

The Active Consumer

The Seven Habits Of Highly Effective Shoppers

(NAPSA)—Is shopping a pain or pleasure? According to shopping expert and blogger Eva Yusa, also known as Eva the Shopping Diva, with the right habits, shoppers of all opinions can enjoy the experience a bit more.

“Whether you like shopping or not, the ultimate goals should be to save time and money,” says Yusa, who blogs for shopping comparison Web site ShopLocal.com. “If you follow my seven habits for highly effective shoppers, you can do both, and maybe have some fun along the way.”

- **Research, Research, Research**—Use the Internet to compare prices and products. Sites such as ShopLocal.com and Shopping.com can do the legwork for you.

- **Get Organized**—When you leave the house to go shopping, make sure you have everything you need, including credit cards, driver’s license, address book, a pad of paper and pen and your cell phone. If you’re prepared, your shopping trip can be a breeze.

- **Patience**—Haste makes waste. Try to avoid shopping at the last minute. If shopping is not your favorite pastime, try going when it’s less busy to avoid crowds or combine your shopping trip with a social activity such as lunch with friends. Taking your time will help you find exactly what you want at the best price.

- **Never Shop on an Empty Stomach**—Being hungry can make you miserable. Keep a little bag of raw almonds or another snack favorite with you to tide you over until your next meal.



- **Keep Focused**—Don’t let fancy window displays and clearance racks distract you. If you are shopping for something specific, keep on course until you get the job done.

- **Stay Within Your Budget**—Figure out how much you can spend and then stick to it. It may be tempting to try to stretch your finances but you’ll be happier in the long run if you stay within your limits.

- **If Time Is Tight, Shop Alone**—Shopping with friends can be enjoyable; however, if you don’t have a lot of time and you know what you need to get, you should go it alone. If you want to take a shopping trip with friends, make it a trip to the sale racks or browse through a pricey boutique.

For more information and up-to-the-minute advice so you, too, can shop like a diva, visit Eva’s blog at www.shoplocal.com.