

“**Advanced Savings Strategies:**
With The Coupon Mom System”



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Cut Your Grocery Bill in Half—Part 2 Advanced Savings Strategies

Although I have been a grocery coupon user for 14 years, I did not learn advanced saving strategies until I began doing in-depth research six years ago when I started the Coupon Mom website (www.couponmom.com). I could have saved thousands of dollars in the early years of my coupon use if I had known about them sooner! Rather than have you waste any time or money, this book will teach you how to use advanced grocery saving strategies that really work—right now!

Today, I have more than doubled my grocery savings by routinely using these little-known coupon policies and promotional programs available at my stores. Once you learn all the savings tricks at your stores and use them each week, you'll be amazed at how much money you can save. As a typical grocery coupon user, I used to save about \$10 to \$15 per week with coupons. By using advanced saving strategies, I now save \$50 or more with coupons, in addition to \$50 per week saved with sale prices. Many shoppers who use the Coupon Mom System tell me they save more than that. Saving \$100 per week will certainly add up over the course of several years! Let's get started.

Review of Basic Grocery Savings Strategies:

- 1. Always study the store's weekly advertising circular before shopping.** A smart shopper's first step is to make a shopping list using the store's weekly ad as a guide. Plan the week's meals using featured sale items and stock up on your common items when they are at their rock-bottom sale prices. It is also important to review the weekly ad before you shop because that is where you will find out about special store promotions, short-term sales, automatic rebate offers, special store coupons, coupon bonus periods, and more. If you do not have the store ad on hand when you need to make your shopping list, you can find the weekly circulars on most grocery stores' websites.
- 2. Use your coupons when the coupon item is on sale.** You will pay the least for your favorite items if you wait to use your coupon when the item hits its lowest price. The Coupon Mom website (www.couponmom.com) makes it easy for you to time your savings by providing "Best Grocery Deals" lists for 41 grocery retailers across the country. Registered members have free access to lists that match sale prices at stores with coupons available from that state's newspaper. Simply select and print your shopping list, get the coupons noted on the list, and save! The Coupon Mom site will save you hours of time by doing coupon and grocery deals research for you.

- 3. Use the Coupon Mom System to save time and money.** My first electronic book, “Cut Your Grocery Bill in Half with the Coupon Mom System” explains exactly how to use the free tools available on www.couponmom.com to cut your grocery bill. If you haven’t read my first Ebook yet, be sure to print a free copy from the Coupon Mom Welcome page link to understand basic savings strategies and how to use the free Coupon Mom website to your advantage every week.

Shop like a pro: Once you understand the basics of planning your shopping list, finding sales, timing grocery coupons and using the Coupon Mom System, you are ready to learn more advanced saving strategies. If you have ever seen a television news story that featured an expert grocery shopper paying next to nothing for a full cart of groceries, you can be sure they were using these advanced strategies. Even without the cameras rolling, you’ll be able to shop like the pros every week once you finish reading this book!

Advanced Saving Strategies:

- 1. Understand the double coupon policies for all of the grocery stores in your area.** Many stores will double or triple the face value of grocery coupons to attract shoppers. If you don’t know your stores’ coupon policies, ask your store’s management if they double or triple coupons, to what amount, and if they have special coupon promotions. If you are willing to shop at comparable stores, you should call all the grocery stores in your area to find out which stores double coupons and to what amount. These policies vary by store chain within the same city. Therefore, it makes sense to call more than one store in your area to find out if they offer coupon bonuses. Stores may also change their policies for competitive reasons, so you should verify coupon policies a few times a year.

Coupon policies can vary within the same chain: Some grocery store chains have different coupon policies within the same city. For example, half of a chain’s stores in one city may double coupons up to 50 cents, and half may simply deduct coupons at face value. Corporate store management determines individual stores’ coupon policies based on what their competing stores’ policies are, by specific location. Therefore, in one neighborhood the two major grocery stores do not double coupons, while the same stores less than five miles away will both double coupons. I have observed that most shoppers are aware of what their own store’s coupon policy is, and they simply assume that all stores within the same city have the same policy. If you find a double coupon store in another neighborhood, it may be worth driving a few extra miles for increased savings.

