

# BLACK FRIDAY TOMS GUIDE

BLACK FRIDAY TOMS GUIDE IS YOUR ULTIMATE RESOURCE FOR NAVIGATING ONE OF THE MOST EXCITING SHOPPING DAYS OF THE YEAR. AS THE HOLIDAY SEASON APPROACHES, CONSUMERS EAGERLY ANTICIPATE THE DEALS AND DISCOUNTS THAT BLACK FRIDAY BRINGS. THIS COMPREHENSIVE GUIDE WILL PROVIDE YOU WITH ALL THE INFORMATION YOU NEED TO MAKE THE MOST OF BLACK FRIDAY, FROM UNDERSTANDING THE HISTORY BEHIND IT TO TIPS ON HOW TO SAVE MONEY AND FIND THE BEST DEALS.

## UNDERSTANDING BLACK FRIDAY

BLACK FRIDAY, THE DAY FOLLOWING THANKSGIVING IN THE UNITED STATES, IS OFTEN REGARDED AS THE UNOFFICIAL START OF THE HOLIDAY SHOPPING SEASON. IT HAS EVOLVED INTO A DAY FILLED WITH MASSIVE SALES, DOORBUSTER DEALS, AND SHOPPING MARATHONS.

## THE HISTORY OF BLACK FRIDAY

1. ORIGINS: THE TERM "BLACK FRIDAY" WAS ORIGINALLY USED IN THE 1960S BY POLICE IN PHILADELPHIA TO DESCRIBE THE CHAOTIC CROWDS AND TRAFFIC JAMS ON THE DAY AFTER THANKSGIVING. RETAILERS LATER EMBRACED THE TERM TO SIGNIFY THE DAY WHEN THEY TRANSITIONED FROM BEING IN THE RED (OPERATING AT A LOSS) TO BEING IN THE BLACK (MAKING A PROFIT).
2. EVOLUTION: OVER THE YEARS, BLACK FRIDAY HAS TRANSFORMED FROM A SINGLE DAY OF SHOPPING TO AN ENTIRE WEEKEND OF SALES, WITH MANY RETAILERS STARTING THEIR PROMOTIONS EARLIER IN THE WEEK, AND SOME EVEN EXTENDING THEM THROUGHOUT NOVEMBER.
3. GLOBAL PHENOMENON: WHILE IT STARTED IN THE U.S., BLACK FRIDAY HAS GAINED POPULARITY GLOBALLY, WITH COUNTRIES LIKE CANADA, THE UK, AND AUSTRALIA ADOPTING THEIR OWN VERSIONS OF THE SHOPPING EXTRAVAGANZA.

## PREPARING FOR BLACK FRIDAY

PREPARATION IS KEY TO MAXIMIZING YOUR BLACK FRIDAY SHOPPING EXPERIENCE. HERE ARE SOME ESSENTIAL STEPS TO TAKE BEFORE THE BIG DAY.

### 1. SET A BUDGET

- DETERMINE HOW MUCH YOU'RE WILLING TO SPEND ON BLACK FRIDAY.
- BREAK DOWN YOUR BUDGET BY CATEGORY, SUCH AS GIFTS, ELECTRONICS, AND HOME GOODS.
- STICK TO YOUR BUDGET TO AVOID OVERSPENDING.

### 2. RESEARCH DEALS IN ADVANCE

- SIGN UP FOR NEWSLETTERS FROM YOUR FAVORITE RETAILERS TO RECEIVE EARLY NOTIFICATIONS OF BLACK FRIDAY SALES.
- FOLLOW BRANDS ON SOCIAL MEDIA FOR SNEAK PEEKS AND EXCLUSIVE OFFERS.
- USE DEAL COMPARISON WEBSITES TO TRACK PRICES AND IDENTIFY THE BEST DISCOUNTS.

### 3. CREATE A SHOPPING LIST

- MAKE A LIST OF ITEMS YOU WANT TO PURCHASE, INCLUDING SPECIFIC BRANDS AND MODELS.
- PRIORITIZE YOUR LIST TO ENSURE YOU FOCUS ON THE MOST IMPORTANT ITEMS FIRST.

### 4. PLAN YOUR STRATEGY

- DECIDE WHETHER YOU WILL SHOP ONLINE, IN-STORE, OR BOTH.
- IF SHOPPING IN-STORE, DETERMINE WHICH STORES YOU WANT TO VISIT AND THEIR OPENING TIMES.
- MAKE A TIMELINE FOR YOUR SHOPPING DAY TO MAXIMIZE EFFICIENCY.

## BLACK FRIDAY SHOPPING TIPS

WHETHER YOU ARE SHOPPING ONLINE OR VENTURING INTO STORES, THESE TIPS WILL HELP YOU NAVIGATE BLACK FRIDAY SUCCESSFULLY.

