

Zachary Rockers

COMM 110

Dr. Darnell

28 September 2011

## **Save Me the Money**

**Topic:** Couponing

**Specific Purpose:** To inform my audience of the history of couponing, what couponing is, and how it works.

**Thesis Statement:** Couponing has a unique history, a largely misunderstood definition, and a fascinating method to it.

### **Introduction**

**Attention Material:** Warning: The views expressed in this speech in no way reflect the masculinity, hobbies, or interests of the speaker. This topic and methods associated with this speech are only claimed by the speaker for monetary purposes. Rest assured, no males were emasculated during the preparation of this speech.

**Credibility Material:** Last weekend my mother cornered me and told me she had something exciting to tell me about. It turns out a few months ago she attended a “couponing seminar” and is doing so well with what she learned. She claimed that she had saved our family a substantial amount of money and she wanted to teach me exactly how couponing works. I was rather skeptical at first (to say the least) but after listening to her I figured as a poor college student couponing was not such a bad idea after all.

**Thesis Statement:** Couponing has a unique history, a largely misunderstood definition, and a fascinating method to it.

**Preview:** Today I am going to share with you a few things about couponing. The first is the history behind coupons. The second is what couponing exactly is and some interesting facts about it. The third, and final, point is how to be a successful couponer.

**(Transition:** So what is the history of coupons? Does such a thing even exist?)

### **Body**

- I. Although you may not imagine it, there is a unique history of coupons.
  - A. Coupons all started with Coca-Cola.
    1. According to “The History of Coupons,” Asa Chandler first produced coupons by hand writing notes for free glasses of soda.
    2. This event occurred in 1887.
  - B. Grape Nuts Cereal producers saw the success of Coke coupons so they made their own (Hameed).
    1. This happened in 1901.
    2. The coupon was valid for one box of cereal for one cent.
  - C. During the Great Depression in the 1930’s, coupons became a means of survival (Hameed).
  - D. In the 1950’s, the concept of coupons spread to the Soviet Union (Hameed).
  - E. During the 1960’s, coupon clipping became a regular family event on Sundays (Hameed).
  - F. In the 1980’s, coupons became even more widespread and began to take up 2/3 of newspapers (Hameed).
  - G. In the 1990’s, coupons emerged online and became very popular because you could print unlimited amounts of them (Hameed).

H. In 2010, iCoupons became popular (Hameed).

I. Researchers predict that by 2030 coupons will have to be verified via DNA testing due to increasing fraud when it comes to coupons (Hameed).

**(Transition:** So now that we know the history of coupons, let me tell you what couponing is and some interesting facts about it.)

II. Couponing is the activity of seeking out or saving discount coupons to save money on purchases.

A. There are several interesting facts about couponing.

1. Coupons are not just limited to the usual paper ones that you normally think of when you envision coupons.
2. Internet coupons are becoming very popular.
3. Mobile coupons (sometimes called iCoupons) are gaining popularity as well.

B. The basics of couponing are very simple.

1. You find a coupon that you are interested in.
2. You decide the best time to use it.
3. You save money on your purchase—it really is that easy.

**(Transition:** So now that we know the history of coupons and some facts about them, let me inform you about how to effectively use them.)

III. The actual art of couponing has several methods to it. According to Couponing 101, there are important things to know in order to successfully coupon.

A. So where can you get these coupons?

1. The Sunday newspaper is a good place to look for coupons.
2. Asking your friends and family to help you in your endeavor is wise.

3. Use the Internet or mobile devices for coupons.
  4. Do not forget to look in stores.
- B. Be sure you understand what the coupon policy of the store is.
1. Be aware of double/triple coupons that do exactly what their title is.
  2. Stacking coupons is using one coupon that the store has issued and another coupon that the manufacturer has issued.
  3. Do not forget to try Internet coupons, competitor coupons, and even expired coupons.
- C. Watch out for the tricks from advertisers.
1. Do not go for 10 for \$10 or “rock bottom prices” (“Stephanie”).
  2. Do not let a cashier tell you that “one per purchase” means you can only use one coupon per checkout.
    - a. It really means you can use one coupon for every item it applies to (“Stephanie”).
    - b. So technically if you buy 100 boxes of cereal and you have 100 coupons you can use them all.
- D. According to the article “Never Pay Retail...Never” published by *Money*, let me offer a few last bits of information about the couponing process.
1. Buying in bulk save a great amount of money (Keegan).
  2. Do not let product loyalty affect you (Keegan).
  3. Find good website and mobile apps to get coupons (Keegan).

**(Transition:** Now you know the history of couponing, some interesting facts about it, and how to effectively use coupons, allow me to conclude with a couple of final remarks)

**Summary Statement:** As you can see, coupons are an everchanging way for consumers to save money. To many people, using coupons is inconvenient and even embarrassing. But the fact is coupons can save a person a lot of money.

**Concluding Remarks:** I know when my mom forced me to listen to her talk about coupons I was not thrilled to say the least. But after she was finished I did feel that I learned about a valuable tool that I can use in life. Hopefully my presentation has done the same and informed you of the basics of coupons.

### **Works Cited**

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