



Learn how you can go shopping and
end up making **money**
... instead of spending it!



**Make Money
Be A
Mystery
Shopper**



Have Fun! Make Money As A Mystery Shopper *By Millie Louise*

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Introduction

You can have fun and make extra money while making available a key service as a mystery shopper.

This book is designed to provide helpful and informative material about the mystery shopping business.

Its purpose is to help you understand the mystery shopping business so that you can jump-start your career as a professional mystery shopper.

The information, you'll unearth in this manual, comes direct from mystery shoppers, as well as, mystery shopping companies.

The first thing to fully understand is that 'mystery shopping' is not a get-rich-quick scheme, nor is it money for nothing.

What it is, presents an enjoyable way to make money, mostly part time, by providing valuable customer service feedback to concerned businesses.

In reality, the amount of income that can be earned depends on many factors, including location, experience, availability to work, and ability and willingness to perform to required standards.

Most mystery shoppers should not expect to rely on mystery shopping to generate all of their income.

My wish in creating this course is to provide you with an honest look at mystery shopping, while providing step-by-step instructions that you can use to approach the fun and rewarding business of mystery shopping.

Every effort has been taken to make the information contained herein as accurate and complete as possible.

However, there may be information which was correct at the time of publication, but may become inaccurate with the passage of time as the industry goes forward.

So, if you like me and like to meet new people, don't mind constructing scenarios (spying,) and love to drive and fill out reports, this is the career for you.

You may ask "Why do companies and individuals use Mystery Shoppers? "

In a nutshell most businesses know they succeed because of good customer service. Having an outsider come in, performing as a customer, allows the company to evaluate its: employees, promotions, and store layout from a customer's point-of-view.

Mystery shopping can be your way to join the fun, and make money while helping business and employees to succeed, as it has been mine.

Good Luck;

Millie Louise

Why Companies Engage Mystery Shoppers

Mystery Shopping is a Win-Win Opportunity.

It's understandable that Mystery Shopping is attractive, as a part-time or full time job, from the shoppers viewpoint.

Imagine getting paid to shop for your new clothes, dine at popular restaurants, watch movies, play golf, or take your family to an amusement park.

By becoming a mystery shopper and you can earn money and have fun while getting free products and services for yourself and your loved ones.

As a mystery shopper, also known as a "secret shopper," you will pose as a typical shopper so you can give companies feedback about their employees; customer service, sales ability, product knowledge, procedures, and professionalism.

Mystery shopping is one of the most effective ways for retail and service companies to monitor how they are doing. Retail stores, hotels, restaurants, theatres, property management companies, and automobile dealers are among the many industries that utilize mystery shoppers to help improve their customer service.

For any business to be truly successful, they must maintain customer satisfaction. An organization can better serve its customers if they understand how their customers are being assisted and if their product or service is being sold or presented as they intended.

This method of independently measuring service is essential because recent studies have found that only 5% of unhappy customers register complaints, 95% simply stop returning to the business after a negative experience.

Mystery Shopping Companies and their shoppers are the link that keeps the Corporations informed and allow for improvements or necessary changes to be made for a more positive customer experience.

Mystery Shoppers?

What is Mystery Shopping?

In A Nutshell!

Basically, a mystery shopper is someone who visits an establishment, typically a retail store, bank, restaurant or other such places where the public does business, for the purpose of observing and measuring customer service, product quality and the environment of the establishment in general.

Shoppers are given details, by the mystery shopping company responsible for the shopping program, about expectations for making specific observations during their visits and they complete reports, often using an online form, after leaving the establishment.

Mystery shoppers go to specified stores, restaurants, banks and apartments and pose as typical customers. When they leave, they complete questionnaires or other such instruments that have been custom-designed for the mystery shopping company's clients.

Shoppers serve as the eyes and ears for those clients as part of their efforts to enhance the quality of the customer's experience. Many times, the information collected during mystery shopping programs is used to help mystery shopping company clients improve training programs, better articulate expectations they have of their staff, and otherwise improve the ways in which the client serves its customers.

