

Hello, everyone. It's Brandi. Again, and I wanna welcome you back. I really appreciate your time. And I'm very glad that you're here. And I hope that this module and all of the other modules are gonna be a big benefit to you.

This is gonna be lesson three of six lessons. So far, we've gone over virtual focus groups, then we touched on phone focus groups, and now we're gonna go over the in person focus groups.

The in person focus groups are pretty much the gold standard of the formats. This is the format that requires you to go to a physical location where you'll sit around a table with a group of people, usually anywhere from six to 10 people, but it could be more. Then you'll have a guided conversation with a moderator.

■ Pay Range

These typically pay the most out of all formats. So earning \$100 an hour is really not that uncommon. Researchers are willing to pay you a premium because you have to commute there, and they value your input. The input that you give in person is a premium to them.

An in person session usually takes place at a research facility that looks a lot like a comfortable office or lounge. You'll check in at the front desk, sign a quick confidentiality form, and then wait in the lobby area with the other participants. There's almost always snacks available—nothing fancy, just enough to make you feel relaxed.

Once everybody is ready, you're brought into a room with a table, sometimes with name cards, and then the moderator begins the session.

An in person focus group is really fun, and usually the time flies by really fast. After the group ends, you get paid before you walk out of the facility. Honestly, that's one of the best parts.

During the session, they'll ask questions, throw out ideas, show products, ads, or concepts to get people talking. Some people are more talkative, some hang back a little, but it works best when everyone speaks honestly and doesn't overthink it. They selected you for a reason, so just be yourself.

Now heads up—there's usually a one-way mirror or cameras in the room. On the other side, clients are watching and taking notes. It might sound a little strange at first, but you'll forget about it once things get going.

Depending on the study, you might handle products, react to commercials, review packaging, or talk about your habits—what you buy, what you like, and what annoys you. If something bothers you, say it. That's exactly what they want to know.

When the focus group wraps up, you're usually done on time. And like mentioned earlier, you get paid right there or very shortly after. You walk in, talk for a bit, give your opinion, grab a snack, and leave with anywhere from \$100 to \$300 or even more depending on the study.

It's one of the few opportunities where being completely yourself is the whole point—and you get paid for it.

That is going to be it for this lesson. It is my hope that you're getting a ton of benefit from this course.

In the next lesson, we're going to talk about unmoderated tasks. An unmoderated task is a research study that you complete on your own without a researcher present.

Well, that's it for this lesson. I thank you again for being here and watching. I really appreciate you, and I will see you in the unmoderated task lesson.