



## **Live the American Dream and Start Your Own Local Coupon Business with Local Coupon Marketing™**

*Local Coupon Marketing™ is the premier online service for the creation of custom coupon templates for start-up businesses. Business owners of these start-ups can use these templates to show potential advertisers and to sell monthly coupon advertising space.*

Boynton Beach, FL ([PRWEB](#)) May 19, 2009 -- Local Coupon Marketing™, [www.startacouponbusiness.com](http://www.startacouponbusiness.com), has recently launched a new and innovative service offering start-up businesses the opportunity to download a four-page custom coupon template with a broad array of sample advertisements. The front cover of the coupon booklet includes personalized features such as the business name, contact information, choice of scenic backgrounds and finally, the area to where the publication is distributed. Business owners can use their custom templates to show local advertisers and to pre-sell monthly coupon advertising space.

ASA Design Studio™, [www.asadesignstudio.com](http://www.asadesignstudio.com), a leading graphic design firm, has partnered with Local Coupon Marketing™ to offer their customers an easy and affordable way to design their coupon advertisements. To further understand how this program works and our partnership with ASA Design Studio™ the CEO of Local Coupon Marketing™ summarized the entire process, "We offer business owners of these start-up coupon businesses a creative way to sell coupon advertising. Our customers submit a secure online payment and are immediately brought to a website page that details step-by-step what we need from them to design their custom coupon template."

"In 10 business days, they receive an email download with an Advertising Rates and Spec Sheet (a reference guide) to print and our customers can then use this template to show potential advertisers to sell coupon ad space for their publication. Once they have pre-sold coupon advertising space they can use our recommended graphic design partner, ASA Design Studio™ or they can use their own graphic designer. It's really up to them and their budget."

Besides providing local coupon booklet start-ups with custom templates, Local Coupon Marketing™ has further demonstrated their commitment to success by partnering with Mr. Cold Call, Inc. Their main web property Mr. Cold Call™, [www.mrcoldcall.com](http://www.mrcoldcall.com), is a leading online portal for cold calling and sales prospecting resources. As a result of this partnership, customers of Local Coupon Marketing™ receive a 10-page "Word for Word Coupon Cold Calling Script" that includes opening lines, engaging questions, objection handling, closing questions and voice mail messages. This comprehensive script includes over 100 script combinations and can be used both when prospecting in-person or on the telephone to attain new business. Along with your sales script, customers will also receive a "Direct Mail Sales Letter." This sales letter is 100% customizable and can be used when sending and attracting new coupon advertisers.

According to an executive in our Marketing Division, "As our economy shrinks, consumers more than ever are looking for ways to loosen the belt and find ways to constantly save money. Coupons serve this purpose. When the economy is down consumers are redeeming coupons at unprecedented rates and our idea to capitalize on this trend lead to the development of Local Coupon Marketing™. We are very excited to be a part of this multi-billion coupon industry."



Local Coupon Marketing™, [www.startacouponbusiness.com](http://www.startacouponbusiness.com), is the premier online service for the creation of custom coupon templates for start-up businesses. Business owners of these start-ups can use these templates to show potential advertisers and to sell monthly coupon advertising space.

ASA Design Studio™, [www.asadesignstudio.com](http://www.asadesignstudio.com), is a full-service business marketing design company. They offer an array of professional and unique design capabilities to separate itself from other graphic design firms. These capabilities include royalty-free photos, access to over 1,000 different fonts, access to the most current design software technology to construct your coupon, magazine, newspaper, flyer, and brochure advertisements. All designs are emailed to your company in an easy to print high-resolution format that will be ready-to-print for any printer in your area.

Mr. Cold Call, Inc. is a diversified media company that owns a portfolio of online properties related to cold calling and sales prospecting. Their main internet property Mr. Cold Call™, [www.mrcoldcall.com](http://www.mrcoldcall.com), is one of the most highly visited cold calling internet sites and is used by both inside and outside sales professionals from around the world.

###



**Contact Information**

**Public Relations**

Local Coupon Marketing&#8482;

<http://www.startacouponbusiness.com>

561-207-7805

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).