

THE KEY TO YOUR SUCCESS!

PROSPECTING – THE KEY TO YOUR SUCCESS!

- **CHAMBERS OF COMMERCE** – 1. Map of local area 2. Vinyl phone book covers 3. Chamber directories 4. Residential guide (small towns) 5. List of area churches 6. Business cards of local merchants, contractors, etc. 7. Flyers, publications 8. List of local schools 9. Welcome Wagon
- **CITY HALL AND COURTHOUSE** – 1. Zoning department 2. Building department (tell them you want a list of new businesses in the area or a list of new electrical turn-on's for the past year)
- **CATHOLIC CHURCHES** – Visit every Catholic Church in the area and ask for a copy of the church bulletin. If church is locked, go next door to the Rectory and get a copy from them.
- **BOWLING CENTER** – 1. Regular score sheets 2. Cellophane league sheets 3. League standing board on the wall (has the sponsors of the team listed on the weekly standings). 4. Ads on the walls, above lanes, in lounge, in a restaurant or coffee shop, place mats with ads
- **POST OFFICE** – Visit the Post Office daily. Look for the junk mail, stick your nose into the garbage can that is located near the Post Office boxes to get Local FREE newspaper, etc.
- **LOCAL NEWSPAPERS** – Go to every newspaper in town and ask what are the busiest days if it is a daily paper, if it's a weekly then get the weekly editions. You need to have at least 12 newspapers!! Last four editions and two editions from each of the previous 4 months. Tell them that you and your brother are considering opening a business in the area and want to see what is going on in the area. Tell them that your brother is a BIG advertiser and ask for a Media Kit and rate card.
- **FOOD STORES** – Visit **EVERY** food store in the area. At entrance look for Bench ads, bulletin boards, free publications, kiosks with ads, business cards, flyers. Ask for aisle directory. Ads on shopping carts. 7. Cash register tapes.
- **SPORTS FIELDS** – Home run fence, scoreboard, concession stand, uniforms.
- **HOTELS/MOTELS** – Restaurant guides, room directories, flyers on front desk, lounges, placemats, local maps, phone book covers, inside the rooms.
- **RESTAURANTS** – Placemats, coffee shops, business cards, by telephones.
- **CONVENIENT / LIQUOR STORES** – Food publications, Penny Saver, etc.
- **DAY CARE CENTERS / RETIREMENT HOMES** – Phone book covers, Senior News, etc.
- **College and high school** – yearbooks, school newspapers, sports programs, book covers, student center, book store, sports fields, football-basketball calendar.

- **POLICE/FIRE DEPARTMENTS** – Yearbook, newsletter, calendar.
 - **APARTMENT COMPLEXES** – The good stuff is usually near the mailboxes.
 - **BILLBOARDS / BENCHES/BUSES/TAXIS/TRUCK/VANS/CARS**
 - **REAL ESTATE OFFICES** – Telephone/address books, phone book covers, contractor business cards.
 - **PHOTOGRAPHER** – Wedding books
 - **FLORIST** – Wedding books
 - **TOWN MAGAZINES** – Look for them around town.
 - **PRINT AND FRAME SHOPS** – Caricature maps, business cards, stationery.
 - **KNIGHTS OF COLUMBUS/JAYCEES/4-H CLUBS/BANKS** – Phone book covers, maps, newsletter, calendars.
 - **SIGN COMPANIES** – Ask what signs they have done in the area in the past months for new businesses.
 - **HEALTH CLUBS / SPAS** – Look around the entrance for bulletin boards, business card displays, locker rooms.
 - **GOLF CLUBS** – Golf scorecards, tee boxes, sponsors for the holes, locker room, league standings board, restaurant, lounge, cars and trucks in the parking lot for contractors.
 - **FICTICIOUS BUSINESS LISTINGS** – Legal section of the local newspapers. DBA.
 - **LUMBER YARDS** – Tons of local contractor business cards.
 - **WHOLESALE CLUBS / SELF-SERVICE LAUNDRIES / ROLLER OR ICE SKATING RINKS / ENTERTAINMENT BOOKS.**
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Drive around your entire area. Look for sandwich boards announcing specials, under new management signs, new hours signs, balloons, pennants, grand opening signs, coming soon signs.

Take a different route to your area daily – you'll see new stuff.

Get off the main drags – that is where all the ad salespeople drive.

Prospect five to seven miles out from your office.

