



Student Group Manual

Do you have what it takes to earn some serious funding for your student group? Test your abilities with Here Is My Coupon! Successfully network with local merchants and your group will earn extra money in no time! Here is how you can effectively take part in this business opportunity.

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Group Registration

Once your student group decides to participate in Here Is My Coupon, the following steps will assist your group unsuccessfully activating your account.

Group Requirements:

To register:

- Group members have to be of legal age to represent Here Is My Coupon.
- Group members must be enrolled in the same college or university and the same **school sanctioned** collegiate organization/group (e.g. sports team, fraternity, cooking club, math team).
- Group members must be of legal age to be eligible for participation in Here Is My Coupon.
- The student group must have a registered faculty advisor to oversee the actions of the group.
- The student group must have a mission statement or charter as established with the college or university.
- The student group must identify six members to serve as executives who will each complete a personal profile with a school-registered email address during the group registration process.
- One of the six executives must be appointed to serve as the group's treasurer.
- The student group must either have an active bank account approved by and registered with the college or university, with



direct deposit information or the group's mailing address for payments to be sent out to the group.

- Group members must abide by the Code of Conduct (see: Code of Conduct document) at all times while representing Here Is My Coupon.

Registration:

Once the requirements are met, choose a representative from your student group to follow these group registration steps:

1. Visit our website: www.HereIsMyCoupon.com/
2. Click on the "Students" tab
3. Select "Register a Student Group"
4. Follow the online registration process and complete all mandatory fields
5. Include your student group's registered mission statement/charter (this will need the confirmation of your faculty advisor).
6. Provide the name and ".edu" email of a faculty advisor/sponsor. *Please note: an email will be sent to the faculty advisor requesting confirmation of willing participation in this role. If the faculty advisor does not confirm participation within 7 days of this email, your group will not be activated.
7. Provide information for your student group's bank account; please note that personal bank accounts of any type, including personal online accounts such as PayPal, will not be accepted.
8. Identify how you heard about Here Is My Coupon
9. Once you have completed the online registration, Here Is My Coupon will send emails to the other five executives and the faculty advisor/sponsor requesting they agree to participate in this role, confirm their email addresses, and complete their personal profiles.
10. Executives and the faculty advisor must confirm participation and complete their personal profiles within seven days or the group will not be activated.
11. Once the executives and advisor have completed these steps, your group will be activated. Once activated, Here Is My Coupon will send an email to all executives and the advisor announcing that your group is active and may officially begin reaching out to merchants.

Group Marketing Materials

Before your group sets out to approach a merchant, review Here Is My Coupon's marketing materials to ensure compliance with Here Is My Coupon's protocol for efficiency and success. Below are the resources you will need:

Print Business Cards



You should give Here Is My Coupon provided business cards to merchants so they can easily identify and credit your group. Please follow these steps for business card access:

1. Login using your group ID and password
2. On your group's page, click the "Publicity" tab
3. Click on the "Business Cards" option
4. Fill in the mandatory fields and save the business card
5. Our system will store the card for other group members to access
6. Print the business cards (ten cards per sheet) on firm paper (Avery Label 8371 paper)

Publish School Newspaper Article

Only the first group registered at a college is allowed to publish this marketing article. Publishing this article can provide your territory with greater awareness of our program to help ensure the success of a merchant's coupon. Please follow these steps to access the article:

1. Login using your group ID and password
2. On your group's page, click the "Publicity" tab
3. Click the "Download Article for School Newspaper" option
4. Download the PDF file
5. Approach your school newspaper to request that this article is published

Post Flyers

Flyers provide your territory with awareness of our program to ensure the success of your merchant's coupons and stabilize the inflow of cash to your student group. Follow these steps for flyer access:

1. Login using your group ID and password
2. On your group's page, click the "Publicity" tab
3. Click the "Flyers" tab
4. Choose and upload one or more of the flyer PDFs
5. Print numerous flyers to post around your campus and territory. Check with your college or university relative to the regulations about the location, quantity, and content of flyers prior to posting them. Penalties and fines may be enforced by administration and off-campus police for posting outside of authorized areas.

