


How to Write a Template Email to Ask for Reviews



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Reviews are important for growing your business



One way to get more reviews is simply to ask. While some customers are eager to provide reviews, many will require a gentle push. But when is the best time to ask a customer for a review?

The ideal time to ask is after you have finished the work or the customer has been invoiced. Don't wait more than 2 weeks to ask for a review, people generally lose interest as time passes.

One way to get more reviews is to offer an incentive. If you are doing so, you may want to mention an expiration date for this offer. A deadline is a great way to motivate customers.

In this document, you will find two different examples of emails you can use to ask your customers for reviews: with an incentive and without an incentive.

Email review example without incentive

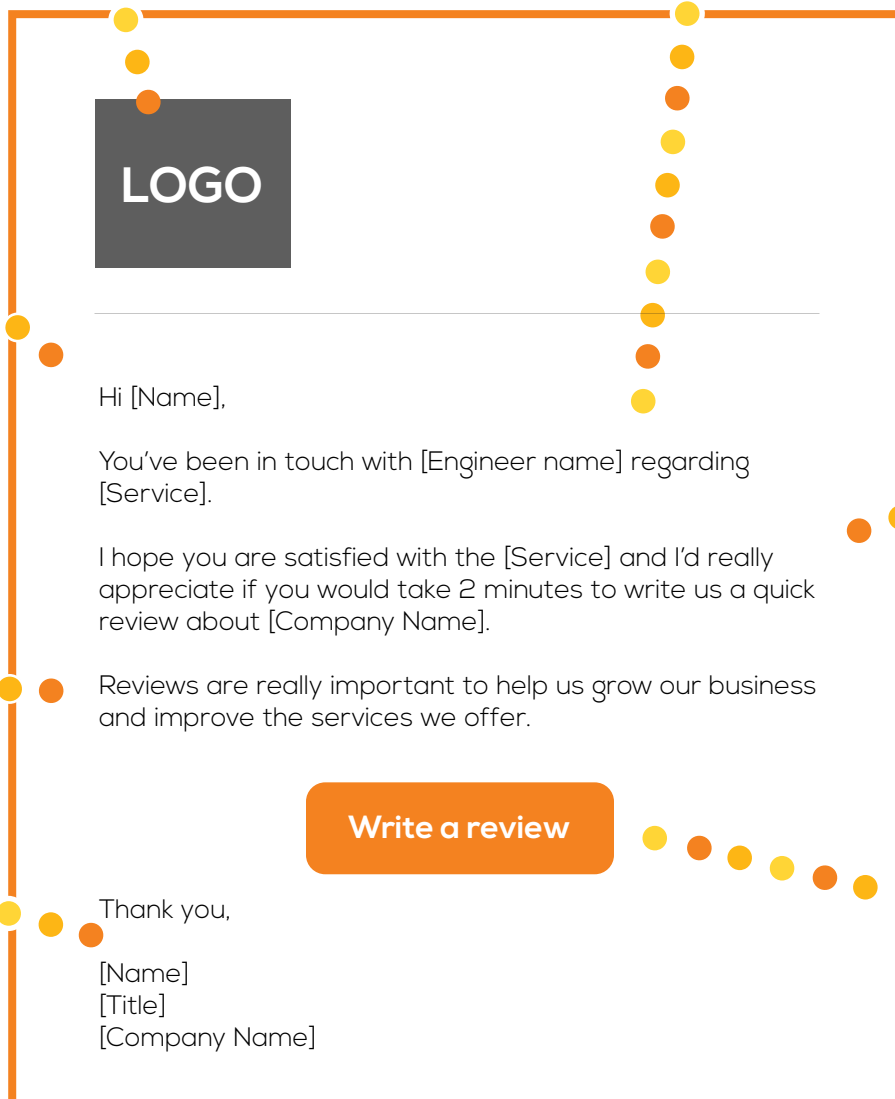
Make sure you include your company logo in the top left corner of the email. Try to make sure your branding looks the same across all your platforms

Provide context and personalise the first line of your email with the engineer's name and a description of the work completed

Personalise the email by using tags, if possible. If not, add personalisation manually

Give a reason why they should review your company

Don't forget to sign your email with your name and title to keep it both personal and professional



