

# PAYING FULL PRICE IS FOR

# Guckers

← THE ART OF COUPONING FOR THE MODERN DAY SNOWBOARDER →

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**S**nowboarders are notorious for being poor dirtbags. And while the irony of being broke in a rich man's sport is not lost, the reality is once you fork over all your cash for gear, lift tickets, and lodge fries, you're often left with an empty bank account. Your minimal work ethic and low-paying resort job don't help matters either!

Being broke is actually an art form, which as a snowboarder you've likely mastered. Think about it, you've spent years scoring deals on snowboard gear. Why not use those cheap-ass skills you've honed on something more useful? You know, the stuff you don't necessarily want to buy, but have to, like food, and deodorant (please, please wear deodorant.) How, you ask? With little things called coupons.

Couponing is not just for old ladies, but if it makes you feel better, you can think of them as proforms for groceries. Used correctly they easily lower your grocery bill by half (or more). Like snowboarding, mastering the art of couponing takes time, and if you buy something just because you have a coupon, you may not actually save any money. So before you get too excited and blow your entire winter's budget on cat treats and panty liners, just cause they're cheap, here are a few tips to get you started.

**FIND COUPONS.** You can't do this unless you have them, so start collecting. They come in the Sunday newspaper, the mail, and are also available to print from websites like coupons.com and even Facebook. If you come across a high-value coupon (typically \$1 off or more) for an item you actually use, you can also buy multiples on eBay for a few dollars.

**FIGURE OUT** where the best sales are. Luckily, there are tons of bored housewives who do the legwork for you, so just Google your grocery store + coupon match-ups, find a blog that covers where you shop. Couponing is most effective if you only use coupons to buy items when they are on sale.

**STOCK UP!** Sales don't go on forever (and coupons have expiration dates), so when you find a good deal, don't be afraid to buy a bunch. If you can get a season's worth of pasta, sauce and cookies in one trip for 75-100 per cent off retail, why wouldn't you?

**GO EARLY, GO OFTEN.** There are a lot of people who do this, so the products that are the best deals may sell out. Avoid this by



shopping the day the sale starts, and making a few trips to different stores.

**KEEP YOURSELF IN CHECK.** It's really easy to get swept up in couponing fever, so make sure you limit what you buy to stuff you want or will use. Remember, it's not saving any money if you end up just throwing it

away when you move out in the spring. There's a pretty good chance your friends will make fun of you for clipping coupons, but when they're eating ramen and ketchup packets and you paid less for your pasta with fancy sauce, you'll have the last laugh. Just make sure they don't find your stockpile!