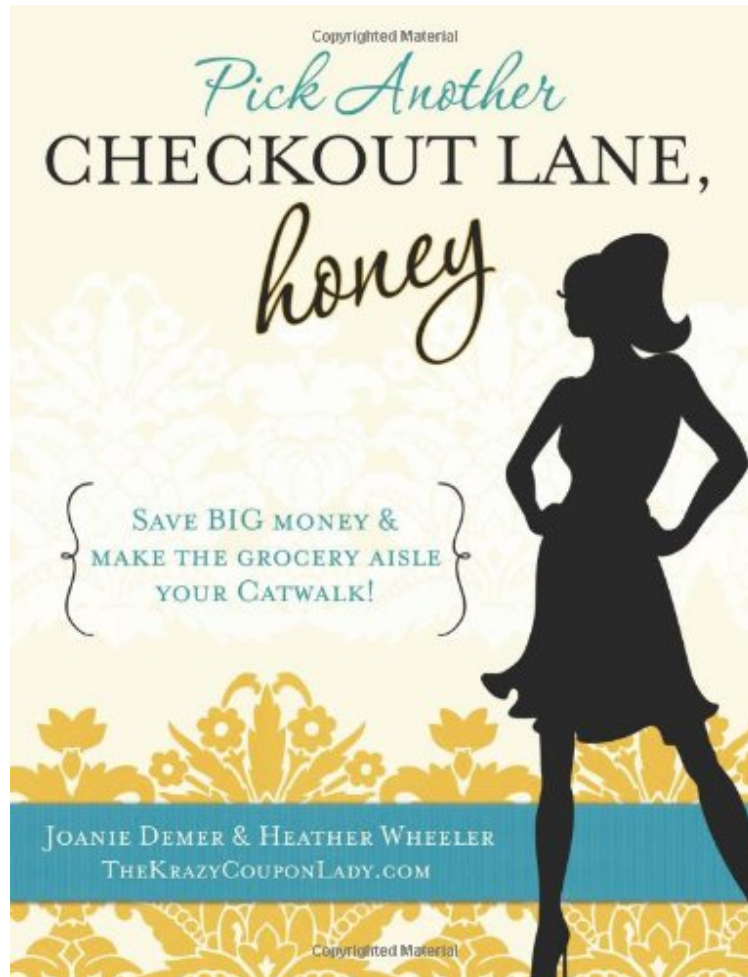


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Pick Another Checkout Lane, Honey: Save Big Money Make the Grocery Aisle your Catwalk!

Joanie Demer, Heather Wheeler
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Joanie Demer, Heather Wheeler : Pick Another Checkout Lane, Honey: Save Big Money Make the Grocery Aisle your Catwalk! before purchasing it in order to gage whether or not it would be worth my time, and all praised Pick Another Checkout Lane, Honey: Save Big Money Make the Grocery Aisle your Catwalk!:

3 of 3 people found the following review helpful. I wanted to like this bookBy MJI wanted to like this book, I really did. The author writes engagingly and friendly and informs us of all aspects of couponing. Unfortunately, it's already dated- five years after publication. Stores are catching on to this little game of coupons, and their store policies do not reflect the ability to get groceries for free. At least here in the midwest. Even the web site that is included in this book is not very helpful. There are some brains that are just not wired for numbers and calculations, and mine is not. Going to finally give up the coupon attempts and save money in other ways.3 of 3 people found the following review helpful.

Great Source to learn to coupon - depending on the time you put in, you can really save money!!!By C.ICI have saved so much more than ever. I never used coupons before like this. Good source to locate coupons, and how to buy so that you save more money. I don't have time to run around to do some of the "earn money" savers. For me, that is over the top and not usually a product that I am interested in. I do use ibotta and some other apps that this book introduced me too, and earned some extra money to help out for future purchases. If you haven't done couponing before, this is a great source to get started. The mold to what works best for you. Depending on the effort I put into this, I have saved 20 - 40% on the grocery store purchases. And learned about extra savings with the Target app ENJOY!.1 of 1 people found the following review helpful. Want to figure out how couponing works? Try this book! Best for beginners.By Sarah HI bought this book after I decided I wanted to learn to coupon. I already followed her website and Facebook and thought that her book would also be helpful. Especially since I prefer to read a book rather than a website.For someone new to couponing this book is great! It covers everything from basics to more advanced topics (yes, I know how funny that sounds when one is talking about couponing). It assumes you know nothing about couponing and starts at the beginning, including how to organize your coupons and where to find them.For people who are used to couponing, this book probably won't provide a lot of new information. But if you are just starting out, it's a great place to start. I've used her tips and guidance to say thousands of dollars on products. I never pay for toothpaste (brand name!) any longer. I refuse to pay more than \$.50 for a bottle of brand name shampoo. It is possible to save significant amounts of money with coupons.One caveat, most of what is in this book can also be found online, either on her website or on other's. However, if you want everything in one neat book package, you can't go wrong with this book.She writes knowledgeably but with a light an easy tone that's easy to learn from.

What if you could save over 70% on your monthly grocery budget and build a stockpile of food at the same time? Don't be a skeptic! Pick Another Checkout Lane, Honey will jumpstart your journey to saving \$600 per month! If you're interested in the idea but overwhelmed by the logistics, you'll love our step-by-step approach that transforms even the most timid shopper from coupon-shy to coupon-savvy. Authors Joanie Demer and Heather Wheeler share their expertise along with hundreds of tried and true coupon tips in a fun, user-friendly format that will have you high-fiving the grocery store cashier in no time.

Like many other business writers, I get a lot of books sent to me by publishers hoping that I'll write a (positive) review. Lately, I have been getting a lot of books about saving money at the grocery store and other retail outlets. After a quick look, I toss most of them. Many don't really contain a whole lot of useful information and they aren't exactly interesting to read. But after a quick look at Pick Another Checkout Lane, honey, by Joanie Demer and Heather Wheeler, I was hooked. I took it home and read the whole book, inspired by the web site TheKrazyCouponLady.com. The book doesn't contain any big revelations about how to save money at the grocery store. But it does a great job of covering all the basic concepts of couponing. It's also inspiring and funny. (One of my favorite parts is the book's assertion (and stereotype) that young male cashiers are the most accepting of coupons.). . . This book dispels a lot of couponing myths and challenges readers to have some fun while saving a lot of money. Whether you're just starting out in couponing, or use them regularly, you may really enjoy this book. - --Leslie Mitchell, Salt Lake Tribune>About the AuthorJoanie Demer and Heather Wheeler, founders of TheKrazyCouponLady.com, are two stay-at-home moms on a mission to help you save \$10,000 in a year. Once college roommates, Joanie and Heather now balance their booming business along with Pull-ups and sippy cups. They are both passionate about empowering women to take control of their financial lives and have fun at the same time! Joanie and her husband, an active duty member of the military, currently reside in California with their son and daughter. Heather and her husband, a high school teacher, live in Idaho with their two sons.