

Jill Cataldo saves hundreds on groceries by making the most of the common coupon. You can, too. Here's how.



A Crash Course in Super-Couponing

By Jill Cataldo
CTW Features



Q: "I read your column every week and I just can't wrap my mind around what you are saying. I cannot envision how you save so much with coupons. Is there some way that would show me, step-by-step?"

A: Wanting to teach others how to Super-Coupon is what led me to launch my workshop series and to write the column you're reading right now! I love teaching other people to cut their grocery bills significantly with coupons.

Coupon shopping has changed so much since the "old days," when coupon shoppers would cut out every coupon they received in the paper then tote them around in giant binders, boxes and plastic bags and stand in store aisles madly sorting, trying to match coupons to products. With the "clipless" system I teach, we only cut exactly the coupons we need, and we know precisely what we're going to buy before we get near the store.

There are three essential tools any coupon shopper should have in his or her arsenal: an accordion file, a computer and a printer.

An accordion file. Essential to keeping your coupons organized. Super-Couponers keep the entire coupon insert intact each week, storing them in an expandable file. When your coupon inserts arrive in the newspaper, write the date on the front. (They are dated in tiny print along the spine, but it's difficult to read, so write it large.) Then, put the inserts in one pocket of the accordion file, with the most recent month in the front pocket, the previous month's behind it, and so on.

A computer. To effectively save big on groceries, you need a computer with Internet access. There are many web tools for coupon shoppers that make it a snap to match insert coupons to local supermarket sales. Grocery list "matchup" sites will give you a list of everything on sale at your store of choice, matched to the coupons you need to take those products home at the prices shown. These sites do the hard work of matching coupons to the best sale prices - an essential step to maximize savings. You can quickly and easily choose the products you want to buy during this week's trip.

Here's an example entry from a popular grocery list matchup site:

Campbell's Soup:
On sale for \$1 a can.
Use the 75-cent coupon from 2/3 SS

Pay 25 cents - 75 percent off.

The "2/3 SS" is an abbreviation that indicates the date the coupon insert appeared in the newspaper (February 3rd) and the name of the insert it appeared in (SmartSource.)

If I want to purchase this item, I simply pull that insert from my file, cut that single coupon, then move down the list to the next item I'm interested in. The lists show pre-and post-coupon prices of products, making it easy to spot the best deals.

A printer. The matchup sites actually create a printer-ready grocery list of the items you choose. And, a printer is essential for printing (what else?) coupons! Many popular matchup sites link directly to printable coupons for sale items, too. It's a simple matter to print a corresponding coupon and add it to the coupon pile. Print out the neat list, grab your small pile of coupons and you're ready to go.

I have a list of popular grocery list matchup sites on my web site, www.supercouponing.com. Click the "Getting Started" link on the home page to learn more.

It's not easy to cover all of the specifics of Super-Couponing in one column. It's definitely easier for me to teach the concepts in a workshop, where I can show actual examples of matching coupons to sales. I offer my coupon workshop on DVD via my website, too, if this interests you.

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Jill Cataldo, a coupon workshop instructor, writer and mother of three, never passes up a good deal. Learn more about couponing at her website, www.supercouponing.com. E-mail your own couponing victories and questions to jill@ctwfeatures.com.

Oil Change \$21⁹⁹

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www.broadwaychrysler.com

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20% Off Handbags

Coupon Expires 6/7/2010



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2101 Broadway, Yankton Mall

Dinner Specials

Wednesday:

Roast Beef Sandwich

Thursday:

Pork Chop

Friday:

Tips or Shrimp Kabobs

Saturday:

Braised Chicken or Ribeye

Sunday:

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Monday:

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Lu Lu's

located in the back of
Gifts and Giggles
217 W. 3rd, Downtown Yankton, 665-6767



Country Cupboard Floral & Gifts

2800 N. Broadway, Yankton • 260-2333



All Stepping Stones 20% Off

Memorial Day Remembrance

Coupon expires 5/29/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.

\$50⁰⁰ OFF Any Complete Pond Kit



Tropical Creations
Yankton Mall • 665-1464

FREE Beverage

(Fountain Pop, Hot or Iced Tea)

With Each Buffet Purchase

Expires 5/30/10. With coupon.

KING BUFFET

AND MONGOLIAN GRILL

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COUPON

FREE HAIRCUT with color

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Brianna Mech & Claudia Alonso

Vixen Salon

Open
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coupon expires 6/26/10 1101 Broadway, Morgen Square, Yankton

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