Not all double coupon policies are the same: Some stores will double

all coupons in a shopping order, and other stores will limit the number of coupons they will double in the same order. If you find a competing store that doubles every coupon, while your store only doubles 4 coupons per order, you may increase your coupon savings by changing stores.

Double coupon value limits will also impact your overall savings. When stores double coupons, they will double them up to a certain amount. If a coupon is over their limit, they will not double it, they will deduct it at face value. For example, in one New York suburb many of the stores double coupons up to 99 cents, meaning a 75-cent coupon would be worth \$1.50 off. However, a \$1.00 coupon would only be worth \$1.00 at that store, since their double value limit is 99 cents. Another store chain in the same suburb doubles coupons up to \$1.00. Although the difference in the limit is only one cent, because many coupons in that suburb's newspaper have a face value of \$1.00, the shopper who uses their \$1.00 coupons at the more generous store will save twice as much with their \$1.00 coupons. If the store's sale prices are comparable, it may be worth favoring the \$1.00 double coupon store.

Ask about other types of coupon policies: Some parts of the country do not have any stores that double coupons. However, some stores will appeal to coupon shoppers by accepting expired coupons rather than doubling coupons.

You can also learn more coupon policy information at www.couponmom.com. Each of the grocery deals lists on www.couponmom.com list has a link to a comprehensive explanation of the coupon policies of the 41 retailers listed. The Coupon Mom Grocery Deals lists will always use the double coupon policy for a particular chain, assuming that site users would want to shop at a double coupon location.

- 2. Sign up for the personalized Coupon and Deal Alert on the Coupon Mom website.** This new feature is only available at www.couponmom.com. Registered members can enter the types of items they buy in their preferences list (such as yogurt, cereal, chicken) and if a coupon for any of those items comes out in their city's Sunday newspaper, members will get an email alert listing the specific coupons (such as Yoplait yogurt, Kellogg's cereal). The email alerts are sent out on Sunday to give shoppers time to make sure the grocery coupon circulars do not get thrown out, or to go buy the paper if they did not have it delivered. Shoppers can also select their grocery store, and if those items are featured bargains on their stores Best Grocery Deals list, the alert will include those deals as well.
- 3. Print free grocery coupons.** Many stores now accept coupons printed from legitimate grocery coupon websites. You will find dozens of free

grocery coupons in the Printable Grocery Coupon section of www.couponmom.com . Coupon offers change frequently, so make it a weekly habit to check for new coupon offers. Some stores have had issues with shoppers trying to use counterfeit coupons printed from a home computer. If that is the case at your store, keep the page with the printed coupon intact when you go to the store. Do not cut out the coupon so that you will be able to prove to the store manager that you printed the coupon from a legitimate website, as the page will show the site's website address. If your store will not accept printed coupons at all, you may find one that will by calling other stores in your area. I would also encourage you to send an email complaining about the policy to the contact section of your store's website.

