

**Trout Spoken Here.**  
Also Bass. Salmon. And Bonefish.

CRAZY FOR FLY-FISHING? SEND FOR YOUR  
COMPLIMENTARY ISSUE OF FLY FISHERMAN —  
THE BEST THERAPY FOR VICTIMS OF THE  
"INCURABLE MADNESS" DESCRIBED BELOW.

*There's no obligation. But we'll throw in a  
FREE CREEL if you accept our subscription  
offer.*

Fellow Angler:

There's bait casting. There's spin fishing. And then there's fly fishing —  
— what Robert Traver (author of *Anatomy of a Murder* but best known to  
fishermen for his love affair with trout) called "one of the more amiable  
forms of an incurable madness."

If the hairs on your neck tingle at the vision of a dusk-rising  
brown gently finning as he looks upstream for hors d'oeuvres,  
you've got the madness.

I know I do. I'm the Editor of FLY FISHERMAN. Like Robert Traver I fish  
because ...

"... in a world where most men seem to spend their lives doing things they  
hate, my fishing is at once an endless source of delight and an act of  
rebellion ...

"... because trout do not lie or cheat and cannot be bought or bribed or  
impressed by power, but respond only to quietude and humility and endless  
patience ..."

I've got it bad; this amiable madness. And so do all of us here at FLY  
FISHERMAN magazine.

When we're not hipdeep in New York's Beaverkill, Montana's Bighorn or  
California's Bat Creek, we're planning our next trip — swapping stories  
about our last one — or writing about it in FLY FISHERMAN.

Cordially,  
*John Randolph*  
John Randolph

P.S. We've ordered enough FREE CREELS — we think — to meet the  
anticipated response. But they are likely to go fast, so why risk  
waiting months while we re-order? Since your creel will be shipped  
as soon as you pay for your subscription, why not get it immediately  
by enclosing payment now?

JMR/jbb


## Before

**TROUT SPOKEN HERE.**  
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Crazy for fly-fishing? Send for your complimentary issue of FLY  
FISHERMAN — the best therapy for victims of the "incurable  
madness" described below.

*There's no obligation. But we'll throw  
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subscription offer.*

**FREE  
Gift!**



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## After

New York's Beaverkill, Montana's Bighorn or  
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is hatch along Michigan's Au Sable — shrimming  
(keys — casting to simlinoths in Virginia's  
pong about it in FLY FISHERMAN.

the merits of the Light Cahill, Gray Midge, Royal  
King Coachman, Ten Caddis Pupa, Marabou  
Black-Nosed Dace.

situations of mayfly nymphs, duns and spinners,  
sunnows ...

in ovens, goose or pracock feathers, beaver,  
badger, bear or antelope ...

ed winding tackle — perfecting our whiplish  
roll-casting technique.

the latest single-action reels, checking the "feel" of  
in rod (or rolling our own) ...

in FLY FISHERMAN.

small army of field editors and streamside

how to tie the "perfect fly" you've dreamed of.

leads you to pristine lakes and crystal streams.

reports the latest in fly fishing gear and clothing  
to help you in selecting that ideal fly rod, reel,  
it need to improve your fishing.

reply card will bring your complimentary issue  
no obligation to subscribe.

of anglers trading tips, techniques and

otos of misty lakes and mountain  
out and rainbow-colored flies.

our generous reduced-rate subscription

us invoice and mail it back without paying or  
ry! Then mail the reply card today.

*lph*

FREE CREELS — we think — to meet the anticipated  
ly to get fast, so why risk waiting months while we  
will be shipped as soon as you pay for your  
s immediately by enclosing payment now!

*Fly Fisherman's* magazine subscription sales letter, "Trout Spoken Here" is a classic. It also ran decades ago, leaving room for adapting different design choices. Even from a successful letter, there's always room to keep what made it work but change some elements for an "updated" look or become suitable for online and print.

My objective was to:

1. Maintain a masculine, outdoorsy look with bold headline and subhead font
2. Pick a more readable script font for the "handwritten" personalized paragraph
3. Add a freemium graphic to attract more attention to an immediate benefit
4. Use a more standard body font for familiarity and online readability
5. Adjust kerning for balanced sentence line lengths, which inhibit readability



## Headline Typography

- Size and kerning distribute headline and subtitle emphasis.
- Stencil typeface uses an old-school, outdoorsy look to balance an otherwise updated style.
- Bold typefaces grab attention.
- Bold evokes masculinity for the mostly male audience.

## Subtitle Typography

- Should grab attention, but not steal from the headline.
- Complement either headline or body text font-wise. Limit the document to 2-3 typefaces.
- Center-aligned used to be more common and works for shorter and print subtitles.
- Left-align is more readable online and for longer text.

## Lead Typography

- Make an emotional appeal.
- May have a minor attention grab like indentation or small caps.
- Body typeface is basic and helps with readability to keep the focus on the message.
- Make style choices for the magazine name and dashes the same throughout the body.

## Offer and Personal Feel

- Handwritten style typography feels like a personalized letter.
- Despite a handwritten style, the text is still readable.
- Kerning and text box dimensions help with the orphaned "offer".
- Graphics: the offer or promise—the letter's purpose—relates to a graphic for additional attention.

## Freemium Graphic Insert

- Classical letter chose to stay stream-lined for a focused read and cheaper print job. A perfectly justified creative choice.
- Other similar letters may include a black-and-white image, so I added a monochrome-looking illustration to help with imagining the potential of the offer.
- "FREE Gift!" sticker links the offer to the image, and both words are psychologically attractive.

## Body Typography and Layout

- The original letter chose a typewriter typeface. Very popular with successful letters.
- Classical Pro: evokes a more vintage, tactile, experiential feel.
- Classical Con: makes one wonder if the letter was written in the 60s and thus irrelevant.
- Modern: classy, but more familiar.