



SECRETS OF ENTERTAINMENT®

The Best Insider Tips and
Tricks to Help You Maximize
the Savings in Your
Entertainment® Membership



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Top secret



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Secrets of Entertainment®: The Best Insider Tips and Tricks to Help You Maximize the Savings in Your Entertainment® Membership
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The Entertainment Membership® Program: Most well known for the Entertainment® Book, the Entertainment® Membership Program includes local, regional and national Entertainment Books offering discounts on dining, entertainment, recreation, and more; the Entertainment® Membership Card featuring discounts at fine dine restaurants, hotels, and car rentals; and, Online benefits feature hundreds of additional printable coupons and online discount links not found in Entertainment Books. Using coupons found in Entertainment® not only saves you money, but it supports local merchants and community causes at the same time. The Secrets of Entertainment® guide breaks down your Entertainment Membership section by section with advice and suggestions for additional ways to save money using the coupons found in Entertainment. However, the suggestions contained within this guide are not presented to circumvent the Rules of Use that govern how and when a coupon may be used.

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Author's Note

I love coupons. Running one of the largest coupon websites on the internet is a testament to that. But my love of coupons stems from my experiences with Entertainment®. As a child, I can remember fundraising with them for our schools and extracurricular activities. At 23, I bought my first business, a deli-style restaurant and bakery. Getting my restaurant into Entertainment® was my first priority for advertising. Our coupon in the book was the top-performing source of traffic to our restaurant.

As a consumer, I buy at least three Entertainment® Membership Books per year, and sometimes more depending on where we are going to vacation. Buying more than one book might sound excessive, but a good coupon shopper understands that there is more value in the book than just what is printed on the pages.

In this guide, I plan to share some of my favorite ideas for making the most out of using Entertainment® coupons. In this economy, you need all the tools you can to save money. Entertainment and this guide will serve to be a great starting point if you can learn how to leverage coupons to maximize your savings.

My one caveat with producing this guide is that I tried to write it to generally fit Entertainment as a whole. Local offers from one city to the next are going to vary. So something you might read might not be applicable if the book in your city doesn't have those types of offers.

I hope your Entertainment Membership Book and this guide give you the tools you need to get the most out of saving money this year!

Yours in shopping,

Julie Parrish
CEO, CG Media
[Hot Coupon World](#)
[Organic Grocery Deals](#)

Restaurants & Dining Out

According to the National Restaurant Association, the typical American household spends an average of \$2,434.00 on eating outside the home¹. While that is good news for the restaurant industry, it is bad news for you if you are trying to stick to a budget.

There are times when we need to eat away from home. Using the coupons found in Entertainment® and its Dining Out, Casual & Family Dining sections can decrease the amount you spend on eating out. This can effectively save you up to 50% or more off the national averages, and keeps more cash in your pocket.

Think about what triggers your decision to eat out. Is it for lunch at work? A busy school night or a trip through the drive through after a weeknight sports practice? Or is it a special occasion? Most American families tend to eat out for convenience. When you get your new book, take a look through the offers. If you understand the decision triggers for eating out, you can then tear through the Dining Out and Casual & Family Dining sections of the book to build a system that will ensure you are using a coupon for every purchase.

Dining Out Decision Triggers:

<p>SPECIAL OCCASIONS</p> <ul style="list-style-type: none"> • Birthdays • Holidays • Celebrations • Anniversaries 	<p>WORK PLACE MEALS</p> <ul style="list-style-type: none"> • Lunch with a coworker • Office meals for meetings • Working late dinners out
<p>WEEKNIGHT CONVENIENCE</p> <ul style="list-style-type: none"> • After school • After sports or activities practices • Evening meetings 	<p>EVENT-BASED</p> <ul style="list-style-type: none"> • Family outing • Vacation • After a game, movie, or other event

It is likely you have other reasons your family eats away from home, even if it is just for fun, or because you don't feel like doing the dishes tonight. The better you can categorize your decision triggers, the better you will be able to utilize the restaurant offers in Entertainment®.