Create Sample Coupons

The student group can create and use sample coupons if the merchant requests to see them in physical form. Your group can use and create custom coupons and/or



use generic coupons to show prospective merchants. This provides a personalized view of what Here Is My Coupon can provide. Follow these steps to access our coupons:

1. Login using your group ID and password
2. On your group's page, click the "Create a Sample Coupon" option
3. Select a promotion type, we advise that you choose a promotion that a target merchant is currently running for a more personalized approach
4. Fill out remaining fields pertaining to a specific merchant
5. Print and save the coupon
6. Saved coupons can be easily accessed via an ID that is located in the Saved Coupons folder for each coupon

Print a Decal

Here Is My Coupon encourages merchants who have already heard about Here Is My Coupon to print out a decal as a "member" or as a "supporter" of Here Is My Coupon.

1. Merchants who have been approached about Here Is My Coupon but have chosen not to participate and do not want to be solicited again may print and display the "Supporter" decal.
2. Merchants who you have been approached about Here Is My Coupon and have selected to participate through another student group, please print and display the "Member" decal. With this decal, you can attract more customers by alerting them to accessible online promotions.

Merchant Networking Strategy

After registering your group and compiling all marketing materials, it is time to develop a networking strategy. The success of your group depends largely on creating and executing an intelligent and structured networking plan. Below are tips to help you form and execute an effective strategy:

Make a list of target merchants

- With your group, brainstorm as many merchants as possible in your territory. During this brainstorming process, it is critical to follow local newspapers, magazines, blogs, etc. to ensure current information and to be aware of new business openings.
 - Remember: your territory is the area within a five-mile radius from the GPS coordinates of your college's Admissions Office
- You cannot approach merchants outside of your territory



- If you are not sure if a merchant is in your territory, log in using your group ID and password to view a map of merchants in your territory.
- A list of merchants will appear during this search
 - If a merchant has already signed up on Here Is My Coupon but had not been approached by a student group in their territory, they may have credited the House Account
 - If they credited the House Account, “HA” will appear next to the name of their business
 - These merchants are good ones to approach because they have already expressed interest in joining the program
- It would be wise to first compile a list of merchant’s your group already personally knows to start with
- Target and approach these merchants initially because people that you already share a personal connection with will be more likely to join the program

Divide this list among your group

- Either divide the list alphabetically or by regions of your territory
- Set a target number of merchants with deadlines for your group members to keep everyone motivated, accountable, and focused

Bring an example coupon, flyer, and decal

- Refer to the “Compile Marketing Materials” for more information

Never forget (or run out of) business cards

- This is crucial to establish future contact between your group and a merchant. Remember- getting a merchant to join Here Is My Coupon is only half the battle! To raise money for your student group, merchants have to credit your group during their sign up process

Dress appropriately

- It’s ok to overdress but not ok to under-dress
- Business attire is encouraged

Do not approach merchants during their busiest hours



- Before approaching merchants, try to understand their business and their busiest operating hours. For example, do not approach a restaurant manager at 6pm; consider a slow time like 3pm.
- When first speaking to a merchant, first ask if you are approaching them at a convenient time. This courteous gesture will go a long way in your business endeavors.

Be careful when approaching a merchant before the final website release

- When you approach a merchant before the final website release, be careful about the wording and intent of your approach
- Merchants cannot register and activate coupons until October 2010, the date of our third release, thus when you approach a merchant before this date, your group will be confronting the merchants not as salespeople but as researchers
- Be informative, ask the merchant questions about their advertising and marketing campaigns and spark interest with local merchants
- Be a **researcher**, not a **salesperson**

Tips for dialogue and merchant approach

- Understand the structure of the merchants' businesses before approaching them so you will be able to stress the benefits each merchant will gain by using Here Is My Coupon's services
- Always approach the merchant in person, never call or email
- Use a firm handshake, direct eye contact, introduce yourself by name, and tell them where you go to school
- Ask merchants initially if anyone has already spoken to them about Here Is My Coupon
- Ask merchants questions to get them intrigued and involved in the conversation without sounding preachy or insincere
- Always mention the benefits of posting a coupon mentioned on the merchant manual (minimum performance guarantee, ability to rotate, edit and change, green approach, support local student groups, etc.)
- Always leave a business card, even if the merchant is disinterested
- If merchants are busy, ask them if there is a better time for you to meet with them
- Mention other competitors or local merchants you have reached and referred



Practice with mock dialogues/role-play

Here is an example of a well-planned conversation between a student and merchant (see Video Section for actual examples of college students approaching merchants):

Student: “Good afternoon, sir, my name is Joe Smith”

Merchant: “Good afternoon, what can I do for you?”

