

Customer Review Machine™

Collecting reviews is one of the best ways to leverage your customers to provide social proof, and recommendations and build trust for potential prospects to use in their decision to buy your solution. In this reference document, we'll cover how to ask, where to ask, and the sites that will move the needle in driving qualified leads to your site.

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Who To Ask

1. Immediate Family
2. Extended Family
3. Friends
4. College Roommates
5. Commercial Lenders
6. Friends from Country Club
7. Friends from Recreational Sports
8. Friends from Hobbies

9. Real Estate Agents
10. HVAC Vendors
11. SFR Property Managers
12. Multi-Family Property Managers
13. Real Estate Investors from Your REIA
14. Real Estate Investors in Other Markets
15. Real Estate Investors from Wholesaling Inc.
16. Real Estate Investors from Deal Machine Mastermind
17. Real Estate Investors from Masterminds
18. Your Real Estate Closing Attorneys & Their Staffs
19. Paralegals
20. Your Direct Mail Vendors & Their Staffs / CSR's
21. Your SEO or PPC Vendors & Their Staffs / CSR's
22. Copier Vendor & Their Staff / CSR's
23. Home & Auto Insurance Provider & Their Staffs / CSR's
24. Commercial or Rental Property Insurance Provider & Their Staffs / CSR's
25. Licensed & Unlicensed General Contractors
26. Cleaning Lady
27. Photographer
28. Internal Team Members
29. Neighbors
30. Sales Professionals
31. Former Neighbors
32. Babysitters
33. Office Neighbors
34. Consultants or Coaches
35. Commercial Agents
36. Church Members
37. Pastors
38. Prayer Partners
39. Brokers in Charge
40. Barber or Haircutter
41. Spouse's Friends

How To Ask

1. First, if your prospective reviewer owns or works for a business that has a Google My Business profile that's listed on Google Maps, try to find their business first and help them first by leaving them a google review.
2. Then, text them:

- a. First Text: "Hey! I just left you the following as a Google Review; hope it helps you!"
 - b. Second Text (paste the review): I love such and such business; they're great because of X, Y & Z.
3. When they text back to say thank you, say: "If I texted you the link, would you mind taking 30 seconds to leave us a Google review? It'd be a huge help to me."
4. If they say yes, open the Google Maps app, pull up your Google My Business Profile, and text them the link.
5. If they still don't leave you a review or forget, send them a text that says: "Did the link I sent you for the Google Review work? If not, please let me know and I can send it again or email it."

Email Templates

Example

Subject: Free dinner :-)

Hi [FirstName],

I wanted to get in touch with you to thank you for working with us recently!

Quick favor to ask...

... we're always looking for

<Write a qualifying review for [your company] on Google My Business> and you'll be in with a chance of winning free dinner for your family!

Your review will also enable us to build better products and help new customers choose the right local house selling solution.

Thanks in advance for helping us grow, I look forward to reading your review.

Warm Regards,

[Sig]

Email Template 1: Short and Sweet (informal)

Subject: Your Experience Matters!

Hey [Seller's Name],

Just a quick note to say a massive thanks for choosing us to sell your house. We hope you had a great experience with us.

If you're up for it, we'd love to hear your thoughts in a quick review. It'll help others make smart decisions.

Leave your review here: [Insert Review Link]

Big thanks for your trust and partnership!

Cheers,

[Your Name]

[Your Company]

The End of The Year Request

Subject: Happy Holidays

Hi [CUSTOMER],

Happy Holidays!

As this year winds down, I wanted to say thank you for your partnership using [PRODUCT] this year. You've achieved fantastic results in the time we've been working together, so I wanted to reach out to see if you'd be interested in sharing a testimonial about your experience using [PRODUCT]. You can click this link to share some of your thoughts that we might feature on our website.

Thanks for your consideration of my request, and thanks for being a loyal [COMPANY] customer. I hope you have a warm and happy holiday season with family and friends, and I'm looking forward to chatting again in the new year!

Cheers,

[YOUR NAME]

The Formal Request

Subject: Thanks for being a loyal [COMPANY] customer

[CUSTOMER],

I wanted to reach out to thank you for being a loyal [COMPANY] customer. I noticed you achieved your goal of [MILESTONE] last month, and I wanted to reach out and congratulate you on your success! It's been great working with you on this project.

We want to share customer success stories with [PRODUCT/SERVICE] on our website, and I was wondering if you'd be interested in being featured in a testimonial. You can follow this link to submit a written or video testimonial now, and as a token of thanks, I'll send you a gift card for a cup of coffee, on [COMPANY].

Congratulations again on reaching your goal, and thanks for your partnership! Let me know if you have any questions about submitting a testimonial.

Regards,

[YOUR NAME]

Casual Request

Subject: RE: May results

Hey [CUSTOMER],

You crushed it this month! You worked hard on [PROJECT], and the numbers definitely reflect that.