Label an envelope for every decision trigger you came up with for eating out. Then go through your local Entertainment® Book's restaurant sections and match the coupons that best fit to each decision trigger.

For example, if you know that every Tuesday you have a sports practice that keeps you from cooking, create an envelope marked "Tuesday Night Practice" and fill it with coupons from restaurants your family would likely eat at after a sports practice. Keep it handy in the car you would use to get to and from practice so you don't forget them at home. If you eat out at work, find the coupons you would use closest to the office and create an envelope for each meal you might eat while working outside the home. Keep them in a briefcase or laptop bag

to ensure you always have them handy. Sharing “buy one get one” coupons with a coworker saves you both money while you’re on the job.

Removing the coupons from the book and categorizing them ahead of time ensures you’ll have the right coupon at the right time for the types of meals your family consumes away from home.

There is more to saving with the restaurant coupons in the book than just having them organized and making sure to use them. While the coupons do say “not valid with any other discounts unless specified”, the “unless specific” limitations are not typically printed directly on the coupons. That means if you do a little homework, you will find the hidden gems in the book.

Call the restaurant ahead of time and you will be amazed at how many merchants in the book will allow you to combine the offer with other in-house promotions. A few examples of things to ask for additional savings:

- **Recycling kids’ cups** – some restaurants encourage patrons to bring the plastic kids’ cups back to the restaurant from the previous trip. They will refill the cup for free because of the cost savings associated with not having to buy new cups. And for those restaurants who are trying to “go green”, it means less plastic in the landfills.
- **Booking ahead** – many family style pizza restaurants run promotions for large groups and team parties when they pre-order food. It could be free sodas, discounted salads or breadsticks, or game tokens for the kids. Most of these types of offers can be used in conjunction with the coupons in Entertainment® for additional savings. The restaurant makes up for the additional discount because of the volume of business done with the group.
- **Dining alone** – ask for the discount. Many of the coupons in the book are “buy one get one free” offers. But if you are like many mobile workers, odds are, you are catching lunch between meetings and you are buying lunch alone. If you have categorized the “lunch” coupons in advance and see one you would like to use but it is a “buy one get one” and you are dining alone, call the restaurant before you go. Ask if they would be willing to honor the coupon for a single diner at 50% off. Most restaurants are more than willing to accept the business. It is a great way for them to utilize smaller tables and bar-top seating during lunch to fill the restaurant to capacity. And it is also a good way for them to have you try their restaurants out.
- **Large group?** – Ask for more than one discount. If you are dining in a larger group, it helps to ask if the restaurant would offer a larger discount to the entire group. So instead of a “buy one get one” for two of the people in the group, some restaurants are willing to spread that savings out across the entire group – either by doing “buy one get one” discounts in pairs, or offering 25% off to every entrée order in the group.
- **Kids Eat Free** – Another opportunity to mix promotions is an Entertainment® coupon with a Kids Eat Free special. First, you should ask ahead of being seated to see if this is

an option. If it is, the deal will likely look something like this: One adult meal paid, one adult meal free with the Entertainment® coupon, one child's meal free, and one child's meal paid. Since Kids Eat Free offers are usually contingent upon paying adults, if only one adult is really paying, only one child will eat free. If both get to eat free, than that is a bonus. But don't expect it walking in, or force the issue. Even one extra meal free is a great additional savings. Some restaurants will also combine this with recycling the kids' cups as mentioned before, so ask before you go.

