



The Shulman Center November 2020 Monthly e-Newsletter

GET OUT THE VOTE!
WILL THIS HOLIDAY SEASON
BRING US HOPE OR HORROR?

Life isn't about finding yourself. Life is about creating yourself.
-George Bernard Shaw

TV series on "theft addiction" which had been put on hold may be picked up next year!
Stay tuned!

Please Note Our Updated Website at:
www.theshulmancenter.com

Celebrating The 19th Year of Our e-Newsletter!
Thanks to our 3,000 subscribers for your continued interest & support!

During This Time of Social Distancing, Your Life Does Not Have To Be on Hold!
Specialized Therapy by Telephone or Video-Chat
Your Life Is Calling...
CALL US AT: 248-358-8508!

150-Question Online Shoplifting Assessment Tool

ANNOUNCING THE RECENT LAUNCH OF A NEW
150-QUESTION ONLINE SHOPLIFTING ASSESSMENT TOOL
DEVELOPED BY THE SHULMAN CENTER

WITH TECHNICAL ASSISTANCE FROM ADE SOLUTIONS IN METRO-DETROIT

This is a rare and in-depth assessment tool and can be easily accessed online.

It takes about 20-30 minutes to complete and can be used by courts, therapists, and those who have shoplifted. Once the questionnaire is completed and submitted, you will receive an immediate one-page summary that tells you how severe a shoplifting problem you have, what type of shoplifter you are, and what is your risk of reoffending in the future (low, medium, high, very high).

See: <https://ade.solutions/shoplift.html>

**Read Recent Comprehensive Article from
MoneyGeek**

on Compulsive Shopping/Spending... I'm quoted
[Click Here!](#)

**See Recent Guardian UK Article on Why
Wealthy People Shoplift:**

Mr. Shulman quoted as expert!
[Click Here!](#)

**Listen to Mr. Shulman on a recent 100-minute
Podcast Interview**

"White Collar Crime and Recovery" with 15 other

**See Recent Free Press/USA Today Article on
Shopping/Shoplifting Addiction:**

Mr. Shulman quoted as expert!

["convicts"
Click Here!](#)

[Click Here!](#)

Listen to Mr. Shulman's 40-min Interview

Less Waves, More Ocean: Staying Calm in Covid Times

[Click Here!](#)

**Listen to Mr. Shulman's Recent 45-minute
Audio Interview on Shoplifting Addiction:**

When Stealing Is A Drug!

[Click Here!](#)

**See Recent 5-Minute Video on Shopping
Addiction on Cheddar:**

Mr. Shulman quoted as expert!

[Click Here!](#)

**See Dr. Oz's 15-minute July 9, 2019
Shoplifting Addiction Episode**

Mr. Shulman Feature on The Show!

[Click Here!](#)

QUICK LINKS

[Online Shopping Addiction in The Time of Covid Quarantine](#)

[White Collar Support Group Video Podcast Episode#1](#)

[Shopping Addiction and Holidays](#)

[Guardian UK Article: Rich Robbers](#)

[NYPost Shopping Addiction Article](#)

[Dr. Oz July 9, 2019 Episode on Shoplifting Addiction](#)

[Mr. Shulman Quoted in July 14, 2019 Article on Netflix Series "Trinkets" on Teen Shoplifting](#)

[Mr. Shulman Quoted in Vancouver Sun July 24, 2019 Article on Shopping Addiction](#)

[Stop Thief! Restaurant Diners Help Themselves to More Than Food!](#)

[New 10-minute Video Preview of Forthcoming Online Employee Theft Prevention Course](#)

[August 15, 2018 Cover Story on Shoplifting in Detroit Metro Times](#)

[Cosmo Journalist Confesses She's A Shopaholic!](#)

[You Could Be an Online Shopping Addict!](#)

[Men Are Shopaholics, Too! Author Buzz Bissinger Tells All on NBC's Megyn Kelly Show](#)

[Plain Thieves or Addicted to The Rush? Mr. Shulman Featured in Recent 3-min Nute news clip](#)