Mystery shoppers are really like the 'secret service' of customer service. Of course, they don't wear dark sunglasses, ear pieces, and dark suits, and funny disguises.

Nor, do they go around looking like Sherlock Holmes. In fact, mystery shoppers look just like you, because they are you.

Mystery shoppers go about visiting businesses "disguised as normal customers," and do the things other regulars do, they ask questions, make purchases, make returns. However, these clandestine customers are trained to evaluate the businesses and their employees.

The principle can be as simple as describing the quality of food or service provided, to something more intricate, like giving detailed descriptions of the employees and the transactions that took place.

The main purpose is to make sure that the company's standards are being upheld, that promotions are being put on view properly, and that sanitation, service, and quality are up to the same level.

Mystery shopping is referred to by many names, including; secret shopping, service evaluation, service check etc..

No matter what it's called, mystery shopping is an important tool for businesses that care about how they are thought of by customers.

Why Businesses Hire Mystery Shoppers?

Mystery shoppers have assorted objectives. In general, this function is performed to find out about the quantity of service provided to customers, or to verify that cashiers are properly handling cash.

In addition, they could be asked if a business is clean and whether merchandise is displayed neatly, staff persons are knowledgeable, etc.

As a mystery shopper, you may be asked to verify if employees use a certain slogan (such as, "Thank you for shopping at Sears.") or if they used suggestive selling techniques ("Would you like French fries with your burger?").

As a shopper you may be asked to visit your clients' competitors, as a result the client can compare their operation to these. Mystery shoppers may keep an eye on pricing, or verify that businesses are in compliance with professional standards or governmental regulations.

One common false impression about mystery shoppers is that they are just looking for what is in the wrong. In fact, a mystery shopper is there to provide. In reality, they also report on the superior as well as the not-so-good.

A mystery shoppers job is to hunt for the answers to set questions.

Such as:

Were you greeted when you entered the store?

Was the store clean?

Were the shelves properly supplied?

How long did it take to be served?

Were the rest rooms clean, and have soap etc.?

Did the cashier properly count out your change?

and so forth.

Once you leave the business, you will fill out a form, or write a report describing what you noticed.

When evaluating a businesses, mystery shoppers become the eyes and ears of the business owner. Shoppers tell them how customers perceive the business.

Most businesses have service standards and required rules for safety and security. As a mystery shopper, you tell the business owner whether his employees are living up to the standards and following the rule.

Basically, the criteria can be as straightforward as describing the quality of food or service provided, to something more complex like giving detailed descriptions of the employees and the transactions that took place.

As you can see, the main purpose of the principle is to make sure that the company's standards are being followed, that promotions are being displayed properly, and that cleanliness, service, and quality are up to par.

At the same time there is a strict confidentiality element that must never be broken. Companies don't want their employees to know they are being watched, monitored, or evaluated.

This because, if a staff member becomes aware of the shopper and feels that he is being evaluated, he will be more inclined to provide exceptional service.

Therefore, one can never, under any circumstance, disclose to any employee that she is a mystery shopper.

As inferred, businesses use the information from mystery shopper reports to reward good employees, identify training deficiencies, make stores safer for employees and customers, etc..

Companies may base performance evaluations and bonus payouts at least in part on the results of your mystery shopping.

The data obtained allows businesses to monitor the performance of one location when compared to another, or how the performance of the same location has improved over time.

Mystery shopping is also valuable for the defensive conclusion. When employees know that they will be mystery shopped-but they don't know when or by whom they wisely may give every customer excellent service.

These things are especially true when the results of mystery shops are used in employee performance evaluations.

Becoming A Mystery Shopper!

There are a few things you will need when starting a mystery shopping career. One thing is an automobile with insurance, also, you should maintain a computer, telephone, fax machine, credit card, and cash-on-hand.

