

FOR IMMEDIATE RELEASE

Make Money Selling Your Soles and Not Your Soul! The Auction Site For Shoe Lovers Simplifies Selling!

July 8, 2010 --- Someone looking for extra money could start a lemonade stand... but that stops being cute (and probably legal) after about age ten; or they could hunt through the couch cushions for loose change...but that probably wouldn't turn up much. They could hold a yard sale; but who really wants to wake up before dawn, melt in the sun, and argue over the price of a hubcap or cassette tape? At first glance, selling on an auction site seems like the perfect answer, But as people try to learn to list on traditional auction sites, it feels a little like dealing with the devil; it's a complicated, time consuming, energy zapping, costly process, leaving you wondering if it is all worth it...until now. There is a better solution...instead of selling their **souls** on an auction site; people can now sell their **soles** on www.iftheshoedoesntfit.com, the auction site for shoe lovers.

www.iftheshoedoesntfit.com is the place to make a deal (and no, not with the devil); the site enables people to sell, swap and shop for shoes. The best part is, because the site is simple and affordable to use, they won't feel like they've been to hell and back in the process. The site only charges \$1.00 per listing, no extra or hidden fees, and registration is quick and easy.

So who would want to sell on the site? Well, the average, women owns about 30 pairs of shoes... but only wears 25% of them... that leaves about 23 pairs of unworn and neglected shoes. That's like having cash in her closet – a heavenly thought! There are a ton of reasons why these poor shoes have ended up this way:

- Impulse purchases “I want it, I need it, I have to have it”
- Bargain buys “Who cares if my calves look like hams, these are only \$3.00”
- Poor and painful fit “No, I'm not limping, this is how I roll”
- Bought for a one-time event “Thanks a lot Cousin Susie aka Bridezilla”
- Unusual color or style “Was I drunk when I bought these?”
- Gifts from others “Oh Grammy, I love orthopedic sneakers, THANK YOU”

So, consider a lady with 23 pairs of underappreciated shoes, who pays \$23.00 (\$1.00 each) to list them for sale on www.iftheshoedoesntfit.com. Suppose that she makes a conservative \$10 profit per pair: That's \$230 she didn't have; \$230 could buy her the Sex and The City Complete Series DVD Box Set, a weekend getaway, an iPhone, a pair of Tory Burch leather flats, or like 40 packs of Silly Bandz for her kid! Speaking of kids... you can make money selling their shoes too; the site has categories for Womens, Girls, Mens, and Boys shoes as well as for shoe accessories like laces, clips, decorations, bags, shoe trees, etc.

www.iftheshoedoesntfit.com connects sellers directly to online shoppers everywhere looking just for shoes. So while a Midwestern woman may find that a pair of thigh-high black suede boots didn't have quite the effect on her husband that she thought they would, a gal in Manhattan might just love them!

No one really wants to be the old lady who lived in her shoe. And with too many shoes and not enough money, it just might happen. If someone's short on cash but high on heels, www.iftheshoedoesntfit.com is the ideal place to set up shop.

About If The Shoe Doesn't Fit: Based in Massachusetts, If The Shoe Doesn't Fit connects online shoe sellers and shoppers through an auction site that helps sellers maximize their profits and shoppers find footwear easily and quickly.

For more information contact:

Ellen Simes

If The Shoe Doesn't Fit

Tel: 413-505-9357

Fax: 413-734-8887

Ellen@iftheshoedoesntfit.com

<http://www.iftheshoedoesntfit.com>

###