

How to be a Flyfishing Guru -- a Lecture and Lesson*

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(Imagine a stage, barely-lit, with a single spotlight, in the beam of which struts an Elvis-like icon, flashing his teeth and waving. He bows, and raises his arms.)

Welcome to “So You Want to be a Guru.” How’ya doing? Thanks for the applause! Gurning ain’t easy, let me tell you, but you know that or you wouldn’t be here, paying me to teach you how to be like me! I wasn’t always this confident and successful, but by observing all those self-help videos on Y’all Tube and Falsebook, I’ve become one of the highest-paid overnight sensations in the self-help industry. I’m the motivational speaker who can create my own clones, a set of motispeaks – as we call ourselves – who can rouse folks with a frenzy of enthusiasm, a volcano of verbiage, a tornado of, well, you get the idea. And isn’t that why you’re all paying me to be here?

Each of us has a dreamlife, as distant as the fantasies of childhood or old age, a life where you can create your own future before somebody else does it for you! That’s the promise you have to sell! Plus t-shirts.

I’ve been ordinary, before my transformation to the celebrity you see up here. No radioactive spider bites, no beaming up to alien spaceships, no epiphanies, just the right words at the right time, like it’ll be for you, right now! Say “Hail Me, I’m the Best!” Let’s get on with the transformation that you paid for!

Here’s your first lesson before you unleash you on the world: **PROWL THE STAGE!** Look at me, how I fondle the mic, how I point at you! and you! and you! Make you feel special? That’s what YOU have to do! You have to coax a response out of everybody, you have to seek your own inner “yes!,” and everybody else’s, too! You have to undergo a transformation right there in front of everybody! Pump your fist, do a quick turn! But get there and then get along! Galvanize people for an hour at most, or you’ll lose their attention and they won’t want to come back for more lessons, more enlightenment, more self-revelation, more cash payments. You’re a motivator, a life strategist, a guru, an expert, a growth facilitator!, so act like one!

Now, you’ll get on to flyfishing, whatever that is! First, remind people that the pursuit of perfection ain’t fun, and there are lots of hurdles before they reach happiness. Tell them -- **DON’T! ASK THEM!** – how to come out of the pack and excel! They’ll never have to overcome seasickness, at least I hope not, they’ll just have to embrace the gentile sport, oops!, I meant The Gentle Sport, and moving water will pose no challenges. The enemy is banality; they and you should have clear goals, with measurable outcomes, recognize opportunities, and **ALWAYS!** persevere despite failures.

And there **WILL BE FAILURES!**, and challenges so difficult you think you’ll never rise to them, so find something in yourself that’ll make it OK and confer that message of OK-ness to them. Imagine with them discrete steps; urge them to envision where they want to be in x years, help them find the door in every privy.

Get them to stand up and shout!, and show them how!

There are no quick fixes. You and they need empowerment strategies, positive attitudes to provide personalized self-help. It’s what you think of yourself, not what others think of you, that is the secret to self-transformation. If you’re good at some things, and bad at others, work to be good at **ALL** things! The audience paid for enlightenment, so tell them it’s OK to brag, as “isn’t that the best (fill in blank) you ever saw?” “Come with me to achieve spiritual and flyfishing wealth.”

Follow your dreams, make personal development your goal, the foundation of **YOUR** future! Make friends, and enemies, human and from nature. Abandon inertia, and fear of failure or success. Begone Embarrassment! Forget Moany Mondays, weepy Wednesdays, and concentrate on Flyfishing Fridays, be weekend winners! Life is a chrysalis, a labyrinth, a box of chocolates, a stream full of fishes eager to succumb to your skills; the tug is, after all, still the drug.

Now personally, flyfishing is still a mystery. I’d attend one of your sermons, hell, I’d attend them **ALL!**, but for my having to lecture my world-famous lectures all over the world. But the very name of the sport begs for advising: water is always deeper than it looks, and wetter, and colder; fish where there’s fish, and they can hide better than a mugger in an alley; setbacks happen **TO** you, and **FOR** you, just not **BY** you, so get over it; there can be an instantaneous transformation, or many small steps; keep a diary and take lots of pictures.

If you want more, I own an exclusive lodge in the UP (Kamchatka), and the price is right. For me.

*After hearing about too many “influencers.” When your wife hands you her tablet, and says “watch this,” make lemonade. Bob K