[Check Out Our Updated Hoarding Disorder Video Archive Webpage!](#)

[Samson Shulman Podcast Interview with Jonathan Schwartz: Embezzler to The Stars](#)

[Mr. Shulman Quoted About Worldwide Shoplifting Trends In Recent International Online 'zine](#)

[Mr. Shulman's Appearance on T.D. Jakes May 12, 2017 Show on Financial Infidelity](#)

[Mr. Shulman's 90-Minute Hoarding Presentation](#)

[Mr. Shulman Quoted in Recent Online Article on Shopping While Driving](#)

[View Unsteal.org Founder Introduce the "Unsteal Box" in TV News Debut](#)

[Shopping Addiction Featured on NBC's Megyn Kelly Show Tuesday February 27](#)

UPCOMING SEMINARS, WORKSHOPS & PRESENTATIONS of INTEREST

Sunday November 8, 2020—Mr. Shulman presents “Pets Are People, Too! Understanding & Nurturing the Human-Animal Bond for Personal & Clinical Success” for Core Learning, Inc. via Zoom video. \$54.00. 3 CEUs. 1-4pm ET. Contact sappel@corelearninginc.com for registration.

Tuesday November 10, 2020—Mr. Shulman will be giving a 90-minute PowerPoint presentation via Zoom on shopping addiction and recovery to a Seattle-area chapter of NAPO (National Association of Professional Organizers). Private group only.

Sunday December 20, 2020—Mr. Shulman presents “How Much Is Enough: Intermediate Level Theory and Treatment of Hoarding Disorder” for Core Learning, Inc. via Zoom video. \$54.00 3 CEUs.

1-4pm ET. Contact sappel@corelearninginc.com for registration.

Thursday January 28, 2021—Mr. Shulman gives a 90-minute Power Point presentation via Zoom entitled “Bought Out and \$pent! Recovery from Compulsive \$hopping and \$pending” for the Genesee District Library (Michigan) from 6-7:30pm. Free. Register through the library.

Thursday May 6, 2021—Mr. Shulman gives a 90-minute Power Point presentation via Zoom entitled “Cluttered Lives, Empty Souls: Understanding and Treating Hoarding Disorder” for the Genesee District Library (Michigan) from 6-7:30pm. Free. Register through the library.

FACTS, STATS, QUOTES & MORE!

There's not a thing wrong with the ideals and mechanisms outlined and the liberties set forth in the Constitution of the United States. The only problem was the founders left a lot of people out of the Constitution. They left out poor people and Black people and female people. It is possible to read the history of this country as one long struggle to extend the liberties established in our Constitution to everyone in America. And it still goes on today.— Molly Ivins

The protest is part of the American way of life-- Thurgood Marshall

Our political and social evils are remediable, if only all of us who want a change for the better just get up and work for it, all the time, with as much knowledge and intelligence as we can muster for it. Half the wrongs of human life exist because of the inertia of people who simply will not use their energies in fighting for what they believe in. — Katherine Anne Porter

Voting isn't the most we can do. But it is the least. —Gloria Steinem

One thing I believe profoundly: We make our own history. The course of history is directed by the choices we make, and our choices grow out of the ideas, the beliefs, the values, the dreams of the people. It is not so much the powerful leaders that determine our destiny as the much more powerful influence of the combined voice of the people themselves. --- Eleanor Roosevelt

In order to engage in meaningful dialogue we must come to the table respecting all participants equally and then we must do something that is quite difficult indeed: we must ourselves become as empty vessels, ready and available to receive. If we can't do this, we might as well not enter into discussion at all. To do so is only pretense. -- Jan Willis

Finally I realized that activism is not a vocation or a calling. It can be the way we live our lives. It was just how I learned to be in this world, how I learned to live my everyday life. Large numbers of movements in this country have emerged as a result of people's approaching activism in the same way, especially women. It is not a big deal. It is not anything extraordinary. -- Angela Davis

ITEMS OF INTEREST

Contact Mr. Shulman for More Information
on starting a C.A.S.A. chapter near you!

