



# The Mystery Shopper's MANUAL

How to get paid to shop in your favorite stores,  
eat in your favorite restaurants, and more!

The Complete How-To Guide!  
Includes Contact Information for More Than 100  
Companies Hiring Mystery Shoppers.

*The only book endorsed by the  
Mystery Shopping Providers Association!  
[www.MysteryShop.org](http://www.MysteryShop.org)*

Mystery shopping is a fun way to make extra money while providing valuable customer service information to businesses. Mystery shoppers get paid to shop in their favorite stores, eat in their favorite restaurants, get their hair cut, go to the movies, do their grocery shopping, put gas in their cars, stay at hotels and resorts and more!

This book is the complete reference for launching a mystery shopping career. The *Manual* features a step-by-step plan to becoming a successful professional shopper. It tells what mystery shopping is *really* like, and gives a realistic view of this interesting and enjoyable job, with insider information directly from mystery shoppers and the companies that hire them. This edition of *The Mystery Shopper's Manual* has been expanded and updated with new information for beginning and experienced shoppers, and includes contact information for more than 100 companies hiring shoppers. You'll learn what mystery shopping is really like, and get a realistic view of this interesting and enjoyable job directly from mystery shoppers and the companies that hire them.

*The Mystery Shopper's Manual* has shown thousands of people—male or female, all ages, wherever they live— how to get paid to shop part-time, full-time or spare-time. Readers may earn the cost of this book or more on the first mystery shop!

## About the Author

Cathy Stucker is an experienced mystery shopper who has evaluated businesses of all kinds, including department stores, restaurants, car dealers, dry cleaners, grocery stores, salons and many more. Cathy has appeared on many television programs and has been a guest on radio stations from coast to coast. She has been featured in newspapers and magazines, including *The Houston Chronicle*, *The Houston Business Journal*, *Black Enterprise*, *Woman's World* and *Woman's Day*. Cathy Stucker is the owner of [IdeaLady.com](http://IdeaLady.com), a site for entrepreneurs, authors, mystery shoppers and others.

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## *What People are Saying About* *The Mystery Shopper's Manual*

“Whether you're a novice mystery shopper or seasoned pro, this newly revised edition is a must-have resource for achieving greater success.”

—**Jeff Hall, Founder & CEO, Second To None, Inc.**  
**Current President of the MSPA**

“This is the first book that paints a true picture of the mystery shopping industry.”

—**Mike Green, Vice President, Speedmark Information Services**  
**Past President of the MSPA**

“Mystery shopping, when properly executed and documented, will have a significant effect in a business environment; from the attitude and livelihood of the staff to their impact on future guest sales and service experiences. If you're willing to make the commitment to GET INVOLVED in our industry, then READ THIS MANUAL.”

—**Michael Bare – ISHC, President - Bare Associates International Inc.**  
**Co-Founder / Past President of the MSPA**

“Cathy Stucker has written a well-researched book with insider information on the mystery shopping industry—a must read for those who want to be great shoppers!”

—**Lorri Kern, Founder & CEO, Kern Scheduling Services**

“We tell our newly-hired office staff and shoppers to read Cathy Stucker's *The Mystery Shopper's Manual* to take the MYSTERY out of mystery shopping.”

—**Christopher Warzynski, Vice President, Beyond Hello Inc.**

“If you read only one book about the secrets of mystery shopping, this book must be your choice.”

—**Chuck Paul, President, A Closer Look**

“*The Mystery Shopper's Manual* is a valuable resource, with real world tips and advice from a professional who has been there, done that. I highly recommend it.”

—**John Saccheri, Founder and CEO, Mystique Shopper**

“Cathy Stucker's book reveals both the high standards shopping companies require as well as the no-nonsense tactics that make shoppers profitable quickly. Her book is a must read for those who want to be savvy in the mystery shopping community. “

—**Paige Hall, President, The Secret Shopper Company**

“If you want to know what mystery shopping companies are looking for, *The Mystery Shopper's Manual* is a must read!”

—**Lana L. Lenzini, Vice President, Professional Review & Operational Shoppers**

“A must-read for anyone who is serious about becoming a professional shopper and strives to be a mystery shopping company's "first choice" for assignments.”

—**Susan Seiler, President, SG Marketing Group, Inc.**