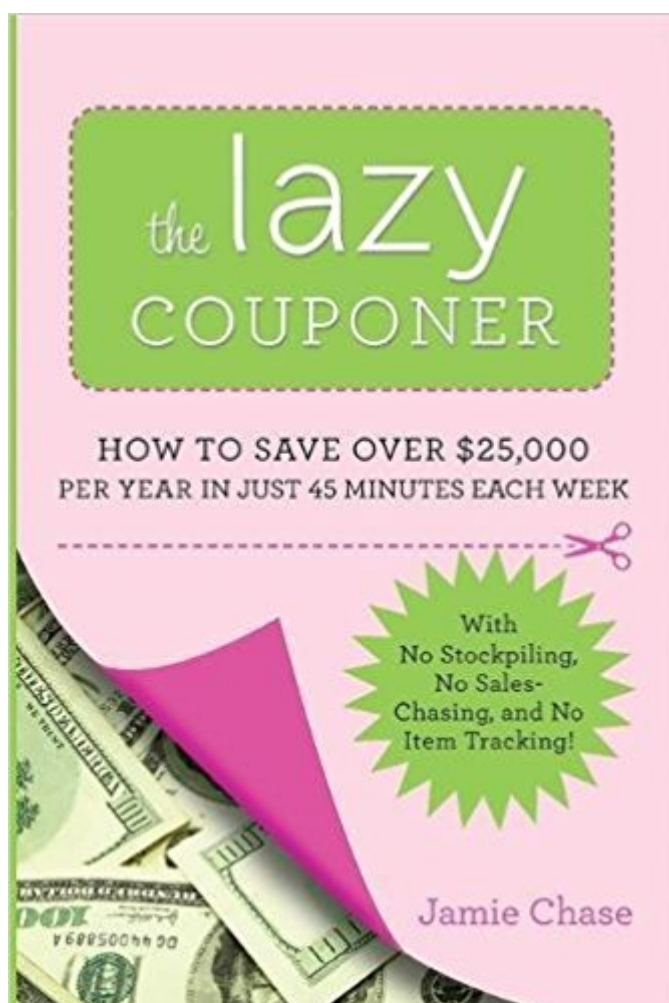


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The Lazy Couponer: How To Save \$25,000 Per Year In Just 45 Minutes Per Week With No Stockpiling, No Item Tracking, And No Sales Chasing!



Synopsis

“Have you ever received a standing ovation at the cash register? I have.” Jamie Chase says you’ve ever felt overwhelmed by the world of coupons and guilty that you can’t seem to nail the “system” to save money. Kick back with Jamie Chase, couponing teacher and savvy shopper whom Brian Williams of NBC’s Nightly News dubbed “the Master.” The system is simple: there’s no chasing all over town on a single shopping trip; no stockpiling of items you don’t need; no weekly tracking of item prices, driving you to buy what you don’t need simply because there’s a sale. Chase instructs readers on where to find coupons, how to use them, where to get the most bang for your buck, and how to start thinking like a couponer every time you make a purchase. Sound too easy? With a little practice, you’ll see the savings rolling in while you live your life stress-free and thousands of dollars per year richer!

Book Information

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Customer Reviews

Jamie Chase has a degree in business management and a background in retail management for companies such as Brooks Brothers, J.Jill and Filene’s Basement. Jamie is an educator, wife, and mother who understands the value of both the minute and the dollar. Jamie teaches “Couponing and Freebies 101” and “Master Couponing” at Northern Essex Community College in Massachusetts, and her techniques have attracted much media attention throughout New England. She has been featured nationally on The NBC Nightly News with

Brian Williams, where she was interviewed by Natalie Morales of the Today Show, and on ABC and NBC affiliates in Providence, RI and Boston, MA. Chase was also a popular moderator for coupon blog sites and she is soon to offer online classes. She also teaches public classes and gives lectures throughout community centers, library circuits, and private corporations. She lives outside Boston, MA, with her husband and children.

I coupon regularly (and write a website about doing so) and was curious to read *The Lazy Couponer: How to Save Over \$25,000 Per Year in Just 45 Minutes Each Week* by Jamie Chase. Jamie's promise that she can save you money with no stockpiling, no sales chasing and no item tracking is certainly appealing. She had many points that I agreed with - and a couple with which I disagreed. Let's start with the excellent points that Jamie made.

