the product instructions to learn how each LIVETARGET™ lure performs)

- When using the LIVETARGET™ System, anglers must first identify which species they are hunting; Smallmouth Bass, Largemouth Bass, Walleye, Northern Pike or any/all of the above. To choose the most suitable TARGET(S), refer to the GAMEFISH CHART.

Use it like a tool and present it like a TARGET

Each TARGET should be used like a tool. The LIVETARGET™ System consists of 4 different styles:

1. 'searching' tool (Golden Shiner hatch)
2. 'deflection' tool (Crawfish hatch)
3. 'deflection' tool (Yellow Perch hatch)
4. 'shimmy' tool (Shad hatch)

Each TARGET performs differently and is designed to offer a very specific:

- Action
- Sound
- Buoyancy
- Speed
- Diving depth
- Water displacement

(refer to the PERFORMANCE CHART below for specific details)

GAMEFISH CHART

TARGET GAMEFISH	GOLDEN SHINER		YELLOW PERCH		CRAWFISH		SHAD	
	2 7/8"	3 1/8"	2 7/8" medium	2 7/8" deep	3 5/8" medium	3 5/8" deep	sub-surface shallow	medium
Smallmouth Bass	●	●	●	●	●	●	●	●
Largemouth Bass	●	●	●	●	●	●	●	●
Walleye	●	●	●	●	●	●	●	●
Northern Pike	●	●	●	●	●	●	●	●

● Ideal
● Suitable

GETTING STARTED

Searching Tool

The Golden Shiner LIVETARGET™ is designed to locate or search for gamefish. It is a very dense, heavy and noisy lure, serving 4 purposes:

1. Casts like a 'bullet' and can be launched long distances to cover a large surface range;
2. Sinks like a 'stone' and can be used to cover water vertically which enables the angler to vary the running depth and evaluate where in the water column the game fish are located;
3. The loud rattle and flash attracts predatory fish from great distances;
4. Use it to feel/locate structure below the surface;

Active fish will strike the TARGET aggressively and inactive fish will follow it to the end of the retrieve (2-4 feet from the rod tip) letting the angler know that fish are in the area.

If fish are present, but refuse to 'trigger' or strike the TARGET, anglers are encouraged to re-fish the same location with a different LIVETARGET™ such as: Crawfish, Yellow Perch or Shad (see Gamefish Chart).

The gamefish may prefer a different hatch or a different trigger.

Deflection Tool

The Crawfish and Yellow Perch are designed to:

- deflect off objects such as rock, wood or grass tips;
- make noise (small/moderate rattles);

These tools are solid choices when gamefish prefer a **noisy and aggressive** TARGET

Shimmy Tool

The Shad is designed to:

- work very quietly (considered a stealth tool);
- swim with a slight 'shimmy' flash;

This tool is a solid choice when gamefish prefer a **quiet and passive** TARGET

Switch up the TARGET until the gamefish begin to trigger or strike. Focus on the subtle variables that generated success and develop a pattern.

This will draw more activity from a specific area and provide a greater understanding of how to effectively use the LIVETARGET™ SYSTEM

PERFORMANCE CHART

	GOLDEN SHINER		YELLOW PERCH		CRAWFISH		SHAD	
	2 7/8"	3 1/8"	2 7/8" medium	2 7/8" deep	3 5/8" medium	3 5/8" deep	sub-surface shallow	medium
ACTION	Slight 'tailkick' tight wobble	●	●	●	●	●	●	●
	Slight-moderate 'tailkick' tight wobble			●	●	●	●	●
	Moderate 'tailkick' med. wobble			●	●	●	●	●
	Wide 'tailkick' wide wobble			●	●	●	●	●
DIVING DEPTH (CASTING)	0'	↓	↓	↓	↓	↓	↓	↓
	2'							
	4'							
	6'							
	8'							
SOUND/PULSE	Quiet					●	●	●
	Low frequency rattle			●	●	●	●	●
	Loud vibration	●	●					
SPEED	Very slow			●	●	●	●	●
	Slow			●	●	●	●	●
	Moderate	●	●	●	●	●	●	●
	Fast	●	●	●	●	●	●	●
	Very fast	●	●	●	●	●	●	●
WATER DISPLACEMENT	Slight	●	●					
	Moderate			●	●	●	●	●
	Heavy					●	●	●
BUOYANCY	Fast rising			●	●	●	●	●
	Slow rising							●
	Sinking	●	●					

● Ideal
● Suitable