

Autoresponder #4 - Why Don't You Have Any Reviews?

Hello,

In our last few emails we have been talking about researching your online reputation. Now we need to start talking about HOW to build that reputation.

For many businesses, asking their customers or clients for reviews can be a little uncomfortable. If you are established business, perhaps you have run into a situation where your customers have become so loyal that they simply post reviews online without your having to ask. Unfortunately, for most business owners, this is simply not the case.

If you want to improve your online reputation, you will need to overcome the discomfort that might come from asking your current customers or clients for a positive review. If you are able, you should ask these customers or clients to leave that review online, particularly on some of these larger secondary review sites.

It would be unquestionable to ask your clients to start a blog raving about how great you are, but most of your customers probably already have a Yelp.com account. They probably already rate and review other businesses, they probably just haven't thought to rate and review yours.

A simple nudge should get them to leave an honest review for you. In the next e-mail we will talk a little bit about timing your review gathering so that your business stays relevant and your social proof becomes more powerful. For now, just realize that collecting reviews is going to play a major part in your online reputation management success.

If you're ready to get serious about your online reputation, contact us for more information to find out how we can help you build your reputation and extend your online brand. Give us a call at _____.

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