

Welcome Back

Hello, everyone. It's Brenda, and I wanna welcome you back.

In this lesson, I wanna talk about what happens when you get on the phone with a recruiter and how to position yourself so that you get selected.

What Recruiters Are Really Looking For

If you get on the phone with a recruiter for a focus group, some people say it feels like a job interview, but it's not.

It's less like a job interview and more like a fit check.

They are quickly trying to assess: do you match what the client needs, and will you be easy to work with?

Be Clear and Specific

So here's what makes a difference.

Be clear and specific.

This makes the biggest difference.

They are listening for usable answers — not long answers, and not made-up answers. They want your actual true opinion.

So instead of saying, "Yeah, I use apps sometimes," you wanna say something like:

"I use DoorDash about twice a week, mostly on weekends, and I usually order dinner."

This is the kind of concise, articulate answer that they're looking for.

This kind of answer instantly sounds to them like somebody they can use in a study.

Stay Consistent

This is super important.

Stay consistent with what you already submitted.

They have your screener in front of them.

So if you said you shop at Target weekly, don't suddenly say rarely.

If something changed, just explain it briefly.

Inconsistency is one of the fastest ways to get cut.

Don't Try to Game It

I'm not saying this as a prejudgment. I'm saying it because we are all tempted to do it.

Don't try to fit in. Don't try to game it.

A lot of people tend to overdo it, and it backfires.

Don't pretend to be an expert if you're not.

Don't guess what they want and reshape everything around that.

Besides, they're trained to spot it. They're very good at it.

Normal, specific answers are going to win.

Show That You Communicate Well

They're thinking ahead to the actual session.

They're looking for somebody who speaks clearly, doesn't ramble, and can stay on topic.

So a good rhythm is:

- They ask a question
- You answer it
- You give quick detail
- Then you stop

Be Decisive

Be decisive because hesitation hurts you more than being wrong.

So instead of saying, "I'm not really sure, maybe sometimes," you'll wanna say, "Probably once or twice a month."

Even if it's approximate, it sounds usable.

Be Easy to Work With

This is a big one recruiters look out for.

They want people who are easy to work with.

Small things matter more than people think.

If you're expecting a call from a recruiter:

- Answer the phone professionally
- Be polite, but not overly formal
- Don't sound distracted or rushed

What they're doing is imagining you in a group discussion.

Know Your Basics

Have quick answers ready for things like:

- The brands that you use
- Apps and websites you use regularly
- Recent purchases
- Your general habits in that category

What's Happening Behind the Scenes

There are things going on behind the scenes during the call.

Even though it feels like a simple conversation, recruiters are usually taking notes and entering information into a system while they talk to you.

They're capturing your answers, confirming that you fit the study, and sometimes adding short comments about how clearly you communicate or how reliable you seem.

This is part of the data collection process, and those notes can stick with your profile for future studies.

Why First Impressions Matter

I have received many calls later on after not being selected for a study because they remembered me.

I was still in their database.

I made an impression on them, but I just wasn't the right fit for that study.

Then another study came up where I was the right fit, they called me, and I booked it.

That's how it works.

If You Don't Get Selected

If you are not selected, just move on to the next opportunity.

If you don't qualify, don't force it.

Sometimes we just aren't the right fit for that study.

It is normal.

Getting marked as honest and easy to deal with is more valuable long term than squeezing into one study.

What's Next

That's going to be it for this lesson.

Please see the uploaded lessons along with the practice cheat sheet that I've made for you so you can see examples of what a good answer is versus a bad answer when you're on the phone with a recruiter.

Thank you so much for being here. I appreciate you so much.

And I hope that this course is helping you.

I will see you in the next lesson.