.....

ANNOUNCING THE RECENT LAUNCH OF A NEW
150-QUESTION ONLINE SHOPLIFTING ASSESSMENT TOOL
DEVELOPED BY THE SHULMAN CENTER
WITH TECHNICAL ASSISTANCE FROM ADE SOLUTIONS IN METRO-DETROIT.
This is a rare and in-depth assessment tool and can be easily accessed online.

It takes about 30 minutes to complete
and can be used by courts, therapists, and those who have shoplifted.

Once the questionnaire is completed and submitted,

you will receive an immediate one-page summary that tells you
how severe a shoplifting problem you have,
what type of shoplifter you are,
and what your risk of reoffending in the future is (low, medium, high, or very high).
See: <https://ade.solutions/shoplift.html>
Or click here: [Shoplifting Assessment](#)

View Mr. Shulman's 2-minute YouTube Video on Shoplifting Addiction:
<https://www.youtube.com/watch?v=N7eNcJhwGwc>

In 2019 I was contacted by three gentleman from the Baton Rouge and Lafayette, Louisiana area--one from the criminal justice system. one from addiction-recovery treatment centers, and the other specialized in developing online learning courses. They commissioned me to develop four online education programs:a juvenile and an adult shoplifting prevention course; an adult employee theft prevention course; and an adult identity theft prevention course. These four courses have been live online since mid-2020.

See course information at:
<https://cbtclasses.com/course-registration/>

In 2018 I was contacted by Turning Point Justice, Inc. out of Boca Raton, Florida and consulted with them to create an online program to address the epidemic of employee theft--based on my book *Biting The Hand That Feeds* and my counseling with theft offenders. Next, I consulted on and co-created an online shoplifting awareness-prevention program based on my book *Something for Nothing*. Both programs are now available for purchase. The employee theft course is available to individuals but was primarily designed to be marketed to companies and organizations of all kinds. The course has three modules: 1. An introductory course for all employees (incoming and seasoned); 2. A secondary review course for any employee who . has committed a minor infraction of dishonesty in the workplace but who is given a second chance and retains his/her employment; and 3. A special course for any employee who is terminated for employee theft but will be offered a chance to take this course for his/her own reflection and, possibly, to receive leniency. The shoplifting course is available to individuals who may be court-ordered to take it or who may wish to take it voluntarily for self-improvement and, possibly, to receive leniency as well. See course information at: <http://turningpointjustice.com/>

Instructions: To request enrollment in an education course by Turning Point Justice, please email: support@cbtfortheft.com and indicate you were referred by The Shulman Center. Please be sure to include your name and phone number for TPJ to get in touch with you.

I am honored and excited to announce that my 2003 book *Something for Nothing: Shoplifting Addiction and Recovery* has been translated into Japanese was published on July 9, 2019. I received several copies in the mail and it is listed on the Japanese version of Amazon.com! I'll have to brush up on my Japanese! We are discussing a possible trip to Japan later this year to help promote it! Dr. Hiroshi Okuda, a psychiatrist from Japan who helped me get this book published, visited me in Detroit on September 14, 2019. Tina, my wife and the creative director of The Shulman Center, and I hope to visit Dr. Okuda in northern Japan in April/May 2020.

White Collar Crime Support Group

Meets Online on Zoom Monday Evenings Since 2016
7 pm ET, 6 pm CT, 5 pm MT, 4 pm PT

Contact:

Rev. Jeff Grant, J.D., M.Div., Co-founder/Minister, Progressive Prison Ministries, Inc., Greenwich CT &

RECO12.COM

**Weekly Recovery Open Talks Live Online
(And Recorded for Later Listening)**

See: <https://www.reco12.com/>

Check out new Unsteal.org videoclips...

[Confessions of A Repentant Thief](#)

[Unsteal Repayment Boxes Now in Stores!](#)

<http://www.unsteal.org>

Great podcasts by my brother Samson Shulman!

