

Paid Surveys Crash Course

How to Get Paid Taking Surveys in Your Spare Time

[By Sam Parker](#)



<http://www.maximumpaidsurveys.com>

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Discover how to easily get paid just for giving your opinion!

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Introduction

Hi,

First of all I'd like to thank you for downloading this report. I hope you'll find it useful.

I have been in the paid survey business for the past three years and I am going to do my best to help you learn more about this amazing opportunity.

Paid Surveys are great, but you can easily get burned if you don't know what you are doing. I was once a paid survey novice, just like you, and I made many mistakes that could have been avoided if I had someone to guide me...

The purpose of this course is to educate you on what paid surveys really are and how they work. It is jam packed with insider tips that can help you getting started successfully and with top surveys to take.

Learn and prosper!

Sam Parker

[MaximumPaidSurveys.com](http://www.MaximumPaidSurveys.com)

Part 1: Is your opinion really worth money?

I came across paid surveys when I spent days searching for jobs on the Internet. One day I visited a market research web site that offered \$30 for answering a questionnaire. I didn't believe I would ever get the money but I had nothing better to do on that day so I went ahead. It took about 20 minutes to complete. When I received a \$30 paycheck from this company two weeks later, I understood it was for real!

All of this was new for me... But paid surveys are not new! Opinion research has been used by marketers for decades as a way to explore customer needs. The reason is simple: The better they understand us as consumers, the more money they can make.

Every year companies and institutions spend over 280 Billion dollars on marketing efforts to convince consumers to buy products and services. That's huge!

A significant part of this money is directed to opinion research because the main challenge that corporations face is how to get into the consumers' heads. Thousands of innovative products are released every year but many of them fail in the marketplace. These corporations invest tremendous efforts to develop new successful products but they often miss what consumers really want. For marketers, it's a fatal flaw. Failing to understand consumers leads to marketing disaster!

A famous example of an innovative product that went wrong in the marketplace is ThirstyDog and ThirstyCat, the first bottled waters created especially for dogs and cats. The water was loaded with vitamins and minerals and its carbonated flavors included crispy beef for dogs and tangy fish for cats. This product was promoted through television ads, radio spots, billboards, coupons in newspapers

and point of purchase displays. It was distributed through supermarkets and pet stores. The result was a big flop! The product concept was original but it wasn't accepted by consumers. Millions of dollars were invested to develop and promote this product but all this money was spent in vain because the marketer didn't get into the consumer's head. An extensive survey conducted among pets owners could have made a difference and saved millions of dollars invested in this product.



Savvy marketers have used surveys for years as a way to explore consumer needs. People like you and me are invited to give their opinions on various topics and this information is used to elaborate their marketing strategies.

Because they need to know what consumers want very quickly and because very few people will volunteer this information for free, corporations are willing to pay for our opinions. **It makes perfect business sense for them and it's a great opportunity for you and me.**

To make it short and to the point, your opinion is really worth money!

How much? I'll answer this question in the next section.

Before you read on, I recommend you to join these two excellent survey companies in order to get started right now. Every beginner should be registered with them.

- Global Test Market (international) – [Join here](#)
- Ipsos i-Say: [U.S. Join here](#) / [Canada Join here](#)

Part 2: The Most Popular Surveys to Take

Today the most popular surveys are:

- **Online surveys:** You give your opinion on the Internet. It's easy and fun.
- **Focus groups:** You participate in an interview conducted among a small number of individuals. These discussions are animated and interesting. They pay the best.
- **Shopping surveys:** You are paid to shop at the mall or to eat at restaurants! No gimmicks! All you need to do is fill out a questionnaire about your customer experience.

You can get paid:

- **\$5 - \$75 to take online surveys**
- **\$10 - \$50 to participate in shopping surveys**
- **\$20 - \$250 to participate in focus groups**

The best surveys pay up to \$250 an hour because these companies know this information will give them an edge in the market and they will make more profit for themselves.

Remark: Let me make myself perfectly clear. I am not claiming that you will make \$250 an hour all day and every day... I'm also not claiming that you will earn \$75 for every online survey you complete. But from experience I know that you can easily earn extra money every month, working in your spare time, with hundreds of online paid surveys and mystery shopping jobs that are sent directly to your email. Sometimes you will also receive an invitation for a 1-2 hour focus group that can pay as much as \$250 per session!

Let's explain how you can profit from every type of survey.

Online Surveys

Online paid surveys are a new medium used in marketing research for gathering data on consumer behaviors. People are invited to fill out forms on the Internet and to give their opinions on various topics. Participants like you and me are rewarded for completing these surveys.

At least 50% of consumer opinions are gathered with [paid online surveys](#) and it is easy to understand why: With paid online surveys, marketers can collect consumer opinions quickly and in a cost effective way. Giving incentives to web participants is much cheaper and more efficient than surveying customers on-site, over the telephone or through the mail.

Marketers have been using opinion research for decades as a way to explore customer needs. Paid online surveys are now reinventing the way it is done and it is a great opportunity for all of us.

I recommend you to join these online panels to increase your chances of receiving paid surveys:

- Lightspeed Research: [U.S. Join here](#) / [Australia Join here](#) / [UK Join here](#)
- Greenfield Online: [U.S. Join here](#) / [Canada Join here](#)
- ACOP (international) - [Join here](#)

Focus Groups

A focus group is a personal interview simultaneously conducted among a small number of individuals; the interview relies more on group discussion than on a series of directed questions to generate data. It is also called a group in-depth interview.

Unlike the one-way flow of information in a one-on-one interview, paid focus groups generate data through the give and take of group discussion. Listening as people share and compare their different points of view provides a wealth of information — not just about what they think, but why they think the way they do.

When being recruited, potential participants receive a brief description of what the focus group will be about, as well as assurances that their participation is entirely voluntary kept confidential.

With focus groups, you will be invited to spend 1-2 hours with a group of 6 to 12 people to discuss a product, service, brand or any other marketing concept. The meeting is typically held in a pleasant environment and refreshments are served. During this group session there is **interplay of thoughts and ideas** to get insights on consumer attitudes and perceptions.

There are many benefits to focus groups:

- A wide range of information can be gathered in a relatively short period of time and the market research company can explore related but unanticipated topics as they are raised in the discussion.
- Focus groups are very well paid – participants can make **up to \$250 per session.**
- These discussions are animated and interesting. **They can be a lot of fun.**

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