### 1. ONLINE SHOPPING TIPS

- START EARLY: MANY ONLINE DEALS GO LIVE AT MIDNIGHT, SO BE PREPARED TO SHOP AS SOON AS THE CLOCK STRIKES TWELVE.
- USE APPS AND WEBSITES: DOWNLOAD RETAILER APPS AND USE WEBSITES THAT AGGREGATE DEALS TO COMPARE PRICES EASILY.
- CHECK RETURN POLICIES: UNDERSTAND THE RETURN POLICIES OF THE STORES YOU ARE PURCHASING FROM, AS SOME MAY DIFFER DURING THE HOLIDAY SEASON.
- AVOID IMPULSE BUYS: STICK TO YOUR LIST AND AVOID DISTRACTIONS THAT MAY LEAD TO UNNECESSARY PURCHASES.

### 2. IN-STORE SHOPPING TIPS

- ARRIVE EARLY: IF YOU PLAN TO SHOP AT PHYSICAL STORES, ARRIVE WELL BEFORE OPENING TIME TO SECURE YOUR SPOT IN LINE.
- DRESS COMFORTABLY: WEAR COMFORTABLE CLOTHING AND SHOES, AS YOU MAY BE ON YOUR FEET FOR LONG PERIODS.
- USE A SHOPPING BUDDY: BRING A FRIEND TO HELP YOU MANAGE YOUR PURCHASES AND TACKLE DIFFERENT STORES.
- BE MINDFUL OF CROWDS: STAY CALM AND PATIENT, AS STORES CAN BECOME CROWDED AND OVERWHELMING.

## BEST CATEGORIES TO SHOP ON BLACK FRIDAY

CERTAIN CATEGORIES TYPICALLY OFFER THE BEST DEALS DURING BLACK FRIDAY. HERE'S A BREAKDOWN OF WHERE TO FIND THE MOST SAVINGS.

### 1. ELECTRONICS

- TVs: MAJOR DISCOUNTS ON FLAT-SCREEN TVs ARE A STAPLE OF BLACK FRIDAY SALES.
- LAPTOPS AND TABLETS: LOOK FOR DEALS ON POPULAR BRANDS LIKE APPLE, DELL, AND HP.
- SMARTPHONES: CARRIERS OFTEN OFFER PROMOTIONS ON THE LATEST DEVICES; KEEP AN EYE ON BUNDLE DEALS.

## 2. HOME APPLIANCES

- KITCHEN APPLIANCES: LOOK FOR DISCOUNTS ON MIXERS, COFFEE MAKERS, AND AIR FRYERS.
- LAUNDRY AND REFRIGERATION: MANY RETAILERS OFFER SIGNIFICANT SAVINGS ON WASHERS, DRYERS, AND REFRIGERATORS.

## 3. CLOTHING AND FOOTWEAR

- APPAREL: MANY CLOTHING BRANDS OFFER LARGE PERCENTAGE DISCOUNTS, MAKING IT A GREAT TIME TO SHOP FOR WINTER WARDROBES.
- FOOTWEAR: RETAILERS OFTEN PROVIDE STEEP DISCOUNTS ON SHOES AND BOOTS, SO IT'S AN IDEAL TIME TO STOCK UP.

## 4. TOYS AND GAMES

- POPULAR TOYS: KEEP AN EYE OUT FOR DEALS ON THIS YEAR'S HOTTEST TOYS, WHICH COULD SEE SIGNIFICANT MARKDOWNS.
- BOARD GAMES AND PUZZLES: GREAT DISCOUNTS CAN BE FOUND FOR FAMILY GAMES, PERFECT FOR HOLIDAY GATHERINGS.

## BLACK FRIDAY SAFETY TIPS

SHOPPING DURING BLACK FRIDAY CAN BE EXCITING BUT ALSO HECTIC. HERE ARE SOME SAFETY TIPS TO KEEP IN MIND:

### 1. PROTECT YOUR PERSONAL INFORMATION

- SHOP SECURELY: ENSURE THE WEBSITE YOU ARE SHOPPING ON HAS HTTPS IN THE URL.
- AVOID PUBLIC WI-FI: USE A SECURE INTERNET CONNECTION OR A VPN WHEN SHOPPING ONLINE.

### 2. STAY AWARE OF YOUR SURROUNDINGS

- IN-STORE SAFETY: BE AWARE OF YOUR SURROUNDINGS, ESPECIALLY IN CROWDED STORES.
- KEEP VALUABLES HIDDEN: DON'T FLASH YOUR WALLET OR PHONE IN BUSY AREAS.

### 3. PLAN FOR EMERGENCIES

- KNOW YOUR EXITS: BE AWARE OF EXITS IN CASE OF EMERGENCIES WHEN SHOPPING IN-STORE.
- STAY HYDRATED AND ENERGIZED: BRING WATER AND SNACKS TO MAINTAIN YOUR ENERGY LEVELS DURING YOUR SHOPPING MARATHON.

