



Online Coupon or Daily Deal Business: Step-by-Step Startup Guide (StartUp Guides)

Rich Mintzer

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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 wherever they may be.

Of particular interest are the sections describing how to make a splash in the highly lucrative, but also competitive daily deal segment of the market, where Groupon and LivingSocial reign supreme.

Included within, readers will how to:

- Build an online network of followers which can translate into customers
- Attract merchants
- Join affiliate coupon or daily deal programs
- Find your niche market
- Create an aggregator site, in which you present the best of the best from daily deal or coupon websites.
- Market your coupon or daily deal site through the social media

Of particular interest is a chapter devoted to working closely with your merchants to provide coaching and guidance on how the daily deal industry works from their perspective. 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.

All Entrepreneur Step-By-Step Startup Guides Include:

- Essential industry-specific startup steps with worksheets, calculators, checklists and more
- Bestselling title, Start Your Own Business by Entrepreneur Media Inc., a guide to starting any business and surviving the first three years
- Downloadable, customizable business letters, sales letters, and other sample documents
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