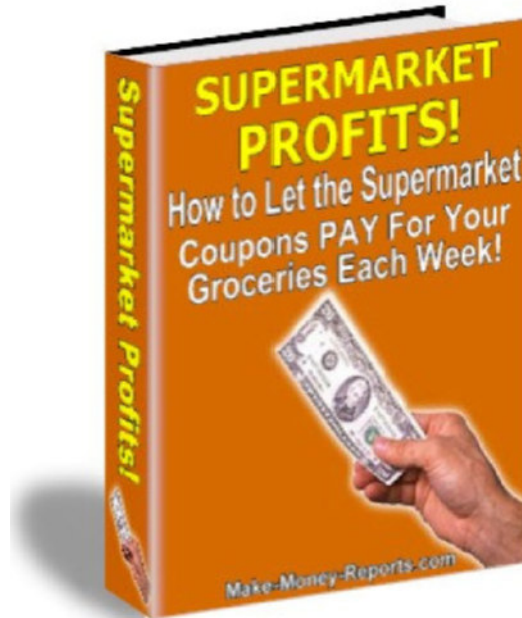


“Supermarket Profits: How to let the Supermarket Coupons PAY for Your Groceries Each Week!”

“Supermarket Profits: How to let the Supermarket Coupons PAY for Your Groceries Each Week!”

!!! This Program Has Nothing To Do With YOU CLIPPING Coupons !!!
Please read on....



By Skip Rosell
[Make Money Alerts](#)

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“Supermarket Profits: How to let the Supermarket Coupons PAY for Your Groceries Each Week!”

We all get those flyers for the supermarket specials in our Sunday paper each week. We look over the ads to see if we can save some money on the weekly food bill, only to find, that there are about ten specials for each store in the area.

To save on all the products on special we will have to go to 5 or 8 different stores. Most of these stores are strange to us and we do not know the layout so it will take us a lot longer to do the shopping. This time is more important than the saving we will realize, so we continue to go to our favorite store and pay more for the same items that are on special at other stores.

When we do go to a different store than the one(s) we are familiar with we wind up spending more because we have to wander each aisle to find the specials. This leads to impulse buying and we wind up saving very little, if anything!

The stores know this. That is why they put out coupons and specials, even if they lose money on the specials. They know you will also buy more expensive and profitable items while you're there!

But, what if you could go to any local supermarket, walk in, go directly to the specials, and then proceed to the checkout?

People that use grocery coupons in only their normal routine grocery store have been known to save up to between 30—40% on a regular basis. If they could use their coupons on only the specials and loss leaders in all stores, they could almost, if not always, get these items for free!

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Now this report is not about coupon clipping or even about you saving on your own groceries, it is about how you can make some money on these flyers AND at the same time, save on your own food bill.

I had a neighbor that ran this business, after I showed her how, and she made over \$200.00 a week and got all her groceries paid for by other shoppers!

Let's begin, shall we? Starting with Step #1 . . .

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STEP 1: LOCATING & GETTING STORE INFORMATION

This is what I had her do. She went to each store in her local area. For each store she listed the number of the aisles, and then under each number she wrote down the major categories in that aisle. This was easy because the stores had a sign over each aisle listing the major items in that aisle.

She also needed a shopping list to list the items and the stores and aisle numbers. You can get one off the Net for free. Here’s one version:

<http://www.mygrocerychecklist.com>

At the same time she made a rough layout of the store—a map of the store, so to speak. She put each store on a separate piece of paper that she would transfer later to her computer. Once she did this for all of her local grocery stores, she was ready to put together the first half of her **Supermarket**

Savings Flyer.

Quick TIP

More supermarkets now offer some sort of “store directory” that includes a simple store map with the layout and the main items found in each aisle. You can usually find it at the entrance to each store, next to the real estate and job flyers. If you don’t see one, just ask at the Courtesy counter. This will make it so much easier and faster to compile each store’s information!

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Going Online to Make Your Research as Easy as 1, 2, 3...

