SHADOW SHOPPER POSTING GUIDELINES

<u>BACKGROUND:</u> shadow shopper is a major player in locating contract shoppers. Mystery shoppers pay a small fee yearly to have access to the shadow shopper website. As account reps, this website is a free service to us. We are able to log into the site and post offers we have available. Our offers are bulk e-mailed to everyone living within a certain mileage range from the zip code or city that we post available offers in. This is a great site and is very user friendly. We have a high success rate in locating contract shoppers with this site.

1. Click on www.shadowshopper.com/new/employer_signup.cfm.
2. Fill all the information it asks for. Under Address: PO Box 2912; Fax: 918-251-0606; Primary Number: 800-259-8551. Click on "Complete Registration"
3. Once registered, note your username and password for future use.
4. Select "POST JOBS" from the top portion of the screen by left clicking.

Required fields are denoted with an *****

STEP 1: Enter your basic assignment information.

Job Title*		Job Number		Job Type*	Retail ⌄

STEP 2: Enter the pay, expiration, and age/sex restrictions.

Pay	$	per job ⌄	Job Expires*	12/20/2013	Age Range	17 ⌄	to	99 ⌄	Sex	Men or Women ⌄

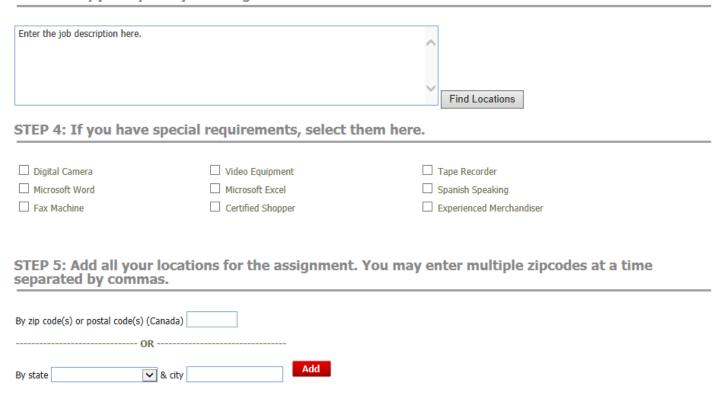**STEP 1:**
5. Job Title (YOU CAN NAME IT ANYTHING YOU LIKE, MAKE IT CATCHY, THIS IS WHAT THE SHOPPER SEES IN THEIR SUBJECT LINE OF THE E-MAIL)
6. Job number (YOU CAN LIST A JOB # OR EVEN SKIP THIS FIELD)
7. Job type by using pop down menu (AS AN EXAMPLE BRAUM'S WOULD BE A "FAST FOOD" SHOP, SELECT A JOB TYPE)

STEP 2:
8. Pay per job - List the shopper fee that will be offered
9. Expiration date of posting - List a date of expiration as the date you anticipate needing the job completed by
10. Ages - Normal to select ages 18-80
11. Sex of Shopper using pop down menu - You can select male/female, etc

STEP 3: Copy and paste your assignment details.

Enter the job description here.

[Find Locations]

STEP 4: If you have special requirements, select them here.

☐ Digital Camera   ☐ Video Equipment   ☐ Tape Recorder
☐ Microsoft Word   ☐ Microsoft Excel   ☐ Spanish Speaking
☐ Fax Machine   ☐ Certified Shopper   ☐ Experienced Merchandiser

STEP 5: Add all your locations for the assignment. You may enter multiple zipcodes at a time separated by commas.

By zip code(s) or postal code(s) (Canada) [   ]

---------------------------- OR ----------------------------

By state [▾] & city [   ]   [**Add**]

Click the 'ADD' button after you've entered each location. All locations will then appear to the right. **NOTE:** Type out the full, proper name for each location. Abbreviations such as ST for Saint, MT for Mount and NYC for New York City will not work.

STEP 3:

12. In the "Job description box, I have found that you may want to keep this very short and sweet, the shoppers that have signed up with Shadow Shoppers and are not all GOLD or SILVER and don't see everything in this box.

