

Didn't get it all done on Black Friday? Don't worry, says Gonicofish.com



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Press Release Summary: Black Friday and Cyber Monday mark the beginning of the holiday rush for both retailers and consumers. However, it's not too late -- even now -- to prepare for happy festivities. Gonicofish.com tells shoppers how to manage the rest of the season, as well as spot the best bargains and coupons.

Press Release Body: Detroit, Michigan. From November 25, consumers will have only 27 days to prepare for Christmas, 28 days left to prepare for Kwanzaa, and a scant 4 days left to prepare for the beginning of Hanukkahs. If shoppers didn't get everything done on Black Friday or Cyber Monday, the traditional days of retail bargains and holiday decorating, they still have time to pull together happy festivities. Michigan entrepreneur, **Gina Bassman**, is on a mission to help shoppers conserve time and money during the rest of the holiday rush.

*"I love working with Fortune 500 companies and quality boutiques to bring customers savings online," says **Bassman, founder and CEO of Gonicofish.com*** Bassman's company is a free resource for online

consumers. Visitors to the site can quickly spot the best item for the best price from among the offerings of over 1,000 carefully selected merchants. Shoppers can browse by merchant, by item, or by selecting one of twenty-five product categories.

Gonicofish.com, one of the web's most innovative shopping sites, offers consumers these tips for proceeding smoothly to a happy holiday celebration.

1) If you haven't already, spend a few moments by yourself or with family members thinking about what you value most at this time of year? Faith? Time with your immediate family? A time to catch up with extended family? Friends, neighbors, and community? The holiday season presents plenty of opportunities to spend time and money. Set your schedule and your budget according to your top priorities. Don't be afraid to say no to those things which would distract from your set goal and that would also add stress to an already busy season.

2) Next, evaluate where you stand according to your overall holiday budget. How much have you spent so far? How much do you have left to spend? Estimate how much you can allot for any remaining gifts, travel, decorations, cards, holiday meals, and entertaining that you will need to pay for. Scale your estimations to your financial situation. Even if you have only a little money to spend, you can make it go a long way by shopping wisely.

3) Now, make a list of all that you still need to accomplish by the time the big day rolls around. Be realistic about the amount of extra time you have in your schedule for things such as decorating, shopping, writing cards, and attending holiday events. Divide your overall tasks into small steps, and work steadily down your list. Try to accomplish at least one or two goals a day.

4) While you are planning, make a list of all persons whose gifts you haven't yet purchased. (If you haven't even started your shopping yet, that's fine.) Using your overall budget as a guide, jot down a dollar amount by each person's name. Also, write down one or two gift ideas as well. If you have a hard time deciding what to get for a particular individual, visit a site like **Gonicofish.com** for gift ideas.

5) With your list in hand, methodically work through your shopping list. Visit Internet sites such as **Gonicofish.com** to find great prices, as well as to save the time and hassle of hitting the malls. Remember, though Black Friday is past, you can find great bargains throughout

the holiday season. So, don't feel pressured to accomplish all of your shopping in one day. Do be sure, however, to take into account how long it will take to have an item shipped or mailed.

6) Don't forget to use the Internet's "buried treasure" – those elusive coupon codes that allow consumers to shave anywhere from the cost of shipping to huge percentages off of purchases. There are a number of ways to locate coupon codes, but the easiest and most reliable method is to visit a site, such as **Gonicofish.com**, that updates and cleans up its information on at least a monthly basis. Coupon codes have expiration dates, but are often still found on the net long after they are no longer valid. You don't want to waste time chasing down bargains that no longer apply.

7) Don't forget to look for printable coupons, as well. These are coupons that you can find on Internet sites, such as **Gonicofish.com**, print out, and take with you to a brick-and-mortar store to save on a purchase. Another way to find printable coupons is to visit a merchant's own site. This time of year should be a time of celebration and not stress. Planning carefully will help the holidays be happy

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