

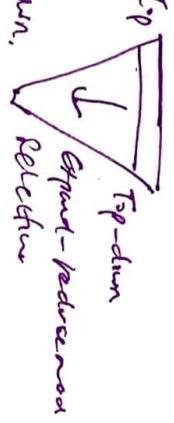
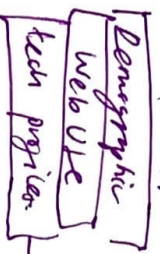
Recruiting

ie. PARTY GOERS

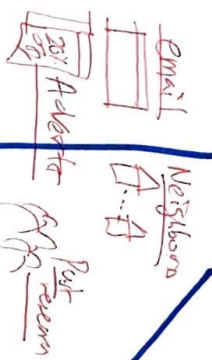
- finding
- scheduling
- inviting
- target people



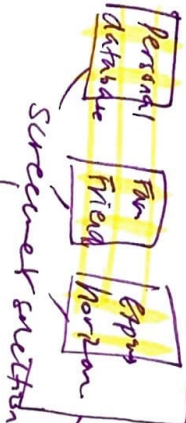
Target Audience



Don't over determine target audience

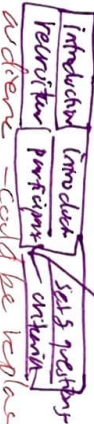


Representative Audience



Digital self

- screening process
- pre-screening
- Suit w/k screens
- phone screens



Many carrier available

Interview Tools

Interviewing

Intro → warm-up → general issue → deep focus → respectful wrap-up

Non-directed Interviewing

Playing the Neutral Interviewer

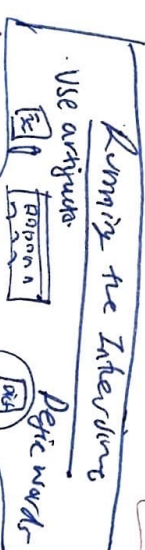
participation concerning

\$10 Incentive Model

1-hour → \$60 pay or up

Pitfalls

- Wary people
- No-shows
- Bias
- Anonymity



Part

variable right now

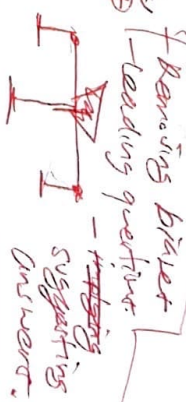
Non-judgmental

regarding questions and changing words to be non-judgmental, open part

single topic

Pitfalls - own expectations - no wrong

Avoid being question - listening not talking - simple question



Remaining budget - leading question - supporting answers