

Report Number 23415

Coupons and Discounts

In the course of your business, you may want to offer coupons and discounts to certain individuals or in a certain area to help increase business. Effective use of the coupons and discounts can help you increase business tremendously.

Coupons

Coupons are something that you can hand out, put in stores to be picked up by potential customers, or attached to flyers and brochures.

To create your own coupons, there are a couple of good websites available. We have provided the links for you here.

<http://www.roimail.com/help/client/400/402.html>

On the Free Merchant.com website, you can create your own coupon.



http://www.web-visuals.com/ui/fmtools/coupon_editor.htm

If you would like to purchase software to create and manage your coupons, see this website.

<http://www.couponbuilder.com/manage.htm>

Discounts

Discounts can be used in advertising situations or with referrals to get potential customers to ACT NOW! For instance, on your flyers you can offer your service with your basic price, but offer a price discount on multiple sales or if the customer takes advantage of an offer by a certain date.

Another form of discount is additional service at no additional cost. Depending on your specific service and industry, this may be very attractive or very expensive. Only you can determine this.