Student: “Can I have five minutes of your time? I just want to ask you a couple of questions.”

Merchant Option A:

Merchant: “I’m sorry I’m really busy right now”

Student: “Is there another time that I could speak with you today?”

Merchant: “I’ll be available at four”

Student: “Great, here is my business card, if you need to contact me all of my information is provided on the card, I look forward to seeing you at four!”

Merchant Option B:

Merchant: “Sure thing, what’s up?”

Student: “Well I just wanted to ask you a few questions and then tell you about a program that I’m involved in for XXX group at XXX university/college. How important is a strong marketing or advertising campaign to (name of merchant’s business)”

Merchant: “Very important, good marketing brings in good business”

Student: “If you don’t mind me asking, how much money would you estimate that this store invests in marketing annually?”

Merchant: “I don’t know, somewhere around \$3000?”

Student: “That’s a good chunk of money. How are those advertisements working for you? Can you track the success of each marketing piece?”

Merchant: “I can’t track my ads and I think that they’re doing ok.”

Student: “If you had to guess, how much do you think it would cost to post customized coupons on a highly trafficked website for twelve months?”

Merchant: “O, wow, maybe \$500 dollars?”

Student: “Actually, the online coupon service that me and the (group name) represents offers a merchant, like yourself, the opportunity to post coupons online for just \$180 a year with a guaranteed minimum performance, would that be of any interest to you?”

Merchant: “Wow, I think so, tell me more.”

Student: Explains the coupon program, shows the merchant a sample coupon, leaves a business card, gives the merchant the Merchant Manual, the website address and tells the merchant that a percentage of his/her payment upon activation will go to the group’s funds.



Merchant Registration

At this point you have registered a group, compiled marketing materials, formulated a strategy, and have a merchant interested in Here Is My Coupon! This section contains the specific actions you need to take to successfully register a merchant for a payment:

1. Through networking, a merchant is now interested in registering for Here Is My Coupon (refer to the “Form a Sales Strategy” section)
2. Give the merchant your group’s business card
3. Give the merchant the links to both the Merchant Manual, a PDF found on Here Is My Coupon.com, the link to our Facebook page, and a printed copy of the one page Merchant Overview
 - Merchant Manual link: (coming soon)
 - Facebook Page link:
[http://www.facebook.com/pages/Here Is My Coupon/126041400749920?ref=ts](http://www.facebook.com/pages/Here-Is-My-Coupon/126041400749920?ref=ts)
4. Explain to the merchant the details of the registration process using the Merchant Manual and Merchant Overview as references
5. Remind the merchant to refer to the group ID number on your business card when crediting your group
6. Keep in mind that you will receive a merchant coupon credit in our database whenever a merchant activates a coupon
 - A merchant can pay to activate up to three coupons. For example, your group could potentially compile 27 merchant coupons with 9 merchants
7. Ask for the merchant’s contact information so you can maintain communication with the merchant and help answer any questions they may have
 - If the merchant does not activate a coupon within a week of your conversation, contact him/her again
8. Your group will have a specified amount of time to obtain a certain amount of merchant coupons
 - If your group does not achieve these thresholds, it will be **disbanded** and unable to participate in our program. Your merchant coupons will be distributed to other student groups and payments will **cease**
 - Consult the following table to understand the required thresholds and time limitations (these thresholds are subject to change):

