

# USE A DEDICATED EMAIL

## *Pro Tips Before You Begin*

### Welcome Back

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Hey, everyone. It's Brenda again. I want to welcome you back. Before you go through this course, I want to drop some information because I don't want anybody contacting me later and saying, "Brenda, you should have told me this." So I want to tell you now before you get into the course.

First, let me just say that this is optional. I am going to make a pretty good argument for why you should use a dedicated email address for your focus groups and surveys. But always keep in mind that this is optional — and ultimately, you just choose what works best for you. I just want to give you this information so you can make an informed decision.

### Why a Dedicated Email Makes Sense

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When I began signing up for focus groups and surveys, I used a brand new email — and that was one of the smartest things I've done, because I get a lot of notifications.

When you register with market research companies, survey panels, or any kind of side gig, you have to give your email. Let's just be honest: you're going to get a lot of email. You're essentially inviting email into your life — screeners, invitations, reminders, confirmations, and best of all, payment notices. It all adds up pretty fast.

If all of this lands in your personal inbox alongside your bills, family emails, and work messages, things may get buried and you may miss opportunities. Focus group invitations fill up super fast — if you don't see one in time, that spot is gone.

### The Benefits at a Glance

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- Act fast — focus groups fill up quickly; a clean inbox means you'll see invitations in time.
- Stay organized — all your confirmations, payment notices, and panel updates are easy to reference in one place.
- One glance — set it up on your phone so you can check all your accounts instantly.

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## It's Never Too Late to Switch

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If you don't mind having everything come into one inbox, no worries. At any point in the process you can change your mind and register a new email. If you've already been using your primary email, you can always update your registration later — it takes about five minutes to set up.

I just wanted to make sure that you have this information so you can think about it and make the best decision for yourself.

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*Thank you for watching this module. I really appreciate your time. I'll see you in the next one!*