1. There's always another sale. Too often, I think we get caught up in catching all the deals - especially when we start finding good deals. If we miss a sale this time around, there will always be another one.
2. If you're denied, don't buy. There will come a time at the checkout where someone will question your deals or coupons. It happens to the best of us. If you know your sales and that your calculations are right, don't be afraid to walk away from the sale if the cashier doesn't / can't adjust the price. The more I coupon, the easier this is becoming. It's all about confidence, really.
3. Sometimes it is less expensive to actually buy more items. Here's a case in point from my grocery trip this week. I could have bought 3 Mott's individual applesauce packs at 3 for \$5. However, I read my sales which said that when you buy 5 packages, you get an additional \$5 off your sale price. I paid \$3.35 and got 5 packages, rather than paying \$5 and getting 3 packages. See how that works?

Now, let's talk about a couple points on which I disagreed with Jamie.

1. Don't stockpile. Within reason, I think stockpiling is good. Now, I'm not suggesting hoarding by any means! If I can buy Kleenex for a quarter, I'm going to buy several boxes (with my coupons) even if I already have some at home. I know they won't go bad and I know I'll use them. If I have the money and space which aligns with my sale and coupons, I'm going to stockpile.
2. Don't clip your coupons in advance. Rather, file your entire insert every week and only clip what you need. This is a matter of preference. I know some couponers love this idea. I am more of the mindset that I'd rather clip as I get them so I'm ready. Either way works as long as you are comfortable with it and use your coupons efficiently.
3. You should choose one store and shop there only. If I have the time and the sales are right, I often shop at two stores, due to their different coupon policies. If I only shopped at Meijer, I would miss out on some great Kroger promotions. That said, for many people this is the way of life. If you are going to shop at only one store, Jamie had some valid advice on choosing the right store.

The Lazy Couponer also has great

abbreviation charts, and step by step directions of how to find deals. She also had lots of pictures of coupons with explanations about where they could be used and why. All in all, this book is perfect for those who think couponing takes too much time. Couponing takes as much time as you let it. You can spend a little time or a lot, and both can result in big savings. I would highly recommend The Lazy Couponer for the experienced and inexperienced couponer alike. It was a great reminder to me that couponing can saving me large amounts of money in small amounts of time!

I really enjoyed this book. Bought it because I'm interested in saving money and I have used coupons a few times. People have explained to me their methods of how they coupon they always seem to overwhelm me. I did try it but was too much time wasted I gave it up really quick it was too much work for me. But this book gave me hope and she makes sound so easy anyone can do it. I agree with her about stockpiling, I don't see the purpose in that like she said some people have too much of the same items. It's just too much work to stockpile, rotate, collect dust. There is websites that will be helpful and overall I really enjoyed this book there is so much information to use and I learned a lot reading this book.

I've been couponing for just over two years now and I must admit this book is a bit of fresh air! Within the past year, I've been on a pursuit to climb the corporate ladder of my place of employment (just because I make decent money doesn't mean I plan to pay full price for anything, especially in today's unstable economy; no job is guaranteed permanent!) However, with my career pursuit that has left little time for my couponing. Soon my coupon inserts were piling up around me, the clipped coupons in my binder are all surely past their expiration date, I felt like I was missing all the great sales (however, I have still been living off my personal beauty product stock since 09/2011 - 9 months from the date of writing this). I was still living under the impression that I needed to clip every coupon and store them nicely in my binder, try to catch every sale and print every coupon I came across. But where would I manage to find the time in my already overbooked schedule?! Then I came across this little gem, the author approaches couponing, the way I approach my career pursuit ... work smarter, not harder. Genius! Why didn't I think of that?! The author focuses more on keeping your couponing time down to minimum, to stop chasing every sale and to stop clipping ALL your coupons at one time (a style that is preached by most of the coupon bloggers I follow! A style that clearly doesn't work for me). While some portions of the book maybe a little redundant for those more experienced in the world of couponing, the author offers a few ideas that I never thought of or read anywhere else. I think this book is great for anyone just starting out

(you will save yourself from the couponing frenzy that starts to become an addictive time consuming habit) to those who have been around the coupon block a few times and are looking for a different approach to the coupon frenzy. Now my coupon system is much more streamlined and I have finally climbed back on the mythical coupon horse that I fell off of a few months ago!

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