



# Coupons for Beginners

Kings & Queens of Coupons

# Why coupon?

The goal of couponing is to find the lowest store price, apply your coupons and save money!



# What you need

The first thing you'll need is a sturdy binder that zips closed. If you don't want to invest in one right away, then a 3 ring binder with pockets will do.









BREADS / ROLLS

CAKES / COOKIES

CANNED FOODS

IST

Coupon

Coupon

Coupon

Coupon



# What you need

You will also need index dividers with tabs to separate your coupons into categories, i.e.: Health & Beauty, Dairy, Frozen Goods, etc.





# What you need

You will also need plastic sleeves to organize and protect your coupons. These look similar to baseball card or business card sleeves.

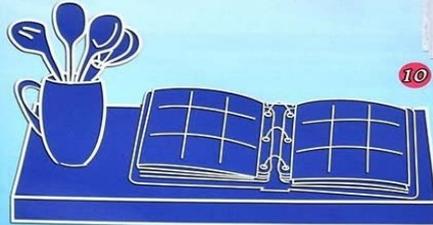


Ultra•PRO®

# Coupon Saver Starter Pack

“The best organizing coupon system I have found...!”

— Katie Montgomery



Ultra•PRO®  
Coupon Saver  
Starter Pack

40 +1 Ultra•PRO®  
Premium pages:



plus 1  
free page

- Bonus**
- Glossary
  - Coupon Terms Index



Ultra•PRO®  
www.ultrapro.com

Made in U.S.A. with  
imported and domestic materials



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# What you need

You should also keep a pair of scissors, calculator, notebook and a pen in your binder.





# Types of coupons

There are 2 main types of coupons, manufacturer and store coupons. Manufacturer coupons can be broken down into types as well, but we'll go over that a few slides down. What does each of these type of coupon look like?



# Manufacturer coupon

Coupons released by the manufacturer of the product and should be accepted at any store that accepts manufacturer coupons.



Type of Coupon

MANUFACTURER COUPON

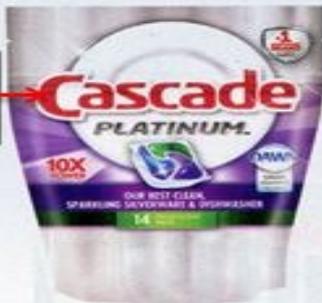
EXPIRES 06/30/14

Expiration Date

Coupon Value

50¢ OFF

Product Picture



ONE Cascade® product (excludes trial/travel size) de descuento en UN producto Cascade® (excepto tamaños de prueba/viaje)

Product Purchase Requirement Wording

Exclusions

Usage Limits

**CONSUMER: LIMIT ONE COUPON PER PURCHASE** of products and quantities stated. **LIMIT OF 4 LIKE COUPONS PER HOUSEHOLD PER DAY.** Any other use constitutes fraud. Coupons not authorized if purchasing products for resale. VOID if transferred, sold, auctioned, reproduced or altered from original. You may pay sales tax. Do not send to Procter & Gamble.

**CONSUMIDOR: LÍMITE DE UN CUPÓN POR COMPRA** de productos y cantidades especificadas. **LÍMITE DE 4 CUPONES SIMILARES POR FAMILIA POR DÍA.** Cualquier otro uso constituye fraude. No se autorizan los cupones si los productos se compran para reventa. NULO si se transfiere, vende, subasta, reproduce o altera el original. Puede que pague impuestos de venta. No lo envíe a Procter & Gamble.

**DEALER:** Sending to Procter & Gamble, 2150 Sunnybrook Drive, Cincinnati, OH 45237 signifies compliance with "Requirements for Proper Coupon Redemption." Copy available by writing to the above address. No cash or credit in excess of shelf price may be returned to consumer or applied to transaction. Cash Value 1/100 of 1¢.

Procter & Gamble 140601

Remittance/ Instructions for store

Bar Code



# Where do i find coupons?

#1

The most common place you can find coupons are in the Sunday Paper. They can be found in the middle section with all the other store ads and are called inserts. These are included every Sunday unless it's a holiday.





SmartSource

more savings on groceries with Checkout

FEBRUARY 2017



brandSAVER  
CLIP. SHOP. SAVE.

FreeStuffFinder.com



SAVE  
UP TO  
\$75



Purified & Bottled  
\$7



# Where do i find coupons?

#2

Coupons can also be found online. There are several sites that you can visit where you can get whole inserts, clips or printables.