Now that we've hit our goal, would you be interested in submitting a testimonial about your experience using [PRODUCT/SERVICE]? You can submit a short written or video testimonial here talking about how we helped you achieve your goals.

Let me know if you have any questions, and congrats again!

Cheers,

[YOUR NAME]

The Incentive Offer

Subject: Your Feedback Is Appreciated

[CUSTOMER NAME],

As a gift this holiday season, [COMPANY] is offering a \$50 visa gift card to 25 of our clients before the holiday season.

All you have to do is submit a written or video testimonial about your experience with [company]. What your situation was, what options you looked at, why you ultimately chose [company], and how we ultimately helped you and what you loved about working with us.

It shouldn't take you more than 15 minutes. Once you leave the review reply back to this email with a link to your review and let us know what address you'd like for us to mail your Visa gift card to. Let me know if you have any questions about this promotion and we appreciate you!

Happy Holidays,

[YOUR NAME]

The Automated Send

Subject Line: Tell us what you think

[CUSTOMER],

We hope you're enjoying using [PRODUCT/SERVICE].

Now that you've had a few weeks to try the product, we'd love to know what you think. You can click this link to share some of your thoughts about using [PRODUCT] that we might feature on our website.

Your feedback means a lot to us! Thanks for being a loyal [COMPANY] customer.

Regards,

[YOUR NAME]

In Person

As the owner - Quick Ask

“If I’ve done a good job for you today would you mind taking 30 seconds to leave me a review? I’m trying to grow my business, and I just learned that online reviews help to do that.”

“While I’m finishing up here, would you please do something for me? I’m trying to grow my business, and I heard that reviews help. Would you mind leaving me a review?”

Post-Close “feedback”

“I’m excited we were able to get this done for you. I know we had a couple hurdles but we’re grateful for the opportunity to work with you. Quick question... we’re always looking to improve... where are some areas we could have done better? (get their feedback). Excellent. Thank you, we’ll take that to heart and make some improvements. I know [briefly mention their situation ex: you inherited the house and had talked with other investors before us], were there any hesitations you had in working with us? Great, ultimately what made you feel comfortable that we could solve your problem better than the others you’d talked with? Excellent, that’s amazing. I talk with other house sellers with the same concerns almost weekly, I was just thinking... would you be willing if I captured what you just said either on video or I can write it down... because if other sellers can hear from your experience with us it may help many of them to avoid the mistake of working with the wrong company as well. It would be really helpful for them. (then see if you can record them saying the same things again. Just ask them the questions.

Video Review Script:

- [customer name] go ahead and just say your name and the city and a bit about the situation you were going through that made you reach out to us

- Great, now talk a bit about what options you looked at and why you ultimately decided to move forward with us to help you solve [their situation]
- Excellent, was there anything you were nervous about or had hesitations on with us?
- How did we overcome those for you?
- How did the transaction end up for you and did it solve your problem?
- Was there anything you were surprised about in a good way in working with us or how the transaction went?
- If another person is in a similar situation to you considering working with us what advice would you give them?

Team member

“Our company is having a competition to see who can get the most reviews this month, and if I win, I’ll get (fill in the blank) would you mind leaving me a review? It will only take 30 seconds, and it would help me out.”

Where To Ask + Tips

One of the first steps in collecting reviews is to ASK! Here are a few options to help inspire you to build this into your routines, rituals, and playbooks.

1. Ask through email
2. SMS ask
3. Use your login page
4. Ask on social
5. Client conferences
6. Customer service rep
7. Enable your team to ask
8. Ask happy customers to review your company after they fill out an NPS survey
9. Run a retargeting campaign
10. Run an email campaign
11. Post on social media
12. Ask people to review you when they visit your website
13. Show in-app messages
14. Collect reviews at events
15. Post on customer support forums
16. Use third-party review sites rather than an internal survey
17. Ask people to review you offline

- 18. Ask customers to review you on a call
- 19. Make it simple for people to review you

Where To Place Reviews

Once you've collected reviews from customers then you should use them strategically to increase their use and visibility to provide credibility to your business. Here are a few options to consider.

- 1. Add to your Carrot website (*reviews page + have 1-3 reviews on each page of your site*)
- 2. Optimize site to show in Search Rankings
- 3. Use in remarketing campaigns
- 4. Add to offline marketing
- 5. Add to the office wall
- 6. Add to case studies
- 7. Add to customer videos

Best Sites To Publish

Here are the top product review sites, organized by their worldwide Alexa rankings and verified by their Moz domain authority rankings.

No.	Review Site	Goal
1	Google My Business	15+ reviews and engage in 100% of reviews
2	BBB	15+ reviews and engage in 100% of reviews
3	Facebook	Keep FB page updated at least monthly (aim for 10+ reviews)
4	Trust Pilot	Optional / not required
5		