

Table of Contents

Introduction.....5

Chapter 1: Fears.....7
Is it fear or is it sleep deprivation?

Chapter 2: How Do You Know?.....11
What are the symptoms?

Chapter 3: What Size Do You Need?.....14
Dimensions and considerations.

Chapter 4: One-Sided vs. Two-Sided.....18
The real story.

Chapter 5: Basic Construction Types.....21
Innerspring, foam, air chamber. Memory foam, latex foam, poly-urethane foam.

Chapter 6: How Do You Sleep?.....30
On your back, on your side, or on your stomach?

Chapter 7: Firm, Medium, or Soft?.....35
Which is best for you? Tight-top, plush, or pillow-top?

Chapter 8: Your Budget?.....37
How much do you need to spend?

Chapter 9: Mattress Retailers.....	40
1-800, internet, furniture stores, department stores, outlet stores, specialty retailers?	
Chapter 10: Two Schools of Selling.....	54
Traditional or Sandler©, what are the signs?	
Chapter 11: Chart Your Course.....	59
Your detailed plan for sleeping well and “surviving the bite.”	
Acknowledgments.....	70

Introduction

My publishing this “how to” book on shopping for sleep will probably get me banned from mattress stores for life. After almost twenty years in the business, I am not worried about it. I have recently retired from the grueling hours of the retail world. I don’t even think about returning. My hope is that this book will add many more people to my long list of satisfied customers. My objective is to help you find the elusive “good night’s rest” that you deserve. We are bombarded today by a constant stream of deceptive advertising. Without proper research and a diligent plotting of your course, the retailer wins and you lose.

There have been many articles published about purchasing a mattress, but the book world is conspicuously lacking a definitive guide to assist you in your quest for that really good night’s rest. Since your mattress will determine how you feel every day, it is one of the most important purchases you will make. Every one of you will have to enter the ocean full of “sharks” anywhere from six to eight times in your lifetime. The experience becomes more and more difficult and dangerous each time you are required to do so. Science and innovation bring new foams, new coil designs, new temperature regulating fabrics; spring-free, gel, and air technologies to the marketplace every year. Mattress manufacturers, retailers, and sales professionals love the innovation. New features, new benefits, new brands, and a store full of hopelessly weak specifications help them trap you in their brackish, cold, and frightening waters.

That's right where the "sharks" want to keep you...barely treading water, tangled in the kelp beds of confusion. Their lifeblood is your wallet, and you'll only get enough rope from them to lead you to **their** boat!

My last twenty years have been spent helping people get the good night's rest that everyone deserves. My goal is to arm you with enough knowledge to dispel your fears and to assist you with the selection of a mattress set that's right for YOU. I also want to make sure that you avoid the "bite" of the sharks. The waters you are about to enter are brackish, cold, and threatening. The sea of white is confusing and deceptive...a perfect environment for the "sharks."

Ron