- 4. Join the Coupon Mom Forum:** Our new Coupon Mom forum allows registered members to post questions, answers, special deals information, and comments for other shoppers. Although it is a relatively new feature of the Coupon Mom website, thousands of shoppers share information daily that is making it easier for everyone, both beginners and experts, to maximize their savings. Membership is free and you can join with the "Register" link at the top of the forum. You do not have to be a member to read the helpful information. Topics covered include grocery store deals, drugstore deals, discount store deals (like Wal-Mart, Target and K Mart), free sample links, printable coupon links, online shopping deals, success stories, and a special section for beginners to ask questions that experts will answer. Look for the Coupon Mom forum link on the left side of the Coupon Mom site homepage.
- 5. Take advantage of price matching policies.** Some stores will match the advertised sale prices of other stores if the shopper can verify what the lower price is. If you find a local store that matches prices, you do not need to go to several stores to buy the lowest-priced items at each store. Simply review several stores' ads to find sale prices for your items, take them all to your store that matches prices and pay the lowest price for all of your items in one place. You can save even more by using coupons with the price match. Stores that match prices generally do not advertise this policy, so be sure to ask your store manager about this policy. As a starting point, Wal-mart stores generally match prices.
- 6. Look for store coupons.** There are two kinds of grocery coupons: Manufacturers' coupons and Store coupons. You can find the coupon type printed at the top of the coupon. For example, coupons from the Sunday newspaper grocery coupon circulars say "Manufacturer Coupon" across the top. Store coupons found in advertising circulars generally say the store name across the top, such as "Walgreens Coupon." You can also find store coupons in the weekly advertising circulars, on their websites (such as Target.com), in single page ads within the newspaper,

and in special store coupon flyers found in display racks in the store. Some stores will send out coupons with their email newsletters or mail them to your home if you sign up for their mailing list or are a loyalty cardholder. Keep in mind that stores do not double store coupons.

7. **Sign up for the new electronic coupon programs:** Easy coupon websites like Shortcuts.com, Upromise.com and Kroger.com allow you to download coupon offers electronically to your store loyalty card with just a few clicks of the mouse. When you buy the item, the coupon value will automatically be deducted from your receipt with Shortcuts.com and Kroger.com coupons. When you use Upromise eCoupons, the coupon value will be added to your Upromise savings account. No coupons to clip, organize or forget at home!

8. **Combine store coupons with manufacturers' coupons.** You cannot use two of the same type of coupon on one item, but you can use a manufacturer's coupon and a store coupon together on the same item. For example, if you shop at a drugstore and get a Colgate toothpaste coupon from the drugstore's circular, you can also use the newspaper's Colgate toothpaste coupon with the drugstore coupon. Note that drugstores generally do not double coupons, so the store would deduct the 50-cent manufacturer's coupon for Colgate at face value.

Example of using both a Store and a Manufacturer's Coupon on one item:	
Price of Colgate toothpaste at drugstore:	\$2.00
Grocery coupon circular manufacturer's coupon:	\$0.50
Drugstore's store coupon:	\$1.00
Final Price paid by using both coupons:	\$0.50 for one tube

9. **Take advantage of competitor coupon policies.** Some stores will even accept their competitors' store coupons. They may not advertise this policy, so be sure to ask your store and other stores in your area if they accept competitors' store coupons. If so, this can be a very exciting savings strategy. My store began accepting competitors' store coupons so I look for coupons for other stores in many places and then take them all to my one store. I combine manufacturer's coupons with the competitors' store coupons to really save. If your grocery store accepts competitor's coupons and doubles manufacturers' coupons, you have hit the jackpot! Take a look at the same Colgate toothpaste example when

we use the drugstore coupon at the grocery store that accepts competitors' coupons and doubles coupons.

Example of using both a Store and a Manufacturer's Coupon on one item at a Double Coupon Grocery Store:	
Price of Colgate toothpaste at grocery store:	\$2.00
Grocery coupon circular manufacturer's coupon:	\$1.00 (50-cent coupon doubled)
Drugstore's store coupon:	\$1.00
Final Price paid by using both coupons:	FREE

10. Join many stores' loyalty programs. Some shoppers do not like the idea of providing personal information (such as name, address, and email address) to their grocery store in order to get the store's discount or loyalty card. These shoppers go ahead and get the card, but choose not to fill out the information form. Although they will still get store discounts when they use the unregistered card, they will miss out on very generous coupon mailings because the store does not have their address. I join all of my stores' loyalty programs because they send me valuable coupon mailers for items I have bought in the past. Yes, the store is able to track my purchase history with the card, but I consider that to be a savings advantage since I receive more coupons for items I actually use. I also sign up for other stores' loyalty cards because I may receive their store coupons in the mail, and I can use those at my store that accepts competitors' coupons.