- **Rewards and club cards** – Many restaurants have their own in-house rewards cards or points promotions. Here's an example of how this works:

You join a restaurant's club or rewards program. There is usually an incentive that goes along with joining. You might get some preloaded points or a free appetizer emailed to your inbox. Then you go to the restaurant with your Entertainment® coupon. If you secured a coupon for something from the restaurant for joining its club, they may or may not let you use both coupons. If they do, it's a bonus, but you should neither expect it nor force the issue if they don't. When you use your points/rewards card, most computers are set to give you points based on the total value of the ticket, and not the cash value of the sale. That means you are earning points for freebies by using an Entertainment® coupon. If you have multiple coupons from multiple books, it means the more you eat at a restaurant that rewards you, the faster you earn rewards and further reduce the cost of your overall dining out. For one restaurant that comes to mind, you can combine the free birthday meal coupon with Entertainment® money-off coupon and collect points for the entire thing. The final ticket works out to be about 75% off retail.

- **Dine in only** – Some coupons are marked "dine in only". However, on a busy weekend night when the restaurant is packed, dine in only becomes negotiable. A restaurant that has a wait at the door does so not because the kitchen is backed up, but because the restaurant can't turn the tables fast enough. So if the tables are full, the kitchen staff might have some down time waiting for new orders to come in. That is when dine in only coupons can quickly become takeout coupons instead. Call ahead to a dine-in only coupon restaurant and ask what the wait time is. If it's anything more than 30 minutes, let them know you have a coupon that says dine in only and ask if they'd be willing to let you have the order to go. Odds are, they will say yes because it increases their sales volume overall, and keeps full fare customers in the seats, increasing their overall profitability for the night.

Most consumers tend to see the sticker price on any item as fixed. They fail to save money because they don't realize they can ask for a different price. Most business owners know that they have flexibility in their pricing. The restaurateur that does not move his perishable inventory is faced with having to discard it at a loss. He would rather sell you a meal at a discount and still make some profit. Of course, half of something is better than all of nothing. That holds very true in an industry as competitive as the food service industry.

Something to note:

Before you chase the restaurant deals remember that the advice given in this topic is just that – advice. Not all restaurant staff has the authority to make these types of deals happen. Be sure to ask if you can mix and match deals, and don't be put off if they say they can't give you the additional savings. The coupon savings itself is still a great deal – the extra savings you get using advice in this guide are a bonus. If you do get the additional savings, be sure the gratuity is off the full value of the order. A little courtesy to the staff goes a long way towards helping to ensure you and everyone else gets the good deals the next time around.

Entertainment & Sports

If you have an active family, the coupons in the Entertainment and Sports section could keep you busy for an entire year. This section will give a quick overview of where some of the best values are for keeping your family entertained.

Movies

I love that Entertainment® coupons for some movie theatres allow for redemption right at the box office. The quick gratification of simply pulling the coupon out of Entertainment® and redeeming it on the spot means it is easier to remember to use them. The current cost of a full-priced ticket in my area is \$9.00. The coupons save \$2.50 per ticket. Total savings for a year is \$45. But, if your theatre has a rewards program that means you will increase the value of the savings by combing the discounted tickets with rewards points.

A sample of one theatre's reward program looks something like this:

For every ticket you buy, you will earn points towards free concessions or movie tickets. So when you are buying the tickets at a discounted rate, the points you earn could get your free rewards faster. Cardholders in these programs also get special concession offers different days of the week, so if you don't mind seeing a Tuesday evening film, you will get cheap concessions, discounted tickets, and earn points all at once – that's upwards of a 45% savings to take the family to the movies.

Something to Note:

Additional coupons for most major theater chains can be ordered online at www.entertainment.com.

Museums

Here's a little known secret about using Entertainment® coupons at museums. If you talk to the membership director before you buy your tickets, you can ask if they can parlay the discount that they would give you for the one-time admission into a discount against an annual membership. You might spend a bit more money on the first trip, but using the discount on a full year membership allows you to enjoy the museum more than once, and it supports a non-profit group in your community. They might not all do this, but we have seen people have luck asking, and most membership directors are happy for the sale.

Something to Note:

This same savings tactic can also work at other establishments or attractions that offer an annual membership.