Time Elapsed	Minimum # of Merchant Coupons
6 weeks	25
1 year	75

Merchant Maintenance

At this point you have registered a group, compiled marketing materials, planned a sales strategy, approached merchants, and have merchant coupons credited to your group. Now it is time to maintain your base of merchants through communication and consultation. The following will assist you to effectively monitor, preserve, and expand on your merchant coupons:

Monitor:

It is critical to monitor the number of merchant coupons you have, the amount of time that has elapsed since your group activation, the thresholds your group needs to maintain, and each of your merchant's account expiration dates. To check your group's merchant coupons, time elapsed, thresholds, and merchant information, please follow these steps:

1. Login with your group's ID and password
2. In your group's page, select the "Merchant Reports" tab
3. In this page, you can view the number of merchant coupons your group has accumulated, the amount of time that has elapsed, the date of each merchant's account expiration, and the coupon statistics for each merchant
4. You can also view the total number of merchants that have credited your group as its source of referral during its sign up process but have not yet activated a coupon. This is important to track because your group will not receive any payments if a merchant has credited your group during sign up but has not activated a coupon. If the number of merchants in this category accumulates, make sure to contact these merchants to support them in activating a coupon.
5. Make certain that if a merchant's account expiration date falls near the date of a specified threshold that the deactivation of this merchant's coupons does not put your group below the required number of merchant coupons for this amount of elapsed time
 - Track this with the "Merchant Reports" tab
 - If these dates are close, encourage the merchant to review his/her account, and recruit additional merchants to avoid a possible disbandment

Expand Active Merchant Coupons Through Existing and New Merchants:

Having new merchants purchase coupons with Here Is My Coupon is always a productive way to increase merchant coupons. However, if a merchant has



already purchased one successful coupon, now may be the time to suggest purchasing another.

- Follow the steps provided in the “Form a Strategy” and “Recruit Merchants” sections to accumulate more merchant coupons
- Call or consult specific merchants that have already activated successful merchant coupons accredited to your group to consider purchasing additional coupons. Be sure not to pester the merchant and only approach them if their business may prosper with an additional coupon
- If your group is successful, you may be delegated merchants from our “House Account”
 - Whenever a student group disbands or if a merchant contacts our system without a student group, that merchant account is placed in the House Account which is controlled by Here Is My Coupon
 - Merchants held in this account will be distributed to the top state performers, so if your group is successful, your merchant coupons could effortlessly expand! Note: More on this will be released after October 2010 at our official launch.

Maintain Active Merchant Coupons

- Establish a relationship with a merchant
 - Send thank you notes for coupon activations
 - Send holiday cards
 - Go to their store and give them business
 - Use their coupons
 - Encourage others to use coupons
 - Divide up your group’s active merchants and assign them to different group members
 - Inform the merchant about the points a special coupon accumulates. This may be the most important thing for the merchants.
- Monitor a merchant’s coupons (If given merchant permission)
 - Login with your group ID and password
 - Click on the “Merchant’s Reports” tab
 - View coupon statistics of individual merchants on this page
 - A coupon’s success is based on the number of points it accumulates
 - If a coupon is viewed, the coupon gets 1 point
 - If a coupon is printed, the coupon gets 2 points
 - If a coupon is emailed to a user, the coupon gets 3 points



- If a coupon is sent to a phone, the coupon gets 3 points
- Our minimum performance guarantee says that if a coupon doesn't accumulate the minimum amount of points in 12 months, it will stay activated until it reaches this threshold
- If a coupon's points are low, send the merchant an email or visit his/her store for a consultation. This may be the time to work with the merchant to edit or swap out the existing coupon for a potentially more successful one
- Assure the merchant that even if he/she purchases another coupon, it will pay for itself with our performance guarantee

Group Payments

At this point, your group has done what it takes to receive payments from Here Is My Coupon. You will get paid for each and every coupon that merchants credit you with, regardless of which tier you fall in at any time. Below you will find information to understand our payment plan and profit sharing system:

- Profit sharing
 - There are different tiers of merchant coupon accumulation
 - When your group achieves a higher tier of merchant coupons, the percentage of accumulated profits from merchant coupon activations will increase
 - The different tiers and their profit sharing percentages are expressed in the table below:

Tier #	Range of active merchant coupons per Tier	Your Group's Percentage of Profits
1	1- 24 merchant coupons	25.0%
2	25 - 49	27.5%
3	50 - 74	30.0%
4	75 - 99	32.5%
5	100 - 124	35.0%
6	125 - 149	37.5%
7	150 +	40.0%

- Effects of profit sharing on your group's payments:
 - When your group reaches a higher tier, your groups revenue will increase
 - Once your credited merchant coupon is activated, the appropriate percentage of that payment will be sent to your group's registered



bank account through direct deposit or to your student group’s mailing address via check.

