

Efficient Hunting E-book

A man with a beard, wearing a green beanie and brown hunting jacket, is kneeling in a field of tall grass. He is holding binoculars in his hands and a rifle is positioned vertically next to him. The background consists of dense evergreen trees.

5 steps to help you avoid wasting effort, time, and money when hunting.



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**“...Those who
can handle the
quickest rate of
change survive”**

- John Boyd, fighter pilot ace,
military strategist, and father
of the OODA loop



Hunting is simple, but not easy

Here's the challenge.

Shooting your rifle on the range is wonderfully simple. But in the field. When hunting. You have a million factors buzzing around in your head. And if you're not 110% prepared, it's easy to make mistakes.

Result. Empty freezer. A buck that got away. And the need for a good excuse. Been there, done that, as I'll explain below.

By the way, I'm not the only one flagging this problem. John framed the situation. Barbara and Robert agree. Fortunately, I have a solution for you.

It aligns with the way Elon works. And it's based on the concepts that made Toyota an auto world leader. I've based it on 28+ years of hunting. On three continents. And combined it with process tools that have saved large corporations billions of dollars.

So you get a simple framework. To help you to think and act faster when hunting.

And you can thank Jack for starting that journey when you reap the results.

More on that all later.

Let's take a step back.

The principles and challenges of hunting

The principles of hunting

New to hunting or a seasoned hand?

It doesn't matter. The challenge is the same.

A successful hunt depends on your ability to:

1. **Think faster than the animal.**
2. **Act faster than the animal.**

So you can:

- **Harvest wild meat.**
- **Put a trophy on your wall.**
- **Share your success with your buddies.**





**“You can only hold
4, not 7 things
in your working
memory at the
time.**

**So, your brain will
go in overdrive
when you try to
juggle too many
things at once.”**

- Barbara Oakley, PhD, writer,
educator & engineer



Hunting: the challenge and the unwanted conversations

Here's the problem.

You have limited capacity to process new information. And hunting is all about reacting to things as they unfold.

But it doesn't take much to be too slow.

I've had to explain why I didn't shoot that deer. To my boys and wife. We didn't starve. And I always had good explanations (of course).

But it's a type of conversation that I'd rather be without.

I'm not a "trophy hunter", but I enjoy the memories worn antlers and curled horns bring back.

As it happens, some trophies aren't on the wall where they should have been.

It's a shame. And wasted money.

And it's never fun to know your guide probably wonders what the hell you were up to.



How to set yourself up for success when hunting

Avoid the pitfalls of hunting with these three actions.

Make sure there's a clear direction in everything you do.

So you don't waste time on things that don't support your objective.

Free up your capacity to process the situation in the field.

That means having a plan (you can change) and using your gear effortlessly and confidently.

Develop mental maps to help you hunt instinctively.

This means learning to recognise how the animal will (typically) behave in a given situation.



**“Questions are places in your mind
where answers fit.**

**If you haven’t asked the question, the
answer has nowhere to go.”**

- Clayton Christensen, academic and the father of “disruptive
innovation”



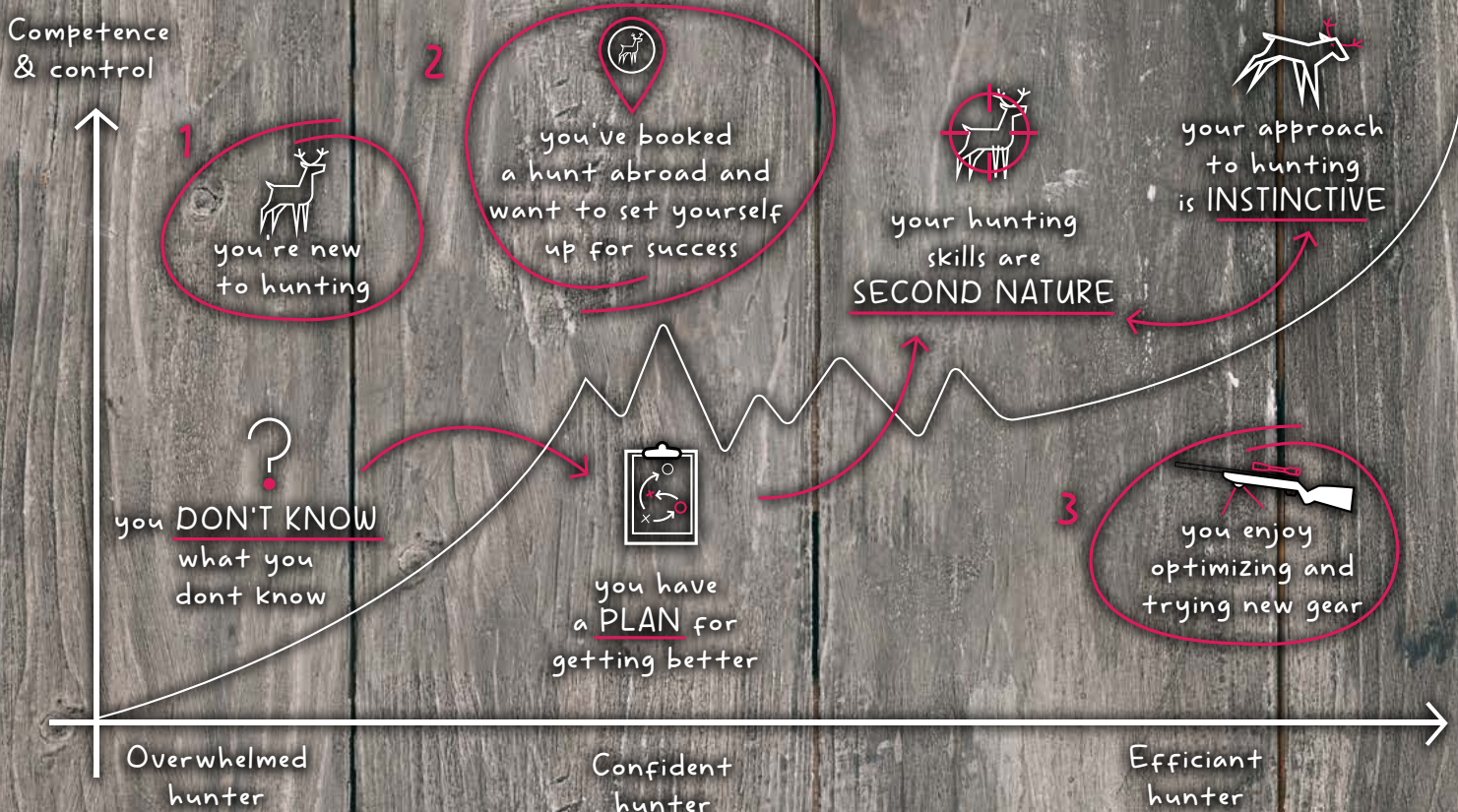
Experienced hunter beware...

Most new hunters recognize the challenges. And look for a path to help them learn. But you're not home-free just because you're a seasoned hand.

Booking a hunt to a new destination.

Or introducing a new piece of gear.

Can be enough "new" to set you back and slow your mind down.



I've made plenty of mistakes in the past. Despite being an experienced hunter. Because I didn't integrate a new piece of gear. Or prepare for a new and different setting.

Let's look at how you avoid these pitfalls.



“...boil things down to their fundamental truths and reason up from there, as opposed to reasoning by analogy.

Through most of our life, we get through life by reasoning by analogy, which essentially means copying what other people do with slight variations.”

- Elon Musk, super learner and serial entrepreneur with a proven track record



The 3-step plan

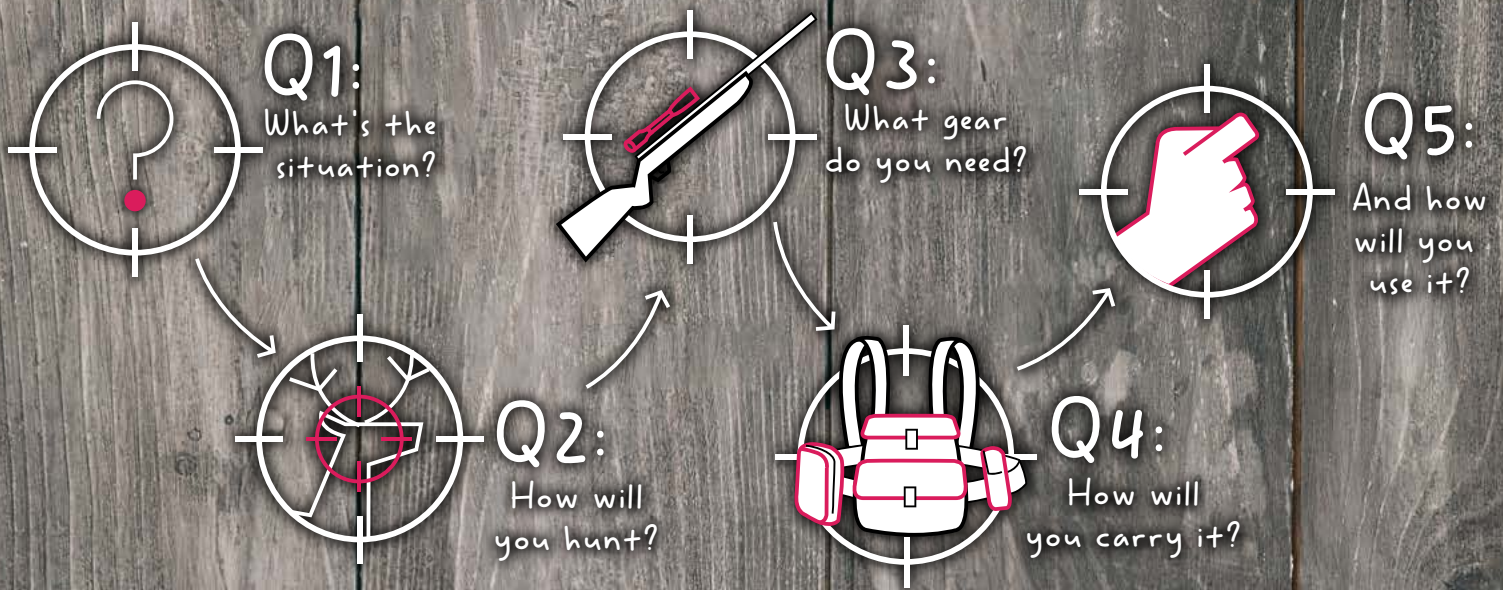
So you need a plan. To help you think faster and act faster than the animal you hunt.

