

THE WONDERFUL WORLD OF COUPONS

Any successful company has to use advertising to get the word out about their product. When there is a new product launch, they will have TV commercials and other campaigns to let people know about it. Then they will continue to promote the product whenever they can to increase sales. Well, coupons are another way they do that. They create coupons to give people a good deal on a product to get them to try it out. Using coupons is a great way of saving money.

FLIP OVER FOR YOUR NEXT CHALLENGE



EARN THIS NUGGET

Make a general shopping list, with the aid of your parents, and then look for coupons that are in the categories of the items you want to purchase. Purchase those items on your weekly shop trip and calculate your coupon savings. Share the results with your parents.

LEVEL H

B-6

There are right and wrong ways of using coupons. They can save you a bunch of money, but they can also cost you. So, you need to be smart about their use. First, you need to find coupons. These traditionally come in newspapers, a whole section dedicated to them. You can also get them online or sometimes attached to a product that you just purchased.

1. Avoid coupons for products you don't really want or need. It sounds obvious, but we cannot resist a bargain. Fifty percent off of a skunk polishing kit may be too much to resist, even though I have no intention of owning a skunk.

2. Some stores double or triple coupon rebates. Plus, some stores will honor coupons that are not for their store so they can stay competitive. A little research can go a long way.

3. Some stores will also allow "stacking," which is where multiple coupons can be used on the same item. It's always worth a try, the worst they can do is say no.

4. Stores often put out their own sales book or flier offering exceptional values. These are used to draw you to their store to buy all of your items. Use this to your advantage, but only if it is an item you really wanted to buy.

5. All stores are competing for your business. So, don't be afraid to compare the bargains of several stores.

6. To stay on track, and not get sucked into buying items you don't really need, make a shopping list. Then find coupons that match the items on the list and shop accordingly.

