

Joanie Demer

Joanie Demer, co-author of best-selling book *Pick Another Checkout Lane, Honey* and co-founder of www.TheKrazyCouponLady.com, has always been a tight-wad at heart—in the very best way. “I never met a price I couldn’t haggle with,” she jokes. Joanie makes it a point never to pay retail for anything: from groceries, clothing, and even the dream home she recently built (which she lovingly refers to as her “half-price home”!)

Joanie never imagined that her savvy for saving would create a successful business, simply by sharing with others what she’d been doing all along. Three months after becoming a Krazy Coupon Lady, Joanie’s life took an unexpected detour when her husband lost his job and medical insurance. In an instant, she went from debt-free, financial comfort to economic peril when her husband left for two months of military boot camp, her family was forced to sell their house, and Joanie’s daughter was hospitalized unexpectedly. But, because of her coupon skills and the stockpile of food she’d built, all spending essentially stopped until the medical bills were paid. Joanie’s family was able to completely live off of stockpiled groceries and regain debt-free status within a few short months. She recounts, “It was this experience that really solidified to me that every family needs to realize the power within them and utilize these shopping methods— not only to save thousands of dollars, but to build a stockpile of food that can help you ride through economic difficulties.”

These days, Joanie’s life is fuller than ever. What began as a passion for penny pinching has, over the past six years, blossomed into a critically acclaimed national go-to for couponing tips and resources. Joanie’s husband has since retired from the military to become a stay-at-home dad (Joanie is trying to teach him about couponing, since he does most of the grocery shopping these days!). And after an arduous two-and-a-half year journey, the Demers recently welcomed twin boys from the Democratic Republic of Congo into their family.



Heather Wheeler

Heather turned to couponing after slashing her household budget, while on a mission toward financial independence. When she could have folded and given up, Heather fought tooth and nail to pay off her family's \$85,000 of debt while living only on a teacher's salary. After years of dedication and some serious penny pinching skills, the Wheeler family became officially debt free in 2011. Now she's sharing her savings tips with hundreds of thousands of readers across the country.



Heather is the queen of creativity when it comes to stay-at-home moms searching for ways to earn income. Heather's resume includes time spent buying and selling real estate, flipping furniture, two years working from home as a mortgage lender and another two as a licensed cosmetologist.

Although the success of the Krazy Coupon Lady has taken Heather's family a long way from the days of penny-pinching on a teacher's salary, Heather still loves to coupon. And while she's far from extreme, you'll find her stockpiling diapers or breakfast cereal in any given week. Heather also has four children who keep her busy with t-ball, tea parties, and afternoons at the park.

KCL Company Bio

TheKrazyCouponLady.com was founded, quite by accident, when two stay-at-home moms began blogging about their strategic coupon-clipping in Boise, Idaho. Founders, Heather Wheeler and Joanie Demer were tired of spending \$500 per month feeding their young families and wanted to find a way to cut that number in half. Soon, they were “stacking” coupons, sales, and store promotions and walking out of the store with sacks full of free groceries!

Today, TheKrazyCouponLady.com is a thriving multi-million dollar corporation, outpacing the growth of any website of its kind in the world! Heather and Joanie’s team of two has grown to include 20 employees and an impressive social media following, with nearly 1.3M fans on Facebook, 56.5K followers on Twitter, and 84.9K followers on Pinterest. In the spirit of sharing, TheKrazyCouponLady.com partners with a local IRC chapter to provide groceries, gifts, and free classes to local refugee families from all over the world.

Heather and Joanie have received national media attention, including appearances on The Today Show, ABC’s The Lookout, The Early Show, Good Morning America, The Nate Berkus Show, The Queen Latifah Show, The Jeff Probst Show, Fox & Friends, E! News, Marie Osmond, Martha Stewart, TLC and many national publications. Their best-selling book, Pick Another Checkout Lane, Honey, has sold more than 50,000 copies and garnered rave reviews from celebrities and civilians alike.

Whether you’re a coupon virgin or a coupon pro, TheKrazyCouponLady.com is the country’s preferred online destination for timely, exceptional coupons; deals; and innovative tips on how to save more than 50 percent off retail prices. Since its inception in 2005, TheKrazyCouponLady has helped 70 million online users make the grocery aisle their catwalk, and played a pivotal role in the rise of the Extreme Couponing craze that swept the nation.

While Extreme Couponing served as fabulous inspiration for potential savings, TheKrazyCouponLady.com promotes a sustainable, balanced approach to saving big money. Armed with information, shoppers can cut their grocery and bill in half—in about 30 minutes a week. Our goal is simple: to enable smart people to live like rich people.



As seen on TLC Extreme Couponing, The Today Show, Fox & Friends, The Nate Berkus Show & The E! Show

UPDATED BEST SELLER

Pick Another
CHECKOUT LANE,
honey

LEARN COUPON STRATEGIES TO
SAVE \$1,000's
AT THE GROCERY STORE!

EMER & HEATHER WHEELER
THEKRAZYCOUPONLADY.COM

Pick Another Checkout Lane Honey

What if you could save over 70% on your monthly grocery budget and build a stockpile of food at the same time? Don't be a skeptic! Pick Another Checkout Lane, Honey will jumpstart your journey to saving \$600 per month! Make no mistake; this isn't your Grandma's coupon book! Hailed as the "coupon Bible," Pick Another Checkout Lane, Honey makes good on its promise to transform readers from "Coupon-Virgins" to "Coupon-Pros."

Pick Another Checkout Lane, Honey is written for a new generation of coupon moms, with humor, wit and attitude! Whether you're already a seasoned-pro or you're looking to start saving, if you're interested in the idea but overwhelmed by the logistics, you'll love our step-by-step approach that transforms even the most timid shopper from coupon-shy to coupon-savvy.