And in the simplest form, it's three easy steps:

1. Define the hunting situation.
2. Decide how you'll hunt.
3. Determine what gear you need.

The five questions you must answer

Use these five questions to guide you through step 1-3.





**“Plans are worthless, but
planning is everything.”**

- Dwight D. Eisenhower, General of the Army
and President of the United States of America



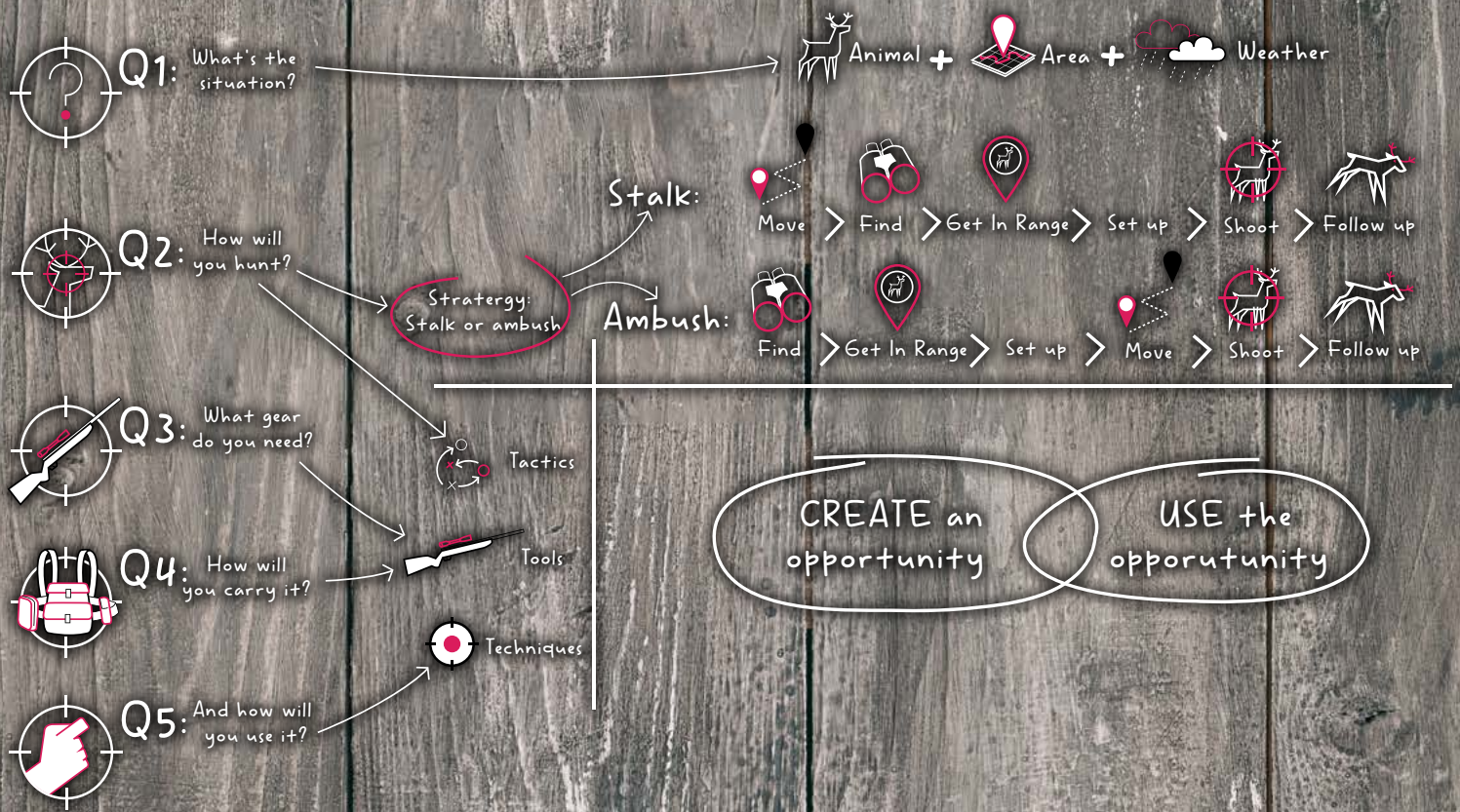
I will help you answer these questions in three sections.

1. The situation summary.
2. Your execution plan.
3. Your gear list and training plan.

So you can set yourself up for success.

I've created a simple matrix to make it easy to answer the questions.

It will help you zoom in on the essential information. So you have more time to practice and hunt.





“The 80/20 principle is the idea that the majority of your results stem from a few activities.

Or literally that 80% of your output comes from 20% of your input.”

- Richard Koch, Author, management consultant and venture capital investor



**“The second O, orientation...
...is the most important part
of the O-O-D-A loop since it
shapes the way we observe,
the way we decide, the way
we act.”**

- John Boyd, fighter pilot ace, military strategist, and father of the OODA loop



Situation summary

Question 1: What's the situation?

Proper, prior planning prevents piss poor performance. You need to know the situation to be able to plan. And to build a mental model that helps you read the hunting situation. So you can think faster and act faster than the animal you hunt.

Here's the problem.

It used to mean:

- **Reading a ton of books (old school).**
- **Watching YouTube (dangerous if you are drawn to cat videos).**
- **Talking to your outfitter (good advice, but limited information).**
- **Going hunting (fun, but few of us can hunt daily or weekly).**

And it all takes time.

If you're like me, you have a busy life. Family, friends, work. And hunting time is most fun when spent in the field. Efficient hunting is based on the 80/20 principle.

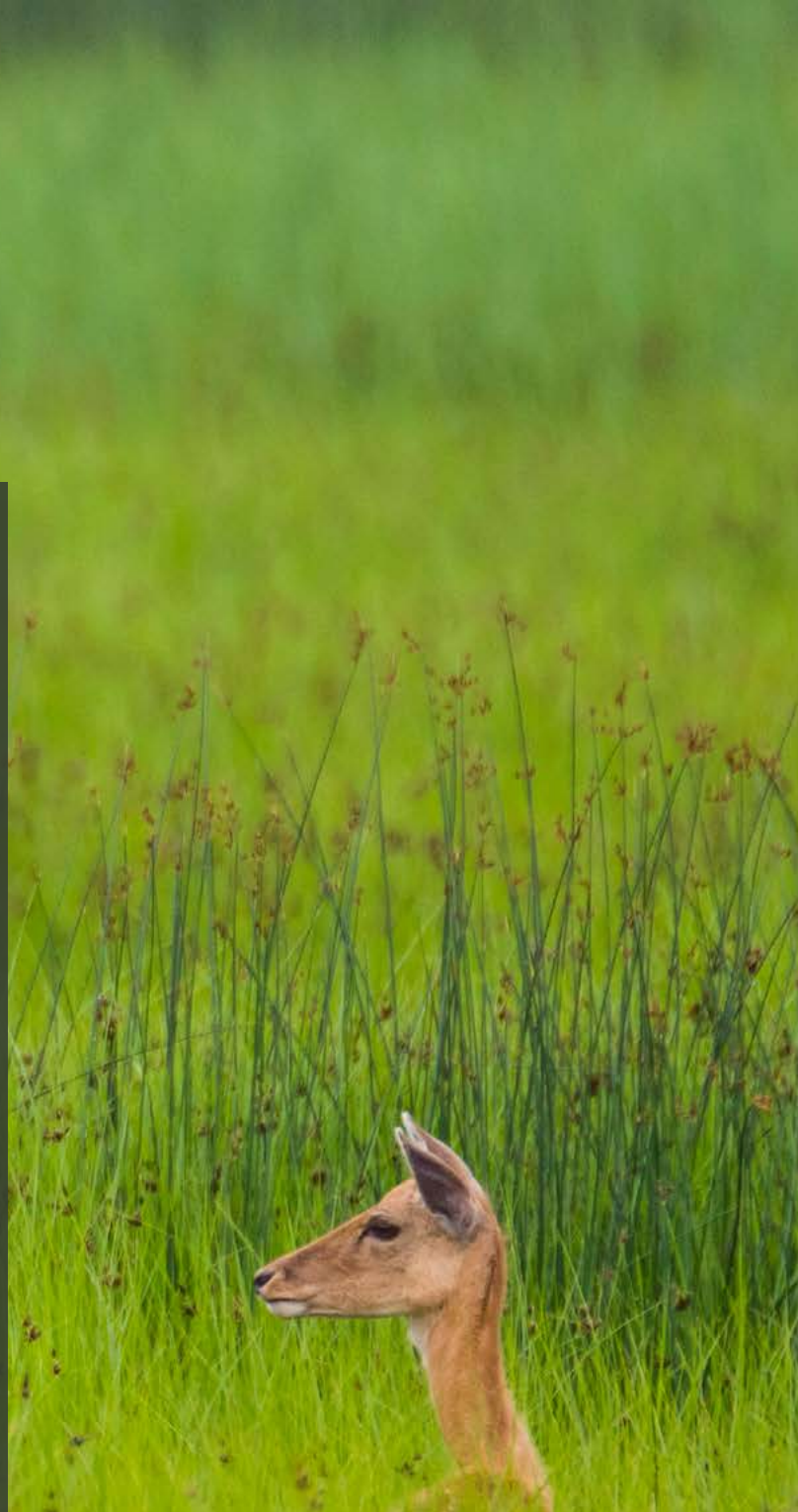
So you CAN have your cake and eat it.