The way to minimize driving around in your car and wasting a lot of time is

... Do your research Online First! SECRET #1: Here’s the first “secret” weapon to use for your online research. Google has a special link where you can do a search on any type of business for YOUR local area. Obviously, with the larger metropolitan areas there will be lots more resources and data to compile as compared to a rural town.

When you go to this special Google link, you will put in “grocery store” and your “city name, state” to get immediate results. This will give a listing of all grocery stores in your area. You’ll be able to gather store names, address, phone numbers, etc.

<http://www.google.com/lochp>

On the next page a screenshot of a search on Google “local” with the input

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Google Local BETA

grocery store Walnut, CA

Search

What Where Remember this location

Local

Search within: 1 mile - 5 miles - 15

[Safeway.com](#)
Find Safeway In Your Area & Get Free Delivery on 1st Online Order.
[shop.safeway.com](#)

[Grocery Store](#)
Free delivery from Vons. Shop online and save time.
[www.Vons.com](#)
Los Angeles, CA

[Online shopping](#)
40-80% off top name brands. Huge selections. Hurry, \$1 shipping now!
[Overstock.com](#)

Show only: [Grocery Stores](#) - [Market Places](#)

A. [Vons Co](#)
(909) 595-6465
350 N Lemon Ave
Walnut, CA
0.1 mi SW - [Directions](#)
References: [superpages.com](#) - [9 more »](#)

B. [J & S Liquor](#)
(909) 594-4394
20033 Valley Blvd
Walnut, CA
0.9 mi E - [Directions](#)
References: [citysearch.com](#) - [2 more »](#)

C. [Stater Bros Markets](#)
(626) 965-1171
19050 La Puente Rd
West Covina, CA
1.4 mi SW - [Directions](#)
References: [citysearch.com](#) - [2 more »](#)

D. [O K Discount Store](#)
(626) 965-6802
19040 La Puente Rd
West Covina, CA
1.4 mi SW - [Directions](#)
References: [citysearch.com](#)

If you're in a larger metropolitan area, then you may have to do a search on several local city names to cover your "local" area. Or perhaps, if you're in a rural area, you may have to "widen" your search to pickup stores in a 15 to 30 mile radius to have a greater number of grocery stores to provide information on.

SECRET #2: Utilizing the power of Goggle searches, you may be able to get each grocery store's information directly online. If you have 4, 5, 6 or

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more grocery store chains that all compete in your area, then there is a good chance that those larger regional and national grocery store companies now offer information online via their own websites. Just jot down all of the grocery store names that you can think of in your area. Plus, by utilizing the

“secret #1” link above you may find out about additional grocery stores you weren’t aware of.

Now that you hopefully have a list of 5-10 grocery store names, go to Google’s main page (<http://www.Google.com>) and enter them one at a time into Google’s search box. For example, put “Vons website” **WITH the quotation marks** in the search box. You should then be able to look through the results to find out the main website for Vons. Obviously replace ‘Vons’ with each of the grocery store names found in your area. So in summary, doing one store search at a time, you would put in:

“StoreName1 website” (“Vons website”)

“StoreName2 website” (“Kroger website”)

All the way through your 5-10 store names . . .

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The image shows a Google search interface. At the top, the Google logo is on the left, and navigation links for 'Web', 'Images', 'Groups', 'News', 'Froogle', 'Local', and 'more »' are on the right. Below the logo is a search bar containing the text "Vons website" and a 'Search' button. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. Below the search bar, the search results are displayed. The first result is for 'www.vons.com/' with a date of '5k - Aug 7, 2005' and links for 'Cached' and 'Similar pages'. The title of the result is 'Vons website'. Below the title is a snippet of text: 'Vons website. www.t-pipe.com/vons - 101k - Supplemental Result - Cached - Similar pages'. To the right of the search results is a 'Sponsored Links' section. The first sponsored link is 'Vons - Order Here' with a description: 'Weekly Shopping at Vons Online and Get it Delivered to Your Door!' and the URL 'shopvons.safeway.com'. Below this is another sponsored link: 'Buy Groceries Online' with a description: 'Don't go to the store. Let us bring the groceries to you.' and the URL 'www.vons.com'. Red circles are drawn around the search bar, the first search result, and the 'Buy Groceries Online' sponsored link.

