

## TOP 10 HOLIDAY SHOPPING TIPS

'Tis the season for shopping and spending. From gifts to travel expenses, party supplies, decorations and more, holiday costs quickly add up. Beat the frenzy and avoid over spending with smart holiday shopping tips from online coupon expert, Andrea Woroch.

1. **Create a budget.** Understanding your finances before the season takes off will lead to smart spending. Create a financial plan and allocate funds for certain items. Keep receipts, balance your check book and verify bank statements to maintain a holiday budget.
2. **Make a list and check it twice.** Shopping for gifts can be a time consuming and stressful task, but a little organization can go a long way. Plan ahead and organize a list of people you plan to give a present to along with possible gift ideas. This will help you map out shopping strategies, create a shopping timeline and serve as a check list so you don't forget someone special.
3. **Compare prices.** Found the perfect gift but at a pricey fee? Don't splurge before comparing prices among retailers. You might find a better value through a special promotion, or simply a better price, at another store.
4. **Don't be brand-bias.** If you have a particular brand in mind for a particular product, then you might be stuck with an expensive price. In many circumstances, going off-brand may result in major savings. Read product reviews or seek guidance from retail experts to find a brand or product of equal or higher quality at a more affordable cost.
5. **Save time online.** Don't waste hours running from store to store in an endless search for the perfect gift – at the perfect price. Instead, look for gifts from the convenience of your own home and at the time that's best for you by shopping online. The internet makes it easy to compare products and prices with just the click of the mouse while avoiding overcrowded parking lots, long lines, swarming crowds and sold out items.
6. **Use online coupons.** Found a gift at a suitable price? Don't stop there. Get an even better deal by using online coupons and promotional codes. Websites like PromotionalCodes.com and CouponWinner.com offer thousands of free online coupons and promotional codes for over 8,000 leading retailers. You can compare coupons for different stores to find the best deal for any purchase. For those who still dare to go in-store, printable coupons are also available.
7. **Score free shipping.** Many consumers avoid shopping online due to added shipping costs. However, many retailers offer free shipping based on the value and size of an order. If free shipping isn't offered, don't give-up. Websites like PromotionalCodes.com and CouponWinner.com offer free shipping coupons for thousands of retailers – <http://www.promotionalcodes.com/free-shipping-promotional-codes.aspx>
8. **Stack coupons.** Combine coupons and promotional codes to get the best value on any purchase. Use a promotional code for free shipping in conjunction with a coupon for money off a product or service to maximize savings. Better yet, apply a coupon to a sale or clearance item to get the best price.

9. **Send gifts direct.** Avoid lugging gifts from door to door or paying airline fees for oversized bags stuffed with presents. Instead, send gifts directly to the recipient. Many stores offer a gift wrapping option too and will allow you to enter a personalized message.

10. **Gift cards are easy to find and easy to give.** With the variety of stores offering gift cards these days, you never have to worry about finding the “perfect” gift for anyone on your list. Procrastinators and last-minute shoppers will rejoice knowing that many stores give you the option of emailing the certificate directly to the recipient’s inbox, or allow you to print the gift card at home for an instant gift solution!

Use CouponWinner.com’s easy-to-search gift card finder:  
<http://couponwinner.com/CategoryCoupons.aspx?CID=76>

For more information or to schedule an interview with an online coupon expert, please contact:

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