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## Start Your Own Online Coupon or Daily Deal Business: Your Step-By-Step Guide to Success (StartUp Series)

*Rich Mintzer*

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#1532445 in eBooks 2013-08-19 2013-08-19 File Name: B00C4GUYN6 | File size: 21.Mb

**Rich Mintzer : Start Your Own Online Coupon or Daily Deal Business: Your Step-By-Step Guide to Success (StartUp Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Your Own Online Coupon or Daily Deal Business: Your Step-By-Step Guide to Success (StartUp Series):

9 of 9 people found the following review helpful. Incompetent writing and by no means an accurate account of this industry. By Patrick Dillon This book is more or less 200 pages of useless dribble. The author clearly has, nor bothered to acquire the faintest understanding of the savings space. Even a basic understanding of the two key fundamental performance advertising methods the book purports to be an expert on is missing. It's definitely beyond wishful thinking to expect to find anything useful here like for instance how the two products really differ for the most important asset in this entire business model...the advertiser, or maybe something useful about how to package and sell

advertisers with a unique and differentiated value proposition. This book gives me little faith in "how to" business books. If a somewhat reputable company like entrepreneur can back this then what other garbage are they packaging and marketing. 0 of 0 people found the following review helpful. Five Stars By John R. Klapp Great product service

Unlike old-school design your own coupon book titles, this book moves straight into computer technology and proceeds to the latest trend in couponing . . . apps, which provide deals to mobile users in any location. Many daily deal businesses do not work to enhance the experience for their merchants. Readers, however, can learn how to do so. Experts in the industry are also included such as Marc Horne, co-creator of Daily Deal Builder, who discusses what it takes to build a daily deal site, David Teichner, CEO of Yowza!! who brought deal apps to iPhones and several business owners who have tried their luck at running daily deal. They discuss what they have learned from the process. Currently there are few, if any, other books on how to start a daily deal business and the coupon books focus on how to use coupons and even on extreme couponing, but not on running an online coupon business. This is a unique title which provides those who enjoy offering deals and discounts to get started in an industry that is still growing.

From the Inside Flap Find Success Among Savvy Shoppers! Are you a savings fanatic? Best known for passing on good deals, discounts, and other bargain opportunities to your friends and family? If your answer is yes, then you're likely a candidate to start an online coupon or daily deal business. A booming industry, the daily deal and coupon industries caters to millions of consumers hungry for savings. Detailing two avenues to reach these savvy shoppers online coupons and daily deals our experts show you how to turn your devotion to discounts into a lucrative business. Learn step by step how to apply the basics of business to your online venture, including establishing your niche, formally setting up your business, managing finances, daily operations, and so much more. Plus, gain an inside edge with insights, tips, and techniques from successful coupon and daily deal providers and other industry leaders! Choose which type of coupon or daily deal website you want to run Discover your niche or specialization Build a virtual or traditional office setting and team Develop an attractive website Create profitable partnerships with merchants Build a business brand that gets noticed Employ a marketing plan that captures consumers and creates referrals Refer to included resources, examples, and advice to keep your business healthy Discover all that the discount industry has to offer start your online coupon or daily deal business today!