



## **How to Get Your Discount Package Program and Coupon Book Started**

1. Print out these 'Directions' on How to Get Your Discount Package Program and Coupon Book Started.
2. Print out your "Dear Client" letter and make 50-copies. Then sign them.
  - a. Frame 3-4 letters and put them around the Salon.
  - b. Then pass out the remaining letters to all of your clients.
3. Make 50-copies of "Dear Future Client"; sign them and pass them out to Future Clients.
  - a. Staple your 'Business Card' to every letter.
4. Print out the Coupon Book on 'perforated' business card stock.
  - a. You can purchase this business card stock at any office supply.
  - b. Pop out the cards and staple them together; with your business card in front, so the client has your information easily available.
5. Do not 'Date' the Coupon Book, until you sell it, so it will never be out-dated.
  - a. In case you want to have 100-professional Coupon Books made, they are good forever, until you put the expiration Date on them.
6. When the client uses a coupon, mark it VOID in black ink.
  - a. Each 'Coupon' can be used only once.
  - b. Do not rip it out, as the client needs to see they are using the Coupons.
7. The Client must bring the Coupon Book to the appointment, or they do not receive the discount.
  - a. So you don't have any paper-work and you don't have to remember who used what.
8. One Coupon Book per Client.
9. One Coupon per Service, but they can get 2-Services performed during the same appointment, and use two (2) Coupons, One Coupon per Service.
10. The Coupon Book is the size of a business card, so the client will keep it in their purse or briefcase.
11. When stapling together your Coupon Books practice a couple times first on one Coupon Book. It is a little tricky but you can do it.
12. When popping out the coupons from the business card stock: complete one coupon book and get the hang of it. Then it is super easy.
13. If you do not want to print the copies of the letters and make the Coupon Books yourself, just print out the black & white artwork or email it to the local printer and have them do it. It is really simple.
14. Follow these simple steps and get started today.