Birthday Parties (and other events)

Kids' birthday parties can be terribly expensive, but depending on the size of your group and the time of year, you can cut the price of a kids' birthday party in half. Many of the attractions in Entertainment® have birthday party solutions (think roller skating, baseball parks, kids' pizza parlors, etc). If you have multiple books, you can save on admission, food, or arcade tokens.

Here is an example from a birthday party we hosted at a Grand Prix raceway type establishment:

Using two sets of coupons for each purchase, we bought enough tokens, raceway laps, and batting cage time for eight kids for \$75 after coupons. Because we had a large group, we were also given a discount on the food. By skipping the "birthday party package" and using the coupons to piecemeal the party together, we got the features we wanted at a price we were willing to pay.

If you ask ahead, you would be surprised at how many places are willing to honor the coupon price for a larger group. That can make a huge difference on the cost of hosting a birthday party or event.

Something to Note:

If you have a small business, the Entertainment & Sports section of the book is a great way to host company events and save money doing it.

National Merchants

The National Values® section of Entertainment® has great offers. However, I think consumers get caught up chasing deals all over the internet and forget that there are really high-value, unique offers that you'll only find in on www.entertainment.com and in the National Values section of Entertainment. This section will take a look at some of those offers, and provide some insight for putting the National Values offers to use for you.

An important tactic to use:

Similar to the advice in the Restaurants & Dining Out section, I suggest that if there is a coupon you think you might use for a brick and mortar store in your area, tear them out of the book and keep them in an envelope labeled "local retail stores" or something to that effect. Nothing is sadder than realizing you let coupons expire in the national section that you could have used to save you a bundle of money. This is especially important since most people assume since 90% of the book expires on November 1st that the offers in the National Values do too. In fact, the bulk of those offers expire on December 31st. That means there are plenty of coupons in Entertainment that you can use for holiday shopping and travel, but you have to get them out of the book so that you remember to use them and so you don't toss them on November 1st when the rest of the book expires.

Travel Deals

Far and away the best savings in this section of the book are the auto rental and hotel offers. When you look online for a hotel, they don't typically have the Entertainment® rate available as a discount code choice on their website. In fact, your best bet to get the Entertainment rate is to book the travel through the number in the book or call the hotel directly and ask.

Hotels

Most people don't know that hotels allot a certain amount of room nights to each pricing category, and Entertainment rates don't fill up nearly as quick as other rate categories. This means, if you plan your travel around the hotels in the Entertainment Book, you're going to get a better deal in many cases than if you booked online and asked for a corporate, government, or senior discount. Another thing to consider is that for whatever reason, not all hotels that participate seem to wind up in the book each year, so if you are headed somewhere that doesn't have a hotel listed in the book, ask for the rate to see if it is available.

Other things to ask for when you are looking for a room:

- Can you get a rollaway? No sense booking an extra room for one extra body if the hotel can spare a rollaway bed instead for free or a small surcharge.
- Does the hotel have a free breakfast? If you are traveling with kids, the free breakfast is a great money saver. If your children are like mine, they will eat a ton and you will get your money's worth from the room. Or, they eat like birds and the hotel's free breakfast saved you from buying a full-priced breakfast that they were not going to eat anyways at a restaurant.

- Does the room have free internet? For many of us, even if you are traveling for pleasure, being disconnected from email and the internet poses a challenge. Many hotels charge as much as \$12.95 for 24-hours of internet connection. If you can get an Entertainment[®] rate and free internet, it is a huge savings if being online while you travel is essential.
- Does it have free parking? That sounds like a given, until you arrive at a hotel that charges \$24 a night to park.

Fortunately, many of the hotels in Entertainment[®] cover these types of amenities, but it doesn't hurt to ask just to be sure. Since most of us don't spend our vacations in our hotel room, paying for services you aren't going to use is a bit counterintuitive.

