



Insider Secrets to Getting up to 90% Off Your Grocery Bill





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**Table of Contents has been shortened for this excerpt.*

Extreme Coupon Clipping 101

Any regular grocery shopper knows that the cost of many essential items increases almost every week. While the prices are regularly fluctuating in response to the ups and downs the economy it can be difficult to uphold your set family grocery budget. Ensuring you and your family have the most important items to survive is on the top of everyone's list. So what do you do when the cost of basic essentials starts to be more than your weekly budget? **Clip coupons!**



The idea of clipping coupons has come and gone in society over the years but today it is back with a vengeance. This is because thousands of coupon clippers have learned the secrets to slashing their grocery bills by hundreds of dollars each month. As a result we see fascinating reality television shows like “Extreme Couponing” where real people show you their techniques for saving serious cash.

Mastering extreme coupon clipping is more than just picking up the Sunday newspaper and perusing the circular ads; it is about methodically planning your life in advance and being a savvy shopper. In this eBook we will show you how you can save up to 90% on your grocery bill with the best extreme coupon clipping techniques. Before you know it you will be stock piling the most important items your home needs and save thousands of dollars each year on groceries.



Different Types of Coupons

All coupons are not created equally. There are dozens of different types of coupons and ways of getting them. Of course coupons are only part of the equation, store sales and discounts are an essential part to saving real money on your grocery bill. Let us start by highlighting the different types of coupons that you can use with extreme couponing.

Store Coupons

Those coupons you find on the back of your grocery receipt or the ones that print out next to your grocery receipt and are given to you by the cashier are called store coupons. They are specifically issued by the store computer to be redeemed at that store. Typically these coupons are for something that you just purchased that day, but occasionally you will get a bonus coupon that you may or may not use. It is always good to hold onto any coupons that you have, you never know when they will come in handy. Store coupons are your biggest asset when it comes to saving money. This is because they typically have the highest discount and can be combined with other manufacturer coupons and store sales to help you save even more money. Sometimes there are store coupons available in the weekly circular as well.

Manufactures Coupons

Almost every week there are a variety of coupon circulars in the Sunday newspaper. Once per month, major manufacturers such as Proctor and Gamble add their own personal circular with hundreds of dollars in savings on their top products. Manufacturers coupons are available for everything from tampons and toothpaste to cereal and rice milk. Most manufacturers coupons cannot be combined with other coupons from them but can be doubled at the grocery store. It is always important to read the fine print on your coupons before clipping to be sure you are not snipping one that will not help you save the most money.

Online Coupons

Most consumers take advantage of online coupons. To start, online coupons typically offer higher discounts than those in the circular and you are able to print multiples of those coupons for free. Most coupon clipping websites have a limit of two or three of the same coupon. Considering it is free vs. the \$2.00 you probably spend on the Sunday newspaper, it is still considered a good deal. There are many website that you can download coupons from including:

- Coupon Mom: <http://www.couponmom.com>
- Coupons: <http://www.coupons.com>
- Redplum: <http://www.redplum.com>
- Shop at Home: <http://www.shopathome.com>
- Coupon Cabin: <http://www.couponcabin.com/online-coupons>
- Online Coupons: <http://www.onlinecoupons.com>
- Smart Source: <http://www.smartsource.com>
- The Krazy Coupon Lady: <http://www.thekrazycouponlady.com>
- Wow Coupons: <http://www.wow-coupons.com>

Additionally, many manufacturers' websites offer downloadable coupons when you sign up for their emails or you can request a savings booklet. Most of these sites also offer discount codes for online shopping which is another way to save money. We are going to focus primarily on the grocery shopping aspect because that is where the real savings happen; but knowing where you can find a discount code for 50% off new glasses or pet medication or 70% off of new school clothes for your child or a bouquet of flowers for your wife are also hugely beneficial. Saved money is saved money and the savvier shopper you are the more money you can save.