The central idea is to be seen without being seen. In other words, you need to maintain secrecy. You'll also need to be reliable, have the ability to follow directions, and possess the ability to recall and record comprehensive information, such as what a person looked like, the name of that person, the appearance of the location, the taste of foods, etc.

Before you consider mystery shopping as a hobby or a full-time line of work, you must first enjoy shopping and filling out reports and have a good attention for details. You must also be keen on driving from one place to another and being very observant.

Never pay a company to become a mystery shopper, or to work for them.

Today many companies hire through their web sites. That is, you will need to go to each website and fill out the online application and confidentiality agreement.

In some instances companies will require that you print out the forms and fax them back with your signature: while others will want you to mail them in, or simply fill out an online form.

Don't worry about having to meet special requirement. The only requirement that is indispensable for this type of work is your ability to follow through with the assignments given you, the capability to follow all given instructions, and the talent to write clearly and concisely.

When mystery shopping companies were petitioned for just what makes someone a good mystery shopper, these companies came up with remarkably similar answers. Several said that their best mystery shoppers are those who care about customer service and want to help businesses improve.

Although they like making the money and getting all free perks that come with mystery shopping, the best mystery shoppers truly enjoy their work and aren't in it just for the money.

Companies say a mystery shopper must be:

Above all Reliable

Companies will depend on you to complete your shopping as directed. The biggest complaint of companies is that shoppers take assignments, don't do them and fail to keep in touch with the company.

Perform this basic expectation and you will be off to a good start.

Watchful

During an assignment you will be required to get names, descriptions, amid other details.

Being Organized

You may have to cope with various assignments with different requirements and deadlines for more than one company.

Being Detached

Mystery shopping is not opinion research, and bear in mind, you are not writing a review. Most questions on a mystery shopping report form are yes/no.

Either something happened or it didn't. Something was true or not. Just put down the whole story.

Be accommodating

A job may have to be completed within a short time frame, or the client may require that it be finished at a certain time or on a certain day.

The more flexible you are about when you can shop, the more valuable you are to the mystery shopping company.

Above All Be Honest

Don't try to falsify your report or the answers on the report.

First of all, you should have the truthfulness to do the job right. Remember, there are ways to verify the information in your report, so don't make it up.

Be Systematic

Prepare yourself and know at all times exactly what is expected of you. When shopping, do everything you were instructed to do and get all of the essential information.

Fully answer all questions on the form, including suitable comments. Verify your report for its accuracy and fullness before submitting it.

You should Be A Good Writer

Your observations should make the reader feel as if they are there. You don't need to be a dazzling writer, but you must be able to paint a crystal-clear picture in words.

What Education and Experience is Required?

While a quantity of companies prefer that you have previous experience in mystery shopping or consumer research, most companies don't care.

Some companies believe there is an advantage of using inexperienced shoppers as they may not have developed any bad habits that need to be trained out of-them!

On the other hand companies may give preference to shoppers with experience, especially, in the industries they are familiar with. So, if you have worked in retail, hospitality, or other service fields, that may give you an edge.

Additionally, most companies don't have specific educational requirements. College educated shoppers may have stronger writing expertise, but if you have the needed writing skills it is really not important how you acquired the ability.

What Equipment Will You Need?

Today more companies are relying on the Internet to recruit and train mystery shoppers, and make assignments. While it may still be possible to get some mystery shopping jobs without a computer or Internet access, it is getting harder as time goes by.

However, most large mystery shopping companies will expect you to have at least access to a computer and the Internet, including email. This is because it makes it easier for them to assign shops and process reports.

Also, many of their clients are demanding faster access to report data, and the Internet smoothes the progress through email.

While, if you don't have a computer at home, you may be able to use one at work or at your local library. Do consider acquiring a computer and Internet account at home. The cost has lowered notably over the last few years, and because the cost may end up being tax deductible.