Interviews with up 'n coming trailblazers
and their ups 'n downs along their way

<http://www.hustlesanctuary.com/>

and his new podcast called Connection Is Magic!

<https://connectionismagic.com/>

April Benson, Ph.D and Stopping Overshopping Text Messaging Program

A guided self help program that is housed on an app called Mentegram.

<https://www.shopaholicnomore.com/guided-self-help-for-when-the-urge-strikes/>

Sign Up for The Jack Hayes, International Free Quarterly Loss Prevention Newsletter!

<http://hayesinternational.com/products/the-hayes-report-on-loss-prevention-newsletter/>

Online Course For Shoplifters Helps Them Understand and Stop Stealing

<http://web.3rdmilclassrooms.com/courses/court/stoplifting#section-top>

Online Course for Understanding and Deterring Employee Theft

<http://www.360training.com/hr-ethics-compliance/corporate-compliance/anti-trust-bribery/creating-honest-theft-free-workplace-course>

Monthly Articles of Interest

Your Click on **blue** hyperlinks
to view full articles/videos:

[The Dark Side of Shopping Addiction](#)

YouTube Shares Her Own Journey And Hopes To Save You!

[As If The Covid Virus Getting You Wasn't Enough!](#)

Online Scammers Strike Amid Chaos and Vulnerability!

[Some Less Well-Known Early Symptoms of Alzheimers Disease](#)

Stealing And Other Law-Breaking Are Quite Common!

Study Confirms Laughter Is Good Medicine During These Trying Times

Crying and/or Screaming Might Be, Too!

Subtle Self-Sabotage Every Empath Needs To Be Aware Of

Why Those Who Seek Help Others Often Have Issues, Too!

The Pressure To Be Perfect Turns Deadly for Celebrities in Japan

We'd All Be Wise To Learn From This Sad Trend!

Security Software Company Founder Charged with Tax Evasion

I Know... The Irony!

Georgia Forestry Director Resigns After Local Shoplifting Arrest

Apparently, He Didn't See The Forest For The Trees!

Former NBA Star Kevin Love Speaks Out On His Struggle with Panic Attacks

Especially for "Manly Men" Such As Love, It Takes Courage To Be Vulnerable!

Short 2011 TED Talk: Less Stuff, More Happiness

If Only It Were That Simple And More Aspired To Live By This!

I Guess It's Good That Not Everyone Shops Exclusively Online (Yet!)

Some Still Like To Shop In Person, Even If They Only Get To The Curb!

A Klepto Karma Curse?

Tourist Returns Stolen Artifacts to Pompeii After Suffering 'Curse' for 15 Years!

90-Second YouTube Video: Shel Silverstein's Poem "The Zebra Question"

Not Just for Kids... A Short But Profound Poem for Our Times and All Times!

Financial Guru Suze Orman's Money Do's and Don'ts for These Crazy Times

If Ever There Were A Need For Level-Headed Guidance, Now Is The Time!

More Evidence That Video Game Addiction Is Real!

Harvard Psychiatrist Reveals Mental Health Epidemic For Young Online Gamers

How "Today Show" Host Hoda Kotb's Fiance Deals with Her Constant Clutter

Hint: Like Most Any Man Engaged To A Beautiful, Wealthy, And Assertive Woman!

11 Steps To Happiness for The Highly Neurotic

Yes, There's Hope But Let's Define "Happiness" First!

Free Hour-long YouTube Video on Anxious and Avoidant Relationship Styles

You Might Be Surprised To Find You And/Or Your Partner Are Either or Both!

How I Broke My Smartphone Addiction

Disclaimer: I Didn't Throw My Phone... And I Didn't Even Write This Article!

How To Know If You're Long-Term Relationship Will Last

Hint: It Takes Two and It Takes Honoring Each Others' Different Paths

This Month's Featured Articles

WILL THIS HOLIDAY SEASON BRING HOPE OR HORROR?

More Random Thoughts on These Trying Times

(Part 8/Month 8)

(Part 8/10/2020)
by
Terrence Shulman

Another month (#8) in the history books. October is gone and November arrives.