Groupons

Group coupons or Groupons are not always for food items, but instead for clothing stores, travel, fitness studios, baked goods and other items of that nature. It pays to receive the daily emails from group coupon sites so that you can save money on outings with your family, special gifts for birthdays and a new gym membership. The best part about these coupons is that they are typically 50% off or more. Again, we are not going to elaborate on group coupons in this eBook but they are worth mentioning because you can save hundreds of dollars on that family vacation you plan with all the money you save from extreme couponing. Group coupon sites include:

- Groupon: <http://www.groupon.com>
- Living Social: <http://www.livingsocial.com>
- Buy With Me: <http://www.buywithme.com>
- Tippr: <http://www.tippr.com>
- Social Buy: <http://www.socialbuy.com>
- Deal On: <http://www.dealon.com>

Getting More Discounts

Store discounts and sales are another one of the biggest factors in saving substantial money with extreme couponing. If your grocery store offers a discount card, you should be signed up for it. There are numerous benefits depending on the card. For example, the northeastern United States grocery store chain Price Chopper offers \$0.10 off per gallon (up to 20 gallons) for every \$50.00 a customer spends in store. This may not seem like very much, but if you consider that the average extreme couponing family spends \$100 per week on groceries, this means that at the end of the month you will have racked up \$0.80 off per gallon of gas. That is big savings in the long run. Grocery stores use their discount cards to offer discounts on name brand products usually as well. For example, Yoplait yogurt may be 10 for \$10 at your local grocery store. This week, with the discount card you can get \$10 for \$6 as an

in-store special. If you also clipped a coupon for \$2 off 5 Yoplait yogurts either online or from your Sunday circular, you are looking at getting 10 containers of yogurt for just \$2 or \$0.20 each.

Finding Coupons and Clipping the Best Ones

The best part about extreme coupon clipping besides the money you will save is that there are so many different ways to get coupons and other extreme coupon clippers are interested in helping you. Two of the “rules” of extreme coupon clipping are that you share deals you find with others and you leave behind any unused coupons at the grocery store for someone else to benefit from. On the internet is the best place to start when you want to find coupons and determine which ones are the best for you. Start with one of the many couponing forums where you can connect with people in your area and learn about deals at your local supermarket and download more coupons. The best coupon clipping forums include:

- Hot Coupon World: <http://www.hotcouponworld.com>
- WAHM: <http://www.wahm.com>
- Deal of Day: <http://www.dealofday.com>
- The Coupon Cupboard: <http://www.thecouponcupboard.com>

One of the most popular ways to get your coupons, aside from printing them off of the internet through the various websites mentioned in the previous chapter, is to order them from a coupon clipping service. For a small handling fee per coupon you can purchase multiples of all your favorite coupons. This saves the time of clipping coupons by hand while also saving you money of printing your own coupons (and still having to cut them out) or by having to purchase multiple papers in order to get several coupons for the same item. Coupon clipping services are especially helpful if you have a large family and need multiples of quick meal items like Tuna or Hamburger Helper, cereal and bread. Here is a list of useful coupon clipping websites for you:

- The Coupon Clippers: <http://www.thecouponclippers.com>
- Coupon Carryout: <http://www.couponcarryout.com>
- Coupon Clipping Service: <http://www.couponclippingservice.net>
- ClippityQ: <http://www.clippityq.com>
- Manufacturers Coupons: <http://www.manufacturerscoupons.net>

Finally, as we have already stated, the original and other way to get your coupons is through the local Sunday circular.

When you are clipping coupons, be sure to be realistic about what you are clipping. If you never use eye drops then there is no reason to clip a coupon for \$2 off of two bottles of Visine eye drops. Many coupon clippers believe in brand loyalty so they will not purchase other brands than the one that they prefer. If this is true for you as well, then it makes no sense to clip a coupon for All laundry soap when you prefer to use Tide. Clipping coupons for items that you do not need, will not need or do not use is only a waste of your time and money. Stick to the items that you know are important for you and your family. Keep coupons organized in a file-a-fax or binder with card holder sheets (for the compartments). Many extreme coupon clippers take their binder with them to the grocery store, just in case.

Now that you know where to find coupons and the different types of coupons it is time to get into the nitty-gritty of extreme couponing. In the next chapters we will show you exactly what you need to do to cut your grocery bill by up to 90% and start becoming an extreme couponing master.

