

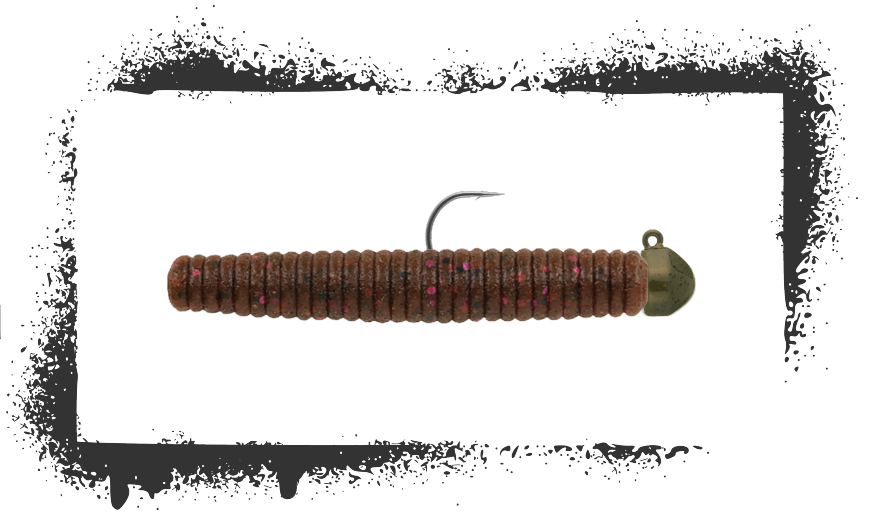
LIKE'S BEST BAITS



Comprehensive Guide

NED RIG

A jig head with a small, stubby soft plastic bait. Often uses a light head (1/16 to 1/8 oz) and a 4-inch or smaller stick worm, possibly shortened.



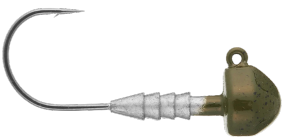
WHEN TO FISH

When fishing gets tough and fish are skittish. It's a "cleanup tool", effective for fish on beds, post-spawn fish, or fry guarders.

HOW TO FISH

Fished slow and low, with bites often occurring on the initial fall. Its key is a motionless drag along the bottom, which is excellent for finessing a bite.

WHAT TO FISH



**BERKLEY HALF HEAD
JIGS**

BUY NOW



**BERKLEY POWERBAIT
MAXSCENT LIL' GENERAL**

BUY NOW

Available from our tackle partners at



**TACKLE
WAREHOUSE**

JIG

A simple but versatile lure with a weighted head and a skirt, often paired with a craw or chunk-style soft plastic trailer. Mimics crawfish, bluegill & baitfish.



WHEN TO FISH

There's no wrong season for a jig. Use football jigs on hard bottom, flipping jigs for heavy cover, and micro jigs for finicky fish.

HOW TO FISH

Jigs are versatile; try dragging, crawling, popping, or swimming them to find what the fish want.

WHAT TO FISH



**MISSILE JIGS IKE'S
MINI FLIP FLIPPING JIG**

BUY NOW



**MISSILE JIGS IKE'S HEAD
BANGER FOOTBALL JIG**

BUY NOW



**MISSILE JIGS MINI
SWIM JIG**

BUY NOW



**MISSILE JIGS IKE'S
MICRO JIG**

BUY NOW

Available from our tackle partners at



**TACKLE
WAREHOUSE**

CRANKBAIT

A hard-bodied bait with or without a diving bill. From lipless rattling baits to big-billed deep divers, bass will always eat some kind of crankbait.



WHEN TO FISH

Fish lipless crankbaits in Spring & Fall when fish are active. Tight wobble crankbaits in Winter & deep-divers during the hottest Summer days.

HOW TO FISH

The goal of crankbait fishing is deflection. For lipless baits, rip and yo-yo them; for billed baits, ensure they hit the bottom or nearby cover.

WHAT TO FISH



**BERKLEY WARPIG
LIPLESS CRANKBAIT**

BUY NOW



**BERKLEY FRITTSIDE
CRANKBAITS**

BUY NOW



**BERKLEY DREDGER
CRANKBAITS**

BUY NOW

Available from our tackle partners at



**TACKLE
WAREHOUSE**

TOPWATER

Surface baits offer exciting visuals with often explosive strikes. Baits imitate injured or fleeing baitfish, frogs, mice or even ducks!



