

Hey, everybody. Welcome back. This is Brenda. Coming to you live from my closet. If you're here watching, I really appreciate you.

In this shorter module, I'll introduce you to phone focus groups.

Phone focus groups require that you dial in and then participate in a live discussion. They're a great option if you're not comfortable on camera and prefer something audio-only. You'll still be speaking with a moderator and sometimes with a few other participants.

In most cases today, phone studies are one-on-one interviews rather than full group sessions. That can be a real advantage because you don't have to compete for speaking time. It's just you having a direct conversation, which tends to feel more relaxed.

Occasionally, you may be placed in a group discussion with other participants—similar to an old-school party line, but without the chaos.

■ Pay Range

As an example, phone studies typically pay around \$50 to \$100 for about 30 to 60 minutes. This can go higher for more specialized studies.

They're also very straightforward. There's nothing to set up—you can take the call from anywhere quiet and just focus on the conversation.

A quick note: this format has mostly been replaced by virtual focus groups, but you will still see them appear occasionally on focus group job boards.

As a reminder, if you haven't done so already, you can start earning while you go through this course. After this video ends, scroll down and click the red button that says "See Platforms and Start Earning."

From there, you can sign up for as many platforms as you want—for free—and explore what works best for you. There's something for everybody.

That's it for this module—it was a short one.

In the next module, we'll cover in-person focus groups. So grab a cup of coffee or your favorite beverage, and let's keep going.

I'll see you there.