

Making “\$ense” of Coupons

sensible shopping made easy

- **Don't be loyal to one product or one store.** By trying other brands, you may find you actually don't like the item as much as you thought you did.



- **A store brand is not always cheaper than a national brand.** You will get national brands for 50-80% off retail, with a coupon and the sale price.

- **Don't use your coupon until the item is on sale!** This is the BIG couponing secret! Once a coupon has been issued, a sale will usually follow during the life of the coupon. Wait for the sale!!

- **Stock up on staples when they are on sale!** Buy meats and freeze them when they are on sale. Plan your meals around what is on sale. Stock up at a good price so you don't have to pay full price.

- **Be organized.** There is no quicker death to couponing than being unorganized. Coupon \$ense has a simple system that will help you stay organized.

- **Get multiple sets of coupons.** Getting extra Sunday papers is worth the investment. You only have to redeem two fifty-cent coupons to recoup your cost. Ask neighbors for their coupons. Less than 95% of all coupons are redeemed annually.



- **Do you think there are no coupons for the things you use?** Once you start coupon shopping you will find that you hardly buy anything that you don't have a coupon for.

- **Remember to ask for a raincheck.** Come back at a later date and pick up your item at the sale price. You can also ask for a substitution when an item is out.



- **Couponing is not nickel and dime savings!** Your savings can be substantial. What you do with an extra \$100 to \$250 per month?

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