

## [Making Money as a Mystery Shopper American Style](#)

Mystery shopper American style is big business. The USA currently has more than 400 different mystery shopper companies set up and all frequently hire mystery shoppers to undertake various assignments. No matter whether you are a stay at home mom, a student or just an individual looking to make a little extra money, mystery shopping could be just what you need. You can undertake assignments in a large number of different fields so there are always going to be assignments that interest you.

Although some mystery shopping jobs come from the actual company being shopped, most often, it is from a marketing research firm working with a retail company to help them measure the quality of service or product being sold. In other words, as a mystery shopper, American companies can determine ways of improving sales by understanding both weaknesses and strengths.

The way in which a mystery shopper is paid depends. In some cases, the shopper would be reimbursed for purchases made, which may or may not include an additional small fee. However, some mystery shopping jobs simply pay a fee ranging from \$10 to \$50 without the need to buy anything. Competition amongst companies is tough, each vying for the consumer's business. By being able to understand and manage performances associated with the sale of products and/or services, companies are given a huge advantage over the competition.

As a mystery shopper, American companies will provide detailed instructions on how the shop should be performed. For example, if you were going to shop a restaurant, you would be advised of specific questions to ask, menu items to order, and information to gather. This might include obtaining the names of the hostess, server, and manager, taking note of the cleanliness of the restaurant, inside and outside, paying attention to the presentation and temperature of food ordered, and noting the process of receiving and paying for the check.

When you are a mystery shopper, American companies will expect you to provide a fairly detailed report. The information that you give the company will be analyzed and then a more detailed plan will be sent to the business owner telling them how they can improve and what the findings were. So if you had to go to a store to see how friendly the staff were, if they were fairly rude then you obviously make a mental note of that and include it in your results. The owner will then be able to take the matter up with the member of staff who was rude to find out what went wrong. By being a mystery shopper American style, you can effectively help American businesses to grow and improve.

This type of evaluation actually got started in the 1940s. Today, it has become a powerful tool used to measure the integrity of an employee, the quality of a product and/or service, and the overall performance of the business. Typically, when working as a mystery shopper, American companies have the ability to take information and then measure the value of what they offer to the public. Keep in mind that while this offers tremendous opportunities in this country, mystery shopping is also used around the globe with airlines, housing associations, churches, schools, and more.

### About the Author

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