Tips for Getting Started

1. **Establish Your Coupon Sources.** Spending hours perusing through various websites does not save your time or money. Instead, subscribe to the websites that are most beneficial to you. Each week you will receive coupons from that website in your email that can be printed. Coupons.com, RedPlum.com and SmartSource.com are the fastest growing and most preferred



options for internet coupons. If you sign up for manufacturers coupons directly on the website, they will send you email coupons twice per month (on average). This is a great option for families with food allergies. Companies such as Rice Dream and Udi's Gluten Free Bread are known for offering \$2.00 off coupons for their products. Additionally, never skip the Sunday circular, this will always be the best place to find a variety of coupons in one location.

2. **Subscribe to the Sunday Paper.** Chances are you are prone to picking up your Sunday paper at the grocery store or at a newsstand near your house. While this is fine, we are in the business of saving money and making extreme couponing convenient and effective. Your local newspaper offers a Sunday only subscription service that offers the paper at a lower rate than buying it at the newsstand or grocery store. Set up a subscription to have it delivered each week. If you live in an area where there are multiple Sunday papers then you will want to subscribe to all of them in order to get more coupons delivered right to your door. Additionally, you can talk with the printing service to work out a deal to get duplicate inserts put in your newspaper each week.

3. **Invest in a Laser Printer.** The best time to purchase a laser printer is at the end of summer when school is starting back up. This is when office supplies, computers and anything else is at its lowest price. Ink is generally pretty expensive and if you are planning to become a serious extreme coupon clipper you will quickly burn through expensive ink for your printer. A low cost laser printer is the best way to print off hundred of coupons without burning through ink. Consider purchasing a refurbished model to save a little extra money.

4. **Be Organized.** Coupon clipping is all about the organization. From methodically planning your list to organizing your coupons to finding the best in-store deals to help you save the most money. If you are not organized you will fail miserably at extreme couponing. Consider using a plastic tote with hanging folders in it to store excess coupons or ones that do not expire for a month or two. Have a second, small file-a-fax on hand that you keep all current coupons in. Organize coupons based on product type (bath and body, quick meals, ingredients, ect) or by manufacturer, whichever works best for you.

5. **Plan to Stockpile.** Be sure you have a location in your home where you can stockpile certain items that you purchase more of. This may seem like a waste of space but the money you are saving is well worth it. Let us give you an example:

Sally clips coupons. Betty does not. Sally knows that her local super market offers a deal on her kids favorite cereal every six weeks. Normally the cereal is priced at \$3.69 per box; when it is on sale it only costs \$1.88 per box. In this Sunday's circular there was a coupon for \$0.55 off that particular cereal. Sally clipped or printed six copies of this coupon. Now, while the cereal is on sale Sally will purchase



six boxes to feed her child breakfast for six weeks. Many grocery stores offer double coupons now, this means that Sally will get \$1.10 off of each box of cereal. The total Sally spent for those six boxes of cereal ends up being only \$4.68. Meanwhile, Betty purchases the same cereal for her child on sale one week for \$1.88 and then buys one box each week after that at the normal price of \$3.69. In the end, Betty spends \$20.11 for the same product that Sally only spent \$4.68 for. It pays to buy in advance and in bulk when items are on sale. For this reason you will want to have a place in your home where you can store excess items if your kitchen cabinet space is not big enough. Some extreme couponers have managed to stockpile enough items in their home to last for over a year. The peace of mind in knowing that you saved thousands of dollars on groceries while also knowing that you have what you need in stock and do not have to worry about running out are two of the reasons so many people enjoy reaping the benefits of extreme couponing.

6. **Know the Lingo.** If you plan to chat with other coupon clippers and find the best deals then you need to know the lingo or you will be left in the dust. Extreme couponing is like a natural high for many people. You can save so much money on the things you are going to buy and use for you and your family. Here are some terms you should know.

- **WYB** – When You Buy
- **FAR** – Free After Rebate
- **OOP** – Out of Pocket
- **MIR** – Mail-in Rebate
- **GM** – General Mills Circular
- **P&G** – Proctor and Gamble Circular
- **SS** – Smart Source Circular
- **BOGO** – Buy One Get One (Free, typically)

- **IP** – Internet Printable Coupon
- **CAT** – Catalina Coupon (those that print at the checkout)
- **Moneymaker** – Receiving an item for free because it is on sale and you have a coupon.

This is the end of this eBook excerpt from eBooksCreated.com.