Web Images Groups News Froogle Local more »

Google "Vons website" Search Advanced Search Preferences

Web Results 1 - 10 of about 75 for "Vons website". (0.51 seconds)

www.vons.com/
5k - Aug 7, 2005 - [Cached](#) - [Similar pages](#)

Vons website
Vons website.
www.t-pipe.com/vons - 101k - Supplemental Result - [Cached](#) - [Similar pages](#)

[Compare Prices and Read Reviews on Vons Online Grocery Service at ...](#)
About ordering from the **Vons website**, I consider it to be very user friendly. When registering, you'll be asked to enter your Vons Club card number so you ...
www.epinions.com/content_183231155844 - 40k - [Cached](#) - [Similar pages](#)

[Vons](#)
All rights reserved. Your use of this site subjects you to my Terms of Use. Related: Safeway - Los Angeles. Related Links: **Vons Website ...**
www.grocereria.net/stores/vons.html - 11k - [Cached](#) - [Similar pages](#)

[Volition.com Forums - Saving Money at the Supermarket](#)
I called the number from the **Vons website** today and the gal told me that they were not doubling coupons in my area at this time, but would be after the ...
www.volition.com/forums/topic.asp?TOPIC_ID=8530&whichpage=3 - 96k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Vons - Order Here](#)
Weekly Shopping at **Vons** Online and Get it Delivered to Your Door!
shopvons.safeway.com

[Buy Groceries Online](#)
Don't go to the store. Let us bring the groceries to you.
www.vons.com

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Jot down the main website address of each of the main grocery stores that you find online. You could also click on each of the grocery store links as you do your search and then add them to your “Favorites” listing for easy reference to come back to later.

Once you have the main grocery store’s website, you should be able to find a wealth of information about each of their individual store’s profile. Location, address, zip, phone #, store manager’s name, hours of operation, unique features, and more!

This will be very helpful in putting the “profile” portion of each flyer page together.

So to summarize Step #1 – You have made a “Profile” list of all your local area supermarkets. Store, address, zip, phone #, hours of operation, unique features, main company website link, etc.

Remember that getting the list of all the local stores online is a great help and time saver, BUT you may still need to plan a “route” to actually go out to the individual stores and make your drawing of the store map for each and then make that up on the computer!

(This is covered in more detail in Step #3)

The next step is learning HOW you’re going to get your weekly specials...

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STEP 2: GETTING YOUR SPECIALS

CHOICE #1: Using Your Own Sunday Newspaper

Maybe you have a subscription to the local newspaper and you get the Sunday paper every week. If so, you can just use that to do your research of what all the weekly specials for the stores each week. Just sort through all the coupon flyers and jot down the 10-15 main specials for each store, along with what store and aisle number each special is located at.

CHOICE #2: Getting the Coupon Flyers From the Newspaper Directly

You can get the supermarket flyers during the week from the newspaper plant. These flyers are printed early on in the week, although they are included in the Sunday paper. Just contact the paper(s) in your area to see about stopping by the local office to pickup the coupon flyers during the week. This will give you more time to put your report together ahead of time !

CHOICE #3: Getting the Specials Directly from the Grocery Stores

Remember how we used the “secret #2” link to find out what regional / national grocery store chains had websites of their own? Well, that will now payoff . . .

As you get an opportunity, go back to each grocery store’s website and see if they have a link on their site that lists all of the current specials they are running for the week! **What a time saver this is!**

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You’ll get to see the current specials online, in color, as if you had a “paper and ink” version in front of you! This will make it easy to put your weekly report together by “researching” online the top 10-15 specials for a grocery store. You could even possibly “copy” a picture of each special and “paste” that into your report to add a splash of color!

If all of your 5-10 local supermarkets offer websites with online savings listed, then you will be ahead of the game for sure!