# Where do i find coupons?

Coupons.com is the most common site to find IPs or internet/instant printable coupons. It's updated often and you can print up to 2 coupons per device.



# Where do i find coupons?

Sundaycouponinserts.com is a great site where you can get whole inserts or clipped coupons. They also have a list of what's in the Sunday inserts as well as previews of the next week's inserts.



# Where do i find coupons?

[Southersavers.com](http://Southersavers.com) is another online site where you can search or coupons. If you want to know if a specific item/brand has any current coupons, or you want to know what date a coupon came out and in what insert, then this is a really great resource.



# Where do i find coupons?

#3

Coupons can also be found in store. While you're shopping you may come across peelies, blinkies, hang tags or tearpads that have manufacturer coupons that can be used on specific items. There are also stores who have booklets or ads with store coupons in them as well specific to that store only!



# Peelies

A peelie is just what it sounds like.  
A coupon that you peel off the item  
that you are going  
to purchase.



# Blinkies

A blinkie is a coupon that comes out of a machine that looks like this. It is usually placed near the item that the coupon is for. It is called a blinkie because the machine usually has a blinking red or green light.



# Hang tags

Hang tags are manufacturer coupons that are “hung” on an item.



# Tear pads

A tear pad is a small booklet usually attached to an advertisement or the shelf where an item lives. You simply tear off a coupon from the pad and scan at the register.



# Instant/Internet Printables

IPs can be downloaded and/or printed from your desktop or laptop straight to a printer. These are considered manufacturer coupons with one slight difference. They have a unique serial number on them and this number changes per print. This is a way for cashiers to determine whether or not you've photocopied an IP which is considered fraud and is **ILLEGAL!**



Product Image



Type of Coupon

MANUFACTURER'S COUPON

Watermark of Product

**SAVE \$1.00**  
On any ONE (1) Snuggle  
Liquid Fabric Softener or Dryer Sheets

Expiration Date

Expires 2/16/2011

Unique Serial Number

**VOID**  
0869 4022 9094 1201

Retailer: The Sun Products Corporation, P.O. Box 10000, Dallas, TX 75210-0000 will reimburse the face value of this coupon, plus 8¢, if submitted in compliance with our redemption policy. Cash value 1/100th of 1¢. Any use of this coupon not specified herein constitutes fraud. ©2010 The Sun Products Corporation. All rights Reserved.  
Consumer: Limit one coupon per purchase on product. Void if reproduced, transferred, used to purchase products for resale or where prohibited or regulated by law. Consumer pays sales tax. Redeemable at participating retail stores. Valid only in the U.S.

RETAILER: Authenticate at [www.veri-fi.com](http://www.veri-fi.com). Do not accept without a dot-scan barcode below the expiration date. 011711 029  
0072613-100844

**VOID**  
5 72613 31076 5



InspiringSavings.com

Bar Code for Scanning

Verbage of Coupon Details

Coupon Value

Date/Time Coupon Printed

Source Coupon Print

011711 029 0072613 31076 5 72613 31076 5 011711 029 0072613 31076 5

Powered by  
**COUPONS.COM**  
Incorporated  
**VERI-FI**

# Catalina coupons

A Catalina coupon is named after the machine it prints from. These machines sit next to the register and may print out an advertisement for a new item, an upcoming promotion or an actual coupon. **DO NOT THROW THEM AWAY!!**

[livingrichwithcoupons.com](http://livingrichwithcoupons.com) is a great site to use to search for catalina offers.



EPSON



- ERROR
- INK
- PAPER OUT
- A-A 3SEC
- FEED

- Feed
- Paper
- Error

04021 50117 1107  
1720 5081 1435

Make every little bite count™



Gerber



NOT A REDEEMABLE COUPON  
**Buy Gerber® Snacks,<sup>1</sup>  
 Meals or Sides**  
 Between 4/16/18 - 5/13/18  
 and **SAVE \$4.00**  
 On a purchase  
 with

**PACKAGE REQUIREMENTS**  
 BUY 1 (1.25 OZ. POUCH OR  
 1.5 OZ. JAR) OR MORE. 18  
 BUY 1 (1.25 OZ. POUCH OR  
 1.5 OZ. JAR) OR MORE.  
 EXPIRES 5/13/18

**COUPON VALUE: \$4.00 OFF**  
 ALL ITEMS MUST BE PACKAGED  
 IN ONE (1) PURCHASE.  
 LIMITED TO 1 SUBJECT TO TOTAL  
 REG. CASH BACK. OFFER REF. #EE532074

03451 30619 12375  
9000 0170 1435

MANUFACTURER CPN EXPIRES 07/03/19

SAVE \$ 1.00

On Your Next Shopping Order

THANK YOU FROM  
LEAN CUISINE®

Excludes RX and items prohibited by Law.  
No Cash Value. No Cash Back.  
Other store exclusions may apply.

