



Power Move #6 Save Money. Live Better.



Free Virtual Coaching
30-minutes w/ Mr. Norman

The Big Question: Is Walmart’s “Save Money. Live Better.” slogan an accurate portrayal of the shopping experience at the world’s largest grocer, or just [advertising](#)? “Save Money” is usually true at Walmart, but “Live Better.” might be a stretch— unless you consider [people-watching](#) a peak experience. Beauty is in the eye of the beholder.

Don’t Pick Favorites: The grocery wars deserve attention. Consumers are not necessarily choosing between Walmart+, Costco, Aldi and Amazon Prime; instead, they are opting for the best parts of [each](#)! This is a perfect example of a core [Take10™](#) principle: the [aggregation of marginal gains](#).

Who's Winning the Grocery Fight? While Amazon dominates online retail with over [50%](#) of the market, Walmart is the clear leader in the grocery sector, commanding a [21%](#) share compared to Amazon's 3% (which includes Whole Foods). In the e-commerce battleground, [Walmart+](#) generally offers more competitive pricing along with cheaper and faster delivery options than Amazon Prime.

The Perks of a [Walmart+](#) membership include the free, legendary [people-watching](#) and:

POWER MOVE #6: SAVE MONEY. LIVE BETTER.

MAXIMIZE YOUR TIME & BUILD WEALTH PRUDENTLY.

GROCERY FIGHT CHAMPION

Walmart Grocery Market Share: **21%** (including Groceries)

Market	Market Share
Walmart Grocery Market (including)	21%
Amazon Grocery Market (Whole Foods)	3%

HACK STACKING: CUMULATIVE GAINS

TOTAL MARGINAL GAINS

Walmart+ SAVE MONEY

- SAVE MONEY** (Walmart-micro-perks)
- 5% CASH BACK** (with OnePay Card)
- SAVE 10¢/GAL** (Fuel Savings)
- FREE GROCERY DELIVERY** (\$35+ orders)
- FREE SHIPPING** (Walmart.com)
- FREE PHARMACY DELIVERY**
- FREE PET CARE** (Pawp)

LIVE BETTER

(Save Time & Free Entertainment)

- FREE SCAN & GO** (Skip the line)
- FREE STREAMING** (Paramount+ or Peacock)
- FREE PEOPLE-WATCHING** (a potential bonus)

ESTIMATED EDUCATOR SAVINGS & TIME MAXIMIZATION

Category	Value
Yearly Fuel Savings	Low
Yearly Delivery Cost Savings	Medium-Low
Hours Saved	Medium-High
Free Entertainment Value	High

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Final Thought: You *cannot* save money by spending it, but you *can reduce* the cost, hassle, and time you spend on things you already need to buy. If you shop at Walmart, Walmart+ is definitely worth checking out to "Save More." If you genuinely feel you can "Live Better" as a result, please share your experience in the [1% Better Community](#) forum.