So to summarize Step #2 – You have decided on several ways that you will get the specials/coupons each week. Once you have the information, you will sort through all the supermarket flyers to list the top 10-15 specials at EACH supermarket.

The next step is learning how your going to setup and then update your weekly savings report...

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STEP 3: SETUP YOUR “SAVINGS REPORT”

You can do something simple for your “Savings Flyer Report” on your computer. The gal that I showed this program to in my local area used Microsoft Word. She started a blank Word file, and then had a page for EACH store. On each store’s page she drew a “picture” of the layout of the store. (Remember in Step #1 when you went around and sketched out each of your local stores layout to make a “map”?) One store to a page. She used about half of the page for the layout and the other half for the weekly specials. You can do this in any word processing program you like.

She would then go through all the flyers, as mentioned in Step #2, and list the store and aisle number for each item that store had on. In her case, she used a database with a merge program (Microsoft Excel) to get the specials on each sheet, but **you can do this manually** if you do not know how to use your mail merge part of your word processing software.

TIP: If you are using Microsoft Word, then you can see a free video tutorial online with details on how to use the mail merge function with Excel and Word.

<http://www.mistupid.com/technical/mailmerge/>

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If you have 5 stores in your local area, we are only talking about fifty items that have to be listed on the proper pages. Just list the super-duper items, the ones that are a real bargain! Also list the buy one get one free, if the regular price of the item is within reason. **TIP: *Watch out for this one because sometimes at another store you can buy TWO at the regular price cheaper than you can buy the “buy one get one free” item from the first store!***

After you do this for a while you will learn the “fair” prices for most of the items in the stores. The best way is to do this for a few weeks for your own shopping—which will save YOU a bundle . . . then you will be ready to market your Supermarket Savings to the shopping public.

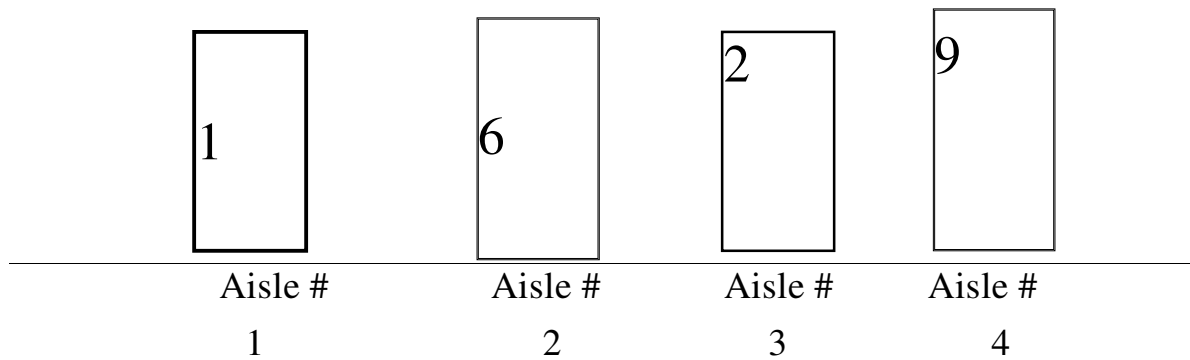
The profile page for each store would list the specials numbered 1 thru X, where X is the total number of specials for that store (ie., maybe 10 specials or 15 specials for that week). Then the corresponding number was placed on the map in the proper aisle. This made it easy to walk in the front door and go right to the specials in the store, even if you have never been in the store before.

On the next page is a very simple sample of what you could do in Microsoft Word —just have one store to each page! So the top half of a page has the store “map” and details, while the bottom half of the page will list the current week specials. My suggestion would be to create a new Word file and have the first page of your Flyer Report be a “title” page of some sort with YOUR contact details. Page 2-6 (or 7, 8, 9, etc. based on the total number of stores) would be each grocery store’s Profile page with the weekly specials. Just setup each store’s profile/map and then save the file as

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that week, i.e., “WalnutGrocery080105.doc”. Then next week all you would have to do is open the file, do “Save As...” to save it as the new week’s file name, i.e., “WalnutGrocery080805.doc” then adjust the 10-15 specials listed on each grocery store page along with their location in the aisles.

