

Take the "Mystery" Out of Becoming a Mystery Shopper

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By Ted Belfour

Many people all over the world are making money as a mystery shopper. Thanks to the Internet, details on how to become a mystery shopper are widely available, taking the "mystery" out of the process.

Mystery shoppers provide a great service to retailers and service businesses. By walking into a business as an unknown $\frac{1}{2}$ the basic, average, every day customer $\frac{1}{2}$ mystery shoppers relate their experiences to corporate headquarters. Why would a big corporation rely on people they don't know? Because their opinion counts! Mystery shoppers can get a more accurate look at the day to day operations of a business than a CEO can on a yearly visit. It's a known fact that employees put their best foot forward when their boss is in the building. Mystery shoppers are an effective way for corporate offices to learn about the service, employee attitudes, and cleanliness of a business. If a customer walks into a fast food restaurant and is greeted by an indifferent employee and the place is a mess, that customer will likely tell other people. Word of mouth from one unsatisfied customer can kill business. That's why mystery shoppers are so important.

There are many mystery shopper programs that enlist the help of average people every day. Some are scams and others are for real. How do you separate the two? Follow that old basic rule of thumb: If they ask you to pay to work for them, it's a scam.

A legitimate company will not expect you to pay them in order to work for them. You wouldn't expect to pay a doctor's office to let you be a receptionist or a convenience store for the opportunity to be a cashier. Mystery shopping is a job, so there is no difference.

There is a mystery shopping certification available. The Mystery Shopping Providers Association of North America offers such certification. With two certifications to choose from, potential shoppers may test online for certification that proves they have the basic skills needed to be a mystery shopper. A more expensive plan also covers some training for mystery shoppers. It is important to note that certification is not required to be a mystery shopper.

So, if you are looking for a way to make money part time, consider a career as a mystery shopper. Assignments might have you sampling yogurt, going to a movie, or eating out at a restaurant you might

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not normally go to!

Dave is the owner of

<http://secret-shoppers.info>

and

<http://mystery-shopping-jobs.info>

websites that

provide information on mystery shoppers.

Mystery Shopping For Fun And Profit

By Stephen Pope

How would you like to get paid to go shopping? That's right! Get paid to shop for clothes, eat in restaurants, watch movies, play golf, travel, and so on.

You can have your cake and eat it too! Enjoy the best of both worlds. Make money and have fun at the same time as a mystery shopper.

What is a Mystery Shopper?

Sometimes known as a secret shopper, a mystery shopper looks like any other customer but is working undercover to perform market research or other tests on business establishments.

For example, a mystery shopper may check on the quality of service and products at a particular fast food outlet.

Were the staff friendly, courteous and helpful? Were the washrooms clean? Was the food hot and tasty? Did the staff attempt to upsell? Was the order filled accurately and quickly?

Why the Need for Mystery Shoppers?

Companies are concerned about the quality of your shopping experience. If there is a problem, they would like to know about it so that they can take corrective action and keep you as a customer.

For this reason, businesses hire mystery shoppers to check on their locations and report the results.

As well, comparison shopping can reveal pricing and service differences of the competition.

Mystery shoppers sometimes uncover safety or security concerns and other helpful information.

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How To Make Money as a Mystery Shopper

You can make money as a freelance mystery shopper. Contact market research companies and other businesses to obtain clients.

As an independent contractor, you will invoice clients your fees for services rendered. As well, you will be reimbursed for any direct expenses incurred (such as the cost of store purchases).

It is also possible to run your own market research company and subcontract out the work. You would need to get business clients who are willing to pay for these secret shopping assignments. Then, find suitable people who are willing to perform those assignments for you.

Variety is the Spice of Mystery Shopping

Your assignments as a mystery shopper can be varied and interesting.

One time you may eat in a fast food restaurant. Another time you may be asked to see how long it takes to get service from a company by telephone.

Perhaps you may be asked to shop at a website to check out its user friendliness. Still another assignment may require you to rate the helpfulness of store staff.

So, if you would like to have fun while making money, consider becoming a mystery shopper.

J. Stephen Pope, President of Pope Consulting Inc., has been helping clients to earn maximum business profits for over twenty-five years. To learn more about mystery shopping and other profitable Work at Home Small Business Ideas, visit

<http://www.yenommarketinginc.com/mystery-shopper.html>

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