

Why Articulation Matters

Hey, everybody. This is Brenda.

In this lesson, I wanna talk about articulation. And I feel this is a very important topic, which is why I've got an entire lesson devoted to it.

You're going to need it in two key places. First, when you're taking a screener and speaking with a recruiter to get booked for a focus group, and then once you're in the study, to give really good feedback.

So basically, the more articulate you can be, the better.

You don't wanna go overboard because you're not writing a book. The goal is to give just the right amount of feedback in a way that makes you stand out.

Talking With Recruiters

After you pass the screener, you'll often need to talk with a recruiter. This is where articulation is crucial.

You don't wanna give them your life story or anything like that. You don't wanna go into microscopic detail on everything.

So just be clear, thoughtful, and specific enough to grab their attention and impress them. That's the sweet spot.

You wanna really listen with your ears and your gut because oftentimes you can read the recruiter, and they will give you information as to what it is they expect out of you.

You wanna listen to their tone of voice, their inflection, everything.

Weak Answers vs. Strong Answers

So here's an example.

Let's say a recruiter asks you why you would be a good fit for a study on home cooking habits.

A weak answer sounds like this:

“Well, I cook a lot.”

Which tells them nothing.

A better answer sounds like this:

"I cook most of my meals at home, usually five or six nights a week. I've been experimenting more with different cuisines lately. I really got into Thai food last year. I pay a lot of attention to ingredients, and I'm pretty picky about where things come from."

That example gave them specifics. You showed personality. You basically showed initiative. You gave them something to work with.

That's the difference between getting passed over and getting booked.

Articulation Inside the Study

Then there's articulation when you're actually in the study.

So imagine you've been sent a package of unreleased cookies to test.

So you eat them while you're watching Netflix. Don't do that.

But anyway, you're not really paying attention to what you're doing, and at the end, you think, "Yeah, these are great cookies."

So when the company asks you for your feedback, you say, "They're really good." And that's it.

That's poor articulation.

What they're looking for is thorough feedback. Saying they're really good, even if they are, tells them nothing useful.

Give the Product Your Full Attention

Here's the practical takeaway from that example.

When you're testing a product, don't have Netflix on, don't have distractions, and don't have anything else going on.

Give the product your full attention.

Because if you don't, it's going to come out in your feedback, and they might not wanna book you again.

Basically, if you think you're being graded, well, you kind of are.

So put your best foot forward. That way you can give detailed, thoughtful feedback.

And like I said, they'll remember you.

The Cookie Example

So let's go back to those cookies.

Instead of saying they're sweet and I like them, here's what good articulation looks like.

The cookies are advertised as chocolate chip, and the image on the packaging shows big chocolate chips, which is why I would buy them.

But when I opened the package and started eating them, I was disappointed because there weren't a lot of chips, and the ones that were in there were small.

The packaging did not match what I actually got.

I wouldn't buy this. I would be disappointed, and I would probably want a return.

The gap between what I expected and the reality is frustrating, and it's something that I've run into with other products that I purchased online.

I recommend making sure that the image on the packaging accurately reflects what's inside.

Why This Feedback Works

This is the type of feedback that companies really need.

You told them what you expected based on the packaging.

What you actually got.

How it made you feel.

What the issue means for the product.

And then you gave a suggestion for improvement.

This is the kind of feedback that gets people invited back.

This is articulation done right.

The Key Questions to Ask Yourself

You don't need to be a professional writer, and you don't need to be fancy.

You just need to be specific, honest, and thoughtful.

Ask yourself:

- What did I notice?
- What did I expect?
- What did I actually experience?
- Was there a gap between the two?
- How did that make me feel?

Because if it made you feel that way, the public will probably feel the same way too.

So answer those questions clearly, and you'll be way above the average participant.

What's Next

I wanna thank you so much for being here.

And in the next lesson, I'm going to talk about call tips when you speak with a recruiter.

So join me there, and thank you so much for being here.