

Mariner Marketer

via [TheNauticalLifestyle \(TNL\)](http://TheNauticalLifestyle.com)



Keeping Boating Fun!

One of the best ways for families to enjoy boating is by "*keeping it fun*". "Fun" means Family, Unity, New (and Exciting).

Let me explain!

At two boat shows I put up a flip chart and asked women the following question: "If they could change one thing about boating with their guy, what would it be?" The first time I did this was in Providence, RI at the boat show in January. We were halfway through our winter season and it would be at least 3 - 4 months before boats were back in the water.

The second time I did this [flip chart] was at the Strictly Sail Miami Boat Show. These boaters were from all over the US, Canada, the islands, and abroad. Some of these boaters have boats in the water year round.

At both shows crowds would gather in front of the flip chart, read what the women had to say, and then laugh. Guys got into the act and gave their own feedback, so I ended up with a "Man's Page" also.

It proved to be a great exercise because it gave both men and women a chance to voice what "bugs/irritates" them about boating together. Another interesting fact was most of the boaters who answered were afraid to write their responses on the flip chart for fear their significant other/spouse would recognize their handwriting.

Last, but not least, though the words are different, boaters around the globe have similar complaints. This was one of the better surveys I've done and got a lot of attention at the shows. Every morning the exhibitors would come over to read what was added the prior day. There were lots of chuckles and certainly kept things fun.

Here are the top 5 responses:

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**In This Issue
Note from Robin
Feature Article**

Hello

**This issue is being sent to
you courtesy of:**

**Robin G. Coles
TheNauticalLifestyle.com**

**It is our way of say we
appreciate you and truly
value your business. Please
feel free to pass this along
to others (friends, family
and neighbors) whom you
feel would benefit from it. I
just ask that you pass this
newsletter along in its
entirety. Enjoy!**

**From the desk of:
Robin G. Coles**

It's tea time. Thanks for joining me; I've made a pot of loose Twinings English Breakfast. It's now officially Boating season up North and hurricane season down South!

In February I left Boston and drove down to Florida for the Strictly Sail Miami Boat Show. I had a booth there selling my book and gave 2 presentations (Keeping it Fun, On Board Medical Emergencies). Other

1. Loosen Up While Docking
2. Go for walk and/or meal after docking
3. Stop yelling
4. Use good hand signals
5. Explain things, don't assume anything

Men -

1. Learn to run the boat (in case of emergency)
2. Dock the boat
3. Handle the waves
4. Be open to learning
5. Help out more

I also had a presentation at the Strictly Sail Miami Show for "men only". However, only 2 men showed up. With that in mind, another list was put together from the attendees. This list included things to do while boating with a family. They are:

1. Go for a picnic on an island nearby
2. Explore more places
3. Dock for a couple hours, get off the boat, and go for a walk
4. Change your everyday habits/lifestyle
5. Look back at what's happened and laugh about it

The Number one complaint that came out of this exercise was not to come home and say "Honey, look what I just bought!" Remember, boating is "fun" and should include your spouse/significant other/children from the buying process through to use of your boat.

Father's Day Special Offer:

The following kindle books on sale for \$6.99

- Buying a Boat
- Financing Your Boat
- Marine Surveys
- Insuring a Boat

Also my report: "Top Ten Things to Remember While Investing in the Stock Market"

New Products:

New Kindle book -

"4 Essential Steps to Buying Your Boat" [now available](#) for \$9.99

adventures in Florida include: Boat Shows in Ft. Myers and Ft. Lauderdale, an interview with Tricor Shrimp, book signings and our first meetup for TNL [East Coast Florida](#) Social Club. Did I mention Diversified Yacht Sales (DYS), Ft. Myers is now selling "Boating Secrets" in their Ship's Store?

While in Florida I've also spent time renewing relationships with many family members and currently staying with my son, Joshua.

Unexpectedly I got a contract job for Winn-Dixie Supermarkets as a Technical Writer in Jacksonville, FL so my trip back home has been postponed. It'll be a while before I get back home. And yes, I miss Winthrop, Boston Harbor, and yes, the planes flying over from Logan Airport.

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Happy Father's Day!

Specific Things to Know Before Leaving the Dock

In light of all the boating accidents happening I thought it would be a good idea to go over a few things one should discuss with their passengers before leaving the dock.

According to Alan Sorum, harbormaster and safety trainer

in Alaska, it's definitely a good idea to do a safety briefing before anything happens--before anybody unties the boat, starts the engine, or leaves the harbor. On charter boats, it's a requirement that they do a short safety briefing before they even start a trip, but it doesn't have to be complicated. Nor, does it seem to happen, lately. You want to point out, for example,

- here's your life jacket;
- here's your exit;
- if there's an emergency, listen to the skipper and he'll tell you what to do;
- the radio's located here;
- this is how to turn the radio on;
- this is how you make a call; signaling;
- the flares are stowed under this bench
- the basics
- where things are on the boat and,
- what they should do if there's a problem.

It doesn't take a long time--a quick overview of the boat and where everything's at--but it's real useful.

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