

About Me

Hi, everyone. This is Brenda. This course exists because of a problem I kept running into. People promoting focus groups were really just using them as bait — once you signed up, you'd get buried in emails about education grants, car insurance, housing programs. Completely unrelated. You came here to learn about focus groups, and that's exactly what this is.

I want to take a moment to share my background with you so that you understand where this information is coming from and why I am so passionate about helping you.

One of the most interesting jobs I've had was working as a surveyor at the Gallup Organization helping people give feedback on various products and services, which means I've seen what researchers are really looking for behind the curtain.

I've also recruited participants for in-person focus groups myself, so I know exactly how they read through the screeners, how follow-up calls go, and how they decide who gets picked. And I have made a decent income participating in various focus groups both online and in person.

Is This Real?

You've probably seen focus groups and surveys advertised all over classified sites and social media. If you want to find out whether this is really real — and how to actually earn money with focus groups and surveys — you're definitely in the right place. You'll learn step by step how it works.

Why This Course Is Free

A quick note: there are other companies online that teach you how to do surveys and how to find and take focus groups. They generally charge about \$300 to \$500 — and in some cases, you may even have to pay a monthly subscription just to access the focus groups.

We are passionate about making this information — and access to those premium focus groups — available to anyone who has a desire to learn. We do not charge for this course.

The way that we get paid is the same way that you get paid. For each module, there will be a survey for you to take. When you take that survey, you get paid — and the company pays us a very small amount for giving you the link. This is how we're able to keep both the course and the focus group job board free of charge. And that's the way that we like it.

How This Training Works

We designed this training to give you the freedom to learn at your own pace and earn a little while you're learning the basics. Some of you might get through the training in about an hour; others may take a little longer.

We know that some people learn by reading, some by listening, and some by doing a combination of all three. With that in mind, we've created a video series and are providing:

- A downloadable PDF file
- A downloadable Word document
- A full transcription of each video uploaded to our website

If you have any questions or get stuck while going through the training, we have a dedicated email address listed below the video.

What's Coming in Module 2

In the next module, you'll find out:

- Why a focus group advertised at \$500 may not actually put \$500 in your pocket
- The different types of focus groups and how to quickly identify which ones are a good fit for you

Important: Check Your Email

Tomorrow, you'll receive an email with the link to Module 2. Please check your spam folder — and if you find our email there, drag it into your main inbox to ensure you receive future emails.

If you're a Gmail user, please drag our email out of the Promotions tab and into your main inbox.