Car rentals

Nearly every national car rental company has an offer in the book. For the consumer, it is the best part of the National Values[®] offers. You can quickly compare and find the best deal because all the offers are in one place. This keeps the car rental pricing competitive, especially when you point to an offer from the competitor. Most of the companies in the book will match another company's offer, provided you present the coupon at check-in. This means you actually need to have the coupons from Entertainment in order to get the deal, even if you book online. The reality is, some markets are better served by one car rental company over another. So again, asking makes all the difference in the world when it comes to getting the best deal on a car rental.

Lastly, try to make sure that the car rental and hotel you book are interconnected with your airline miles. Without naming companies, here is a typical deal scenario:

- Airline Company A requires a set amount of travel to secure a free airline ticket. You get rewarded for traveling with that airline. However, the car company you rented from provides partial credit to that airline towards a free ticket when you rent with them. The hotel you picked also lets you convert hotel points for airline rewards. The result is that one round trip flight with a car rental and a hotel stay provides you the equivalent of 1.5 airline trips towards your free airline ticket. That means you will earn a free airline ticket 50% faster by combining hotel and car credits with your airline rewards than if you didn't take the time to find the interconnected partners in Entertainment.

Something to Note:

Entertainment[®] also has coupons for discounted airline travel. Be sure to see if the company you collect mileage rewards from has a coupon before you make your reservations. This could provide even more savings.

See more about the travel topic in the **Vacations** section of this guide.

Gifts and Specialty Retail

The next category of merchants in the National Values® section of the book falls under the Gift and Specialty Retail categories. These offers are from retailers across the country both on and offline.

By far, the best deals in this category tend to be the clothing stores. Many of the clothing coupons are high-value percentage off or money off coupons. Most of them don't limit you from buying clearance items with the coupon. That means if your purchase of 50% off clothes rang up for \$100, but then you used a 20% off your entire purchase coupon, you would be spending \$80 for \$200 retail value of clothing. That's now a 60% off savings off the total purchase price by using Entertainment® coupons. Since clothes are something we all have to buy, these coupons, if used in conjunctions with sales and special offers where applicable, become a great source of savings.

Daily Living Coupons

The rest of the coupons in this section we will categorize as "daily living" coupons. They are coupons for things like eye glasses, office supplies, photo development, movie rentals, pet needs and more. Again, since many of these coupons are for physical store locations, be sure to tear out the ones your family can use and get them used before they expire. Daily living coupons let you save for things like \$10 off \$50 at a sporting goods store where you can stock up on soccer cleats for next season when they are on clearance at the end of this season. They are for cheap video rentals to watch or books to read when you are stuck inside on a rainy day. Or they are for free music downloads you can get to fill the Mp3 player you got with a 25% off coupon at the electronics store. These daily living coupons are one of the best kept secrets in the book. Because they are buried in the center of the book, many people overlook them. And because most people don't think to pull them out of the book, they go unused. When you get your book, make pulling these coupons out of the book a priority for savings.

Retail & Services

Most people who buy Entertainment[®] do so for the abundant restaurant coupons in the front of the book. But it is the coupons in the back of the book that make it worth buying multiple books for added savings.

The Retail and Services coupons are a mix of household, grocery, hardware, and service industry coupons that can save well over a thousand dollars in the course of a year. In this section of *Secrets of Entertainment*[®], we will provide several strategies for using the coupons in the back of the book. These tips don't cover every type of coupon in the Retail and Services sections, but just because they weren't mentioned doesn't mean they aren't valuable. The strategies we cover are the ones that will make the most impact year after year when you redeem Entertainment coupons with local merchants.

Food and Drug Store Savings

The grocery and drug store coupons can provide some of the most significant savings in the entire book. We all need to shop for groceries and household goods. These coupons, combined with other offers, are a powerhouse of savings. Let's take a look at how this works.

