

CONTENT THAT WORKS PRESENTS:

# The Coupon Queen by Jill Cataldo

Newspaper readers love coupons - and they're crazy about weekly lessons on clipping and saving from the Coupon Queen.



## A few words about THE COUPON QUEEN

IT'S A FACT OF LIFE: coupon usage increases in uncertain economic times. Now more than ever, shoppers of all ages and income levels are looking for ways to save on their weekly grocery bills. The Coupon Queen is here to help. Jill Cataldo, journalist and coupon seminar leader, offers clear-headed weekly guidance on "Super-Couponing," the art of wringing the biggest possible return from coupons found in local newspapers and online.

Readers are hungry for couponing advice, and newspapers are uniquely positioned to deliver it to them. Some 72 percent of consumers have increased their usage of coupons in recent months, according to an August 2008 poll by marketing consultant Prospective, Wakefield, Mass. And they are getting their coupons primarily from newspapers.

Newspapers remain the No. 1 source of coupons for most families, according to Scarborough Research. Scarborough also finds:

- Adults in top coupon-redeeming cities are more likely to buy and read Sunday newspapers
- Coupon-clippers show across categories: mass grocers, traditional grocers and warehouse clubs
- Coupon clippers spend slightly more money on groceries weekly

Reach readers with news they *will* use. The weekly Coupon Queen column from Content That Works offers readers clear, step-by-step couponing strategies and explanation of techniques such as stacking coupons, how to take advantage of the 12-week cycle in grocery stores and stockpiling techniques that can help can help control household expenses.

### VITALS

feature: The Coupon Queen  
author: Jill Cataldo  
frequency: Weekly  
delivery: Download Tuesday a.m.  
contents: 500-600 words, delivered as Word and text documents, XML and HTML. Includes author image.

### MEET THE WRITER



Jill Cataldo, "Coupon Queen" and mother of three, saves \$40 to \$60 per week on groceries - and is dedicated to helping her readers reap the same rewards. A Super-Couponer for almost three years, she has saved thousands of dollars on groceries by applying her techniques. She enjoys great deals, getting things for free, and getting stores to "pay her" to shop.

### MEET THE PUBLISHER



Chicago-based Content That Works touches more than 6 million readers each week with top-notch syndicated content focused on topics central to readers' everyday concerns. CTW feature and news content appears in the print publications and Web sites of more than 800

newspaper clients in the U.S. and Canada. For more information on CTW publications, columns and custom projects visit our Web site at [www.contentthatworks.com](http://www.contentthatworks.com), e-mail [info@contentthatworks.com](mailto:info@contentthatworks.com) or call 1.866.6CONTENT.

### PLEASE NOTE

The layouts on this page are suggested presentations for Coupon Queen weekly column, in print and online.

## THE COUPON QUEEN

by Jill Cataldo



Jill Cataldo saves hundreds on groceries - most of the common coupon. You can, too.

SUGGESTED PRESENTATION

# Meet the Coupon Queen and Start Saving

BY JILL CATALDO | CTW FEATURES

I am a coupon queen.

I wasn't always. In fact, it's not even a title I gave myself. But two years ago, I completely changed the way I shopped for groceries for my family. Perhaps you've seen stories in the news about some frugal person gleefully purchasing hundreds of dollars worth of groceries for pennies.

Well, I am one of those people. And I've been getting a lot of attention over the past few months for something that anyone can do. I'm now dedicating a large portion of my time to educating other people in what I call "Super-Couponing," an easy and fun way to save money on groceries.

This isn't the coupon-clipping of our parents' generation. You won't find yourself spending hours cutting and sorting coupons when the Sunday paper arrives in your driveway. Nor will you struggle with carrying piles of loose, disorganized coupons to the store with you. The Internet has completely changed the way people use coupons. It's made finding the best deals and the best prices not only enjoyable but also incredibly addicting.

If you don't believe me, imagine walking out of the grocery store with 58 boxes of cereal and 40 boxes of granola bars, all name brands, for a total of \$5.15 - including tax. Or 66 packages of diapers for \$7.92, also including tax. I did both of those things last summer and I have the receipts to prove it. Those weren't even my favorite deals! Believe it or not, you can even get stores to pay you to shop. This summer, one of my favorite stores gave me a \$20 bonus coupon for a future visit after I purchased nine tubes of name-brand toothpaste for 63 cents.