143 0345 BL\_6795\_2275

REDEEMABLE AT



RETAILER: NESTLE USA DEPT 00020 1 FAWCETT DR.  
DEL RIO, TX 78840

# Store coupons

Store coupons can sometimes be found in the weekly ad or may be a booklet kept near the weekly ads in store. These are usually a certain dollar amount off when you spend a certain dollar amount. In some cases, like at Publix, store coupons can be specific to items.



Coupon valid August 17 through August 30, 2019.



Buy Any 1 LUZIANNE TEA  
22-24-ct. and Get 1  
**FREE**

(equal or lesser value)

Limit one deal per coupon. Consumer is responsible for all applicable taxes.  
Reproduction or transfer of this coupon is strictly prohibited.  
Offer good through 8/30/19 at your neighborhood Publix.

REDEEM AT Publix

||| #10176

Coupon valid August 17 through August 30, 2019.



Buy Any 1 LIPTON TEA  
20-100-ct. bags and Get 1  
**FREE**

(equal or lesser value)

Limit one deal per coupon. Consumer is responsible for all applicable taxes.  
Reproduction or transfer of this coupon is strictly prohibited.  
Offer good through 8/30/19 at your neighborhood Publix.



REDEEM AT Publix

||| #14345

# Extra Savings

Savings effective August 17 to August 30, 2019

**HARVEYS**  
*supermarket*

**Winn✓Dixie**

**BILO.**

-----Digital Coupon-----



**Purchase of \$30  
or more through  
Tuesday, 11/27**

Must load offer to card.  
Additional exclusions apply.  
See coupons online for details.

**CLICK TO ACTIVATE** ↗



# SAVE \$40 OVER THE NEXT FOUR WEEKS!



Good at your Rivertowne Place and Belle Hall Harris Teeter locations.

HARRIS TEETER COUPON WEEK 1 OFFER GOOD AUGUST 14 - AUGUST 27, 2019

WITH THIS COUPON & YOUR VIC CARD GET 

**\$10.00  
OFF**

Limit one coupon per customer per visit. Void if reproduced. No cash back. \$50.00 purchase must be met after all other coupons/discounts have been applied. Not valid on purchases of stamps, gift cards, alcohol, tobacco or at the pharmacy.

**Harris Teeter GROC. **

COUPON VALUE  
\$10.00



any \$50 Grocery Purchase

Good at your Rivertowne Place and Belle Hall Harris Teeter locations.

HARRIS TEETER COUPON WEEK 2 OFFER GOOD AUGUST 21 - AUGUST 27, 2019

WITH THIS COUPON & YOUR VIC CARD GET 

**\$10.00  
OFF**

Limit one coupon per customer per visit. Void if reproduced. No cash back. \$50.00 purchase must be met after all other coupons/discounts have been applied. Not valid on purchases of stamps, gift cards, alcohol, tobacco or at the pharmacy.

**Harris Teeter GROC. **

COUPON VALUE  
\$10.00



any \$50 Grocery Purchase

Good at your Rivertowne Place and Belle Hall Harris Teeter locations.

HARRIS TEETER COUPON WEEK 3 OFFER GOOD AUGUST 28 - SEPTEMBER 3, 2019

WITH THIS COUPON & YOUR VIC CARD GET 

**\$10.00  
OFF**

Limit one coupon per customer per visit. Void if reproduced. No cash back. \$50.00 purchase must be met after all other coupons/discounts have been applied. Not valid on purchases of stamps, gift cards, alcohol, tobacco or at the pharmacy.

**Harris Teeter GROC. **

COUPON VALUE  
\$10.00



any \$50 Grocery Purchase

Good at your Rivertowne Place and Belle Hall Harris Teeter locations.