In many books, local stores will have a coupon for \$5 or \$10 off of some amount. Most of the stores will offer one for each month of the year the book is in use. That is a minimum of \$60 annual savings per store. But a savvy shopper will take these coupons a bit further and really get their money's worth. Here's how:

- **Plan your trip in advance of the sale.** Most big store promotions happen in the first or second week of each month as food manufacturers have renewed budget at the beginning of the month. That makes the first half of the month the best time to use these coupons to shop.
- **Use manufacturers' and in-store coupons in conjunction with Entertainment.** For example – if the coupon says \$5 off \$50 at your town's store, you can typically use other coupons in conjunction with the coupon. If you use in-store and manufacturer's coupons, most stores will require that the total before those coupons is \$50 after all other coupons. So be sure as you shop to do the calculations before you get to the check stand. You will want to be right at \$50 before they scan the Entertainment coupon. (Some stores will take the coupon off the top of your order, bringing your \$50 in groceries down to just pennies after coupons and sales. Check with your store manager for the redemption policy before you shop).
- **Use drug store coupons for drug store items.** Most health and beauty aid items are cheaper at the drug store. If your book has drug store coupons in it, use them for items best suited for drug store sales. Pair them with manufacturers' coupons for additional savings. Spend just to the amount on the coupon and shop again next month.

- **Add rebates to the mix.** If your drug store is offering a rebate item, use your coupon like this:
 - Buy the rebated products.
 - Use manufacturer's coupons if you have them.
 - Use the Entertainment® store coupon.
 - Submit the rebate.
 - You can also do the same thing with manufacturer's rebates that you might find on grocery items which will get you free/cheap items as well.
- **Print coupons to take to the store with you.** While not every store takes them, many stores do. Printable grocery manufacturer's coupons tend to be higher value than the coupons in the Sunday paper, and you can combine them with Entertainment, grocery and drug store coupons for additional savings. You can read more about and find printable coupons from Hot Coupon World's Resource Center (www.hotcouponworld.com/resources).
- **Additional grocery savings** – Lastly, many books have coupons to retail outlets like bread stores, wine shops, candy, or other gourmet food stores. These coupons can provide quick savings for specialty food items. And in the case of bakery outlet stores, you can even further reduce your family's food costs by remembering to redeem the offers each month.

Something to Note:

Be sure to pull all of the grocery and drug coupons out of Entertainment. Keep them in your car, purse, or coupon organizer so you remember to use them before they expire. Depending on how many of your area grocery and drug stores have coupons in the book; having multiple books comes in handy so you can have those grocery coupons every week you shop.

Auto Care

The average consumer might only give a once-over to the auto care coupons in Entertainment and never give them a second thought. However, the auto care coupons provide some of the most tangible savings in the book.

- **Car washes** – There seems to be a proliferation carwash offers in the Entertainment. Many people assume that hand-washing their car at home is cost effective because there is no cash out of pocket. The average price of an auto carwash using an Entertainment coupon is about \$6.00 after the coupon. Most people forget to consider that their “free” home car wash has hidden costs of water, soap, and other supplies. They also fail to factor in the value of their time. The average auto carwash is about five minutes. A home carwash takes about an hour from start to finish. What else could you be doing for the other 55 minutes, and is it worth your time? There are two other things to consider here as well. Research has proven that an auto carwash is better for the environment and better for your car. Auto carwashes use less water and are designed to recycle the water

as part of the process. And hand carwashes have been shown to scratch the surface of the paint, which could lead to costly rust and wear damage on the car.