Intrigued? When I'd hear of people getting great deals like this, I used to think, "There's no way that can be true," while simultaneously thinking, "I want to be one of those people." Now I am. I've also discovered that it's a lot of fun to show other people how to effectively use coupons to save more money than they ever thought possible.

With the economy worsening and food prices on the rise, I began teaching couponing classes at Chicago-area libraries. At the first class, our library anticipated 20 to 30 registrants. We had 162. Local media took notice, and one newspaper dubbed me a "coupon

queen." More library workshops followed with similar turnouts. My coupon workshops broke registration records and shattered expectations of the men and women in attendance, who had no idea how valuable coupons can be. But more importantly, people learned a new, better way to shop that will save them thousands of dollars a year.

Forget all stereotypes you may have about coupons. Using coupons is smart, fun and becoming trendier by the day. It's also not just Mom's domain anymore. Plenty of men and young adults are using coupons and enjoying getting great deals on everything from razors to roast beef.

The principles of Super-Couponing will change the way you think about grocery shopping and will help you learn how to save money in other areas of your life - unrelated to groceries. In the weeks ahead, I'll share my knowledge with you.

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Jill Cataldo, a coupon-workshop instructor, writer and mother of three, never passes up a good deal. E-mail [jill@ctwfeatures.com](mailto:jill@ctwfeatures.com) and visit her Web site, [www.super-couponing.com](http://www.super-couponing.com).

WORLD	U.S.	REGION	BUSINESS	TECHNOLOGY	SCIENCE	HEALTH	SPORTS	OPINION	ARTS	STYLE	TRAVEL	REAL ESTATE	AUTOS
			FASHION & STYLE		DINING & WINE		HOME & GARDEN		WEDDINGS/CELEBRATIONS				

SUGGESTED PRESENTATION

## THE COUPON QUEEN

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BY JILL CATALDO  
published March 10, 2009

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### ABOUT THE COUPON QUEEN:

Jill Cataldo, a coupon-workshop instructor, writer and mother of three, never passes up a good deal. Learn more about couponing at her Web site, [www.super-couponing.com](http://www.super-couponing.com). E-mail your couponing coups and questions to [jill@ctwfeatures.com](mailto:jill@ctwfeatures.com).

### COUPON QUEEN LESSONS:

#### Lesson 1: Meet the Coupon Queen and Start Saving

I am a coupon queen. I wasn't always. In fact, it's not even a title I gave myself. But two years ago, I completely changed the way I shopped for groceries for my family. Perhaps you've seen stories in the news about some frugal person gleefully purchasing hundreds of dollars worth of groceries for pennies. [GO TO ARTICLE](#)

#### Lesson 2: Win the Grocery Store Price Cycle Game

Have you ever gone to the grocery store and wondered why prices on the same items change so much each week? A box of pasta may cost 79 cents one week and \$2.39 the next. A bottle of juice that costs \$2 today may cost \$4.29 just a few days from now. Most people accept these price fluctuations as normal. Many don't even notice them at all. [GO TO ARTICLE](#)

#### Lesson 3: Pair Coupons with Rock-Bottom Sales

Armed with the knowledge that every item in the grocery store is on sale at its lowest price just once in a 12-week time span, planning your shopping trips around what is on sale versus what you need in a particular week is the next step to saving money on groceries. [GO TO ARTICLE](#)

#### Lesson 4: Be a Super-Couponer: 'Stack' for Best Deals

Did you know that most stores accept two coupons for the same item? Many stores' coupon policies allow stacking, the term couponers use for pairing a manufacturer coupon (found in newspaper inserts and on the Internet) with a store coupon that the store offers in a local flyer or on its Web site. [GO TO ARTICLE](#)

#### Lesson 5: Get Paid to Shop

It's no secret that I love \$1 sales at the grocery store. They're one of the easiest ways to get items for free - and who doesn't like getting something for free? [GO TO ARTICLE](#)

WORLD	U.S.	REGION	BUSINESS	TECHNOLOGY	SCIENCE	HEALTH	SPORTS	OPINION	ARTS	STYLE	TRAVEL	JOBS	REAL ESTATE	AUTOS
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