“Once you take your mind off of your score and focus on the process of performing well, you are dealing with something you alone can control.”

- Lanny Bassham, Olympic Gold Medalist rifle shooter



Situation summary made easy

1. Focus on three factors (animal, area & weather).
2. Ask what you need to know about them for each step in the hunting process.

Next, you'll use the answers to plan your hunt.

And I'll give you an introduction to the hunting process.

 Q1: What's the situation?	 Move	 find	 Get In Range	 Set up	 Shoot	 Follow up
 Animal	?	?	?	?	?	?
 Area	?	?	?	?	?	?
 Weather	?	?	?	?	?	?



“It is important to view knowledge as sort of semantic tree.

Make sure you understand the fundamental principles, i.e. the trunk and big branches, before you get into the leaves/details or there is nothing for them to hang on to.”

- Elon Musk, super learner and serial entrepreneur with a proven track record

A man with a beard, wearing a green jacket and a cap, is aiming a rifle in a forest. The background is filled with green foliage and trees. The man is wearing a cap with the RedKettle logo. The rifle is a bolt-action rifle with a black barrel and a wooden stock. The man is looking intently at the target.

Your execution plan - strategy and tactics

Question 2 - How will you hunt?

A plan will guide you in the field. And help you stay focussed on the task at hand.

But it's important to remember it's a starting point. In three ways.

- **Firstly, if you're new, it's the basis for learning how to hunt.**
- **Secondly, it will help you adapt and act faster when things change in the field (and they will).**
- **Thirdly, it's the basis for selecting the right gear.**

But how do you create a plan for hunting?

One that requires minimum effort.

And gives you maximum output.

Create your plan in 3 simple steps

1. Decide on your strategy.
2. Map your process.
3. Define your tactics.



Strategy is the way you decide to use your resources. And your overall approach to the way you hunt.

The process is a proven tool to help you structure and document what you'll do. It's the bridge between strategy and tactics.

And tactics are what you do to implement your strategy.

Hunting strategy

When it comes to hunting strategy, you have two main options:

1. **Stalk - hunting on foot.**
2. **Ambush - shooting from a tree stand or other static position.**

Your choice depends on the answers you captured in the situation summary. And your available gear and level of skills.

When you have decided on a strategy, you can capture the details of the hunting process. It's a great way to capture and remember the essentials. And it creates a structure to add details to.

The hunting process is a way for you to lay out what you need to do to complete the hunt.

Based on your strategy, it comes in two versions.



The versions are somewhat simplified. On purpose.

At this stage in your planning, you need a structure. Not a detailed description. You'll add that later.



“When it goes down, you want to be able to kick into autopilot as much as possible.

That is why perfecting the basics is so important, because your mind is going to be thinking about so many other things that you want your movement mechanics to be as smooth as possible.”

- Robert Keller, ex US Army Delta Force and owner of Gamut Resolutions

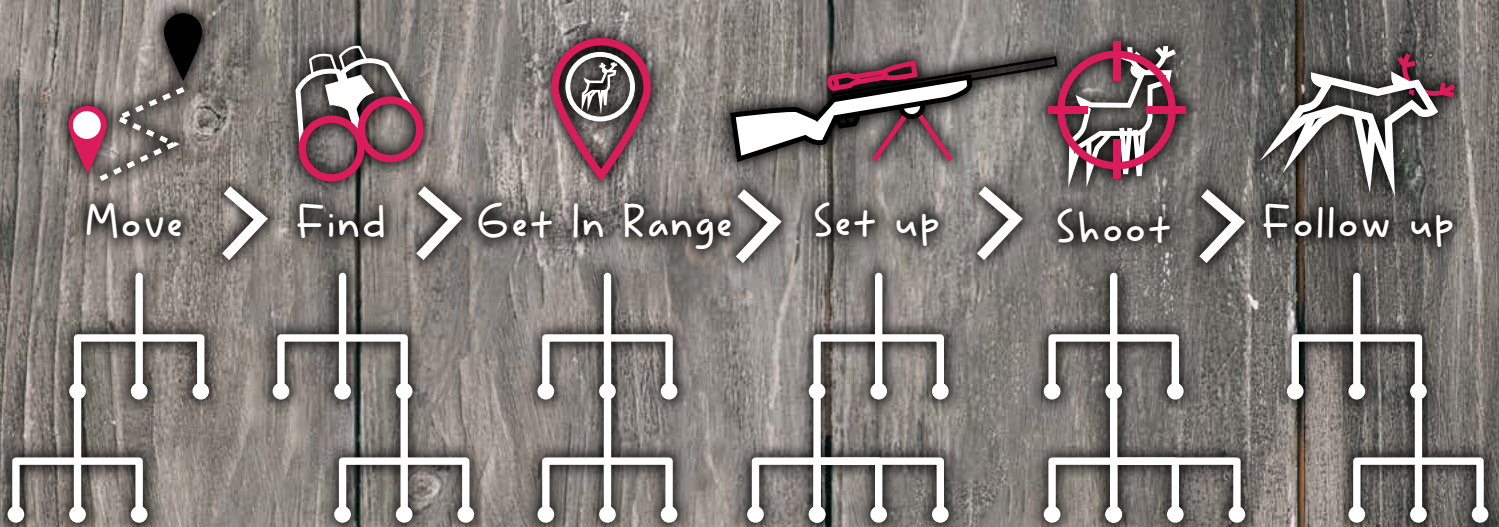


Mapping your tactics

Tactics are simple when you've mapped the process. You simply describe how you'll complete each phase.

Here's a tip. Do it in levels, like a pyramid. Start with the simple steps. And then describe each in more detail.

Until you have a clear and meaningful picture of what you plan to do.





“But surprisingly, once you master something, you’ve figured it out. Like you can solve this kind of problem fairly easily, you know how to do it, [and] your working memory just calms right down.

It’s not working very hard when you’re solving these kinds of problems. And it’s because you’ve parked sort of like a subroutine in your long-term memory...”

- Barbara Oakley, PhD, writer, educator & engineer



Your gear list and training plan

Question 3 - What gear do you need?

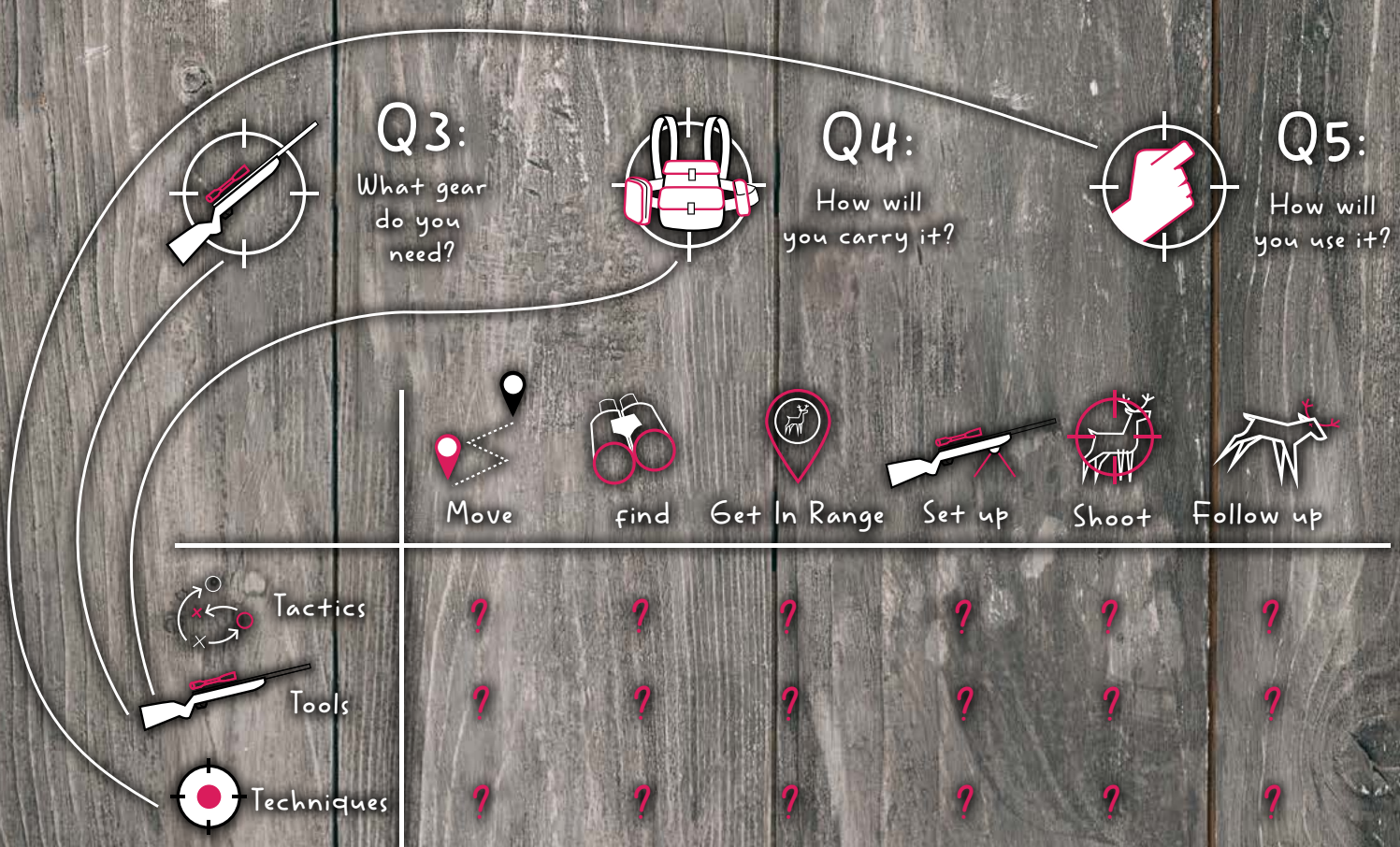
Question 4 - How will you carry it?