- **Oil change and other repair services** – The life of your vehicle can be stretched with regular maintenance and repair. But most people don't know that if they keep good service records, the trade-in or resale value of the car is much higher when you go to buy a new car. Well-documented car care will give peace of mind to the new buyer. On a recent trip to a car dealership, the dealer shared that a savvy shopper should be able to negotiate at least 10-15% more on the value of the trade-in vehicle if they can document the maintenance. Using the coupons in Entertainment[®] not only helps you save money while you own the vehicle, but will help save you big when you go to buy your next car².
- **Gas coupons** – The \$1 off eight gallons of gas coupons that might be in your book may not seem like a lot, but over a year they're worthwhile to remember to use. Here's why:

The coupons themselves typically tend to be for a higher octane gas. Many of us stick to regular unleaded because it is cheaper than the premium versions. But if you use the coupon and just buy ten gallons, you'll be getting the ten gallons of mid-tier premium gas for the same price as the regular unleaded. The premium gas is good if your car's manual recommends it. So while you won't save any money over just buying regular unleaded fuel, you will reduce the cost of buying premium fuel if your car needs it.

Home Care and Repair

If you have home maintenance and repair to do, the coupons in Entertainment are a treasure trove of savings. This topic will look at some of the home care and repair coupons in most books, and give you ideas for how to get the most out of them.

Hardware stores

- If your Entertainment edition has hardware store coupons for a dollar amount or percentage off the purchase, there are several ways to get these used up and maximize the value. Most people don't know it, but many hardware stores like those featured in the book take manufacturer's coupons. This makes coupons like \$5 off \$25 great to use for household cleaners, pest control, yard care items, and storage containers that frequently have manufacturers' coupons and/or rebates associated with them.
- If your Entertainment[®] edition has the high value 20% off coupons, good up to \$100.00, that means you should save those for purchases over \$500.00. This could include things like carpet, appliances, heavy duty tools, lawn mowers, BBQs, and outdoor patio furniture. This is where having multiple books comes in handy. If you had three or four of those coupons at your disposal, you could break the purchases down into smaller trips and save several hundred dollars.

- Watch for clearance items and use your hardware store coupons to get even better deals. This is especially true for things like lighting and fixtures, or items that have seasonality. If you buy that patio set as it is going on clearance for the summer, and then use your coupon, you can save upwards of 70% during the best clearance sales.
- If your hardware store can't get you what you need (although most are great about allowing special orders with these coupons), then take them to a big box hardware store for a price match.

Paint, Flooring, and other specialty home repair stores

Most consumers like to one-stop shop their home repairs through a big-box retailer that can provide everything from decking and siding, to paint and flooring. We'll concede that there is a time-savings to buying everything in one place, but if you are willing to do a little more shopping, then you will save cash by piecing out parts of the project.

- **Paint stores** – the offers vary by edition, but most of the paint coupons are for a high percentage off – upwards of 20% off your purchase. Many painters mark up the materials, so buying the materials yourself with a coupon and then hiring the painting labor can save you a bundle on an interior or exterior paint job. We did this last year and our savings over an all inclusive quote was over \$1,000.00.
- **Floor coverings** – if you're a do-it-yourselfer and you plan on changing out the floor coverings in your home, taking it one room at a time with coupons in Entertainment® could provide your substantial savings.
- **Other home repair and supply stores and services** like blinds, lighting, carpet cleaning, and pest control will help keep your house spruced up at a price you can afford.

Yard and Garden

As more people look become home gardeners, the yard and garden coupons are great, even if you don't own your home or have a yard. Most of the yard/garden coupons are for up to 20% off the retail price. The best use of those coupons is on edible plants and gardening supplies. Even if you don't have a yard, you can use the coupons for edibles like columnar apple trees, container blueberries, and Meyer lemons – all fruit producing plants that can be grown in containers in nearly any climate zone. You will save money stretching your food dollars using the yard and garden coupons in Entertainment. If you do have a yard plan your garden needs around those coupons and make multiple trips with multiple coupons to maximize savings.

