



- SAVINGS 101 -

SAVING AT THE GROCERY STORE AND BEYOND



WHAT IS A MATCHUP?



USING MATCHUPS

- MATCHUPS LIST SALE PRICES AND CURRENT COUPONS
- FOUND IN FORUMS AND ON BLOGS
- HELP YOU KNOW WHAT THE BEST DEALS ARE
- BASED ON WEEKLY STORE ADS
- HELP YOU KNOW WHICH COUPONS TO BRING WITH YOU



WHERE TO FIND MATCHUPS

USING MATCHUPS

- PASSION FOR SAVINGS COVERS WALMART, TARGET, CVS, WALGREENS, RITE AID, HARPS, IGA AND KROGER
- LOOK ON THE SIDEBAR FOR LINKS TO EACH STORE
- YOU CAN FIND WEEKLY ADS ONLINE
- USE THE COUPON DATABASE & CREATE YOUR OWN MATCHUPS



UNDERSTANDING MATCHUPS

USING MATCHUPS

Campbell's Cooking Soups, 81
\$0.50/2 Campbell's "Great for Cooking" Soup printable
\$0.30/4 Campbell's "Great for Cooking" Soup, exp. 12-15 (SS 10/03/10)
As low as \$0.75 ea. wyb 2 after coupon!

- ITEM DESCRIPTION & PRICE
- AVAILABLE PRINTABLE COUPONS (HYPERLINK)
- AVAILABLE INSERT COUPONS
- PRICE AFTER HIGHEST VALUE COUPON



UNDERSTANDING INSERT COUPONS

USING MATCHUPS

\$0.30/4 Campbell's "Great for Cooking" Soup, exp. 12-15 (SS 10/03/10)

- **\$0.30/4**
 - FIRST NUMBER IS THE VALUE OF THE COUPON
 - SECOND NUMBER IS THE NUMBER OF ITEMS YOU NEED TO PURCHASE TO USE THIS COUPON.
 - THE VALUE PER ITEM WOULD BE \$0.30/4=\$0.075
 - YOU CANNOT USE ANY OTHER COUPONS ON THESE 4 ITEMS



UNDERSTANDING INSERT COUPONS

USING MATCHUPS

\$0.30/4 Campbell's "Great for Cooking" Soup, exp. 12-15 (SS 10/03/10)

- **CAMPBELL'S GREAT FOR COOKING SOUP**
 - PRODUCT OR ITEM DESCRIPTION
 - LOOK HERE FOR EXCLUSIONS OR SIZE LIMITATIONS
 - LOOK FOR THE WORDS "ANY PRODUCT"
 - LOOK FOR "EXCLUDES TRIAL SIZE"



UNDERSTANDING INSERT COUPONS

USING MATCHUPS

\$0.30/4 Campbell's "Great for Cooking" Soup, exp. 12-15 (SS 10/03/10)

- EXP. 12-15-10
 - THIS IS THE EXPIRATION DATE
 - THIS IS THE LAST DAY THE COUPON CAN BE USED
 - TYPICALLY THE MIDDLE OR END OF THE MONTH
 - SHOP THE LAST DAY OF THE MONTH



UNDERSTANDING INSERT COUPONS

USING MATCHUPS

\$0.30/4 Campbell's "Great for Cooking" Soup, exp. 12-15 (SS 10/03/10)

- (SS 10/03/10)
 - THE FIRST TWO ABBREVIATIONS TELL YOU WHICH COUPON INSERT TO LOOK IN.
 - SMARTSOURCE (SS)
 - RED PLUM (RP)
 - PROCTOR & GAMBLE (P&G)
 - GENERAL MILLS (GM)
 - THE DATE IS THE DAY THE INSERT WAS IN THE NEWSPAPER



STORING INSERT COUPONS



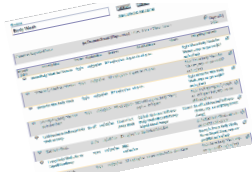
USING MATCHUPS

- I RECOMMEND STORING INSERTS IN A STORAGE BOX
- LABEL FILE FOLDERS AS YOU ADD INSERTS
- STORE INSERTS BY THE DATE THEY WERE IN THE NEWSPAPER
- COUPONS ARE LISTED IN MATCHUPS AND THE COUPON DATABASE BY THE DATE THEY WERE INCLUDED IN THE NEWSPAPER.
- KEEP 3 MONTHS WORTH OF INSERTS
- YOU CAN QUICKLY GO BACK TO ANY COUPON AND CUT IT OUT WHEN YOU COME ACROSS A GREAT DEAL OR SALE

If you're looking for a coupon for a specific product try searching the Coupon Database!



COUPON DATABASE



USING MATCHUPS

- SEARCH FOR COUPONS
- BRAND SPECIFIC
- GENERAL CATEGORY "BREAD" "RAZORS" "BODY WASH"
- DIRECT LINKS TO PRINTABLE COUPONS
- COUPON LISTED EXACTLY LIKE THE MATCHUPS
- SAVE YOUR INSERTS BY DATE TO FIND THEM QUICKLY
- UPDATED AS COUPONS EXPIRE



CREATING YOUR OWN MATCHUPS



USING MATCHUPS

- TAKE YOUR LOCAL STORE AD
- CIRCLE THE PRODUCTS YOU KNOW ARE ALREADY LOW PRICES
- SEARCH THE COUPON DATABASE FOR COUPONS
- WRITE THE HIGHEST VALUE COUPONS ON YOUR STORE AD
- CALCULATE THE FINAL PRICE



FINDING LOCAL MATCHUPS



USING MATCHUPS

- IF YOU NEED HELP FINDING A SITE THAT COVERS YOUR LOCAL STORE DEALS THEN CHECK OUT THE FRUGAL MAP
- BLOGS LISTED BY STATE AND STORE
- MOST SITES COVER NATIONAL CHAIN STORES



- SAVINGS 101 -

**SAVING AT THE GROCERY
STORE AND BEYOND**