Visit your store's website to read details about all of the benefits available to loyalty cardholders. Some stores even have specially-negotiated discounts at local attractions, museums, stores and restaurants for loyalty cardholders.

11. Get free money. Join free, automatic rewards programs that give you cash rebates or other rewards on the grocery dollars you already spend. Some stores have special programs such as "Pet Club," "Wine Club," or "Baby Club." Find out if your stores offer similar programs from their website or check with the customer service department at your store. Once you join a store rewards program, most stores track your qualifying purchases through your loyalty card so you do not have to fill out forms or mail in receipts. Once you achieve the minimum purchase requirements, you may qualify for free products or get a discount off your grocery bill. Club members may also receive valuable coupons in the mail for relevant products. For example, members of my store's Baby Club get coupons for

free film development, a free rotisserie chicken, and great coupons for diapers and formula.

There are also national rewards programs that give all shoppers who join a percentage of their grocery spending back in cash, airline miles, or money for a charitable organization or school. You can earn cash in a college savings fund on hundreds of grocery brands from Upromise (Upromise.com) when you register your grocery store's loyalty card or your credit card with your Upromise account. You can also earn free airline miles at Safeway-owned stores from the Grocery Miles program (grocerymiles.com), or money for a charity or school from the Escrip (escrip.com) or Box Tops for Education program (boxtops4education.com). Visit their websites for more details.

12. Collect multiple sets of grocery coupons from the Sunday newspaper. Of the 375 billion grocery coupons distributed each year, 88% of them come from the grocery coupon circulars in the Sunday newspaper. You should subscribe to a discounted subscription to your city's newspaper to make sure you get at least one copy of each week's Sunday newspaper. You can find links to discounted newspaper rates at www.couponmom.com.

Because one of the basic savings strategies is to stock up on your common items when they are at their lowest price, you will really save if you have multiple coupons for your items. If you would like to buy three weeks' worth of your brand of cereal when it is at its lowest price and you use two boxes per week, you would save the most by buying six boxes. Ideally, you would want to have six coupons for your cereal. Having multiple coupons for all of your favorite items will put a major dent in your grocery spending:

- a. **Buy more than one copy of the newspaper.** When you use the Grocery Coupon Database on the Coupon Mom website, you can see a listing of all the coupons that are coming out in your Sunday newspaper as early as Saturday afternoon. Scan the list quickly to see if coupons are coming out for the items you use. For example, if your paper costs \$2.00, and you see there are \$10 worth of coupons coming out for your items (perhaps worth \$20 when doubled), you would be wise to buy extra copies of your newspaper. Some stores sell the Sunday paper at half price later in the day on Sunday. Check with your store manager to find out if they sell discounted single copies of your newspaper.
- b. **Become a charity shopper.** I began the Coupon Mom website seven years ago to make it easy for shoppers to buy grocery items at a very low cost with coupons to donate to charity. Because I

knew many people who did not use their grocery coupon circulars, I set up a collection box for unused coupons at my church and my sons' school. I posted a sign explaining that the coupons would be used to buy food for charity. People were very happy to donate their circulars and I was able to buy multiple quantities of bargains when they were 80% off or more for our charity. I also saved far more on my own groceries by using extra coupons for my family's items that would have been thrown away otherwise. My personal savings also helped me buy more bargains for charity. You can learn more about this concept in the "Cut Out Hunger" section of the Coupon Mom website.

- c. **Trade coupons with friends or co-workers.** I know many coupon users who trade coupons with other coupon users. It makes sense—particularly if you don't have a baby and you know a young mother who would appreciate your diaper coupons. She may have coupons for your favorite ice cream that she throws away. You get the idea! You may also suggest to your grocery store manager that the store set up a coupon-trading box for shoppers to donate unused coupons in exchange for selecting coupons they would use. Many stores provide a coupon-trading box as a free service for shoppers. I have also heard from shoppers who organize informal coupon trading at their workplace and club meetings.