HARRIS TEETER COUPON WEEK 4 OFFER GOOD SEPTEMBER 4 - SEPTEMBER 10, 2019

WITH THIS COUPON & YOUR VIC CARD GET 

**\$10.00  
OFF**

Limit one coupon per customer per visit. Void if reproduced. No cash back. \$50.00 purchase must be met after all other coupons/discounts have been applied. Not valid on purchases of stamps, gift cards, alcohol, tobacco or at the pharmacy.

**Harris Teeter GROC. **

COUPON VALUE  
\$10.00



any \$50 Grocery Purchase



# SUPER SAVINGS

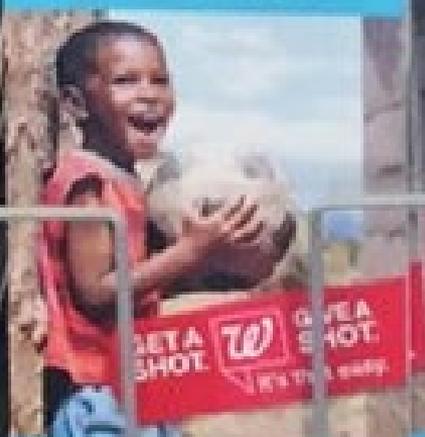
September Savings Book

# \$500

over

in savings available

Offers valid 9/22 thru 9/27/16.  
Some restrictions will apply to offers.



GET A SHOT.  GIVE A SHOT.  
It's that easy.

*Walgreens*

a Division of Walgreen Company



# SUPER SAVINGS

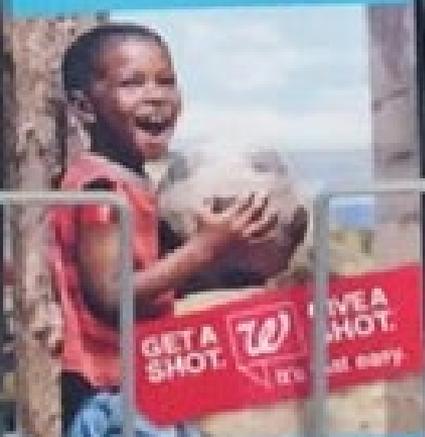
September Savings Book

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# SUPER SAVINGS

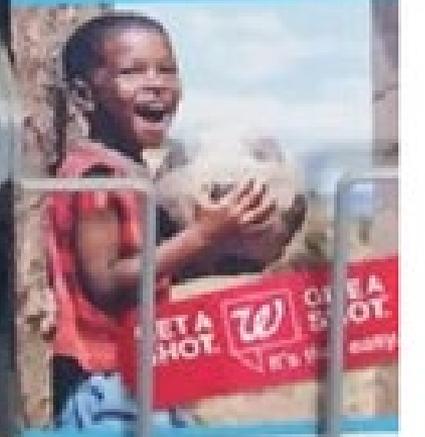
September Savings Book

# \$500

over

in savings available

Offers valid 9/22 thru 9/27/16.  
Some restrictions will apply to offers.



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# Where do i find coupons?

You can also find coupons in groups on social media like Facebook and Instagram



# Getting started

Coupons can be fun, but it does take:

- Organization
- Time
- Patience



# Organization

We've already talked about the tools you need like binders, dividers, sheet protectors, etc. Let's add a few more things to make sure you're completely organized and ready for your first shopping trip.



# Organization

## Store Cards

Some stores offer “savings” cards that give you an additional discount at the register. You can usually sign up at customer service and you receive your card right away. Most store cards come with a wallet card and a keychain attachment. Make sure you have signed up for all store cards and/or downloaded all apps before your first shopping trip!



# Store cards

BiLo



Piggly Wiggly



Food Lion



# Store cards

Harris Teeter



Lowe's Foods



# Store cards

CVS



Walgreens



# Organization

Next, you need to designate an area to keep your “stockpile”. Some people use a section in their garage, others use sheds or an extra room in their homes.



# Let's talk lingo!

Learning coupon lingo goes a long way in helping you become a great couponer! It's used a lot in coupon groups on social media and also helps when you don't want to type out whole words when you're searching for a specific coupon.



