

Do's and Don'ts of Black Friday Shopping from GottaDeal.com

More shoppers than ever are expected to take part in Black Friday this year. GottaDeal.com, having covered Black Friday online since 2003, offers tips for what shoppers should, and shouldn't do to have a successful Black Friday.

Oak Creek, WI (prHWY.com) October 31, 2011 - The elite deal finding team at GottaDeal.com has covered Black Friday online since 2003, back when most people would give someone a strange look when the term was mentioned. Now Black Friday is a part of the social lexicon. It trends on Twitter. It dominates news coverage in late November. And it's used by retailers to get consumers to buy everything under the sun.

It's been predicted that more people than ever will be out shopping on Black Friday this year, and those shoppers will be looking for deals more than ever due to the shaky economy in this country.

"Having a successful Black Friday requires a lot more than just glancing at the ads in your newspaper the day before," says Brad Olson, Owner of GottaDeal.com. "We're able to empower consumers by giving them access to Black Friday ads weeks before they are released."

GottaDeal.com acquires leaked copies of Black Friday ads from major retailers such as Best Buy, Walmart, Target, Toys R Us and others. "The extra time allows our visitors to research products, compare prices, and come up with a plan of attack for the big day," says Mr. Olson.

Olson and the staff of GottaDeal.com took their own experiences, as well as those from the thousands of shoppers that post on the site's message boards, to come up with over 20 do's and don'ts for having a successful Black Friday shopping experience.

Some of the tips include:

"Don't automatically assume that everything in a Black Friday ad is a genuinely good deal. You'll even see items advertised in ads that are at the store's "everyday low price". Do your homework and go after the cream of the crop when it comes to deals."

"Do try to order as much online before leaving the house. Many retailers will put their Black Friday sale online starting as early as Wednesday night. The more you can buy online, the more room you'll have in your trunk for other purchases."

"Don't assume that you'll be able to price match Black Friday ad items at your favorite store. Each store has their own policy which can sometimes change for Black Friday. Call ahead and speak to a manager to find out exactly what you are allowed to do."

"Do shop with others if possible. Split up purchases between your group into different parts of the store to maximize your chances of getting what you want and minimize the time spent in the crowded store."

For the complete list of tips, please visit <http://blackfriday.gottadeal.com/DosDonts>

GottaDeal.com is a year-round online deals site dedicated to saving visitors money in all aspects of their daily lives. It features hundreds of online deals posted each week, an updated listing on online coupons and a large community message board. Every autumn, the site opens their Black Friday web site dedicated to covering Black Friday sales and holiday shopping trends.

For more information, please contact Brad Olson at media @ gottadeal.com or visit <http://blackfriday.gottadeal.com>

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Contact Information:

Brad Olson
GottaDeal.com
414-939-3325