Question 5 - How will you use it?

About gear, make sure you bring “tools” and not toys. The difference is how well you use it.

With your strategy and tactics sorted, it’s time to visit the candy store. Well, not literally, but if you’re as excited about hunting gear as I am, it feels that way.

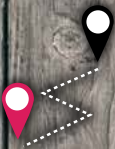









The objective is to pick the right gear for the job. To avoid wasted movements, wasted effort, and wasted money. And make sure you use it instinctively. To stay focused on what’s going on in the field.



3 steps to ensure you bring tools, not toys, on your next hunt

1. Pick the tools (gear) you need to implement your tactics.
2. Decide how you best carry them.
3. Decide how you'll use them.

And there you have it. Make sure you practice and turn those techniques into skills. And you'll be ready to rock. Almost...

Efficient Hunting	 Move	 find	 Get In Range	 Set up	 Shoot	 Follow up
 Animal	✓	✓	✓	✓	✓	✓
 Area	✓	✓	✓	✓	✓	✓
 Weather	✓	✓	✓	✓	✓	✓
 Tactics	✓	✓	✓	✓	✓	✓
 Tools	✓	✓	✓	✓	✓	✓
 Techniques	✓	✓	✓	✓	✓	✓

Once you have answered questions 1 to 5, it's time to practice.

The key to success is starting slowly to develop the correct movement mechanics. Your speed will increase as you practice and get comfortable with each technique.

You can set targets for how fast you want to be when you get to that point. And then challenge yourself to get increasingly quicker. Without a loss in performance.

Efficient Hunting in practice - The Quick Release Rifle Sling

At RedKettle, we use the efficient hunting method to figure out how we can help you get faster when hunting.

One example is the Quick Release Rifle Sling.

It's an excellent example of how the process can help you identify and eliminate unnecessary actions.

When you need your rifle out of the way, the best way to carry your rifle is across your back. But it's difficult to tighten a regular strap on the go. And it's slow to get your rifle back into action.

We optimized both steps by adding two features.

- **A compression strap to tighten the strap easily.**
- **A quick-release buckle to extend the strap quickly.**

Efficient hunting in practice.

[Click here](#) to learn more about the sling.



Keep your rifle on your shoulder



Keep your rifle under control



Have your rifle ready for action



Next steps on your path to successful hunting

Becoming an efficient hunter is a journey. It takes dedication. Inspiration. And sometimes a little help.

This e-book will help you along that way. And maybe it's all you need.

But perhaps you're like me. And have a thirst for knowledge. And an appetite for optimizing and bettering yourself. And you want more detail to help set yourself up for success.

That's why I wrote an email course to supplement the e-book.

You might already have seen me mention it.

It will help you apply the efficient hunting framework in this e-book. The course is free. And seven emails long.

It will give you more nuance on the ideas in the framework. As well as more detail on how to complete the e-book.

[Click here](#) to go to the RedKettle website and sign up for the course.

All the best,
Christian Saugmann

APPENDIX - Shot placement



Shot placement rules

1. Use the double lung shot for fast and reliable killing.
2. For horizontal shots, place your horizontal post between $\frac{1}{3}$ and $\frac{1}{2}$ up the deer's body.
3. For broadside shots, place your vertical post on the center of the front leg.
4. For a 45° front quartering shot, place your vertical post inside the near leg.
5. Don't take shots more than 45 degrees off a square broadside.
6. For a 45° rear quartering shot, place your vertical post inside the far leg.
7. Adjust for uphill or downhill shots when the angle exceeds 20 degrees.
8. If you're shooting downhill, your aiming point must come up.
9. If you're shooting uphill, your aiming point must come down.

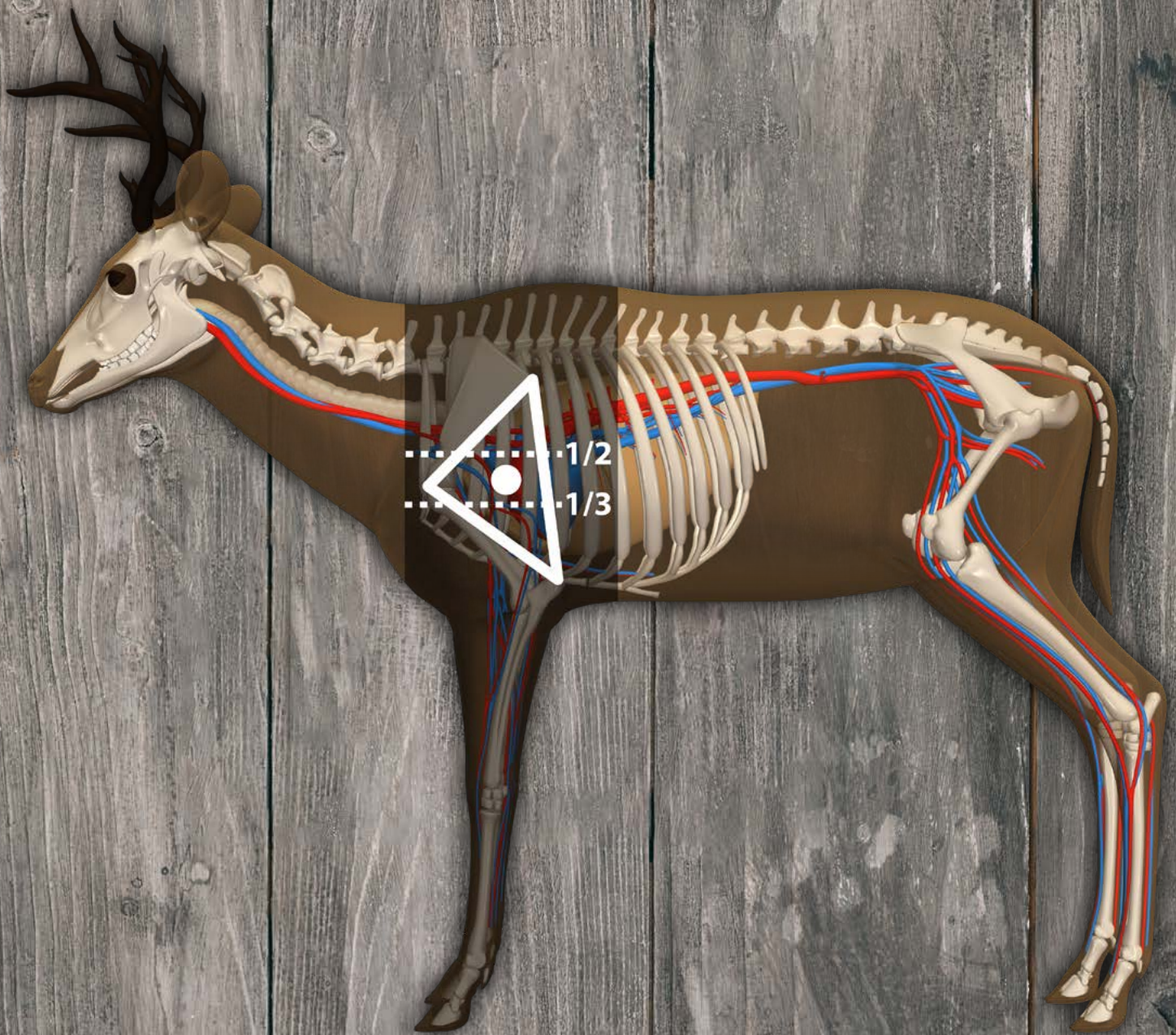
FOUNDATIONS - What type of shot should you use?

#1: Use the double lung shot for fast and reliable killing.