Here is a QUICK, SIMPLE, PARTIAL Sample of WHAT Your “Savings Flyer Report” Page Could Look Like for a Store



Store Name= Stop & Shop

123 Main Street
 Your Town, Your State, ZIP
 (123) 555-1234
 Mon – Fri: 7am – 10pm
 Sat – Sun: 7am – 6pm

- Flower/Balloon Boutique
- Liquor Department
- Starbucks Coffee Bar

Product	Price	Number	Aisle
Pork Chops	0.99lb	1	1
Cold Medicine	1.95ea	2	3
Granny Apples	0.99ea	3	11
Kleenex 4 boxes	2.79ea	4	7
Cold Medicine	1.35ea	5	9
Pizza Combo	4.95ea	6	2
Kodak Camera	5.95ea	7	3
Baby Wipes	1.99ea	8	10
Coca Cola 2Ltr	0.79ea	9	4
Red Lion Nectarines	0.99lb	10	11

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After you have completed the initial setup of your report with all of the individual store profiles / maps / specials you can save the Word file and then convert it into a PDF file. Having it available as a PDF file means that both IBM and Macintosh computer users will be able to “view” the file on their own computer. Adobe Acrobat offers a free “reader” program to download, though most computers nowadays already have it installed.

On your end, to convert the Word document to a PDF file, just use a free online resource like:

<http://www.Software995.com>

Once you have your new “Savings Flyer Report” PDF ready, just email it out to your entire customer list!

Your Action Steps up to this point:

Step #1 – Locate and Get Individual Store Profiles/Map together

Step #2 – How to Get information on Weekly Coupon Specials

Step #3 – Setup and Update of your “Savings Flyer Report”

All ready? You’ve done a great job so far, but now we still have to do this next step ...

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STEP 4: PROMOTING “GROCERY SAVINGS REPORT”

MARKETING #1: Flyer with 24-Hour Voicemail Message

Now she had to market this program. As it turned out this was the easy part—getting set up was the hard part. All we did was make up a postcard size flyer like the one below and **post them on the bulletin boards at each supermarket.**

SAVE \$100.00*

**“ . . .On Your Next Grocery Bill or
I Will Pay Your Grocery Bill for You!”**

FREE DETAILS
Call 24 hour Voicemail message at:

XXX-XXX-XXXX
***(months order, Family of four)**

NOTE: The telephone number was listed on tear off strips along the bottom.

Of course, give a guarantee that you can live with. In our area, food prices are high and the least she ever saved was \$125.00 on a month’s shopping for a family of four.

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A resource that you could use to setup a toll free Voicemail service is Automatic Response Technology. You can find them on the Web at:

<http://www.AutomaticResponse.com>

I haven't used them personally, but a friend of mine uses them and is happy with the price and service. The advantage of using this method is that you are getting prospects to call a toll free number to get the details. More people will want to do this over calling and having to talk to a “sales person” live! They can call and get all the details of the program by hearing your pre-recorded message. PLUS, they can do this anytime, 24-hours a day, 365 days a year. Then, if they are interested, at the end of the message they can leave their name, phone number and email address for you to follow-up on.

MARKETING #2: Flyer with a Basic Autoresponder Message Similar to the above, you could drive people to an online basic Autoresponder message. Instead of calling in to a toll free number, they could just send an email to “yourgrocerysavings@yourautoreponder.com” (or whatever you set it up as) and they would automatically be added to your “prospect” list and get an email message back. You just have to setup the autoresponder first and put in your “sales” message (Email #1) to convince them of the value of your service for your local area. One place you can setup a **free** autoresponder is:

<http://www.FreeAutoBot.com>

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What’s an Autoresponder?