The main body of the email should be used to draw the customer in

This is your call to action, ensure it is clearly visible and test it to make sure the link works

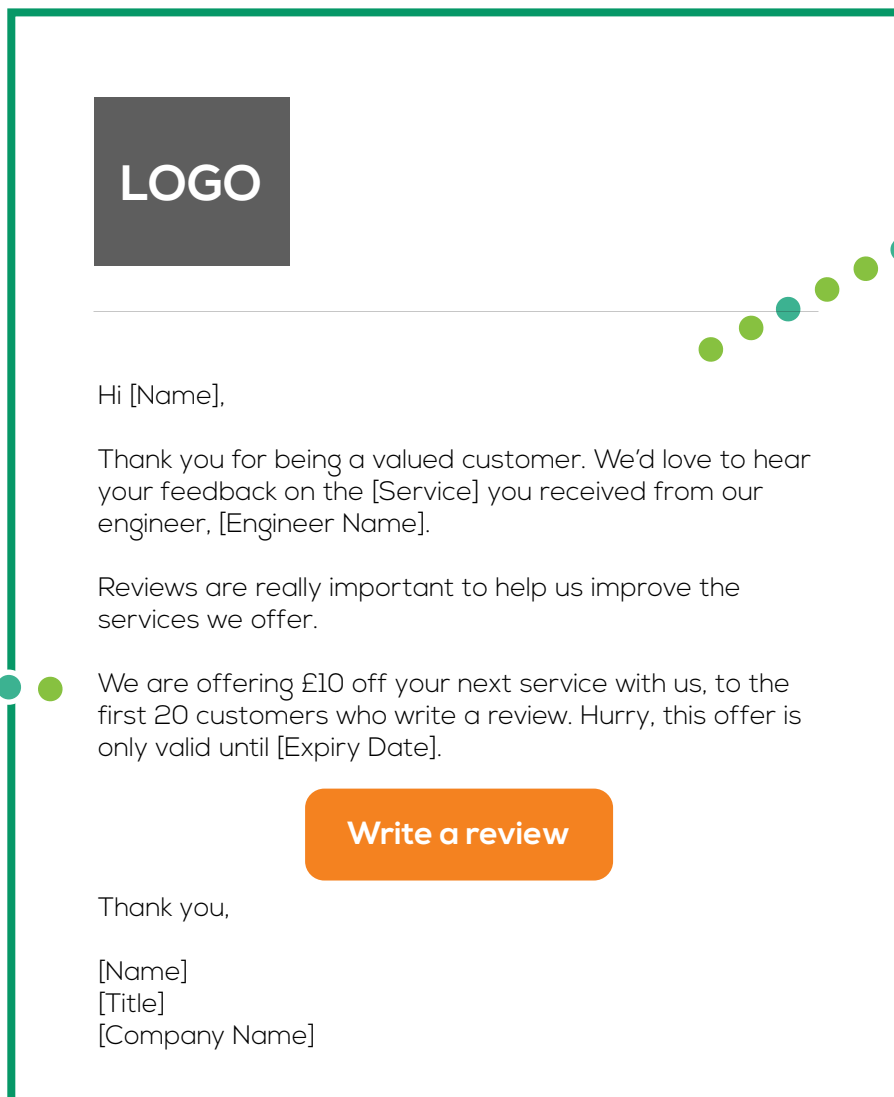


Bonus tip:

You can send more than one email to request a review. Don't send more than two, as your customer might consider this spam. If you choose to send a follow up, try to vary the wording and give them another powerful reason to review.

Email review example without incentive

2



The image shows a template for an email review request. At the top left is a dark grey box labeled 'LOGO'. Below it is a horizontal line. The main body of the email contains the following text: 'Hi [Name],', 'Thank you for being a valued customer. We'd love to hear your feedback on the [Service] you received from our engineer, [Engineer Name].', 'Reviews are really important to help us improve the services we offer.', 'We are offering £10 off your next service with us, to the first 20 customers who write a review. Hurry, this offer is only valid until [Expiry Date].', and 'Thank you,'. Below the thank you is a signature block with '[Name]', '[Title]', and '[Company Name]'. At the bottom center is an orange button with the text 'Write a review'.