Remember, if you see someone who is advertising in your area, even though they may be located 15 or 20 miles from your office, call them-they want to do business with people in the area you are working with, or you would not be seeing their ads.

PROSPECTING IS THE KEY TO YOUR SUCCESS–DON'T SHORT CHANGE YOURSELF OR YOUR FAMILY!

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The businesses that advertise most frequently with coupons are categorized in the following list.

CATEGORY

SUGGESTED BEST OFFERS



AUTO

Car Wash

Dollar off wash, multiple coupons, seasonal.

Dealer Service

Free credit application, big dollars off new car, present coupon after you make your best deal.

Gasoline Service Station

Any free brake checks, free tire rotation, free heating and cooling check, \$1 off gas purchase of 8 or more gallons, dollars off frequently needed repairs.

General Repairs

Front end alignment discount, free brake check, dollars off frequently needed service jobs.

Mufflers

Any free inspection, dollars off any service work.

Oil & Lube

Price point for lube, oil and filter change, dollars off.

Painting/Body Work

Big dollars off or low price on paint jobs plus free estimates, \$75-\$100 off a paint service.

Tires

List sizes and prices, seasonal specials.

Transmissions

Low cost transmission tune-up and parts.

Tune-Up

Dollars off or a price point offer.



RESTAURANTS

Bakeries

Free pastry or cookie, buy one get one free, general discount.

Barbeque

See Family Style restaurants below.

Chicken

General discount certificate with low minimum entry point, combo offer: buy one get one free, 3 free pieces, big purchase coupon, flyers.

Chinese

See Family Style Restaurants below

Donuts	50 cents or \$1 off dozen, bogo holes, bogo (except donuts), no free coffee!
Family Style	Bogo, dollars off, 2-fers or even price point (e.g. all you can eat buffet for \$3.99).
Fine Dining	Bogo (most entrees), \$5-\$10 off dinner for two, as few restrictions as possible.
Hamburgers	Bogo, 2-fers, meal deals, low price/multiple purchases, 4-6 week expiration.
Ice Cream	Two for one cone/traffic item, 50 cents off banana split, hot fudge sundae, and other items.
Italian	See Family Style restaurants.
Mexican	See Family Style restaurants.
Pizza	Bogo, dollars off/multiple coupons, dollars off for local pizza operator, buy one-get one at half price, 4-6 week expiration.
Pubs/Taverns	Food offers, not drink offers!
Seafood	See Family Style restaurants.
Subs	Bogos, dollars off.
Yogurt	See Ice Cream above.



GROCERY

Deli	Bogo and dollars off on sandwiches, price point, general discount offers.
Supermarket	Low prices, cents off, bogos on common items: eggs, bacon, flour, sugar, etc., flyers, free item with minimum purchase, 6-8 week expiration.



GENERAL RETAIL

Beauty Supplies	Free hairbrush, shampoo, bogos, general discount.
Bedding	Free frame, free delivery, free mattress with purchase of box spring, combination of a dollar off and price point.
Card/Gift Shops	Free card, free postage stamp, general discount.

Carpet Store	Free doormat (carpet samples), free installation, combination price point and general discount offers.
Clothing – Family	General discount certificate with low minimum entry point (below store’s average ticket).
Clothing – Women’s	See Clothing – Family above.
Florist	Free plant, mixed bouquet, general discount certificate, dozen roses for low price, balloons, free wire service with out-of-town orders, mention Mailbox MoneySaver coupon with phone orders.
Framers	20% off custom framing, \$10 off any purchase of \$40 or more
Furniture Stores	Combination price point and general discount (\$100 or \$300), price points on specific items.
Hardware	Free key/light bulb, bogo key/light bulb, general discount certificate with low minimum entry point.
Jewelry	General discount certificate in various price ranges, traffic items: ear piercing and ring cleaning, low price on gold chains.
Party Supplies	General discount offer, bogo offers, freebies.
Pet Shops	Free fish, general discount offers, low price starter aquarium.
Shoes	Individual dollars off coupons for men’s women’s and children’s shoes, no minimum entry point
Sporting Goods	Multiple general discount offers, name brands, free socks
Vacuum Sales & Service	Low price tune-up plus parts, bogo vacuum bags.
Video	Two-for-one movies, free two or three month membership, low price for overnight rental, free popcorn.