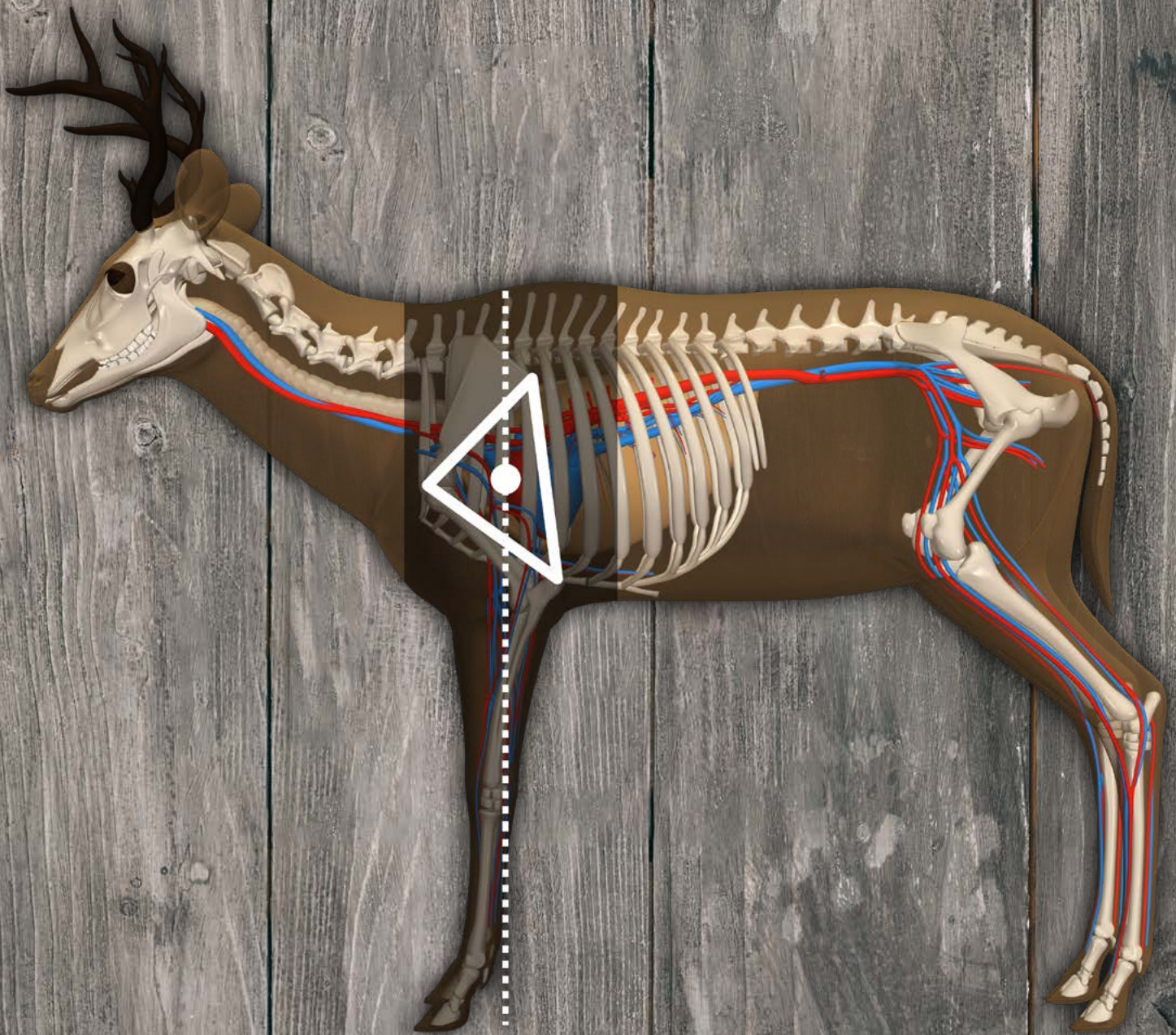
FOUNDATIONS - The horizontal post on a broadside shot

#2: For horizontal shots, place your horizontal post between $\frac{1}{3}$ and $\frac{1}{2}$ up the deer's body.



FOUNDATIONS - The vertical post on a broadside shot

#3: For broadside shots, place your vertical post on the center of the front leg.



The broadside shot

#2: For horizontal shots, place your horizontal post between $\frac{1}{3}$ and $\frac{1}{2}$ up the deer's body.

#3: For broadside shots, place your vertical post on the center of the front leg.



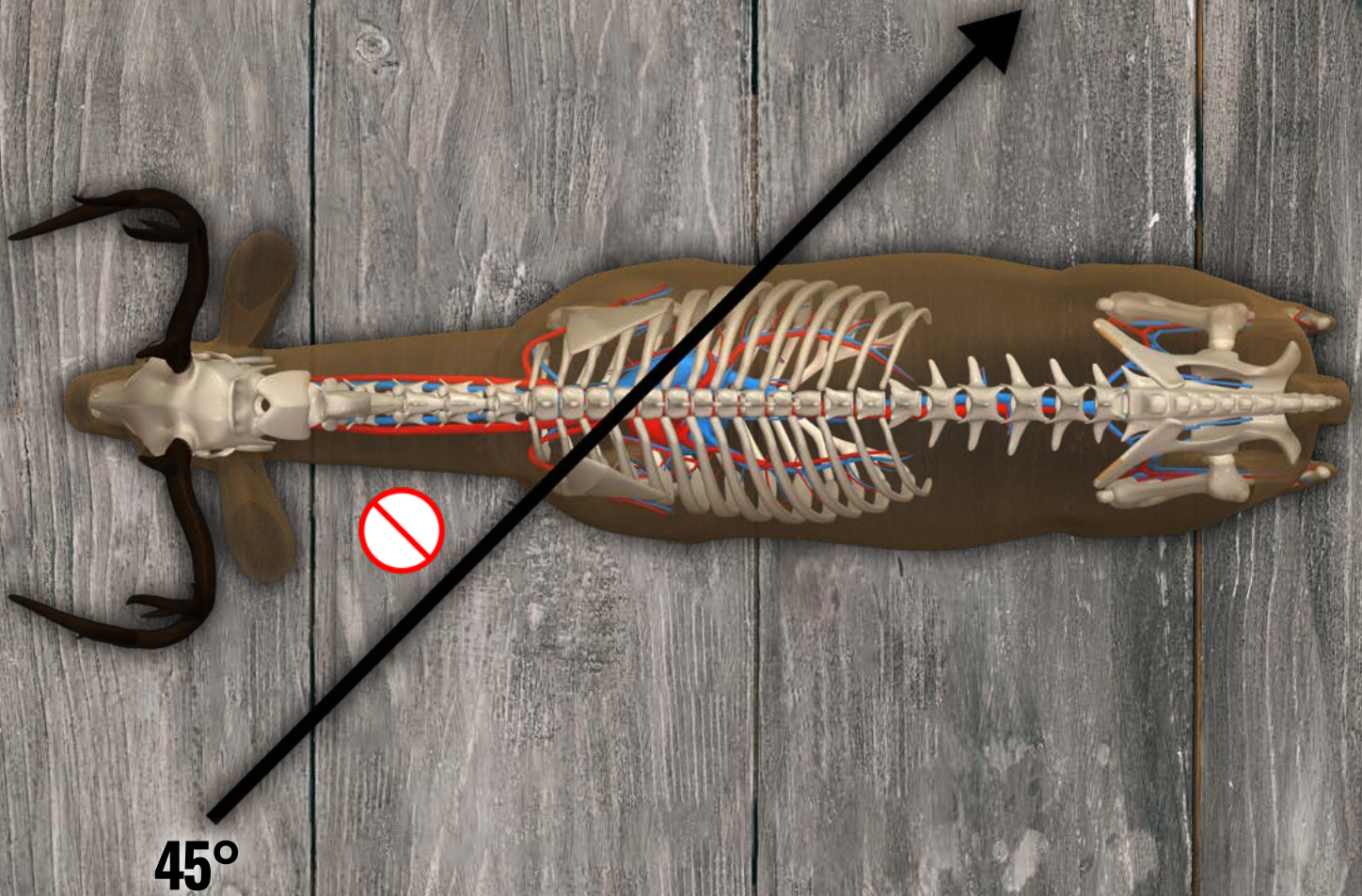
The front quartering shot

#4: For a 45° front quartering shot, place your vertical post inside the near leg.