The U.S. has had 9 million confirmed Covid cases (up almost 2 million from a month ago) and we've had nearly 250,000 deaths this year (up almost 40,000 deaths from a month ago).

The U.S. presidential election is a day away and nearly as many people have voted by absentee ballot, drop-off mail, and early live voting than the entire vote total of the 2016 election. This trend, from what I've read and heard, tends to favor Democrats.

Whatever your political persuasion, most people (in the U.S. and beyond) agree that this has been one of the most passionate and polarized elections--and, possibly, the most important--in U.S. history!

It may not be too far a stretch to say we have a modern day civil war in our nation.

And we may not know for days, weeks, or even months who the winner is (Biden or Trump as well as the American people and the world).

While there's a built-in deadline to have a winner declared by December 9, 2020... who knows what's going to happen whether a winner is declared or not: the only certainty is that there will be shouts of fraud and protests to follow... let's hope there's no violence (or, at least, minimal violence).

It's probably clear from my earlier columns that I'm no Trump fan (I've already voted by mail for Biden/Harris) but I do have some friends, family, clients, and neighbors who don't share my views of where our country is and where it's been headed.

I have often thought of addiction and recovery as a metaphor for politics: actually, addiction is like an ongoing civil war inside of us and which we must be diligent against for recovery (peace) to prevail.

Addiction (and addictive thinking) is often characterized as dualistic, "black and white," or "all or nothing" thinking. In recovery, we recognize that there can be shades of gray: we're not always right and everybody else is not always wrong.

Whatever political side you're on, we need to be careful of demonizing the other side and retaining some humility about our fellow brothers and sisters lest we turn into Sunnis and Shiites. (Some would say we're already there or, at least, headed rapidly to that end).

It's also been said that the best political minds (and systems) have a blend of "liberal" and "conservative" aspects and thinking.

Another line I've heard (but don't necessarily agree with) is this: "If you're young and not a liberal you don't have a heart; if you're old and not a conservative you don't have a brain/mind."

I'd suggest that that this is an example of "addictive thinking" and that we each and all need a heart and a brain/mind!

These times have demonstrated that we're at risk of losing both.

Of course, another aspect of the addiction-recovery journey which can apply to our political times is that we must move from denial to truth and we must value this movement.

As former and deceased New York U.S. Senator Daniel Patrick Moynihan put it several decades ago: "You're entitled to your own opinion but not to your own facts."

An obvious problem in today's politics is we can't even agree on what the truth is.

Despite a rise in white supremacy, anti-semitism, and various misogynistic rhetoric and behavior, I still believe most people would agree with the idea(l) that all people are created (and should be treated) equal.

I still believe most people would agree that Hitler was evil and the bad guy and the U.S. and its allies were the good guys.

But those lines seem to be blurring... and that's troubling.

My hope has been buoyed by the number of republicans and former republicans who've called out Trump and his lies and tactics and vocally supported Biden/Harris for "the sake of our country."

As with addiction, those who enable are harming themselves, those the enable, and the rest of us, too.

Will there be a day of reckoning if Biden/Harris win? Will Trump be prosecuted for various state or federal charges (even treason?) or will we chose to move on and move forward? What would be best for our country?

The next few days, weeks, or months could be messy and scary.

I hope our democracy can survive and meet this existential test.

As with addiction and recovery... that which doesn't kill us can, hopefully, make us stronger.

Have a good week... and, if you haven't done so already: go out and vote!

HOW WILL WE COPE WITH THE PANDEMIC FALL/WINTER?

Mental Health Experts Offer Advice on How to Handle
The Return to Indoor Life The Cooler Weather Will Bring

by

Jeff Wilser

(New York Times October 9, 2020)

There must Abby Guido is dreading the winter. The cold will force her family back into the same kind of lockdown they faced in the early days of the pandemic. "It's constantly on my mind," said Ms. Guido, 41, an assistant professor of graphic and interactive design at Temple University.

