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What you need to know about mystery shopping by [Melissa Welsh](#)

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Mystery shopping is actually a career option that is open to those who love shopping. The job requires employees to complete a set of tasks presented by the particular mystery shopping company they are employed in. For instance, purchasing products, behaving in previously specified ways to find out how the staff responds and asking questions from employees are among the most common tasks performed by a mystery shopper. However, additional tasks such as the preparation of reports with feedback and taking photographs are also not uncommon.

Mystery shoppers are often employed by large scale market research companies or companies that are specifically created to provide mystery shopping services to their clients. While most of these employment opportunities can be accessed through the internet, one must always be cautious and alert as to avoid getting scammed. Believe it or not, more than half of the flashing advertisements for amazing mystery shopping opportunities lead to upfront charges which always hints that the candidate is about to get scammed. Therefore, it is expected from candidates to pick and choose wisely in order to avoid disappointment and misconception about the trade. A simple rule to keep in mind would be to find a mystery shopping company that pays you for shopping, rather than asking you to pay for the company.

Mystery shopping services themselves answer to clients who could be anyone from competitors, large scale retailers or those conducting market research. Therefore, the ideal candidate is expected to be able to perform a multitude of tasks and to visit banks, stores, malls, hotels, fast food restaurants, hotels and even privately operated hospitals to find out how these establishments carry out their services. The purpose for a particular client to hire a mystery shopping company may vary. While some of them will expect to find out how their competitors are faring while others maybe looking for ways to make their own businesses better by analysing the competition.

Although rare, full time mystery shopping opportunities do exist. Nevertheless, for someone who has a love for shopping, this would be an ideal way to beat the stress of the old nine to five with the aid of some part time cash.

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Melissa Welsh was born in San Francisco, California in the early 80s. She graduated from UCLA with a degree in Arts. She recently relocated to the Lake Tahoe area with her husband and young family and has since started her own SEO Company. Presently she is writing articles about a [mystery shopper](#), a [mystery shopping](#) and a [mystery shopping company](#).

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