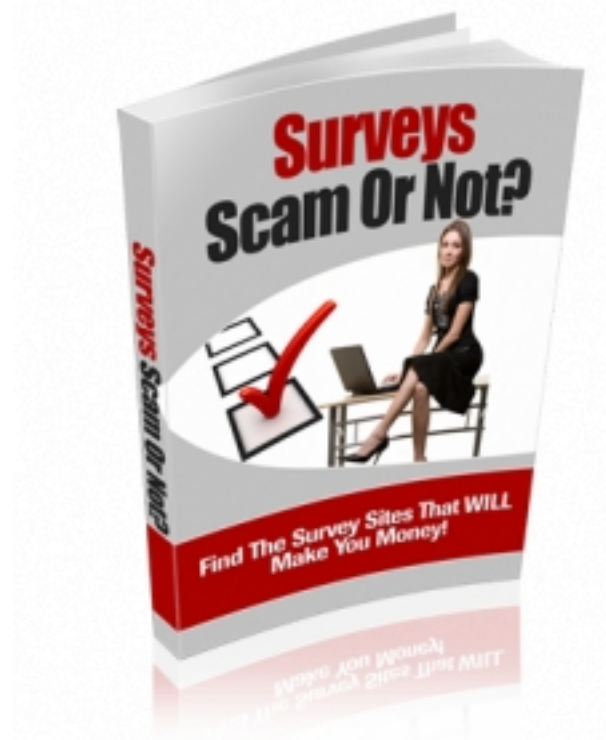


Surveys - Scam or Not?



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We have all seen those advertisements that say you can make money taking online surveys. They make huge promises that seem too good to be true. But how do you know if it is a scam or not? After all being paid for your opinion seems like a dream come true and it is. You can make money taking online surveys from the comfort of your home in your pajamas.

Why would I want to complete surveys?

It's simple; to make money. Completing online surveys is a great way to earn extra money and you can do it anytime you like, from anywhere with an internet connection. The best part is that you can enhance your income at your leisure and work when you choose to work.

Why would anyone pay me for my opinion?

Most companies want to know what the consumer thinks about their products and services, as well as what they want in new products and services. Today every product and service is thoroughly tested before it is released. Those tests drive not only the design of the product and service, but also the packaging and advertising as well. To find out what the consumers want they are willing to pay for your opinion. After all, you are a consumer and your opinion matters. You can get paid to give these companies your opinion and help them develop the best products and services by completing surveys and in turn they will give you cash and prizes.

What are the risks?

There are several risks to signing up with the wrong company. Some companies say they are research companies so that they can collect your personal information. They then take that info and resell it to other marketing firms like telemarketers. Be sure to read the companies privacy policies before signing up.

If you have to pay a fee, you are risking your fee. There are some paid sites that are worth the cost, but you will have to do the research to find them. Lastly, you risk not being paid after you complete surveys. There

have been sites that promised payouts that never materialized. This e-book will help you identify and avoid these sites.

So, how do I find a great company and avoid the scammers?

With so many sites to choose from, it can be hard to find a reputable site that will allow you to make the most money. This e-book will take you systematically through the process. There are three steps to finding the right online survey site as follows.

Step One - Find a Company That Has Paid Survey Openings

There are many companies out there that say they will help you make money completing surveys. But how do you find them? You could wait for the next pop up ad or you can use a search engine to find a list of companies that pay for online surveys. Using a search engine will allow you to quickly build a list of sites for step two, which is researching the sites.

Step Two - Research the Sites

If you want to avoid being scammed, you will have to find a reputable company by doing research. The internet is a great place to do your research. You can start with a search engine like Google. Go to www.google.com and search for the companies name and words like "review", "problems", and "scam", to name a few. When you do this, you will be able to find out what other people are saying about the company you are looking at. Read the reviews both good and bad.

Check the government sites that are responsible for mentoring these companies and sites. The Federal Trade Commission is a good place to start (www.ftc.gov). The FTC is responsible for investigating complaints about companies and there is an entire section of their website devoted to researching companies. There is also a great deal of information about avoiding scams as well.

In fact, on their site, the FTC recommends the following, "Consider the promotion carefully. If it claims buyers can earn a certain income, then it also must give the number and percentage of previous purchasers who achieved the earnings. If an earnings claim is there - but the additional information isn't - the business opportunity seller is probably violating the law" (Site). The FTC also recommends checking with the Attorney General and the Better Business Bureau in the area where the business resides.

The Better Business Bureau is a private body that gathers information about companies. The Better Business Bureau is local to various cities but there is also a national website at www.bbb.org. The Better Business Bureau site lets you search for companies and see if there have been any complaints. If there are complaints, you can read the complaint and any responses.