13. Know how to read and interpret coupons to your advantage.

Coupons are generally interpreted by the wording on the coupon, not by the picture shown. For example, a coupon may say, "\$1.00 off of Brand X toothpaste, any variety" showing a picture of the most expensive variety. Inexperienced coupon users tend to use the picture as a guide, which manufacturers know. Shopping pros know that if it says "any variety," you should use the coupon on the least expensive variety to pay the lowest price for Brand X toothpaste. This concept also applies if there are trial sizes available for the product. Some coupons will specifically say "excluding trial sizes" but if there are no exclusions, you can use the coupon on any size. Look for the least expensive variety of each brand to pay the lowest unit cost or, in some cases, to get the item absolutely free! Read price tags carefully—the smallest size is not necessarily the lowest-priced variety. Sometimes the larger size will be on sale, so the smaller size at regular price may actually be more expensive than the larger size.

14. Use automatic rebate programs offered as weekly store promotions.

Stores with loyalty cards are able to offer automatic rebate programs easily. These programs give you cash off your order or free product when you make a qualifying purchase. Because the qualifying products are usually on sale, and may have coupons available, you can combine all of the offers to save dramatically. Be sure to review the store ad, the store's

website, or shelf tags for details of automatic rebate programs.

For example, I took advantage of an automatic rebate at my store last week. The promotion gave shoppers \$7 off their order automatically if they purchased at least 8 participating Kraft or Nabisco products. There were several items I needed that were on sale and had coupons. If I hadn't been paying attention, I would have bought some of the products but may not have purchased 8 in one order. If I had casually purchased some of the products without being aware of how the promotion worked, I would have missed out on easy savings.

Example of Kraft/Nabisco Automatic Rebate promotion:

Qualifying items purchased (8):

- 4 boxes Post cereal
- 4 packages Kraft shredded cheese

Full price of all products would have been:	\$25.52
Sale price of all products:	\$14.20
Price after \$3.60 worth of coupons used:	\$10.60
Final price paid after sale, coupons, rebate:	\$ 3.60
	(86% savings off regular prices)

15. **Visit the websites of your grocery stores** and sign up for their email newsletter or weekly circular online delivery. Many stores will send special offers, printable coupons, and advance notice of sales to email subscribers.
16. **Use the easy monthly rebate programs offered by national drugstore chains** like Walgreens and CVS. When you use the CVS loyalty card, you can qualify for automatic "Extra Bucks" rebates that are printed on your next visit's receipt when you buy qualifying items. By combining these "Extra Bucks" rebate offers with sales and coupons, it is possible to get many good items absolutely free.

Walgreens has a monthly "Easy Saver" catalog that allows you to get cash rebates for several items by using one monthly form. The Walgreens catalog also includes store coupons that you can combine with manufacturers' coupons to save even more. Each month Walgreens lists items that are "free after rebate" and if you elect to get your rebate issued in the form of a Walgreens gift card, you can earn a 10% cash bonus. In other words, you can actually earn money getting free products! Take

advantage of these free rebate items every month to get hundreds of dollars of free merchandise over the course of the year. If you do not personally use the items, you can always donate them to charity to help others in need.

The Coupon Mom website (www.couponmom.com) makes it easy for you to get free items at drugstores by providing lists of best deals at several drugstores, including Walgreens, CVS, Rite Aid, Wal-Mart and Target to registered members, at no charge. The lists are updated on Sunday mornings when prices change. It will let you know when you can combine store coupons with manufacturers' coupons and rebates to maximize your savings. Save time and money by letting us figure out the best deals for you!