Ms. Guido's husband, Chris, has lymphoma, so the family needs to be particularly careful. He's in remission, but since chemotherapy has weakened his immune system — potentially elevating the risks of Covid-19 — the family stayed in lockdown until the weather grew warmer in late May, allowing safe outdoor activities. At last they could ride bikes with their two children, explore the park and picnic with friends.

Soon this will end. The isolation will return. Ms. Guido recently began taking the antidepressant Lexapro to calm the looming anxiety, "kind of in preparation for the feelings I know will be coming this winter."

Millions can relate. The summer brought relief for many — outdoor brunches, rambling walks, beers on the stoop — yet in the latest of 2020's cruel twists, the plunge in temperature may cause a surge in infections and stress.

"This is going to be brutal. I think it's unprecedented on every scale," said Kim Gorgens, a professor of psychology at the University of Denver. The stress of heading back indoors does not exist in a vacuum, Dr. Gorgens said, but is part of a bleak mix of concerns — anxiety over the presidential election, economic uncertainty, wildfires, protests over racial inequalities — and that all of this, collectively, is "reaching a kind of fever pitch."

This is especially true for underprivileged and marginalized communities, where large multigenerational families are often crammed into one home, said Dagmawi Dagnew, a psychologist with the Department of

Veterans Affairs and co-founder of a volunteer organization providing mental health resources to the Ethiopian-American community in Philadelphia. “Some of us have the luxury where space is taken for granted,” said Dr. Dagnew, but for low income people, the stress is “related to basic needs” such as ventilation, child care or helping older parents.

And all of us, in every circumstance, are dealing with the cumulative toll of six-plus months of the pandemic. “We’re moving from sprint mode to marathon mode,” said Bethany Teachman, a University of Virginia psychologist specializing in anxiety. She added that since stressors tend to pile up over time, we’ll be “going into winter feeling depleted and exhausted.”

So how can we handle the stress of heading back indoors? What are the best strategies?

Dr. Teachman recommends a three-step approach: Acknowledge, find alternatives and then make a plan. Start by recognizing that it’s OK, and even helpful, for people to “grieve what they have lost,” said Dr. Teachman, “because there are real losses.”

This kind of acceptance is crucial for “emotional regulation,” explained David Rosmarin, the founder of the Center for Anxiety in New York, and an assistant professor of psychiatry at Harvard Medical School. “Accept the fact that it might be a crappy winter. Don’t try to fight it. Let the emotions come. It’s a wave. It crashes over you, and then it passes.”

Once we’ve acknowledged the hardship, “the critical piece is to not stay stuck there,” Dr. Teachman said. “We can recognize that things are hard, without wallowing.” Identify what we have lost (such as socializing), and then find alternatives — maybe online meet-ups, a pod with another family or simply bundling up.

How can we help you lead a better, more fulfilling life at home during the pandemic?

“If you have the opportunity, invest in a really good winter coat,” Dr. Teachman said. “Look into a little heater to put on a patio.”

Planning ahead is important. “Plan now before it gets very cold,” Dr. Teachman said. This is partly for practical reasons — that heater might be on back-order — and partly for psychological ones, as “it’s actually much harder to make and implement plans once you’re already feeling anxious and stressed.” Dr. Dagnew noted that uncertainty is a key reason we feel stress, so “having a plan is the antidote for uncertainty.”

Every therapist emphasized the importance of social connections. “We are social creatures, and we can’t fight the pandemic by socially isolating ourselves,” said Stefan Hofmann, a professor of psychology at Boston University, and the author of *The Anxiety Skills Workbook*. “Very few people are able to weather the storm by sitting in the room and meditating.”

This will likely mean, yes, more of the dreaded Zoom calls. “You might roll your eyes and hate every minute of it,” Dr. Gorgens said, but we should think of it as “taking your medicine.”

Other basics we shouldn’t overlook: eating healthfully, exercising regularly, following routines (to maintain a sense of control), limiting alcohol and especially getting plenty of sleep. “That’s where you’ll get the biggest reward, as sleep is the common denominator across every mental illness,” said Dr. Gorgens. She also recommended that we “limit exposure to the 24-hour, inflammatory, incendiary news cycle, that will only get louder in advance of Nov. 3.” Consider discrete times for news consumption (such as blocks in the morning and evening), as opposed to an IV drip throughout the day.