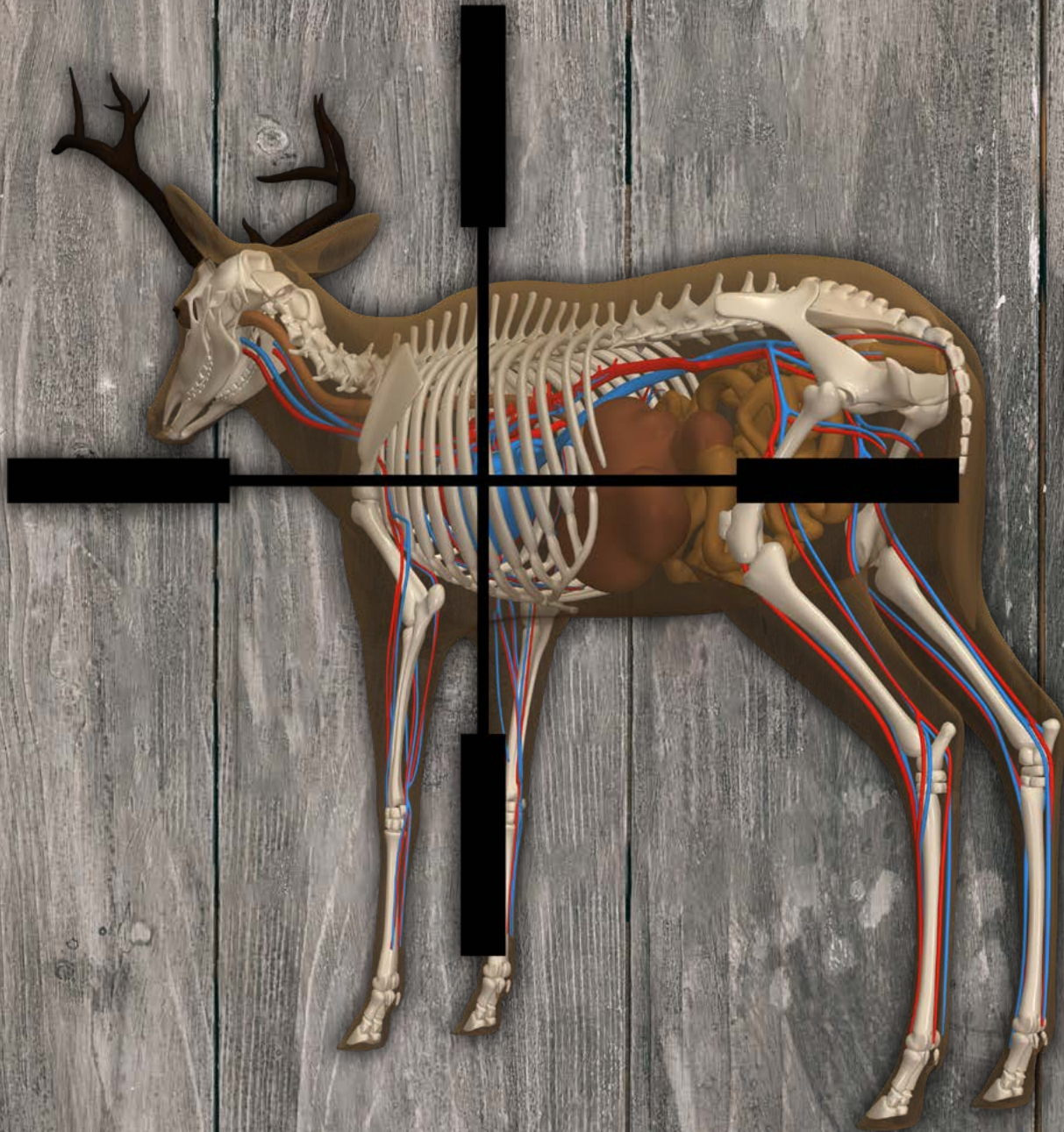
The front quartering shot

#5: Don't take shots more than 45 degrees off a square broadside.



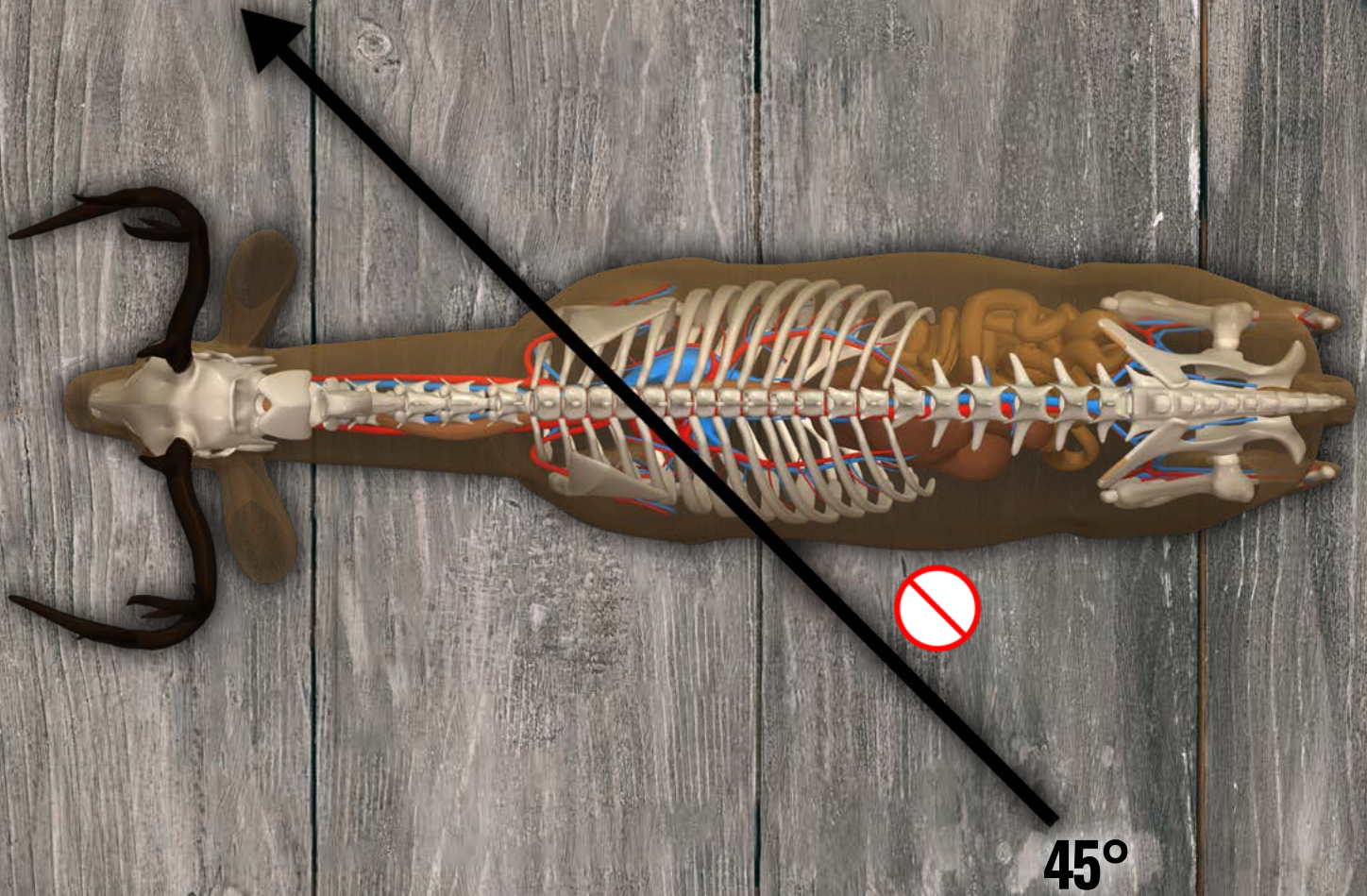
The rear quartering shot

#6: For a 45° rear quartering shot, place your vertical post inside the far leg.



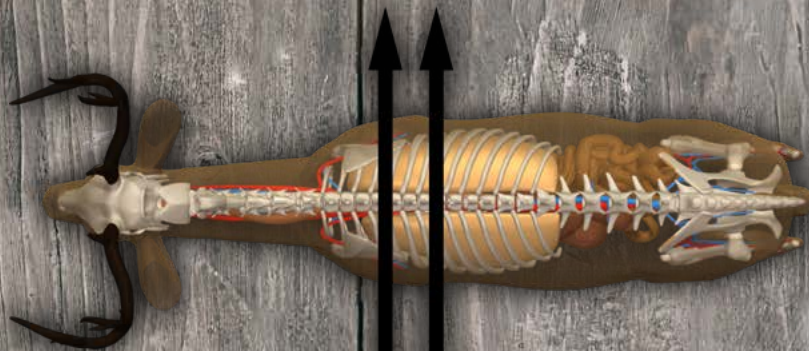
The rear quartering shot

#5: Don't take shots more than 45 degrees off a square broadside.



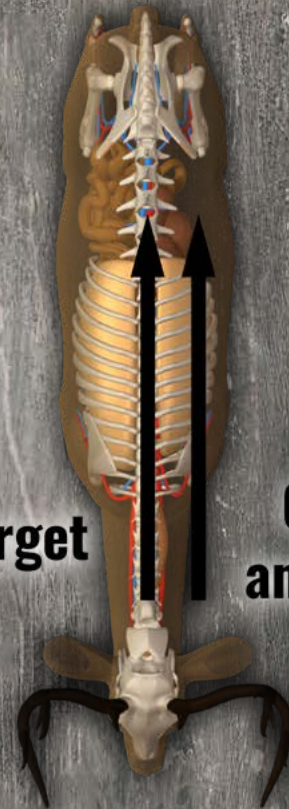
The front and rear shot

#5: Don't take shots more than 45 degrees off a square broadside.