- This payment will be completed within 35 days for electronic transactions and 45 days for snail mail transactions
- Possible group payments for different amounts of active merchant coupons are expressed in the table below:

# of Tier	Range of Merchant Coupons per Tier	Your Group's Percentage of Profits	# of Merchant Coupons	Total Payment
1	1- 24 merchant coupons	25.0%	24	\$1,080.00
2	25 - 49	27.5%	49	\$2,425.50
3	50 - 74	30.0%	74	\$3,996.00
4	75 - 99	32.5%	99	\$5,791.50
5	100 - 124	35.0%	124	\$7,812.00
6	125 - 149	37.5%	149	\$10,057.50
7	150 +	40.0%	174	\$12,528.00

- If your group succeeds and continues to maintain merchant coupons after yearly coupon subscriptions expire, your group could potentially accumulate an annual revenue stream of \$12,528!
- Additionally, if you refer other student groups from outside of your college or university and they credit you in the sign up process, your group will receive a \$100 dollar bonus as soon as that group reaches 25 activated merchant coupons.
- When your group refers a group and they credit your group as its source of referral, you will then be able to monitor the success of this group
- Once you log in to Here Is My Coupon using your email and password, click on the “Statistics” tab
- Here you will be able to view the success of the student groups that have credited your group as its source of referral
- Next to the group’s name will be a colored bar, as the group approaches the threshold of 25 merchants, the bar will fill up and become more green
- Once the bar is full, the student group has reached 25 merchant coupons and a \$100 dollar payment will be sent to your group
- If your group notices that referred student groups are not succeeding and not accumulating necessary merchants, speak to them, consult them, and support their efforts in accumulating merchant coupons

Release Schedule

Here Is My Coupon will add different functionalities at specific dates before the official website launch in October 2010. These dates are called releases and the third and final release will complete the system in October 2010. To understand



the different functionalities available to your student group at these designated dates, consult the following information:

First Release (July 2010)

- After the first release, your student group will be able to:
 - Create a group
 - Create and print business cards
 - Change passwords
 - Upload and print flyers
 - Refer other groups
 - View which groups have credited your group as its referral source
 - Upload and print articles for school newspapers
 - View Student FAQs
 - View the Student Quick Guide
 - Sign up for the official Here Is My Coupon Newsletter

- Keep in mind that after the first release, your student group will be able to approach merchants in your territory but for strictly informational and research based purposes
- Merchants cannot make payments before the third release, so when your group approaches merchants before this time, make sure to be informational and ask the merchant questions about their business and their marketing/advertising approaches, versus hounding them to make a payment
- Spark interest at this point in the process, don't be a salesperson
- Also keep in mind that the time after the first release is the best time to refer other groups because the system is new and groups are just starting to join
- Although you cannot receive immediate payments when you refer a group at this time, you will be able to view the number of groups and which groups have credited your group as its source of referral
- Once these groups accumulate 25 merchant coupons, the system will send payments to your group

Second Release (August 2010)

- After the second release, your student group will be able to:
 - Change the treasurer
 - Update/change the treasurer's mailing address
 - Check new merchant's ZIP code
 - Change group executives
 - Change email addresses
 - Update your group's charter/mission statement
 - Create sample coupons
 - Change payment methods



- Create merchant descriptions and upload photos

Third Release (October 2010)

- After the third release, your student group will be able to:
 - View participating merchants
 - Delete your group
 - Annually renew
 - Receive payments
 - View your payment statistics
 - View your merchant's statistics
 - Transfer sample coupons to merchants