As we’re nudged back indoors, we’ll be making constant calculations about what is an acceptable level of risk, which varies for each person: Can a friend swing by for a brief indoor visit if you both wear masks? Can you then offer a cup of coffee, which would mean taking off the mask? Is that OK, if you stay six feet apart? And if you decide that’s allowable, can you just let them stay for lunch or to watch the game?

To lower the stress of that never-ending Covid-19 Math, Dr. Teachman suggested having “some kind of

system, so it doesn't feel overwhelming every time." You might make decisions based on checking the test positivity rate from your local health department or guidance from the Centers for Disease Control and Prevention. Dr. Teachman said she uses the online risk calculator at [MicroCovid.org](https://www.microcovid.org), which uses estimates from Covid-19 studies to help users quantify the risks of various scenarios. ([CovidCanIDolt.com](https://www.covidcanidolt.com) offers a similar tool.)

Also, don't underestimate the power of a simple phone call, reaching out and asking for help. "It's really basic, and it's still very dependable," said Nicole Davis, clinical director of crisis services at Seattle's Crisis Connections hotline. Ms. Davis added that crisis call centers (such as the national suicide prevention hotline, at 800-273-8255) are excellent resources for anyone experiencing acute anxiety and that you don't need an emergency to call.

Finally, Dr. Hofmann suggested that our end game should be to flip adversity into opportunities. "For anybody who wants to be more resilient, this is the magical thing to do," Dr. Hofmann said. He advised focusing on meaningful projects and connections; in his case, he has spent more time bonding with his 17-year-old son. Maybe it's a new career goal, new hobby or new creative outlet — there's at least a bit of truth in those tired memes reminding us that Shakespeare wrote "King Lear" during a plague. Positive mind-sets matter. Goals give purpose.

"We cannot change the pandemic. It is here. We have to accept it," Dr. Hofmann said. Instead, he advised: "Find where you want to go with your life, and go in this direction."

A5 WAYS HOLIDAY SHOPPING WILL BE DIFFERENT THIS YEAR

by

Blake Morgan

CMO Network, October 26, 2020

Big sales, big crowds, big profits—holiday shopping is big business. Many stores typically depend on strong sales in Q4 to hit their annual goals and put them on a path towards future growth.

But like nearly everything else in 2020, holiday shopping this year will be anything but typical.

Fueled by changes in customer preferences and economic situations, as well as a global pandemic, holiday shopping will be quite different this year. Retailers need to make adjustments to best serve their customers and find success.

Here are five ways holiday shopping will be different in 2020:

1 . Shopping Will Start Earlier

Most years, the unofficial start of holiday shopping is Black Friday, but this year, it's already begun in mid-October. Surveys have found that 3 in 10 shoppers will start their holiday shopping earlier than usual this year.

Instead of waiting until stores are crowded in mid-December, shopping early allows customers to be more socially distant and safe. Logistical problems of large, last-minute crowds can also be frustrating and expensive for retailers, who are encouraging shoppers to start early. Spreading out holiday spending also lessens the impact on shoppers' wallets, many of which are already strained this year.

Amazon Prime Day, which is typically held in July, was moved to October this year, which spurred many other retailers to run simultaneous sales. Salesforce estimates that \$6 billion of retail spending that usually occurs during November's Cyber Week could be pulled into October this year.

But an extra-long holiday shopping season also brings the risk of burnout for brands and consumers, so stores will need to proactively reinvigorate customers with new deals and communication.

2 . Sales Will Move Online

Instead of in-store doorbusters, the 2020 holiday shopping season will feature predominately online shopping. Many areas still have COVID-19 restrictions in place that limit the capacity and hours of stores, and the impending flu season and cold weather could lead to an increase in cases. Most consumers still aren't comfortable shopping in store and are instead taking their spending online.