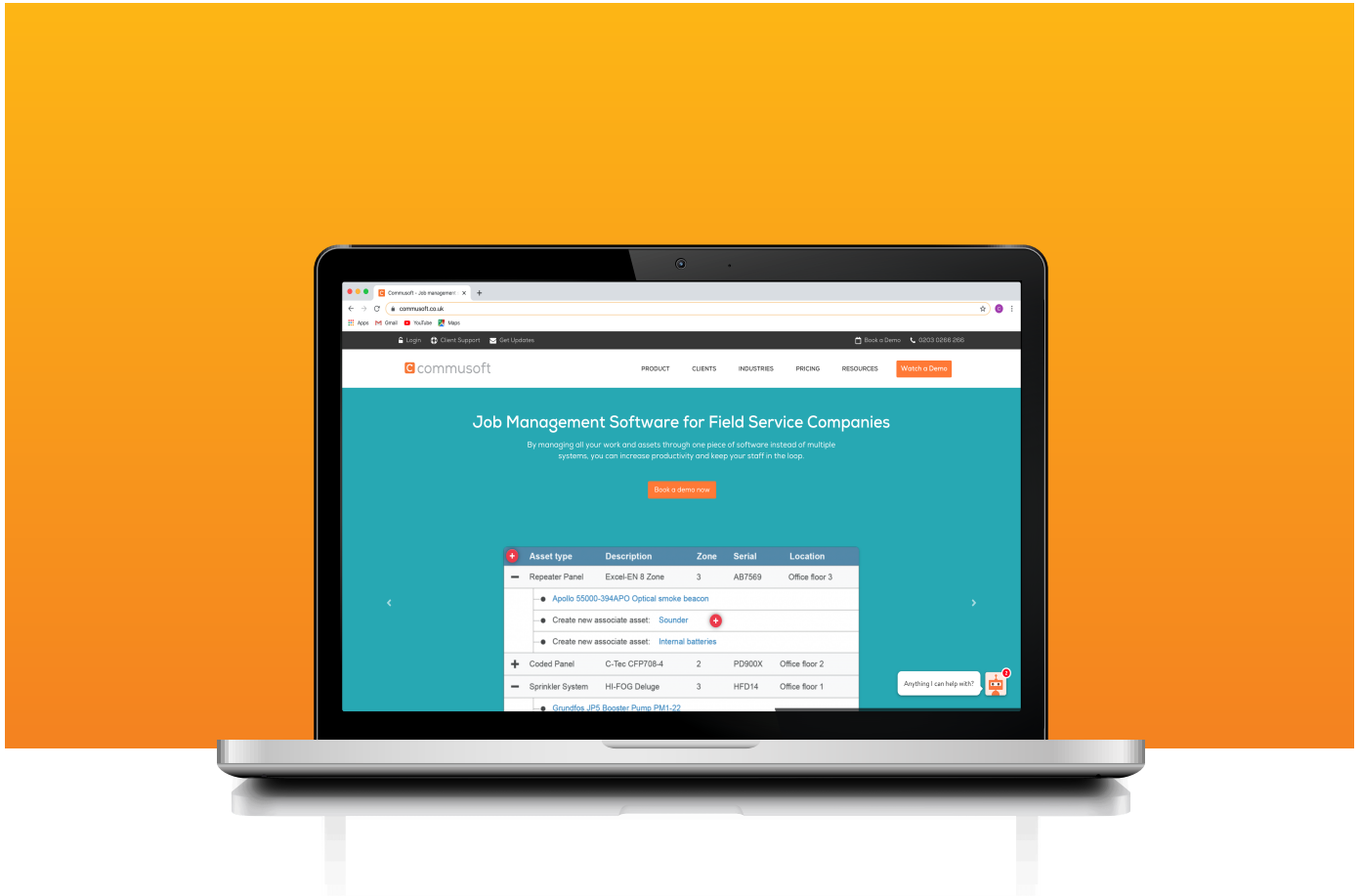
Make your incentive really clear to the reader. Incentives usually generate an increase in the number of reviews you receive and is a great way to motivate customers

Make sure to follow all of our guidelines from the previous page too!



Bonus tip:

You can use the subject line of the email to catch your customer's attention. Think about what would make you open an email, e.g. "Review [Company Name] and save £10!". Even if you are not offering an incentive, make sure you include an effective subject line.



Let's chat!

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