**Participant directions e-mail for online activities**

Dear [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

Thank you for agreeing to participate in a product study for us. In return for your participation, we will give you a $\_\_\_\_\_\_\_\_\_ gratuity. This study will help us determine how people think about the products and services we offer.

The study is now ready for you to complete online. Please complete it as soon as possible, and no later than [*Time*] on [*Day, Date*]. It should take no more than [*30 minutes*] of your time.

Here is the link to the study: [*URL from administrator page*]

Please do not share this link with other people. Only you will receive a gratuity for completing the study.

**Questions? Issues?**

If clicking on the link doesn’t work, please copy and paste it into your browser’s address bar.

If you have any questions, or need assistance, please contact us through e-mail at [*Your e-mail address*] or by phone on [*Your phone number*].

Thanks for your help with this research.

[*Your name*]

[*Your e-mail address*]

[*Your phone number*]