# Let's talk lingo!

\$\$/\$\$ = this means \$ off when you spend \$ amount. Example, \$5 off when you spend \$30

\$/# = this means you get a dollar amount off every number of items you buy. Example, \$5/2 means you would get \$5 off when you buy 2 of that item

Blinkie = a coupon that comes out of a small plastic machine with a blinking light. Usually located near the item

BOGO/B1G1 = this means buy one item and get the other free/half price

B1G2 = this means buy one item and get two free



# Let's talk lingo!

CRT = cash register tape or your receipt

CAT = Catalina coupon. This is a coupon that prints out from the machine at the register and has a \$ amount off your next shopping trip or a \$ amount off a specific item. These are manufacturer coupons and can be used at any store

DG = Dollar General

ECB = Extra Care Bucks. These are exclusive to CVS and can be used to take \$ off your total purchase.

EXP = expiration/expired

FD = Family Dollar

FL = Food Lion

GC = gift card



# Let's talk lingo!

Haul = this is what we call the items you purchase on your shopping trip.

HT = Harris Teeter

IP = internet/instant printable

ISO = in search of

IVC = Instant Value Coupon. Exclusive to Walgreens and refers to savings booklets that are kept near the register.

MIR = mail in rebate

MQ = manufacturer coupon

OOP = this means out of pocket expense

OOS = out of stock

OYNO/OYNP = on your next order or on your next purchase



# Let's talk lingo!

Peelie = a coupon found on items in the store that you peel off.

PG = Procter & Gamble. This is one of the major Sunday inserts and is also a major brand manufacturer.

Q = this is shorthand for coupon

RC/Raincheck = a slip you can ask for in-store when an item is out of stock(OOS). Some stores do not issue RCs. Some sales will specifically say “no rainchecks”. Some RCs do not expire while others have expiration dates. It all depends on the store.

RMN = Retail Me Not(formerly Red Plum). This is one of the major Sunday insert providers, but it also an online site where you can print coupons.

RR = Register Rewards. These are exclusive to Walgreens and can be used like cash off your next order.



# Let's talk lingo!

SS = Smart Source. This is another major coupon insert provider with an online site where you can print coupons.

Stacking = This means you can use a store coupon and manufacturer coupon on the same item.

Stockpile = This is the accumulation of all your hauls. The more you coupon, the bigger your stockpile will grow.

WAGS: Walgreens

WYB = when you buy

YMMV = Your Mileage/Manager May Vary. This term is used when there is a great deal, but your store or store manager may not be offering the same thing.



# Couponsing takes time and patience



# Couponsing takes time and patience

We're in the home stretch and you're almost ready for your first shopping trip! Now all you need to do is check out the store ads to see what's on sale, check it against your coupons and make a list!

Psst! Remember that notebook we talked about earlier? Now is the time to use it, LOL!



# Coupons take time and patience

Grocery store sales run from Wednesday to Tuesday. The new ads usually come in the mail on Wednesdays or in your newspaper. All other store ads, retail and pharmacy, come out on Sunday. If you're not a fan of lots of paper, there are some apps that can keep you clutter free and keep your lists all in one place.

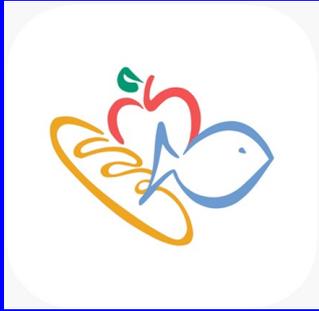


# Grocery store & savings apps

If you're a person who doesn't like clutter or having to look through lots of paper, then there are several apps that can help with that. Several grocery stores also have apps that give you points for \$ off your purchase as well as fuel points that save you \$ at the pump.



# Grocery store & savings apps



# Grocery store & savings apps

**ibotta**<sup>®</sup>

**Rebate  
Apps**

*Fetch Rewards*



**Checkout** 51



# Couponsing takes time and patience

It's also a good idea to familiarize yourself with each store's coupon policy and maybe keep a copy of them in your binder for easy reference. Some stores double coupons which result in greater savings and you should know which stores do it and the \$ amount.



# Stores that double coupons



Harris Teeter doubles Qs up to and including .99 everyday. During a Super Doubles event, they will double Qs up to and including \$2!



BiLo doubles Qs up to and including .60 everyday!



Lowe's Foods doubles Qs up to and including .99 everyday!



# Shop till you drop!

Now that you're armed with the right tools and information, it's time to build that stockpile! Remember:

- Keep your binder up to date and clean
- Check store ads to see what's on sale
- Make a list
- Download apps to help you keep track
- Join a facebook or instagram coupon group
- Save, save, save!!!!

Q & A



# Happy Couponing

