



## **Getting Paid for Your Opinion**

**Your Guide to Online Surveys**

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## 2 GETTING PAID FOR YOUR OPINION

### 1 INTRODUCTION

Many people today are shedding the corporate world and working from home. With the cost of childcare, the rising gas prices, and the need for parents to connect with their children more often, working at home has become more popular in the last decade.

Working at home is not for everyone, it takes an organized person who can stay on schedule without supervision. Once you begin working at home, JOB will become a nasty work. You set the hours you work every day, and you will have the flexibility to break up your day when children or errands need attention.

Many people are participating in online surveys to make money at home. There are hundreds of online survey sites who need your opinion on a variety of topics, and they will pay you to fill out surveys. Many marketing companies are using this method of research to give them a wider scope of coverage.

This book is filled with information on how you can get your share of cash from filling out paid surveys on the internet. You will learn how to find the best paid survey sites, how to get started, how much money you will make, and so much more.

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# CHAPTER ONE

## 1.1 HOW PAID SURVEYS WORK

Once you register with a paid survey site, you will receive surveys in your email. It is up to you which surveys you choose to participate in. You will be paid for each survey you complete, following the price per survey the site offers. Most of the time, these surveys will take you about 5 to 15 minutes of your time to fill out, and usually offer a payment of \$10 to \$75 for each. Focus groups pay quite a bit more per survey, usually up to \$250.

The amount of money you make will depend on how many sites you join and how many emails you receive in a day, you could make several hundred dollars daily. Look at it this way, if you receive and complete at least 25 paid surveys a day at \$10 to \$15 each, you would be making anywhere from \$250–\$375 per day. At 5 to 15 minutes per survey you would be working anywhere from 2 ½ hours, to a bit over 6 hours every day. If all of these surveys were from focus groups paying \$75 each, you would have the potential to realize a whopping \$1875 per day. You can see the potential to make a good deal of money participating in paid surveys.

## 1.2 Why Would Anyone Pay For Your Opinion ?

As a consumer, your opinion is important to companies before they introduce a new product or service to the market. Paying to have a consumer fill out surveys is a much more cost effective way to perform research, as the company cannot afford to introduce a new product or service that nobody will buy.

It is well worth it for a company to pay a consumer to fill out a survey, participate in an online focus group, or pay to watch a new movie trailer and give their opinion. This way they will get consumer opinions, good or bad, before they put any money into production.

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### 1.3

### 1.4

## 1.5 Types of Paid Surveys

### **Statistical Surveys:**

These surveys are used to collect information about the population. These surveys are used to measure political polls, for governmental use, health, social activities, and marketing research. The surveys will focus on facts or opinions, depending on the type of the information the company or institution is looking for.

The questions on this type of survey are standard and structured. Questions are offered in an order that will not influence a response to questions that came after. They are standardized so that the questions remain general and reliable. Every person receiving the survey will receive the exact same questions.

### **Serial Surveys:**

These surveys repeat the same questions at different times to track changes in opinion. There are two types of serial surveys. Cross-Sectional Surveys are given to a variety of different people at the same time, and Longitudinal Surveys are given to the same person at different intervals of time.

### **Delivering Surveys to the Public:**

Telephone Surveys– Are a popular way to get public opinion and are low in cost. This type of survey is limited in capacity because the responder is not able to view, smell, or touch the product. An oral representation of the survey is represented.

Mail Surveys– The survey is mailed to the respondent and are returned in the same manner. When bought in bulk, postage is usually quite reasonable, making this type of delivery cost effective. The biggest drawback to this type of survey delivery is the long wait to receive all of the responses, sometimes several months.

Online Surveys– Web surveys are sometimes preferred over email because the response rate is instantly available. Online surveys can be lower in cost to the company, and more convenient for the person filling them out because they are automated.

In-Home Surveys– People are interviewed at their door or in their home. These surveys are very

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high in cost and the company will get about a 40 to 50% response.

## **2      *CHAPTER TWO***

### **3      A GOOD PLACE TO START**

Before you start participating in free paid surveys there are a few things you will need to do. The first thing to do is to find the best survey sites to sign up with. You are doing this to make money so you will want to sign up with the sites that pay you per survey. There are also survey sites that reward you with chances to win prizes and cash by giving you a chance at a drawing. These sites are not the ones you want.

To start with there are directories with information on survey sites that will pay you for participating in their marketing programs. You will want to have an email account specifically for your paid surveys. This will help you keep track of your surveys and you will not need to sift through other mail to find a survey.

The Starter Directory is one place to start, but you need to know that these sites will send out more invitations than others. There is also a Featured Directory that all surveys listed will be free to participate in. If you are signing up from both directories, you will need to take care that you do not sign up for a site more than once. Some sites are featured in both directories. It will help if you check out the entire site. This will help you become more familiar with the type of surveys you will be taking and why.

#### **3.1    Tips to Get the Ball Rolling**

Before you do anything you may want to download the Roboform program. This form is available at <http://www.roboform.com>, and they offer a free trial of the program. You will be able to enter all of your information into the program where it will be stored. When you want to sign up for a paid survey site Roboform will fill in all of your information for you.