## POST-BLACK FRIDAY CONSIDERATIONS

AFTER THE EXCITEMENT OF BLACK FRIDAY, IT'S IMPORTANT TO CONSIDER A FEW THINGS:

## 1. CYBER MONDAY

- CONTINUATION OF DEALS: CYBER MONDAY FOLLOWS BLACK FRIDAY AND IS DEDICATED TO ONLINE SHOPPING, OFTEN FEATURING ADDITIONAL DISCOUNTS.
- DIFFERENT CATEGORIES: LOOK FOR DIFFERENT SALES ON TECH AND GADGETS THAT MAY NOT HAVE BEEN HIGHLIGHTED ON BLACK FRIDAY.

## 2. RETURN POLICIES

- KEEP RECEIPTS: ENSURE YOU SAVE ALL RECEIPTS FOR POST-BLACK FRIDAY RETURNS.
- UNDERSTAND POLICIES: FAMILIARIZE YOURSELF WITH INDIVIDUAL STORE RETURN POLICIES, AS THEY MAY DIFFER DURING THE HOLIDAYS.

## 3. EVALUATE YOUR PURCHASES

- ASSESS YOUR SPENDING: REVIEW YOUR PURCHASES AND ENSURE YOU STAYED WITHIN YOUR BUDGET.
- ENJOY YOUR FINDS: TAKE THE TIME TO ENJOY THE ITEMS YOU PURCHASED AND SHARE YOUR EXPERIENCES WITH OTHERS.

IN CONCLUSION, THE BLACK FRIDAY TOMS GUIDE PROVIDES YOU WITH THE TOOLS AND KNOWLEDGE NECESSARY TO MAKE INFORMED SHOPPING DECISIONS DURING THIS HIGHLY ANTICIPATED SHOPPING EVENT. WITH CAREFUL PREPARATION, SMART SHOPPING STRATEGIES, AND AN UNDERSTANDING OF WHAT TO EXPECT, YOU CAN NAVIGATE BLACK FRIDAY LIKE A PRO AND SNAG THE BEST DEALS FOR YOURSELF AND YOUR LOVED ONES. HAPPY SHOPPING!

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE BEST WAY TO PREPARE FOR BLACK FRIDAY SHOPPING ACCORDING TO TOM'S GUIDE?

TOM'S GUIDE RECOMMENDS CREATING A SHOPPING LIST OF DESIRED ITEMS, SETTING A BUDGET, AND RESEARCHING EARLY DEALS TO MAXIMIZE SAVINGS.

### WHEN DOES BLACK FRIDAY OFFICIALLY START IN 2023?

BLACK FRIDAY OFFICIALLY STARTS ON NOVEMBER 24, 2023, THE DAY AFTER THANKSGIVING.

### WHAT TYPES OF DEALS CAN SHOPPERS EXPECT ON BLACK FRIDAY FROM TOM'S GUIDE?

SHOPPERS CAN EXPECT SIGNIFICANT DISCOUNTS ON ELECTRONICS, HOME APPLIANCES, FASHION, AND MORE, OFTEN REACHING UP TO 70% OFF.

### HOW DOES TOM'S GUIDE SUGGEST FINDING THE BEST BLACK FRIDAY DEALS?

TOM'S GUIDE SUGGESTS USING PRICE COMPARISON TOOLS, SIGNING UP FOR RETAILER NEWSLETTERS, AND CHECKING DEAL AGGREGATOR WEBSITES.

### ARE THERE ANY TIPS FROM TOM'S GUIDE FOR SHOPPING ONLINE ON BLACK FRIDAY?

TOM'S GUIDE ADVISES SHOPPERS TO SHOP EARLY, USE WISH LISTS, AND TAKE ADVANTAGE OF FREE SHIPPING OFFERS TO ENHANCE THE ONLINE SHOPPING EXPERIENCE.

## **WHAT ARE SOME POPULAR RETAILERS HIGHLIGHTED BY TOM'S GUIDE FOR BLACK FRIDAY SALES?**

POPULAR RETAILERS INCLUDE AMAZON, WALMART, BEST BUY, TARGET, AND VARIOUS DEPARTMENT STORES THAT TRADITIONALLY OFFER GREAT DEALS.

## **DOES TOM'S GUIDE PROVIDE ANY INSIGHTS ON AVOIDING BLACK FRIDAY SCAMS?**

YES, TOM'S GUIDE ADVISES SHOPPERS TO BE CAUTIOUS OF DEALS THAT SEEM TOO GOOD TO BE TRUE, VERIFY THE LEGITIMACY OF WEBSITES, AND AVOID SHARING PERSONAL INFORMATION UNNECESSARILY.

## **WHAT ARE SOME BLACK FRIDAY TRENDS NOTED BY TOM'S GUIDE FOR 2023?**

SOME TRENDS INCLUDE AN INCREASE IN ONLINE SHOPPING, EARLY DEALS STARTING IN OCTOBER, AND A FOCUS ON SUSTAINABLE AND ECO-FRIENDLY PRODUCTS.

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