GENERAL SERVICES

Film Processing	Dollars off processing, % discounts, free extra set of prints, bogo enlargements
Hair Salons	\$2 off cut, \$5 off perm or low price, _ price kids
Maid / Cleaning Services	\$10 off first call, \$5 off second call.

Mail and Shipping	Free gift, \$1 off UPS shipment and packing supplies, free mailbox rental, general discount
Nail Salons	Dollars off full set of nails, free nail polish/remover
Pest Control	Free estimates or inspection, dollars off, price points on specific in-season services
Pet Grooming	Multiple \$2 off offers on grooming, flea dip special (in-season) special price for short-haired dogs.
Photographers	Free portrait 8" x 10" color, low price family portrait sitting.
Plumbing	Free estimates, \$10 off service call, dollars off on water, heater installation
Printing and Copying	50 free copies, bogo 500 business cards, dollars off printing services, free typesetting with printing order
Shoe Repair	Dollars off on men's and ladies' heels and soles, general discount on other repairs
Storage	Bogo month (second month free), 20% off "all you pay on move-in day"
Tanning Salons	Price point for number of sessions (\$25 for 10), free tanning session
Television Repair	Free in shop estimates, \$10 off TV and VCR repair, tagline that says tape the coupon to the back of your TV, price point for VCR cleaning.
Tree Services	Free estimates, dollars off tree service, stump removal.



HOME IMPROVEMENTS

Appliance Repair	Free estimates, \$10 off service call or repair, list the types of appliances repaired and list manufacturers handled, especially if manufacturer or factory approved.
Construction	Free estimates, free in-home consultation, dollars off complete jobs, present coupon after receiving written estimate.
Driveways	Dollars off, % discounts, free estimates, dollars off driveway sealing.
Garage Doors	Dollars off on sales and installation, dollars off repairs, free estimates.

Heating and A/C	Low price heating/AC tune-up, \$10 off service call or repair.
Interior Design	Free design consultation, dollars off.
Lawn Care / Landscaping	Free lawn analysis, \$10 off annual contract, \$15% off any service, present coupon after receiving written estimate.
Nurseries / Garden	Free plant, general discount.
Painting	\$100 off exterior, \$50 off interior, present coupon after receiving written estimate.
Remodeling	Dollars off any specific common improvements, present coupon after receiving written estimate.
Roofing	\$100-\$200 off complete roofing job, present coupon after receiving written estimate.
Siding / Windows	Free estimate, dollars off on four to six windows or more, minimum \$200 off complete siding job, present coupon after receiving written estimate.



LEISURE

Bowling	Bogo game.
Dance Studios	Free registration, one month free classes, free dance bag.
Health Spas / Fitness	Free month or week, three free visits, big discounts on membership.
Hotel / Motel	Low price weekend getaways, dollars off, restaurant bogos.
Karate / Martial Arts	Free registration, one month free classes, free uniform, dollars off on a series of classes.
Limousine	Dollars off on regular service, dollars off special events (weddings), price points for prom nights, special price on airport transportation.
Travel Agencies	\$10 off any airline ticket purchase of \$200 or more, travel survey, low-price cruises



MEDICAL

Chiropractors	Free consultation, free exam and X-rays.
Dentists	Free exam and cleaning, cleaning and X-rays at a low price.

Hearing	Free hearing evaluation, free hearing test, free battery check, free hearing aid cleaning, dollars off and price point offers on hearing aids.
Optical – Exams	Dollars off, low price.
Optical – Glasses	\$13-\$20 off prescription eye glasses or contacts, _ price frame, bogo frames
Pharmacies	\$5 off new or transferred prescription, \$2 off any purchase of \$5 or more, free bottle of aspirin/toothbrush, etc.
Podiatrists	Free initial consultation
Veterinarians	Dollars off vaccinations, free initial exam, dollars off any service, free flea dip and bath.



PROFESSIONAL SERVICES

Banks	Free cash deposit with new checking or savings account.
Cemeteries	Selling pre-need: free family record portfolio, free emergency guide, two burial spaces for low price.
Child Care	Free weeks valid upon registration, free registration.
Funeral Services	See Cemeteries above.
Insurance	Phone quotes on auto insurance, cheap term, homeowners, free atlas, free brochure, free consultation, rate comparison table, long postcards.
Legal Services	Free initial consultation.
Real Estate	Free market analysis – discount on commission.
Weight Control	Free consultation, % discount.