

# 7 Email Templates Requesting Online Reviews

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 [start.youreview.us/7-email-templates-requesting-online-reviews](https://start.youreview.us/7-email-templates-requesting-online-reviews)



You've heard it before, "***it's important to ask your customers for online feedback***". But most business owners feel like it is a bother or an inconvenience to ask. Yet, we are all in the habit of asking small favors of our family, friends and co-workers in our everyday lives.

To get past your uneasiness, imagine someone asking you for a small favor like picking up lunch to go when you're already at the restaurant. ***A customer who has just received your review request via email is already online, so it's really no great effort for them to follow your link and post a review.*** Now, the question is how to ask the right way to get your customer to write online feedback that will make the greatest impact.

## Ask for Detail

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Don't just ask for a review, instead ask your customer for details. You already know what matters to your customers the most. Issues of doubt, frustration, fear, risk and consequence that affect their decisions surrounding your industry. ***The most influential reviews are written in a consistent flow with negativity like the customer's problem or issue before they found you and the positivity associated with your interaction,*** including how you or your product helped the customer.

## Invoke Passion

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Requesting a review in a very deliberate or precise way will make a big difference in the published online review. Finding the right thing to say is key, when you do this right and get straight to the point, you'll be in good shape. ***Think of how you interact with your***

**customers in person, over the phone and through email and try to stay true to your communication style.**

Start out with a quick way to help them remember you and make them smile, feel appreciated or simply thank your customer for choosing you, then ask for your review with directed intention or invoke passion from their experience. **A passionate review, good or bad, will build enormous trust in your online and local business.** We have highlighted the following 7 email templates requesting online reviews:

## Review Request Template #1: Review Invitation after Project Completion (Formal)

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<<Customer First Name>>,

We wanted to reach out to you to say, *Thank You* for the opportunity to work with you on your project. We value your opinion and would like to invite you to leave an online review describing how we performed under pressure with tight deadline.

This will be extremely helpful to us and help potential customers learn about who we are and what we do. Click the link below, it only takes about 30 seconds.

[click here] to review <>We appreciate your time and your business.

Respectfully,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Review Request Template #2: Thank You For Visiting Us (Informal)

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Hello <<Customer First Name>>,

Thanks for stopping by! We would like to ask if you would consider leaving an online review describing the overall atmosphere of our shop? Your feedback can help our team and help other customers learn about who we are. We hope to provide each and every customer with the best experience possible.

Simply click below to leave your feedback, it only takes about 30 seconds. We appreciate your help!

[click here] to review <>

Many thanks,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Review Request Template #3: Existing Customer After Recent Contact

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<<Customer First Name>>,

I was glad to hear from you and happy that everything is going well. I wanted to take this opportunity to personally thank you for choosing <<My Business Name>> and ask if you would review your experience and long-standing relationship with us in an online review.

It takes only about 30 seconds and would mean a lot to us.

[click here] to leave an online review for <>Thank you for loyalty and for your feedback, your opinion will be valuable to help new customers get an idea of who we are and what we do for our customers.

Thanks a bunch,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Review Request Template #4: Request for Individual Team Member Feedback

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Hi <<Customer First Name>>,

I just wanted to reach out to you to ask for an online review since you and I work well together, and I feel comfortable asking for your feedback. I would like to ask you to mention the individual attention and care I devote to you to make sure your experience with us is positive. This will help show potential customers the sort of company we are. It will also be helpful if you mention my name directly in your positive review.

[click here] to share your experience.

Best regards,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Review Request Template #5: Details About A New or Improved Service (Shipping)

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Hello <<Customer First Name>>,

Thank you for choosing <<My Business Name>>. We hope you enjoy <<Our Product>>. We would like to reach out to you today to ask about your experience with us. Our fulfillment department would like to know how our new and improved shipping and handling methods are doing. We would love to share your experience with others online to highlight the strides we have made to enhance our shipping methods. [\[click here\]](#) to share your experience, it only takes about 30 seconds.

Thanks again,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Review Request Template #6: Satisfied Local Customer

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Dear<<Customer First Name>>,

I am glad we were able to help you today and would like to let you know that we really appreciate your business. I know that others would learn a lot about our small business if you shared your experience online. Seeing great reviews from our valued customers in <<City Name>> will help other local customers understand that we are dedicated to our community and going above and beyond for our customers.

Simply [\[click here\]](#) to share your experience, it only takes about 30 seconds.

Thank you for your time,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Review Request Template #7: A Favor

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Hi <<Customer First Name>>,

I'm reaching out to you today to ask for a favor – would you mind leaving an online review about your experience with <<My Business Name>>? We love to see our customer's honest opinions about their experience with us online. Sharing your experience can really

help other customers, just like you.

Please [click here] to share your experience, it only takes about 30 seconds. We greatly value your opinion and your positive online testimonial.

My sincere thanks,

<<My First and Last Name>>

<<My Title>>

<<123-123-1234>>

<<My Business Name>>

## Respond to Online Reviews

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When you have been given positive online feedback, **take a quick moment to say thanks and acknowledge each review**. And while we'd like to sweep negative reviews under the rug, it's just not possible. **You must also address negative issues quickly to resolve the problem**. Evaluate each situation, if you're dealing with someone who is highly emotional and is not satisfied with the olive branch you have extended online, it is time to work through the problem offline. When an agreement is met, update the review with an explanation of resolution.

**Re-share your best reviews** to your website and social media profiles to utilize the powerful impact they will carry to elevate your trustworthiness and boost SEO rankings. **YouReview** offers an **automated review gathering and publishing process to help you generate reviews** from your happy customers and work through negative issues before a messy online complaint even happens.

Small local business owners and online merchants understand that to survive in today's highly competitive markets, **you must become interconnected to retain current customers and generate trust for new business**. Building a solid online presence with a foundation of valuable social interactions can only come from continuous ratings and reviews from your customers. Contact **YouReview** to claim your **free, no obligation 14-day trial** of our easy-to-use reputation management dashboard. With **no risk, no obligation, and no credit card required**, you have nothing to lose and so much to gain.