Opening a PayPal account might be a good idea, if you don't have one already. You can go to [www.paypal.com](http://www.paypal.com) to sign up, some of the paid survey sites use PayPal to send payment. It is a fast and easy process, and your information is safe with them.

Sign up for as many paid survey sites as you think you can handle, and are in line with your preferences and what you know about. Remember you will not get a survey from each site every day, so you will want to sign up with several sites to balance out the amount you can earn in a day. You might also want to look for a focus group in your area, as it can lead to being involved

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in some pretty lucrative projects.

Be sure to bookmark sites where you are required to log in. You may want to create a folder with separate files for each of your paid survey sites and keep them in a folder in your documents. This will help to keep you organized and you will have your user name and password at your fingertips. When the sites are bookmarked, you will be able to access the site easier and check to see if they have any surveys available for you to take.

Make sure that you fill out the profile section of the paid survey site. This will determine how many surveys you will be sent. The more you have on your profile, the more surveys you will be eligible for. Even if some of the subjects are remotely interesting to you, be sure to include them.

You may also sign up for the survey sites that offer a drawing for money and prizes. These sites do not pay for surveys in cash, but give you a chance to win a drawing each time you fill out a survey.

When taking the survey be sure you are honest with your answers. These companies rely on you to let them know if a product or service will be popular enough to send to market. You are taking part in launching new products.

### **3.2 Tips to Make Your Survey Experience Successful**

1. Make your life easier and save your fingers by using Roboform to automatically filling in your information when signing up for paid surveys. This will save you time and can usually be completed with one mouse click.
2. Set up an email address that is for your paid surveys only. This way you will be able to handle your surveys much easier. When the surveys are sent along with your regular email, it is far too easy to accidentally delete the survey. You will need to fill out all of your surveys to make as much money possible.
3. You will need to make sure you keep track of your paychecks for tax purposes. You will most likely be classified as self employed when it comes to taxes. You will need to pay taxes on your income from paid surveys. Keep a record of all of your paychecks in case you will need to pay taxes. Any expenses you have associated with your paid survey business, should be tax deductible. A home office is a deductible expense, and your internet payment may also be deductible. You will need to check tax laws in your state.
4. Make sure to register with all of the paid survey networks. Each has a separate list with hundreds of companies offering paid surveys. This will assure that you will have plenty of survey opportunities.
5. Accept every online paid survey opportunity you can. This is to establish your reliability

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as a survey worker. Once you show you are dependable, You will get more of the higher paid surveys in your mailbox. Later on you will be able to resign from the lower paying survey sites if you wish. Right now you are trying to make as much money as possible.

### **3.3 How to Find the Best Paid Survey Sites**

The paid survey sites that you consider to be the best, may not be the best site for someone else. This will depend a great deal on the profile you filled out for the survey site, and the type of surveys they are taking. A survey on cell phones will not be sent to you if you have not indicated you own one on your profile. Age and gender will be a factor in the surveys that are sent to you too. You wouldn't ask a man to do a survey on a new bra concept, just as you wouldn't send a survey about jock straps to a woman. I think you get the idea.

You will need to be honest when dealing with paid survey companies. If you are found out, you will be kicked off the site, and this will cut down on your income from paid surveys. Besides, it is better to stick with things you know a bit about, or it will be obvious when taking the surveys. You will see what I mean once you start taking surveys. Only sign up once for a paid survey site. Having more than one account will be reason for dismissal from the site.

If you follow the tip on signing up for as many survey sites as possible this will give you more opportunities because:

1. The chances will be greater that you will find the top paid survey sites that will be compatible with your profile.
2. Until it becomes apparent which paid survey sites will be most lucrative for you, you will still be making money with the other paid surveys that you have signed up for. Depending on your profile, the paid survey companies may only send you one or two surveys a month. That is why it is important to sign up with as many paid survey sites as you can to begin with.

You should look at the directories first. This will save time because you won't need to look them all up separately. If you do not find enough in the free directories, you may want to do a search for paid survey sites. You can also purchase a paid membership to survey directories.

Just keep signing up for different surveys and you will begin to make money. Be as diligent with filling out these surveys as you would with a JOB. Even though some of these companies don't pay as much as others, that can change at any time.

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### 3.4 Participating in Paid Surveys

People are doing less work and making more money working online. Some of this newfound wealth is because they are participating in paid internet surveys. You will at least make a bit of money to pay a bill, or buy Christmas presents. Although you can build up your paid survey business into something more substantial.

Internet surveys are a great way for businesses to serve their clients better than they could with other forms of information gathering. Paid surveys are a way to connect to the consumer and offer an incentive for answering a few questions truthfully. This is also a way for the customer to get back a bit of what they have spent on products and services over the years.

People from all walks of life are making money every month participating in paid online surveys. They simply open their survey emails, log onto the site, take the survey, and move on to the next. This supplements the family income and allows them the freedom to stay at home.