Vacations

Entertainment[®] Memberships Books are available in over 150 US cities, Canada and Puerto Rico. Buying Entertainment[®] ahead of a vacation is a smart move and can save you a significant amount of money. Here's why:


- Most families take their vacations when the kids are out for spring and summer breaks. By the middle of March, the current year's Entertainment[®] editions have gone on sale. That means you don't have to spend full price to get an Entertainment edition from outside your area to use on your trip.
- The majority of tourist sites you want to see are going to have a discount offer inside the book. This means that you'll save on the attractions you hope to visit on your vacation.
- The attractions in the National Values[®] section of the book are good for destinations all over the country. You can use the coupons from both your home base and the cities you are traveling to for your vacation to double your savings. This works well if you are traveling with four or more people in your group.
- The tips outlined in the Restaurants & Dining Out section of this guide are applicable anywhere Entertainment is sold. That means you can save substantially on dining out during your trip.
- The National Values coupons are good no matter where you are in the country. So even if you don't use them while you are on your trip, you can still come home and use them later.
- Getting Entertainment a month before your trip gives you the chance to really research your vacation, make travel maps, and plot your savings.
- If you don't plan on renting a car, the coupons for the Super Shuttle airport transport will pay for the book when you redeem that one coupon.

On a recent family vacation to Hawaii, the Entertainment Book we bought before our trip on sale for \$10 saved us over \$500. We found some great local sites and restaurants we wouldn't have visited otherwise.

The best part is buying Entertainment[®] from outside your home area can still benefit the local fundraising group you support.

Keep Saving Online

You've come this far with your savings, here's one more tip: Your Entertainment® Membership has additional member benefits online. Once you buy your book, go to <http://www.entertainment.com/activate> and register your card to activate these online benefits. When you do, you'll find:

- More coupons that cover each section of the book from printable dining to hundreds of online Retail discounts that let you save with a click of your mouse giving you time and gas savings in addition helping you keep money in your wallet..
- Repeat Savings® Coupons – Up to 20% discounts you get once a month at some of your favorite merchants. In fact, if you look in your book you will see the logo  designating additional coupons online for that merchant!
- New offers from local and national merchants that didn't make it into the book before it was sent to press.
- Exclusive Member Discounts – Offers that are available exclusively to registered members when they are logged in to their accounts.

These offers get updated frequently, so check online often to be sure you don't miss a deal!

Final Thoughts

Learning to economize and make the most of available offers and deals is a journey. The savings aren't realized overnight, nor are they always revealed without hunting for them. As we continue to live in an uncertain economy, one thing that *is* certain is that continuing to support community groups and local merchants is going to be a critical part of how our communities stay solvent.

While this guide encourages you to get the most out of Entertainment[®], one central theme you read throughout was to get out into your community and use the coupons to their fullest. You will do yourself a disservice by buying Entertainment[®] and leaving it at home. Utilize the tactics and strategies in the guide to get the most out of it. When you have exhausted the hidden gem savings in Entertainment, go out and get another one. Odds are, now that you know how to use the high-value coupons in Entertainment, one book will no longer be enough. You can now see why I mentioned in the preface that I buy at least three per year – triple the savings! For a family of five, my \$60 investment for three books saves me over \$4,000 a year on average. I can't make that kind of money in a savings account, in the stock market, or in any other type of investment. And even though my purchases are discounted, I'm able to shop in my community and make a real impact with my dollars that I might not have made otherwise. I get to try new restaurants, meet new people, and best of all, save a ton of money.

Lastly, getting the most out of stretching your money requires a commitment to saving every time you shop. Sometimes you need more help than just what a single savings guide can give you. I'm personally committed to helping you economize your household. If you have questions after reading this, you can reach me via email at Julie@hotcouponworld.com. We're here to help you on your savings journey. By purchasing an Entertainment[®] Membership Book, you have made a commitment to your community and yourself. It was a smart choice, and we wish you all the best in becoming a super saver!

Endnotes

¹ <http://www.cnpp.usda.gov/Publications/FoodPlans/2009/CostofFoodJan09.pdf>
<http://www.restaurant.org/research/>

² <http://autos.aol.com/article/car-news/resale-and-trade-in-value/20070910104609990001>