There are also websites devoted to helping you avoid being scammed. These sites provide a place for consumers to share their experiences about organizations both good and bad. Sites like Scambusters.org, Scam.com, and Ripoffreport.com are some of the better-known sites you can use. When using these sites forums for research be careful because some people use these sites as a way of promoting sites of their own or sites where they will make money from you signing up. These imposters post items saying what a scam all sites are except the terrific ones they use. Remember that no one polices these forums and you need to weigh all the posts on a company before you make a decision.

In addition to finding out what others are saying about these sites, you can research the company itself. One way to do this is to look up who owns the domain name and website. You can do this free on by conducting a WHOIS lookup. A WHOIS lookup will tell you who registered the domain name of the site; you can also get contact info for the company as well. To conduct a WHOIS lookup go to www.networksolutions.com and type the website domain into the search box. When you do the lookup, you will get results like the following:

Registrant [1623868]:

George Dranichak george@guerillatraffic.com
1750 The Queensway unit 3 suite 138
Toronto, OR m9c5h5
CA

Administrative Contact [1623868]:

George Dranichak george@guerillatraffic.com
1750 The Queensway unit 3 suite 138
Toronto, OR m9c5h5
CA
Phone: +1.4165236660

Billing Contact [1623868]:

George Dranichak george@guerillatraffic.com
1750 The Queensway unit 3 suite
138 Toronto, OR m9c5h5
CA
Phone: +1.4165236660

Technical Contact [1623868]:

George Dranichak george@guerillatraffic.com
1750 The Queensway unit 3 suite 138
Toronto, OR m9c5h5
CA

Now you know who owns the site and have their contact info. You could research this person or company the same way we previously did as well.

Sometimes the information will be listed as private or have a different company's name. You should be wary of privatized records as they may be a known scammer trying to hide their identity. You can also use this information to find out what other sites the owners have registered as well, and what sites are on the same server. This could be helpful if someone were running multiple fraudulent sites.

In addition to these resources, reputable companies can join several organizations that enforce ethics and standards for members and promote the industry. In America, The Council of American Survey Research Organizations - CASRO, and The American Association for Public Opinion Research - AAPOR, are two organizations that perform this service.

CASRO was founded in 1975 and represents about 300 organizations. Members are required to adhere to strict ethics and standards practices to remain members. While CASRO is an organization for other organizations in the industry, the AAPOR is an organization for professionals in the industry. AAPOR focuses on education and growth for professionals in the industry. Both organizations can be used to research potential companies. You can also use these resources to find out more about what is acceptable in survey methodologies.

Step Three - Decide Which Companies are for you.

Now that you have done your research and have a list of opportunities, you need to decide which ones are for you. When considering which sites to use, you should consider several items including:

- availability of opportunities
- cost for service
- average pay per opportunity
- how the site pays

When you sign up for a site you will not be a fit for every survey they have. As a result, you will have more opportunities to earn money with sites with greater volumes of opportunities. It is simple; the more opportunities available, the more times you will be a fit, and the more money you can make. To maximize your earning opportunities consider a site like www.makemoneytakingsurveys.org. This site allows you to find pre-screened survey sites more easily and identify multiple opportunities. Services like this that match you against many different companies allow you to see more opportunities with less effort.

You also need to consider the cost of the service. There are many free online survey sites, but if they cannot get your surveys to take or pay very little, they may not be worth your time. When you weigh the option of paid survey sites, you need to consider the fee versus how much you will make. If you pay \$50 to make \$1000, it is worth the expense. However, if you spend \$25 to make \$50 you may want to look elsewhere. When evaluating this, look at the company's earnings and refund guarantees and do research to ensure you are making the right decision.

For the same reasons you need to evaluate the cost, you should look at the average pay per opportunity as well. Every survey will offer a different amount of pay. Some are a few dollars and some are much more. Try to find out what the average survey pays and how long the surveys take to complete. Obviously, you want to maximize your pay per hour of work and these figures will let you do that.

Lastly, look at how the site pays you. Do they pay in cash or offer prizes? Do they send a check or use PayPal? Do they charge you to get paid? Whether you want to accept prizes, cash, or both is up to you. Some of the biggest sites only pay in prizes like gift cards. If that is OK with you, there is nothing wrong with it. If they do pay cash, look at how they pay you. If they only mail checks, find out how often they do so. Additionally, find out if they charge to get your money. Some sites only offer to pay you without a fee if you are paid in a format they want. Be sure to weigh this when considering options.

As you can see finding the right online survey opportunity can take a long time. Using a site like www.makemoneytakingsurveys.org simplifies the process for you by doing the work for you. It allows you to easily find reputable survey opportunities with ease, while maximizing your earning opportunities by giving you more surveys to complete. A site like this can really simplify the process for you.

To let someone else do the work of investigating the sites for you and start earning money go to: [Make Money Taking Surveys](#)

www.MakeMoneyTakingSurveys.org

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