You can start making money with paid online surveys, here's how.

The first step is to join paid survey sites. When you are approved by the site, you should start getting paid surveys from them within the first two weeks. It all depends on the surveys they have available that fit your profile. The number of surveys you will receive each week is dependant upon your profile.

If you are not working away from the home and want to make this a real business, then you should join as many paid survey sites as you can. This way the chances are better that some of them will have a survey for you on a regular basis. You could realize substantial earnings, if you have enough surveys in your inbox every week.

### 3.5 The Survey Lists

- ! **NFO My Survey:** This site has a 5 star rating, this makes it one of the most popular sites for paid surveys. You can earn points for each survey you complete, and these points can be redeemed for prizes and cash. You will be awarded points and an entry for their \$10,000 sweepstakes when you join free.
- ! **Synovate :** This site is rated number 3 in paid survey sites. The average reward on this site is \$25 to \$50, and your opinion could be worth \$1,000. Open only to members of the USA.
- ! **VIVARESEARCH:** Is rated number 4 in paid survey sites, and will pay you \$5 to \$75

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per survey for your opinion. They also sponsor focus groups. Join free and start taking surveys instantly.

- ! **Ipsos i-Say:** When you fill out surveys for this paid survey site, you will be compensated in cash and prizes. You will be testing new products and services for different marketing groups. 50 winners will win and a prize instantly every day. Rated number 5 in paid survey sites.
- ! **Survey Spot:** You will receive cash, prizes, and rewards when you fill out surveys for this paid internet site. You will be entered into a drawing for a chance at one of over 100 prizes worth a total \$25000. Some of the surveys are offered for cash. Rated number 7 in paid survey sites.
- ! **Quality Health:** Enroll in this site and you will get free samples and offers from your favorite brands. You will be awarded for surveys, it is not clear what the compensation is. Rated number 9 in paid survey sites.
- ! **Home Business Matchup:** It is not clear whether this is a survey site. It may be a survey site with other offers. You take a survey and this company will match you up with 5 business opportunities that allow you to work from home. Rated number 10 in paid survey sites.
- ! **LightSpeed Consumer Panel:** You will take online surveys and earn points that you can redeem for cash, prizes or gift certificates. You will receive the equivalent of about \$5 to \$20. When you join free, you will be entered into a \$5000 Sweepstakes.
- ! **Memolink Surveys:** Join free and get paid for taking surveys. They have access to over 500 merchants where you can shop and earn points. Pays in cash and gift card rewards.
- ! **Survey Explosion:** You will get paid \$5 per survey, and have the potential to make up to \$150 for an hours work. You will be able to work from home with no cost or risk to you. There are literally hundreds of online survey sites that need your opinion, and will pay for it.
- ! **Valued Opinions:** It is not clear whether the rewards for taking these surveys are paid in cash or not. You can give your opinions and shape the products of the future.

## 4 *CHAPTER THREE*

### 5 **MAKE MONEY WITH PAID SURVEYS**

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This chapter will outline the ways to make money with paid surveys. You will find tips on how to make the most of your paid survey home business, and practical information on the best way to keep track of the survey sites you sign on with. By the time you finish this book I want you to be able to run your home based paid survey business with efficiency and ease.

## **5.1 The Difference Between Focus Groups and Paid Surveys**

A paid survey is usually short, very few of them will take you over 15 minutes to complete and you will participate online. You will be invited by email to take the survey, fill it out and get rewarded. A focus group is a bit different as they are usually conducted over the phone or at a physical location. A focus group will usually pay a good deal more and it is usually disbursed in cash.

When you are asked to test a product, the product is sent to you to use for a certain amount of time. When that time is up, you will fill out a form that comes in the mail, is available online, or you will be asked to write a review on the product. Compensation for this type of survey is usually the product, but there are times when you will also make a nominal fee for participation.

## **5.2 What to do After You Have Signed on With Paid Sites**

Make sure you bookmark all sites that require a members login. It is wise to record all of the sites you belong to as it can get quite confusing otherwise. You will also want to check your accounts on each site at least one or more times a week. You may not get paid from some sites unless you log in and tell them you want to cash out. Get familiar with each site and take note of how you are paid from each. If they pay in points, you should see what your points can be exchanged for and what amount you will need in your account before you can cash out.

Some sites will feature daily awards for members. These rewards may be small, but they are something and do add up over time. You will want to keep track of these and visit these sites for at least a few minutes every day. This can only add to your income.

(For tips on the best way to make money with paid surveys see Chapter 2– Tips to make your survey experience successful.)

## **IN CONCLUSION**

As this book attests, there is a way to make a living on the internet. Whatever the reason that you desire a job at home, you can pull it off with hard work and willingness to persevere until you can build up a business that will pay you enough so that you do not need to leave the house to make money.

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This book has given you all of the information on sites that will pay you for taking surveys and get paid to sites that will pay you for various other tasks. The legwork has already been done, and now it is up to you to take the ball and run with it.

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