Some estimates put holiday e-commerce sales growing up to 35% this year. To meet the demand, retailers are building out their digital capabilities with improved apps and online shopping experiences. Brands with strong digital offerings like intuitive mobile browsing, simple payment options, chatbots and accurate personalized recommendations will come out on top.

3 . Expect Shipping Delays

The huge growth of online shopping and deliveries will likely put additional strain on the logistics and delivery systems that are already reeling from COVID-19. Many consumers have come to expect shipping delays over the last six months, but they could become even worse during the last few months of the year. Some delivery companies are preparing for the holidays by hiring thousands more drivers, but the strain on an already fragile system could still impact customers, especially as some delivery companies increase their fees to cover additional costs for safety and cleanliness.

To alleviate the shipping delays, many retailers are emphasizing their BOPIS (buy online, pick up in store) services and curbside pickup. Customers may be more likely to purchase from stores where they can quickly pick up items instead of having to wait for deliveries.

To avoid customer frustration, retailers will need to be very clear about pre-holiday order deadlines and the fact that orders will likely take longer than normal to be delivered.

4 . Some (But Not All) Customers Will Spend Less

One of the biggest questions surrounding holiday shopping this year is how much people will spend. With economic uncertainty and many people facing job losses or pay cuts, some shoppers may be spending less. A McKinsey report predicted a 25% net decrease in holiday shopping intent.

But at the same time, other surveys have found that 66% of consumers plan to spend the same amount on holiday shopping or even more this year. In many cases, consumers are willing to spend more to keep traditions alive. And with fewer people traveling over the holidays, consumers may have more money to spend on gifts.

What does this mean for the holiday shopping season? Spending will be uneven. Some consumers will be eager to have some sort of normalcy and spend their usual amount (or more) on gifts, while others will cut spending because of economic uncertainty.

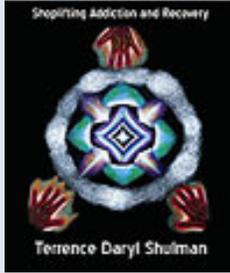
5 . Non-Traditional Gifts Will Be Popular

Forget the typical gifts and stocking stuffers—this year, people will think outside the box. While retailers will still sell a large amount of clothes, shoes and electronics, experts are also predicting that consumers will flock to non-traditional gifts that can build relationships. After spending more time than normal at home, many consumers will give games, streaming service subscriptions and vouchers for future travel. People

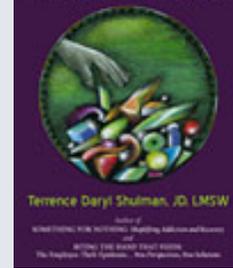
will also choose to pamper themselves at home with more health and beauty gifts. With the pandemic still in full effect, consumers will likely spend more on at-home fitness equipment, comfortable clothing and home décor to make the most of their time at home.

Books by Terrence Daryl Shulman

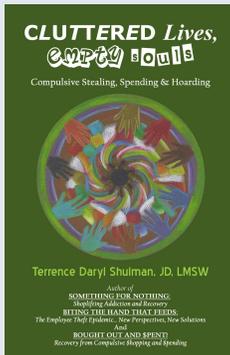




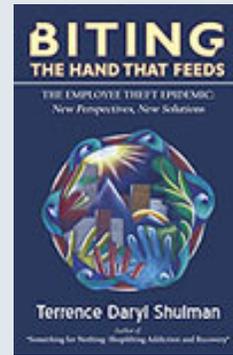
Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.



Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.



Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.



Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.

SPOTLIGHTS

OTHER ASSOCIATES ARE DOING GREAT WORK, TOO!

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

**Call Now
for a
FREE
CONSULTATION!**

248-358-8508

All Calls Are Confidential

OFFER GOOD FOR A LIMITED TIME!

The Shulman Center for Compulsive Theft, Spending and Hoarding

terrenceshulman@theshulmancenter.com

www.theshulmancenter.com

Shoplifting

Overspending

Hoarding

Employee Theft

Contact Us