

Fishing Tip – “Fishing the D.O.A. TerrorEyz” *By Jerry McBride*

Let's be honest: The D.O.A. TerrorEyz is a strange-looking lure.

Maybe that's why the TerrorEyz is so effective—fish have never seen anything quite like it. There may be no lure that catches such a wide variety of saltwater fish. Snook, seatrout, redfish, tarpon, flounder, pompano, tripletail, grouper, snapper, amberjacks, tuna, dolphin, cobia, Spanish mackerel, sailfish, ladyfish, roosterfish, bonito and bluefish—you name it, this lure has caught it in salt water. Freshwater species, such as largemouth and smallmouth bass, walleye, white bass and crappie, are equally receptive.

Other jigging lures hop predictably in a straight line from one point to another. The TerrorEyz leaps, darts and scoots nervously, like a vulnerable baitfish in a hostile environment, its holographic eyes flashing panic—all clear invitations to predator fish. Hook design assures easy hook sets and an outstanding landing ratio.

The TerrorEyz is currently available in three sizes and 49 colors, from the 1-inch Tiny TerrorEyz to the 4-inch Big One. Far and away, the 2-inch Regular model accounts for the most catches. Each of the sizes can be further customized with different weights and colors of interchangeable eyes, from 1/32 to 1¼ ounce. The TerrorEyz incorporates special holographic eyes which reflect fish-attracting light in all directions.

Rigging the TerrorEyz

1. Poke a hole in the top of the lure (the flat side is the top) in the middle toward the rear of the eye socket. This hole is where the eye of the hook will come out.
2. You will see there is a ¼-inch channel that runs inside the lure from the opening on top of the lure to the back of the eye socket. Push the round bend of the hook into the channel at the back of the eye socket. Keep pushing until the point of the hook comes out the opening on the top of the lure.
3. Hold the hook between your thumb and forefinger and rotate the lead head into the eye socket allowing the eye on the hook to come out the hole you made in step one.

- 4 & 5. Stretch the front of the lure out over the small pin (gently, don't tear the lure) in the front of the lead head. Center the pin.
6. Push the lure on the pin. That's it. You're ready to start fishing.

As with all D.O.A. lures, the TerrorEyz is most effective if tied on with a loop knot. This connection guarantees the maximum freedom of movement and the most life-like action.

Versatility

Its underwater versatility permits three distinct methods of retrieval, either serially or on the same cast. TerrorEyz can be:

- 1) Lifted and dropped, the most common jigging technique.
- 2) Retrieved "straight," either by reeling or by the action of the boat; also "jerked" horizontally, by alternate cranking and jigging. TerrorEyz design prevents broaching and line twist.
- 3) Jigged vertically, for fish as diverse as bass, walleye, crappie, deep-lying trout, stripers and salmon. TerrorEyz move in wide, enticing circles, thanks to a hydrodynamic design as effective as the metal gliding planes on hard-body lures. It's a necessity for ice fishing!

Bridge Fishing

This is an extremely effective lure for fishing around bridge pilings. The Regular size with the 3/8-ounce head inserted is most effective for this mission. Cast the TerrorEyz upstream or across the current. Its weight-forward design lets it reach bottom quickly. Allow the current to do most of the work; simply bounce it gently as it drifts downstream. The TerrorEyz provides an excellent hookup ratio while rarely snagging—the plastic-covered nose of the lure bounces off rocks and other structure, while the single upright hook stays out of harm's way. Anglers can also vertically jig the TerrorEyz while maneuvering around pilings with a trolling motor. Either method is very effective for catching snook, tarpon, striped bass, flounder and any other predator that gravitates to bridges.

Flats Fishing

This is a terrific lure for bouncing over deeper grass flats and pot holes, especially along troughs, channels and dropoffs that cut through or border grassy areas. Depending on the color and retrieve, the TerrorEyz replicates a small baitfish or crustacean. The heavy jig head creates a puff of sand that emulates a burrowing crab or sand flea—perfect for attracting bottom feeders such as redfish, pompano and flounder.

Tarpon

For rolling tarpon, the key is to cast the TerrorEyz just in front of surfacing fish and let the lure fall as the fish dives back toward the bottom. The lure can then be retrieved slowly with slight twitches, or bounced along the bottom. This method of tarpon fishing works with all of our lures, but the TerrorEyz is especially effective in fast and/or deep water.

Offshore Reefs and Wrecks

The D.O.A. TerrorEyz is equally at home offshore for vertical jigging over reefs and wrecks for cobia, snapper, grouper, tuna and amberjacks. Over shallow reefs with light current, stick to the Regular size with the 3/8-ounce jig head. Deeper reefs or stronger currents call for the Big One rigged with heavier jig heads to reach fish suspended near bottom. They can even be rigged in tandem for additional weight. On the drop or when reeled upward, the tail emits fish-enticing vibrations. When drifting, let it drop deep behind the boat. Twitch it occasionally, or simply put it in a rod holder. The rocking motion of the drifting boat will cause it to dart and drop enticingly with no input at all from the angler.