On target

**Off target,
but lethal**

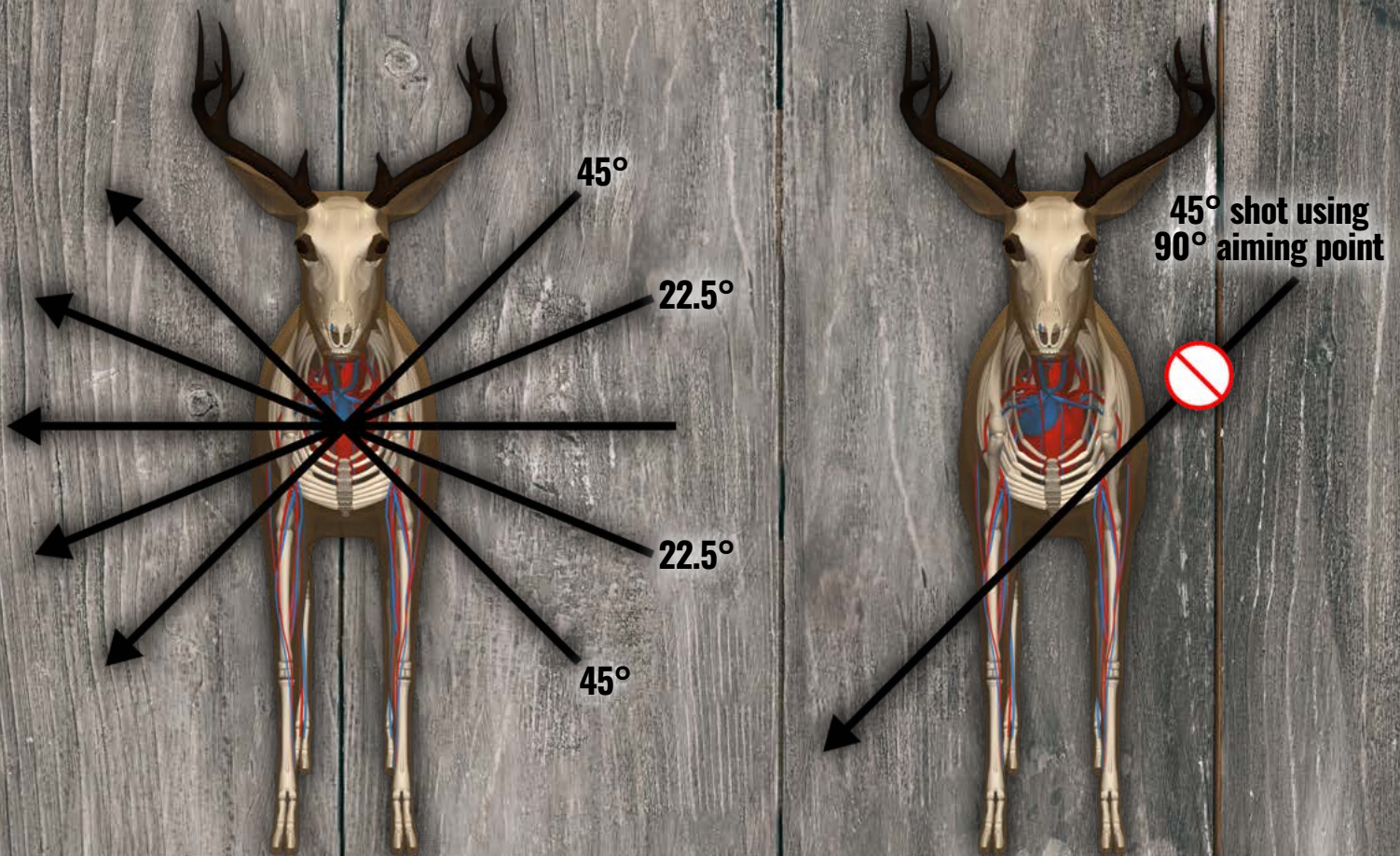


On target

**Off target
and wounded**

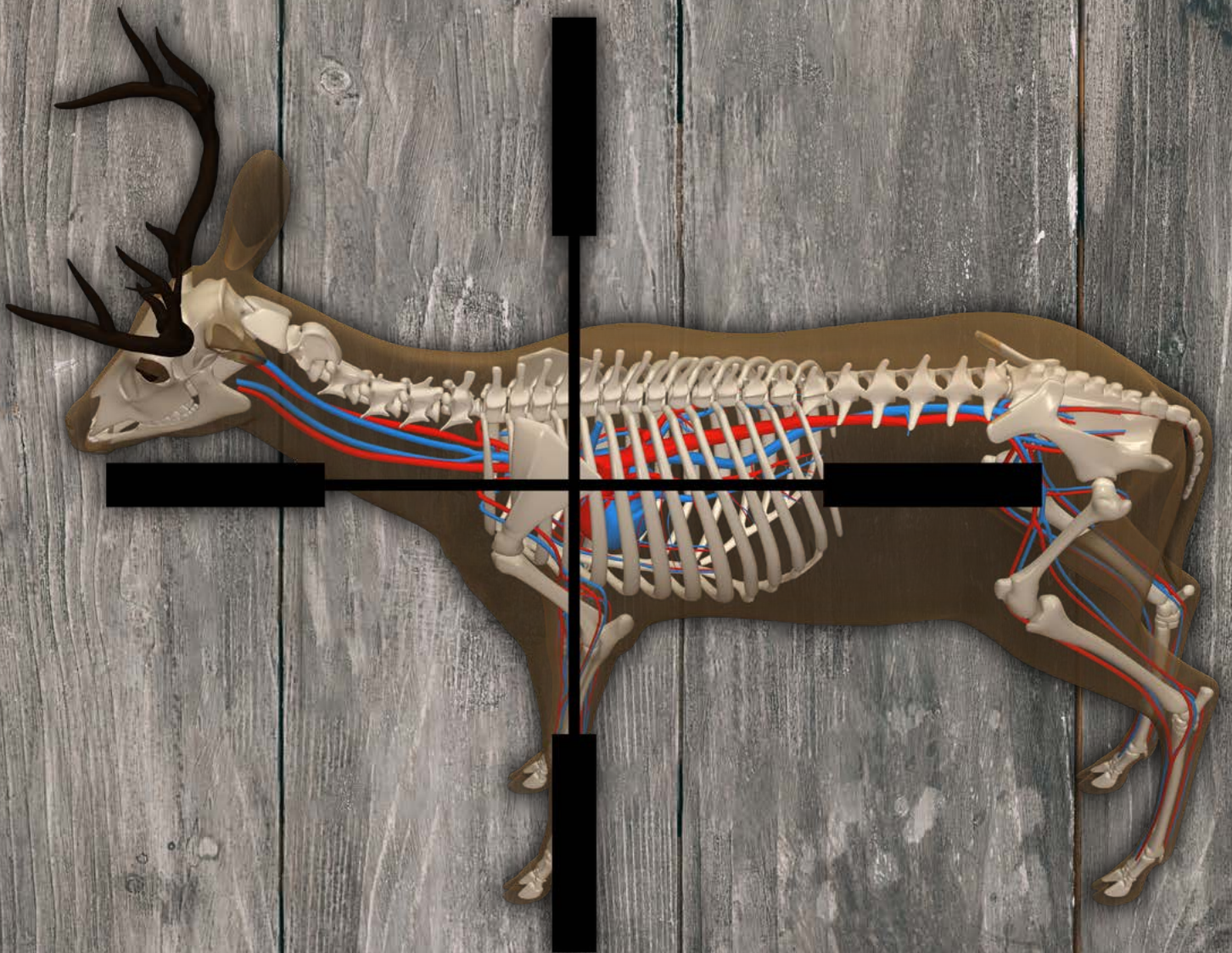
Shooting uphill and downhill

#7: Adjust for uphill or downhill shots when the angle exceeds 20 degrees.



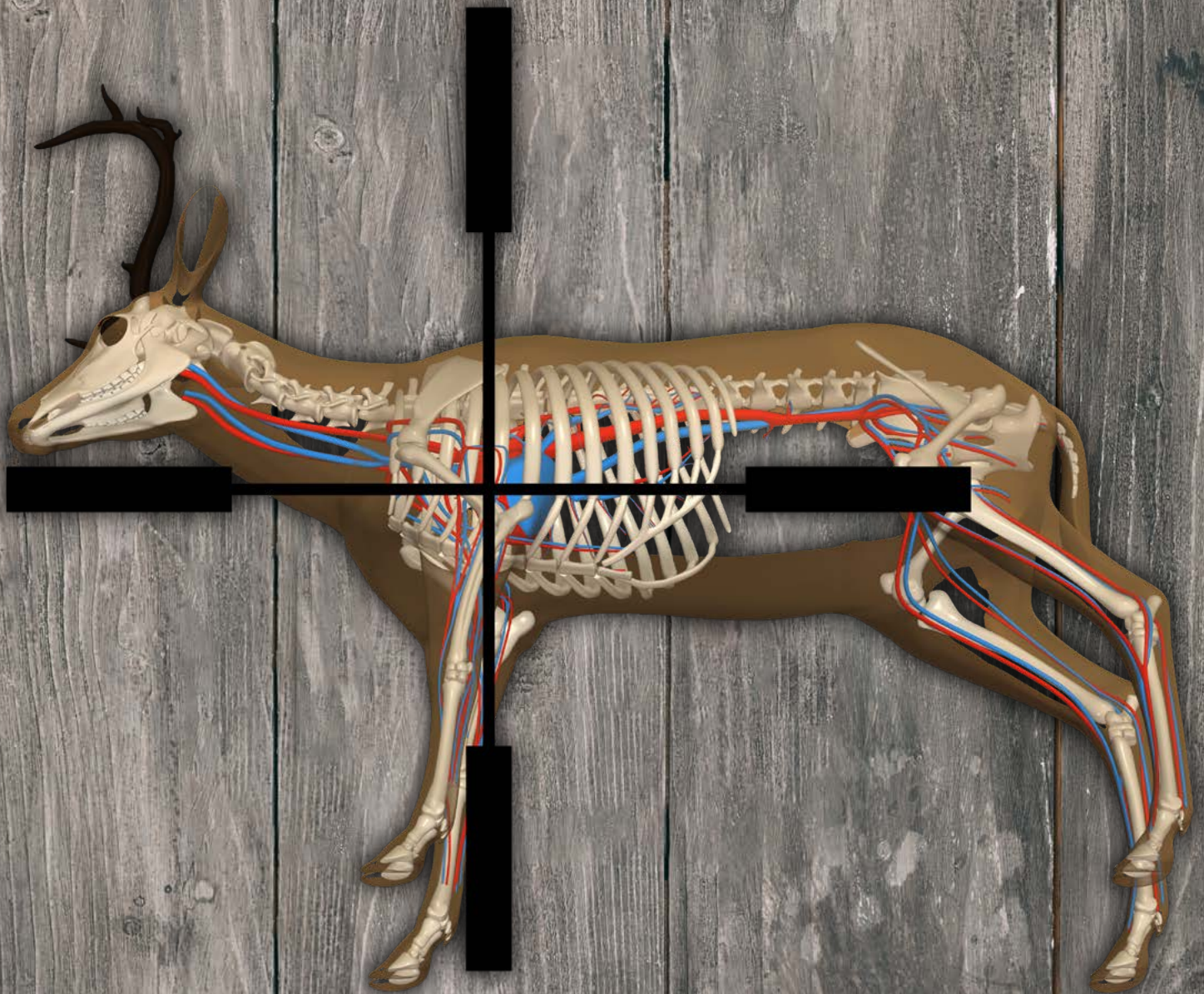
The downhill shot

#8: If you're shooting downhill, your aiming point must come up.