WHEN TO FISH

Topwater lures are best in warmer months; they excel during the post-spawn and shad spawn, while frogs are a summer go-to for heavy cover.

HOW TO FISH

Imitate something struggling or fleeing: use a pop-and-wait to mimic dying forage, walk-the-dog for fleeing baitfish, and frogs to avoid snags in thick slop.

WHAT TO FISH



**BERKLEY BULLET
POP POPPER**

BUY NOW



BERKLEY J WALKER

BUY NOW



**MOLIX SUPERNATO
FROG R**

BUY NOW



**MOLIX SS SUPER
SQUEAKY BUZZBAIT**

BUY NOW

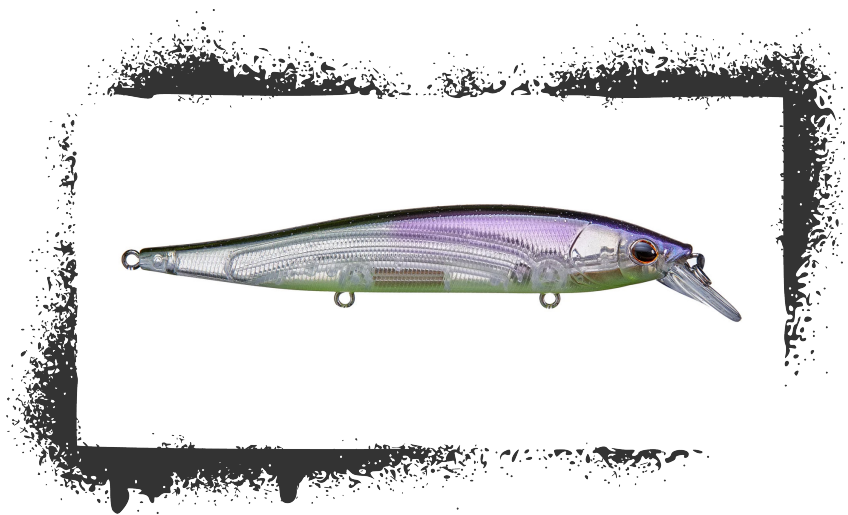
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**TACKLE
WAREHOUSE**

JERKBAIT

Subsurface hard bait designed to mimic struggling & dying baitfish, like shad or alewives. A great bait to pair with forward-facing sonar.



WHEN TO FISH

Ideal for winter months when baitfish begin to die off. Patience is essential, as the bass are often also lethargic during these coldest times of year.

HOW TO FISH

Reel down to the target depth, twitch a couple of times, then let it sit. REALLY let it sit. Sometimes five, ten, even fifteen seconds before another twitch.

WHAT TO FISH



BERKLEY STUNNA 112



**BERKLEY STUNNA
112+1**



Available from our tackle partners at



**TACKLE
WAREHOUSE**

BLADE BAIT

A compact metal lure. It's like a hybrid between a spoon and a lipless crankbait. It has a tight wobble and fluttering fall that entices sluggish bass.



WHEN TO FISH

Especially up north, a blade bait is a must-have peak winter months. Reach for a blade bait when inactive fish are in deeper water around vertical breaks.

HOW TO FISH

Use 1/8 - 1/2 oz. blade baits in colors like silver, gold, pearl or perch. Subtle rod hops (as opposed to aggressive movements) are key to getting bites.

WHAT TO FISH



**MOLIX TRAGO VIB
BLADE BAIT**

BUY NOW

Available from our tackle partners at



**TACKLE
WAREHOUSE**

STICKBAIT

A versatile soft plastic that can be rigged countless ways and fished anywhere. Its subtle action is its super power. It excels at coaxing bites from pressured fish.



WHEN TO FISH

As a first choice or a last resort, there's almost no BAD time to fish a soft plastic stickbait, but they really shine from pre-spawn through late summer.

HOW TO FISH

Texas rig for flipping in heavy cover, wacky rig to skip under overhanging trees & docks, neko rig and peck it along the bottom. It almost fishes itself!

WHAT TO FISH



**BERKLEY MAXSCENT
THE GENERAL WORM**

BUY NOW



**BERKLEY POWERBAIT
THE GENERAL WORM**

BUY NOW



**BERKLEY MAXSCENT
LIL' GENERAL WORM**

BUY NOW

Available from our tackle partners at



**TACKLE
WAREHOUSE**