17. Take advantage of high value **grocery rebates or free offers**. Although most shoppers do not take advantage of mail-in rebate offers because they are time consuming and require paperwork, higher value offers can be worth the few minutes it takes to fill out and mail in a form. You can find attractive offers, such as \$10 rebates for a qualifying purchase of multiple items. Look in the Sunday grocery coupon circular, manufacturers' websites under the "promotion" sections, and check the customer service desk at your grocery store to see if they have a box or drawer of rebate forms. Many companies send grocery stores rebate forms and displays, but stores may not have the space to set up the display. Instead, they just keep the forms at their customer service desk to provide to customers by request. Check with your store—you may find a goldmine!

18. **Catch pricing errors at the register**. Because stores typically have over 5,000 price changes per week, it is not uncommon for the price at the register to ring up higher than the price shown on the shelf. Although it is possible that the price at the register would ring up lower than the shelf price, industry studies have shown that overcharging occurs three times as often as undercharging. Many stores have a price guarantee policy that gives the shopper the item FREE if the shopper notices and points out a price discrepancy. At the very least, if you pay attention to prices as your order is rung up, you will be able to have the price corrected if you notice an overcharge. In some cases, the price may be correct but you may have picked up the wrong variety of the item, so by paying attention to prices at the register you will be able to get the correct sale item before leaving the store. It is important to be aware of the prices of your items and watch the prices at the register. If you notice a discrepancy after you have left the store, simply save the receipt and take it to the customer service desk the next time you go to that store. I have personally saved hundreds of dollars over the years by paying attention to prices and being aware of my stores' price guarantee policies.

19. Use multiple sources of coupons. Although 88% of grocery coupons come from the Sunday newspaper, you can save more money if you know where to find the remaining 12% of coupons available. Other sources of coupons include:

- a. Printable coupons from legitimate coupon sites like listed in the printable coupon section of www.couponmom.com.
- b. Store flyers with store coupons and manufacturers coupons
- c. Red SmartSource coupon boxes attached to shelves. It is very easy to save with coupons when your items are on sale and coupons are available on the shelf! If there are shelf coupons available for your items, but the item is not on sale, you would be wise to take a few coupons to save in your coupon organizer so that you can use them in future weeks when the item goes on sale (and the coupon box is no longer on the shelf).
- d. Catalina register coupons generated by a coupon machine at selected stores. Coupons generated are prompted by your purchases, so you may receive attractive coupons for competing brands or similar items. In some cases, a competing brand will provide a coupon for a free item, so be sure to check the coupons carefully.
- e. Coupons on product packages.
- f. Coupons on store displays. I take one to use for my current purchase and a few extra for my coupon organizer in case the item goes on sale in the future.
- g. Brochures in display racks in front of store
- h. Brochures at store pharmacy
- i. Brochures at doctors' offices
- j. Free magazine subscriptions available in store display rack and also at food manufacturers' websites. Some store magazines have a subscription card inside. If you subscribe, the issue sent to your home may have more coupons than the issue found in the store.
- k. Subscribe to email newsletters on food manufacturers' websites, and you will most likely be sent free printable coupons.
- l. Send email requests or call the 800 numbers for your favorite products asking for coupons. Be sure to let them know how much you like their products, and provide your mailing address. Many companies provide free "customer relations" coupons based on requests.
- m. Buy the Entertainment coupon book if it has coupons for your grocery store (or coupons for competing stores if your store

accepts competitors' coupons). Preview the book online or look for it in local drugstores and bookstores.

Save Time and Money with the Coupon Mom's Grocery Coupon Database!

The Grocery Coupon Database is an interactive database listing of all of the grocery coupons that have come out in the newspaper. The Coupon Mom website is the only place you can find this feature, and it is available at no charge to registered users. The coupons listed come from the grocery coupon circulars labeled "SmartSource" and "Red Plum" and they come in most cities' Sunday newspapers. In order to save the most money on your grocery bill, it is important to buy the newspaper every Sunday and save the entire circular. It is not necessary to cut out and organize the coupons each week (as you will learn later in this book), but having the coupons available is critical to maximizing your savings. There are as many as 100-200 grocery coupons in those circulars each week, and if you only buy the newspaper during weeks that you want to use coupons, you will miss out on significant savings.