The uphill shot

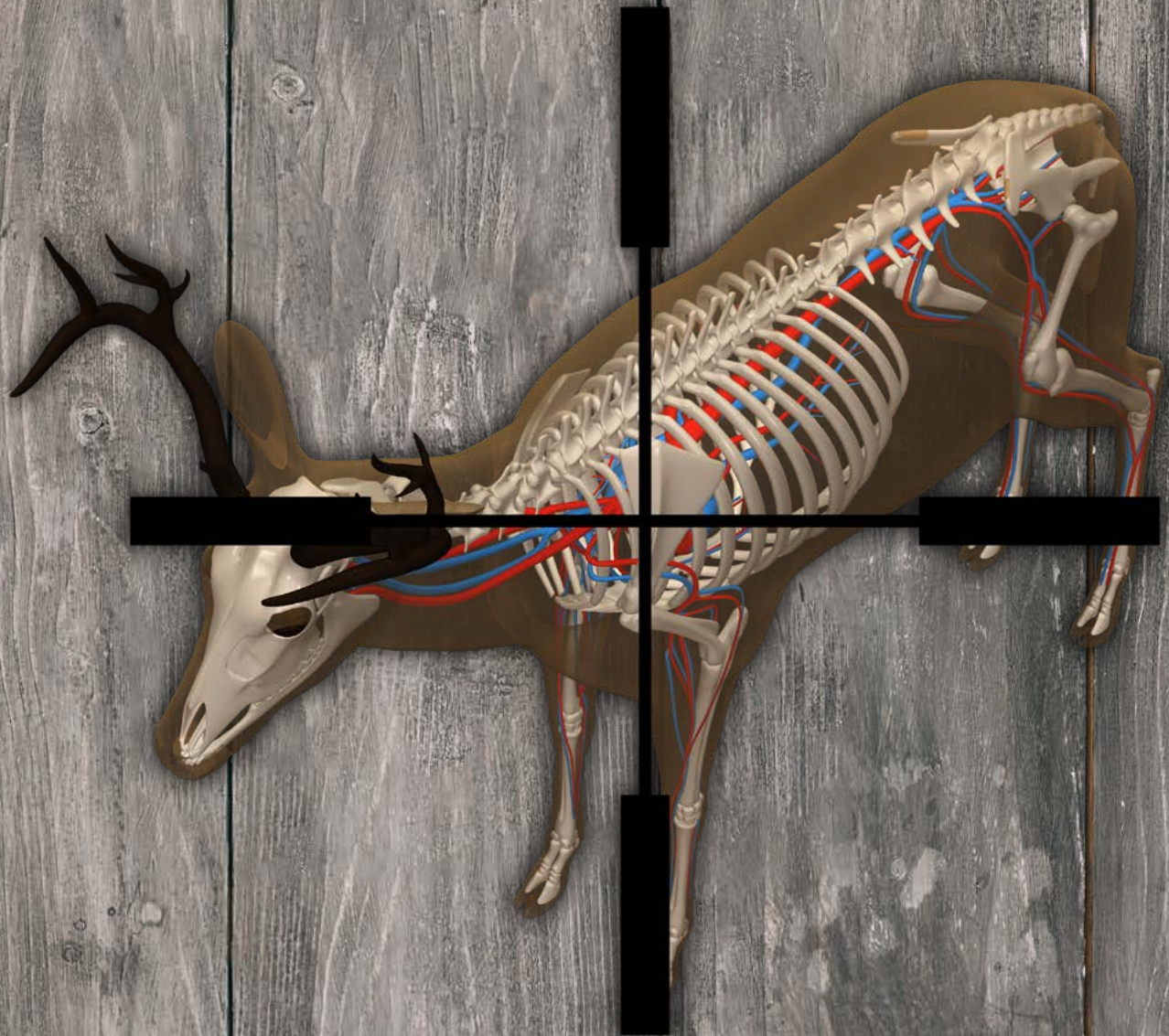
#9: If you're shooting uphill, your aiming point must come down.



The front quartering downhill shot

#4: For a 45° front quartering shot, place your vertical post inside the near leg.

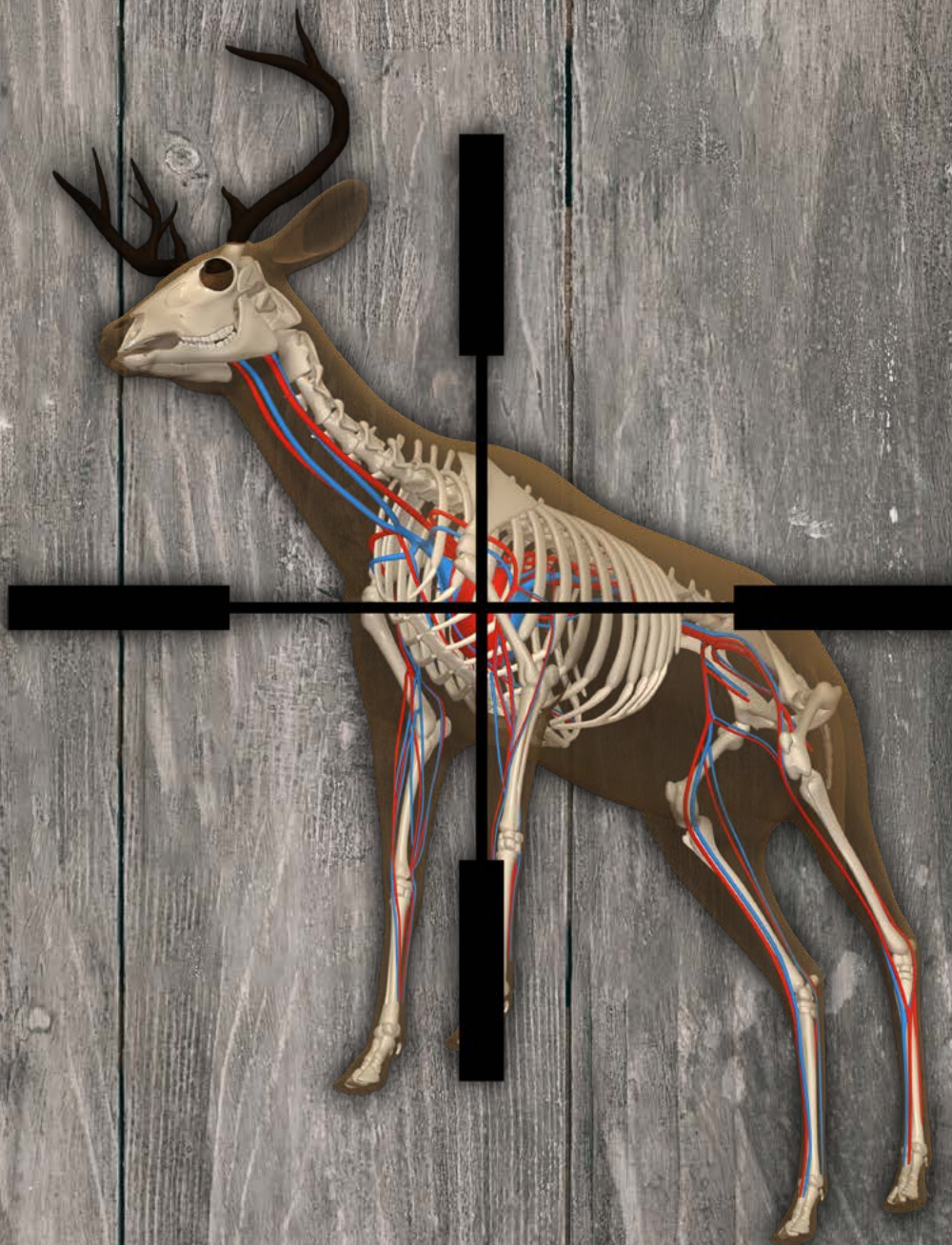
#8: If you're shooting downhill, your aiming point must come up.



The front quartering uphill shot

#4: For a 45° front quartering shot, place your vertical post inside the near leg.

#9: If you're shooting uphill, your aiming point must come down.



The rear quartering downhill shot

#6: For a 45° rear quartering shot, place your vertical post inside the far leg.

#8: If you're shooting downhill, your aiming point must come up.



The rear quartering uphill shot

#6: For a 45° rear quartering shot, place your vertical post inside the far leg.

#9: If you're shooting uphill, your aiming point must come down.

