

Autoresponder #5 - Getting Reviews From Customers - Things To Watch Out For

Hello,

From the beginning of this e-mail course we have talked about the power behind having social proof attached to your brand. We have learned that social proof can sway potential customer into purchasing your service or product. We have also learned a little bit about how the Internet can influence social proof and how to go about finding information about yourself online.

In the last e-mail we talked a little bit about how to gain reviews from current clients and customers in a very simple way. By simply asking those who do business with you now, you may spur a few people to leave reviews on review sites and other places around the web.

If you really want to super charge your online reputation management however, you need to extend yourself beyond simply asking people and give them an incentive to leave you review.

Before we talk about these incentives, we should talk a little bit about ethics. It is not ethical to entice people to leave you a review that is dishonest. Telling your customers that you will give them a 10% discount only if they leave a good review would be dishonest.

It is okay if you have a few negative reviews here or there. No business is perfect, and no business can satisfy every single person that walks through its doors. People who use the Internet to find out information about businesses. They are not unrealistic in their expectations.

As a matter of fact, they may become suspicious of a business that has 100% positive reviews. So when you ask your customers for reviews, ask them for honest reviews only. This will not only build your brand online, but you will be able to receive honest feedback that will help you build your business into a long-term success.

If you're ready to take your online reputation management to a new level, contact us today for a free consultation.

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