



GROCERY BUDGET MAKEOVER

5 Mistakes You Don't Know You're Making in the Grocery Store

First. A quick intro. I'm Erin Chase from [\\$5 Dinners](#) and the brand new Grocery Budget Makeover. For the past 7 years, I've been on a mission to help people spend less money on groceries and for the first time ever, I've pulled all my strategies for meal planning, couponing, grocery shopping and cooking on a budget into one place. You can learn more about the program at [Grocery Budget Makeover.com!](#)

If you haven't watched the video yet, I highly recommend that you do that before you go through this worksheet!

You ready for mistake #1?

The first mistake is picking up the store circular or ads as you are walking into the store. I should say, props to you if you are even looking at them in the first place. You'll save some money that way.

So what's the solution for mistake #1?

Make it your goal this week to look at the store ads BEFORE you go to the store and use them to make your shopping list. You'll save double or triple what you would have when you just grab the ad when walking into the store.

Now write down WHERE you are going to get the ads? Will you have them delivered via email (you can sign up on your grocery store's website to get them delivered each week)? Will you pull them out of the newspaper? Or will you just go browse the ad on the store website?

Mistake #2. Falling into the marketing traps at the grocery store. End caps, eye level shelving tactics, bakery smells, sights from the floral department, checkout lane chocolate, special displays, etc.

Write down 3 traps you fall into while in the grocery store and commit to not falling into at least 1 of them this week.



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#3. Mistake #3 is shopping with the 'grab n drop' method. Or, the 'walk down the grocery aisles and just randomly grab and drop things into your cart as you move through the store, making up a shopping list and meal plan as you go' method.

Are you guilty of this?

This is how I shopped before I discovered a new way that involves a solid shopping list and writing out a meal plan before heading to the store.

Make it your goal this week to at the very least write down a shopping list before you go to the store.

(Inside of the Grocery Budget Makeover, we will dig deep into shopping list writing and will work hard to train ourselves to walk into the store ready for 'battle'.)

Mistake #4.

Paying full price for meats.

Please stop doing that now! Like, this week. Like, the next time you are in the store. Only buy the meats that you need when they are on sale. Get a couple of packages when your favorite cut of meat is on sale, so you don't have to pay full price in between sales.

Write down the 5-7 types or cuts of meat that you buy most. Over the next couple of weeks, add the sale price next to the meat and get into the habit of only buying when on sale!



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The final mistake. Not using coupons.

Coupons are free money. (When used properly, of course!)

I'm not talking about that 'extreme couponing' or buying things you don't need. I'm talking about being very strategic with the coupons you use each and every week.

So what's the solution for this last mistake?

[Print](#) or clip at least \$10 worth of coupons to use this week at the store. And then decide what to do with the \$10 in savings - pay off debt, stash in a vacation or college fund. upo

Make it your goal this week to look at the store ads BEFORE you go to the store and use them to make your shopping list.

Now write down how much you want to save with just coupons this week and next week.

Finally, write down what you'll do with this savings...

Want and need even more help with your grocery budget, register NOW for the first class of the [Grocery Budget Makeover!](#)