An auto-responder is an ‘email database’ system that allows you to put sequential email messages in the system. Then once a person signs up for you auto-responder via an opt-in form online or by sending an email to your auto-responder email address, they automatically get the 1st message in your system sent back to their email. Messages #2, 3, 4, etc can all be set to go out at whatever time schedule you want. For example, Message #1 they would get “instantly”, then Message #2, you could have go out 7 days later. Then Message #3 could go out 10 days after Message #2, etc. **This allows you to setup your email messages ahead of time and gives you the opportunity to have contact with them multiple times instead of ONLY one chance to “make the sale!”**

MARKETING #3: Flyer with an Advanced Autoresponder Message

Similar to the above, you could drive people to an online Advanced Autoresponder message. Using an Advanced Autoresponder allows you get additional details from your prospect, plus the Advanced system handles potential issues of changing/updating the prospects information, addressing compliance with Web law issues such as the Can-SPAM act, the ability to do “Broadcast Emails” to all of the prospects on your entire list, and so much more! The Advanced autoresponder service I use for less than \$20 bucks a month can be found at:

<http://tinyurl.com/8tqmt>

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MARKETING #4: Flyer with a Website Presence!

Taking the ideas above one step further, you could setup your own simple website to combine all of these advantages. Having a website online means the ability to automate the majority of the work. Plus it gives you a way to reach more people who may be doing a search for grocery store savings in your local area.

What’s needed to setup a Website?

This is a really simple outline of the basic steps involved

1. Register a Domain Name ([YourDomain.com](#)) \$9 – 15 per year
2. Hosting Service to put your webpages on \$10 – 50 per month
3. Autoresponder service \$20 – 50 per month
4. Buy Website Template or Hire Web designer \$30 – 400 fee
5. Setup 3rd Party payment Service 3% – 15%+ per customer transaction
6. Autoresponder setup and add-in message follow-ups.
7. Transfer all webpages up to Hosting service.
8. Promote your website address to drive **targeted “traffic”** to it!

BONUS TIP: Low Cost Business Cards to Bring in Prospects! One

service I know of that offers Free and Low-cost business cards is

<http://www.Vistaprint.com> They offer a number of designs and you can also add additional printing to the back of the cards. An example of a business card that a customer of mine uses for her own Grocery Savings Program is:

“Supermarket Profits: How to let the Supermarket Coupons PAY for Your Groceries Each Week!”



You could just use a plain business card with black ink and get the supplies you need from the local office supply store. Main thing to make sure is that you use 1.) a **Headline** – To grab attention and a stated benefit and 2.) **Call to Action** – Meaning, tell them *what they need to do NOW* for more information! Depending on what type of system you setup, you can have it be for them to call the toll free number for the 24-hour Voice message, send an email to your autoresponder or go to a Website for more details!

Now let's wrap it all up . . .

STEP 5: PUTTING IT ALL TOGETHER!

Now that you have your “marketing” system(s) decided on, you’ll have to figure out what type of price you should offer your service for. Remember you’ll have to spend at least some time once a week promoting your service, reviewing the coupon flyers, picking out the best deals for each store, then updating your Report. (Or you may do it part-time over a couple of different days!) Plus you’ll want to do a quick review for any errors, convert it to a PDF file and then email it out to all your customers. So what is your time worth to you PLUS give a great value to the customer?

The gal that was doing this program by me priced her Maps at \$8.00 a month. I thought she should get more, but she was happy with over \$800.00 per month. It took her a few months to get to this point but each month she got more and more customers by word of mouth advertising.

Using the steps and techniques outlined, you might be able to do the entire process in less than two hours a week once you get the initial setup done. So what if you could get 100 customers to signup for your service over the next 30-60 days? At \$8 per month each, you would be making \$800 per month (or \$100 per hour based on working only 2 hours per week) ! Of course, as the number of customers increase and/or the price of your service is a bit more, then your efforts are multiplied! The customer that took the information from the Supermarket Profits with the business card example above is offering the service in her area for \$15 a month! That’s almost double what the gal by me is doing!

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If a business like this appeals to you, go for it! I’m sure as you work on this program you’ll find ways to improve upon it.

You can take the information from this special report and set up a **Savings Flyer Report in your area.**

With a little research, determination, and investment of your time, you could have your own Supermarket Profits in a week or two!

Best of success,
Skip Rosell