SAMPLES:

Looking for a contract shopper to perform an IN PERSON visit to a local public utilities and inquire about a service. You are required to evaluate the employees' customer service.

Expenses, Maximum $__. Looking for a contract shopper to perform an IN PERSON visit to a local restaurant/bar, make a purchase and inquire about the service. You are required to evaluate the employees' customer service.

Expenses, Maximum $__. Looking for a contract shopper to perform an IN PERSON visit to a local retail, make a purchase and inquire about a service. You are required to evaluate the employees' customer service.

Looking for a contract shopper to perform an IN PERSON visit to a local bank/credit union and inquire about a service. You are required to evaluate the employees' customer service.

Looking for a contract shopper to perform an IN PERSON visit to a local business and inquire about a service. You are required to evaluate the employees' customer service.

13. ***NEVER MENTION THE NAME OF YOUR CLIENT IN THE POSTING...EVER***

STEP 4:

14. You can skip this step unless your shop requires the shopper need one of the listing items.

STEP 5:

    15. Type in zip code where job located OR

    16. Enter city and state of job opening

STEP 6: Enter your contact information.

Contact Name | Jennifer Kasinger   Email | jennifer@shopperjobs.com

STEP 7: If you require shoppers to sign up on your site prior to receiving an assignment, enter the address here.

Required URL | http://

STEP 8: Click the button and post your assignment.

Post This Assignment

STEP 6:

    17. Enter your contact information in the fields provided (this is the e-mail address you want responses to come to)

STEP 7:

    18. Type in www.shopperjobs.com

STEP 8:

    19. Click "**Post this assignment**" at the bottom of the screen and the assignment will be listed under the "View Jobs" tab at this point.

- o If you have multiple jobs to post with the same description but different locations, then you should enter the city/state or zip and click "Add this location" under step 5 on the screen. Enter another zip code or city/state and click "add this location" again, until you have entered all locations you wish to add. These locations added will show up in the middle and far right side of your screen.
  - ▪ Next LEFT click " **POST THIS ASSIGNMENT**", at the bottom of the screen, in order to post multiple listings you have just completed.
- o You may select "View Jobs" to view a total list of jobs that you have listed.
  - ▪ You may delete a job by clicking the box to the left of any posting and click the tab at the very bottom of the screen.
- o You may also click "Search for Shoppers" tab at the top and search for shoppers by zip code or city/state. This will allow you direct access to the shoppers profile, contact #'s, or ability to e-mail the shopper directly.
- o If you have any problems understanding this site e-mail liz@shadowshopper.com, her job is to assist us with anything we might need.

Account Reps, lets not use this option Shadow Shopper's offers "Power Tools". This will cost money and we still have other sources we can use to find shoppers. Thank you for your help.

New ShadowShopper Tools
Have you ever needed more applicants in a hard to fill location? Our new PowerTools can help you find those applicants, and get them locked in, faster!

PowerTools Posting
With our new Posting tool, you can let our Bronze members see AND respond to your post, just like Gold and Silver members do. It's 10x the members, at your fingertips; and you can pick and choose small, medium or large batches, or take all of the available members! Easy! **Click here** to try now!

PowerTools Mass Contact
Before, if you wanted to contact a ShadowShopper member directly, you had to do it one at a time. Now, you can Mass Select, according to your selecting criteria, and choose all, selected groups, or cherry-picked individuals. And with NO LIMIT to the number you select. **Click here** to try now!

How can we do this for free? Well, we're not. Each member you choose to reach will cost you ten cents, each, billed to your account. **Even at 10 cents each**, this is BY FAR the least expensive way to reach highly qualified, interested, and engaged applicants for your positions! Try PowerTools, and see for yourself.

NOTES: Be sure to utilize Liz with ShadowShopper if you need assistance. Liz is responsible for working with schedulers. Their goal is to have as many schedulers as they can post available shops. The only money ShadowShopper makes is that fee Shoppers pay to join their website. You can see how important we are to them. The more jobs available at their site, the more shoppers will sign up year after year. This is a great FREE resource to use! *****REMEMBER NEVER TO USE THE NAME OF YOUR CLIENT IN YOUR POSTING AT ANY POSTING BOARD*****