With the Coupon Mom System, you can save dramatically on your groceries even if you only use the system once a month. As long as you have saved the grocery coupon circulars each week, you will have a full library of coupons to access when you are ready to take advantage of the grocery deals information at www.Couponmom.com. Simply save the entire circular and write that Sunday's date on the front, to be able to find coupons easily without having to cut them all out. The Coupon Mom site references the coupons you need by the date the coupon came out.

The most popular feature of the Coupon Mom website is the Grocery Deals by State section that lists specific deals for 41 retailers. It is not possible to list grocery deals for every single store in the country at this point. Therefore, we provide the Grocery Coupon Database to our site's registered members to enable anyone to be able to create a list of "Best Grocery Deals" at any store. Simply use any store's weekly advertising circular or online circular to match sale items with coupons available in your state's grocery coupon database. If your state is not listed yet, you can use a nearby state's coupon database instead, as it will be very similar to your state's coupons. Access to the Grocery Coupon Database is free to registered members, and is updated with the new Sunday coupons by Saturday afternoon, the day before they appear in the newspaper.

How to Use the Grocery Coupon Database to Maximize Your Coupon Savings:

The Grocery Coupon Database lists coupons in order of the coupon issue date, to make it easy to view the grocery coupons that have come out in your city's Sunday paper that week. The newest coupons will appear at the top of the list.

Because the new coupons will appear the Saturday evening before they come out, you can determine if it makes sense to get extra copies of the newspaper that week. Having multiple copies of your items' grocery coupons will increase your savings.

In order to use the Grocery Coupon Database as an interactive tool to create a "Best Grocery Deals" list for an unlisted store, simply **sort the list alphabetically** to create your own list of "Best Grocery Deals" using any grocery or drugstore's advertising circular. When you see an item you need on sale, you can quickly see if a grocery coupon is available for the item. If you check boxes and display your list at once (using the "Display Selected Coupons" tab at the bottom of the list), all of the coupons selected will appear on your list. Once you have your printed list of coupons needed for your store, you can sit down with your collection of saved circulars and cut out only the coupons you need.

You can also **sort the list by expiration date**, to make sure you take advantage of grocery coupons you need that will be expiring soon. Never miss a deal!

You can **use the Search Box** to find grocery coupons for items you need that are not listed in your store's ad quickly. You can search by generic product types to take advantage of the best coupon offers, regardless of brand name. For example, search the word "cereal" and you will see a list of every brand of cereal coupon issued in the paper that hasn't expired yet. If you have a specific brand preference, you can also search by brand name to see if coupons are available.

Benefits of the Coupon Mom System:

- Relying on the Coupon Mom System eliminates hours of time cutting out and organizing coupons you will probably never use.
- Using the Coupon Mom system saves time because you will always know where your coupons are. No more searching your house or car for a coupon you know you cut out!
- Most coupon users cut out selected grocery coupons from the circulars each week and throw the rest of the circular away. Saving the entire circular guarantees you will not miss out on a great deal that you could not have predicted. If an item you have never bought before ends up being free with a coupon several weeks after the coupon circular came out, you may decide to give that brand a try. You'll be able to reference the Grocery Coupon Database to see what date the coupon came out and find it quickly in your circular library.
- If you are perfectly happy with your current coupon system, the Grocery Coupon Database can supplement your efforts by helping you find out if

coupons are available before you take the time to search manually through your coupon collection.

Bottom line, the free Coupon Mom system will help you save more money with coupons and save hours of time by eliminating the tedious hours of cutting out, organizing, and sorting out expired coupons. It may even make organizing and using grocery coupons as much fun as saving thousands of dollars a year with them!

Cut Your Grocery Bill in Half, Part 2
Advanced Grocery Saving Strategies
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