WORKING WOMEN RESEARCH PROJECT

STANDARDIZED PARTICIPANT SCREENER + INTERVIEW NOTES

Use the questions in this order. Do not rewrite them. Natural probes such as "Tell me more," "What makes you say that?" and "What about that bothers you?" are fine. Do not debate, correct or explain Mary Kay during the research portion.

Participant #: _____ **Date:** _____

Name: _____ **Age:** _____

Life stage / relationship status:

_____

Children / ages if relevant:

_____

Work status: Full-time / Part-time / Self-employed / Not currently employed

Occupation: _____

Relationship to consultant: Client / Bride / Past Client / Follow-up / Other

Permission to record: YES / NO

OPENING

Thank you for doing this. I really am researching this. I'm not going to turn around at the end and ask you to join something. I've been in business for more than 20 years, and I think there's a disconnect between how women my age talk about flexible work and side income and how women actually hear it today.

I want the truth. You are not going to offend me. The things that make you immediately say "absolutely not" are probably more helpful to me than the things you like.

RESEARCH QUESTIONS

1. When you hear the words "side hustle," what is the first thing you picture?

2. Do you personally feel like you need or want additional income right now, or is that honestly not something you think about or need?

3. If you did make extra money, what amount per month would actually feel meaningful enough to be worth your time?

Under $200 / $200–$500 / $500–$1,000 / $1,000+ / Amount is not the primary motivation

4. What makes you immediately suspicious of or turned off by a side income opportunity?

5. What would make you curious enough to learn more about a side income opportunity?

6. People use the word "flexibility" constantly. What does flexibility actually mean to you in real life?

7. When a company or business opportunity says the word "community," does that appeal to you or does it honestly sound like a marketing tactic?

Follow-up: What would real community actually look like to you?

8. Would you rather learn a skill that could help you make money, or be given something very simple to do that requires almost no learning?

9. If someone you trusted said, "I think you'd be good at what I do," or, "I think you should consider doing what I do," what would keep you from having a conversation with that person about it?

10. What makes a phone call, FaceTime or conversation about a business or side income opportunity feel uncomfortable?

Follow-up: What would make you willing to have that conversation?

11. What is something women my age might think women your age want from work that we're completely wrong about?

12. If I told you there are three main ways women use a Mary Kay business — one is mostly around getting their own products at a discount, one is making a couple hundred bucks here and there whenever they want with no quotas, and one is learning how to build something scalable long term — instinctively, which one would you want me to explain first?

Personal Product Benefits / Extra Money Here and There / Scalable Business Building

Three-Lane Reaction follow-up: Was there anything about the specific way I just described those three options that immediately turned you off or turned you on?

13. Okay, last research question, and I want you to answer this very literally. Based on everything we've talked about today, are you personally open to having a separate conversation at some point about whether one of these options could fit your life? Not committing. Not joining. Just actually looking at it for yourself. Would you say yes, maybe, or honestly no?

YES / MAYBE / NO

What made you choose that answer?

IMPORTANT: A YES does not turn this call into an opportunity appointment. A MAYBE is not an objection to overcome. A NO is not a challenge. Mark the answer, ask why and continue to the close.

CLOSE

This was incredibly helpful. I'm talking to a group of women because I want to see what patterns come up instead of assuming I know what people want. Once I'm done, would you want to hear what I found?

Wants research follow-up: YES / NO

Additional notes:

POST-CALL CODING

Complete this immediately after the call. This is not where you guess whether she "seemed recruitable." Capture the data and then use the analysis system.

Participant #: _____

Date: _____

Question 13: YES / MAYBE / NO

Recording or transcript saved: YES / NO

Sent to ChatGPT or Sara for analysis: YES / NO

Opportunity Fit Score: _____ / 10

Analysis classification: CLOSED / CURIOUS / OPEN / HIGHLY OPEN

Recommended follow-up timing: 24–48 HRS / 3–5 DAYS / AFTER RESEARCH FINDINGS / NOT AT ALL

Follow-up date entered in system: _____

Recommended first lane: Personal Product Benefits / Extra Money Here and There / Scalable Business Building

Her exact reason for Question 13 answer:

Exact phrases I do not want to forget:

Primary money / work motivation I heard:

Biggest perceived risk or concern:

Words or concepts that turned her off:

Words or concepts that made her curious:

Three-Lane first reaction: Personal Product Benefits / Extra Money Here and There / Scalable Business Building

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Final reminder: The research call was not a recruiting appointment. Follow the personalized roadmap only after the call.