Depending on where you live and the nature of your research, some companies will want you to have a driver's license and a car. They may also ask for proof that you have auto insurance.

Once you get beyond these few basic requirements, there aren't a lot of hard and fast rules. Every company has its own procedures and requirements. What this tells you is, that while they aren't always required, it may be a benefit if you have them.

A Few Items You Should Consider owning.

An answering machine, voice mail, mobile phone or pager, as when a company needs to reach you for any reason, they may need to reach you quickly. Remember its important that you to check messages frequently and return calls promptly.

A Fax Machine

This is handy when submitting forms and other paperwork. If you don't have a fax, you must rely on the mail. scanned and emailed or sent via postal mail.

A Small Recorder

You may be asked to make an audio tape of the shop, or you may choose to audio tape as a way of capturing the information you need to write the report. Again, remember to be discreet.

Each mystery shopping company's application will ask whether you have any of these items that are important to them. If they don't ask, you may volunteer the information in your resume.

Is Mystery Shopping For You?

There is an increasing need for mystery shoppers, Today's business environment is extremely competitive. Companies that fail to offer excellent service will not survive.

Studies continue to show that a satisfied customer will tell others about their experience. A disappointed customer will tell as many as ten to twelve people of their experience. Yet, won't tell the business owner or manager.

Not only do companies face loss of business from poor service, the actions of their employees may cause them to be sued by customers or fined by the government.

So you can mystery shoppers provide a valuable service by identifying potential problems which the business owner can correct before they result in a major liability.

What Type Person Makes A Good Mystery Shopper?

Good mystery shoppers look like ordinary customers (and are, in most ways) almost anyone can become a mystery shopper. You may be employed, self-employed, unemployed, retired.

What makes mystery shoppers unlike the other customers is that they want to help improve customer service and make some extra money while doing so, and they are specially trained to size up businesses and convey their findings.

Most people get into this business because it is fun. They love to get the perks, such as "free" food and merchandise, and even make a little money while they're getting this free stuff! Although mystery shopping can be fun, it is still a business and you will have important responsibilities.

You must be interested in working variable, part time hours, and getting paid to shop, eat and more, while at the same time making available an important service to businesses.

Qualifications

Theoretically, you do not need any previous experience to do these types of jobs. Nevertheless, some companies may require some type of experience.

While it doesn't require a genius to become a so-called "Mystery Shopper," it may take experience.

You ask, how do you get experience when you have never performed a "shop" before? At first, you may have to fill out an application and keep your fingers crossed.

You should start out with only a few companies at first. That way you can build up your reference base.

It boils down to the reality that the more flexible you are about the types of jobs you accept, the times you can shop, the distance you can go, and the advance notice you need to do a shop, the more jobs you'll get—which means, the more money you'll make!

A word to the wise, give careful consideration to the distance you are willing to travel and for what pay scale, before you start filling out your applications. For instance, if you are only being offered a small fee for a shop, do you really want to travel 30 miles one way to complete the shop?

However, on the other hand, if there is a new restaurant you want to try, driving a couple of hours for a \$50 meal it may be worth it.

Some companies will give new shoppers a chance right off the bat, while other companies will require proof that you actually know what you are doing, can write well, and can be relied upon to complete your assignment on time.

Before you even begin to consider mystery shopping as a hobby or a full-time line of work, you must like these things and enjoy these attributes.

Shopping, filling out reports and have a good attention for detail. You must also like driving from one place to another and playing detective by dressing the part and being very observant.

For illustration, you wouldn't want to wear a business suit when shopping at a surfing store and you don't want to go to breakfast in your pajamas. If the shop is to be done in a children's clothing or toy store, having a child along may not be such a bad idea.

In the final analysis, whether searching for assignments or doing your job, your desire and attitude will be the determining factor.



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based ***Mystery Shopping business***. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here...](#)

For information on our other career courses go to either anezbizz.com or ahow2.com

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Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

Joe Myna