

Krazy COUPON LADY

Pick Another CHECKOUT LANE, *honey*



{ JOANIE DEMER }

Joanie Demer, co-author of *Pick Another Checkout Lane, Honey* and co-founder of www.TheKrazyCouponLady.com, has always had an eye for a bargain. Joanie has been bragging about how little she spends on everything for years: from her wardrobe, and now to her groceries! She never imagined she could take her tight-wad tendencies and create a successful business, simply by taking her saving to the next level and sharing what she'd been doing all along.

Three months after becoming a Krazy Coupon Lady, Joanie's life unexpectedly veered off course when her husband lost his job and medical insurance; her family sold their house; Joanie's daughter was hospitalized unexpectedly; and her husband left for two months of military boot camp. In an instant, she went from debt-free, financial comfort to economic peril! But, because of her coupon skills and the stockpile of food she'd built, all spending essentially stopped until the medical bills were paid. Joanie's family was able to completely live off of the stockpiled groceries, and regain debt-free status within a few short months. She recounts, "It was this experience that really solidified to me that every family needs to realize the power within them and utilize these shopping methods— not only to save thousands of dollars, but to build a stockpile of food that can help you ride through economic difficulties."



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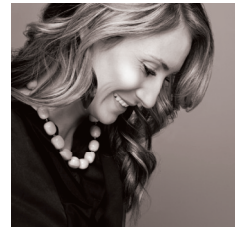
{ HEATHER WHEELER }

Heather Wheeler, co-author of *Pick Another Checkout Lane, Honey* & co-founder www.TheKrazyCouponLady.com.

Heather turned to couponing after slashing her household budget, while on a mission toward financial independence. When she could have folded and given up, Heather fought tooth and nail to pay off her family's \$85,000 of debt while living only on a teacher's salary. After years of dedication and some serious penny pinching skills, the Wheeler family became officially debt free in August 2011. Now she's sharing her savings tips with hundreds of thousands of readers across the country!

Heather is queen of creativity when it comes to stay-at-home moms searching for ways to earn income. Heather is a licensed cosmetologist and operated a salon out of her home before couponing became a full-time gig. Heather's resume also includes time spent buying and selling real estate, flipping furniture and two years working from home as a mortgage lender.

Heather is currently expecting her third child, and lives in a house of boys with her sons, Maxwell and Kyle who keep her busy with soccer, t-ball and afternoons at the park.



The Krazy COUPON LADY

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TheKrazyCouponLady.com was founded, quite by accident, when two stay-at-home moms began blogging about their strategic coupon-clipping in Boise, Idaho. Founders, Heather Wheeler and Joanie Demer were tired of spending \$500 per month feeding their young families, and wanted to find a way to cut that number in half. Soon, they were “stacking” coupons, sales and store promotions and walking out of the store with sacks full of free groceries!

Shocked by their site’s overnight popularity and demand for more information, Heather and Joanie added “author” to their resumes at the end of 2009, releasing their ‘how-to coupon book,’ “Pick Another Checkout Lane, Honey.” Today, TheKrazyCouponLady.com is thriving, outpacing the growth of any website of its kind in the world! The site receives over half a million visits every day and its owners command an impressive social media following, including more than 450,000 facebook followers.

Now being hailed as the new ‘coupon Bible,’ “Pick Another Checkout Lane, Honey” promises to transform readers from “Coupon-Virgins” to “Coupon-Pros.” Don’t be fooled; this isn’t your Grandma’s coupon book! These twenty-something authors aim Pick Another Checkout Lane, Honey at the new generation of coupon moms, packing it with humor, wit and attitude: touting that a krazy coupon lady should carry her coupon binder, that likely weighs more than her infant, to the grocery store and endorsing “profiling” for a younger male cashier may make your checkout run more smoothly!

Heather and Joanie have received national media attention, including appearances on The Today Show, The Early Show, GMA, The Nate Berkus Show, Fox & Friends, E! News, Martha Stewart, TLC and many national publications.

Whether you’re ready to pay off debt and become financially self-sufficient, save for that glam family vacation or splurge on a pair of designer high heels, Pick Another Checkout Lane, Honey will make good on its promise to Save you BIG Money and make the Grocery Aisle your Catwalk!

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STOP THROWING YOUR MONEY AWAY AT THE GROCERY STORE!

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! This 2nd edition (January, 2012) of our bestseller is up-to-date with the latest changes and newest technologies for extreme couponing shoppers! Whether you're already a seasoned-pro or you're looking to start saving, 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.



- Find coupons and "stack" them with a sale for huge savings.
 - Build a stockpile of food at rock-bottom prices to last you and your family up to a year
 - Make passers-by gape at your cart full of groceries you purchased for 75% off retail price
 - Get your cashiers to gasp and applaud as you purchase everyday items for pennies on the dollar
 - Gain the confidence to strut down the aisles, flaunt your coupons, and maybe even wear high heels to the grocery store!
- See what everyday people are saying about: "Pick Another Checkout Lane Honey."

“That’s amazing when you think about how much money you can save. Organizing coupons is the issue... and, I know I’m going to do this tonight!”

Hoda Kotb, The Today Show

“[At computer] “This is what I call fun! Crazy Coupon Lady for beginners. And it tells you, ‘I’m a coupon virgin.’ This is not just about saving the money...This is all a game...It’s like winning in Las Vegas... This is so thrilling.”

Kourtney Kardashian

“There are some people that see somebody pull out coupons in the grocery store. and they go, ‘Oh, that person is so cheap!’ Me? I think, ‘Uh, that person is so smart!’ It’s just free money!”

Steve Doocy, Fox & Friends anchor

“Oh my gosh, I love coupons. I actually watch that show [Extreme Couponing], and I cut coupons while I’m watching it. I was going through the recycling bin at my apartment complex looking for coupons!”

Bachelorette, Ali Fedotowsky

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{ AS SEEN ON }

