

START COUPONING

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Why You Should Start Couponing



Check out this picture of the garage from last week.

We started couponing the same way many people do – with too much month and not enough money.

Back then there wasn't much financial opportunity. Hell, mobile phones weren't even a thing.

Times were tough and we were looking for anything that could help. That's when we stepped into the world of couponing.

At first it was to save money. Then it became a way to stockpile for the future.

Now it's our way of helping people get more for their dollar.

We don't know your situation, but we do know this:

You work hard for your money. Let us help you keep it.

By reading this ebook *Start Couponing*, you will learn how to keep what you earn and get more for less.

Are you ready to begin? Fantastic, let's get started...

The Purpose of Couponing

Don't be so eager to get started that you forget the whole purpose of couponing.

Always remember these words of wisdom -

“The Goal is to Buy at the Lowest Price”

That's the mindset difference between a pro-couponer and a casual coupon user.

When you get more into couponing you'll start chasing the “perfect deals” and “stockpiling”.

As for now, we're gonna focus on how to buy at the lowest price.

Types of Coupons

Here on *Start Couponing* there are two types of basic coupons you need to know – **manufacturer coupons** and **store coupons**.

Manufacturer (MFR) coupons are produced by the manufacturers of a given product. Normally they allow only one MFR coupon to be used for one purchased item.

Typically, a MFR coupon will say “Manufacturer Coupon” across the top.

Store coupons are exclusive to the store that distributes them. Check the terms on your store coupon to find any limits or conditions for your purchase.

For example, your coupon might have a 5x limit so you can apply it to five items. Or your coupon's discount might depend if you buy an entirely different product alongside it.

Make sure you always read and understand the terms of your coupons.

How to Stack Coupons

Using two or more coupons on a single product is known as **stacking**. However, there are limitations to stacking.

Unless coupon terms say otherwise, here is the general rule:

You can't use two (or more) store coupons on a single product.

You can't use two (or more) MFR coupons on a single product.

However, you can use both a store coupon and a MFR coupon on a single product.



For example, let's say a bottle of your Fav Detergent at regular price is \$7.

You have a store coupon for \$2 OFF your purchase of your Fav Detergent.

You also have an MFR coupon for \$1 OFF your purchase of your Fav Detergent.

At the register you can apply *both* the store and the MFR coupons to your purchase.

So instead of paying \$7, you only paid \$4 for your Fav Detergent.

That's an example of a typical stack.

But there's still more...

Sales & Deals

Even when you stack your coupons, you still won't get the lowest price.

To buy at the lowest price you must stack coupons while the store is having a sale.

Everyone has bought at retail price and *anyone* can buy something on sale.

But a smart couponer digs deep and applies coupons to an already low price.



For example, let's say your Fav Snack is \$1.99 regular price.

A store deal for your Fav Snack is Buy 5, Get \$5 OFF

You have store coupons for Buy 1, Get \$1 OFF (5x limit).

You apply your coupons and thanks to the sale you walk out paying \$0 for 5 of your Fav Snack!

If you have a MFR coupon you can apply that on top of your purchase so the store actually *owes you* money (or credit).

There's still more...

Get Your Money Back

After you take advantage of stacking coupons at a store sale take a look at your receipt.

Make sure you got your deal to go through correctly.

Then you want to pull out your smartphone and use your “rebate” apps.

Use these rebate apps to scan your receipts and get *even more* money back.

The following are two popular rebate apps couponers use:

Checkout51. Use the app to browse and select deals. Purchase the items and scan your receipt to get money back. You can even cash out when you get \$20 in cash-back.

ibotta. Everyone who wants to start couponing or save money must download the Ibotta app. Use the Ibotta app to scan your receipt and get rebates (money back) on your purchases.

[\(Click here to download apps\)](#)

Bringing it All Together

- 1) Start by looking for sales going on at your local stores. Find the products you want that are on sale.
- 2) Look for store coupons and manufacturer coupons to apply to that product.
 - You can find coupons in newspapers, magazines, or in-store. For the best coupons you want coupon insert booklets like RetailMeNot.
 - You can also find digital coupons online. But keep in mind, physical and digital coupons tend to differ.
- 3) Apply your coupons to your purchase to get your products dirt cheap.
- 4) Then use the rebate apps on your smartphone to scan your receipt and get money back.
- 5) Finally, try not to smile about how much money you saved and kept in your pocket.

If you're looking to buy physical coupon booklets you can contact me [here](#) (shipping available). We offer SmartSource, P&G, RetailMeNot, etc.

Last Checkout

These are only the basics that you need to know to start couponing successfully. But honestly there isn't much to teach you about couponing beyond this.

We've made everything as simple and easy to understand as possible. Anything else you can learn will only be picked up by "doing".

Luckily you have all the tools you need to go out there and claim your deals already.

Pretty soon you'll be stockpiling all your goods and have a garage full of stuff like us.

Just don't let friends and family think they can always take some willy-nilly :)

We just wanted to say, thanks for reading. If you found this ebook to be helpful, please pay it forward. Send it to your friends and family so they can also save money and keep what they earn.

Additional Resource

cheapassrichboi.com/start-here/

Here at cheapassrichboi we give you the best deals available both online and offline.

Best Online Deals. These deals are usually updated daily and go quick. Be sure to check back often. Subscribe to our email newsletter so you don't miss any deals.

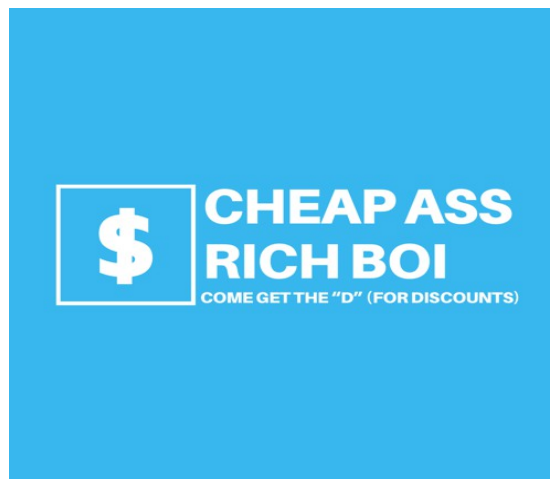
Best Store Deals. Every week we provide the best couponing deals at major grocery stores such as Ralphs, Stater Bros, Food4Less, etc. Unlike most couponers, we try to keep everything simple and easy to understand.

Best Video Deals. These are videos of the most current couponing deals available at retail stores like Walgreens, RiteAid, and Dollar General.

Approved Resources. Make sure you check out our approved resources to maximize all of your deals and discounts.

Looking to purchase physical coupons?
Contact me on Instagram ([cheapassrichboi](#)).

Join our EXCLUSIVE [Couponing FB Group](#) (FREE)



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