

Get More Online Reviews!

Simplified Email Templates





Introduction

The best way to get more reviews is to simply ask. And the easiest way to ask is by email. Here are several email templates to get you started.

A few things to remember:

- The more personal your note sounds, the better response you'll get.
- Don't be afraid to say words like *grateful*, *appreciative* or *thankful*. As small business owners, we're all thankful to have customers who appreciate the work we do and there's nothing wrong with expressing that.
- Stroking the customer's ego a little bit never hurts either. Remember, everyone's busy and we're asking them to take extra time.

Focus on getting Google reviews first. Here's why:

- An above-average number of reviews on Google has the largest positive impact on revenue of all review sites.
- Service businesses with more than 34 reviews earn 14% more in revenue than average.

We suggest asking for a Google review only, especially if you don't have many reviews there. Once you get more reviews on Google, change your email to include other review sites as well.

How do you get the right link?

You want to give your clients a direct link, so they can start typing right away. **Here are instructions** on getting a direct link for your company on Google reviews.

And now, on to the email templates...

Email #1

Note: Customize the text in red for your business.

Hi _____,

It was a pleasure doing business with you. We hope you enjoyed the experience as well.

If so, it would mean a lot to our family business **if you'd leave an online review.**

By leaving a review, you'd help others searching for a **plumber** with your thumbs up (hopefully) for us. We'd truly appreciate it. If you have any concerns or feedback about the service, you can also respond to this email.

Click to leave your review on Google here: [\[insert link\]](#)

Many thanks and we hope to see you again,



Email #2

Hi **first name**,

It was a pleasure working with you and I appreciate your choosing us for this project.

A review from an awesome customer like you would help others feel confident in putting their trust in us as well. Would you be willing to take a minute and leave us a review on Google? Here's a link:

_____.

Thank you for your support!



Email #3

Hi,

Thank you for your business. Your receipt is attached.

Did you enjoy your experience with us? We'd love to know.

If it was good enough to earn a review from you, we'd be grateful to see your feedback online.

[\[insert link to Google Reviews\]](#)

Thank you for your support,

Email #4

Hi,

It's **Mark** and the team behind **Stetson Plumbing**. We're thankful you chose our company.

We started our small business in **2006** with a need to help customers and friends care for their homes.

A review from you would mean the world to us and keep us going on our quest to grow. Please visit _____.

Thank you for your support.





Contact us today

to find out how we may help you grow your business
online through social media marketing, pay-per-click ads,
blogging or email marketing.

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