

# Quick Start Guide 12 Templates to Leverage Your Reviews!



# Fans-on-Fire: Quick Start Guide and 12 Bonus Templates to Leverage Your Online Reviews!

Why leverage online reviews? Simply, online reviews on Google, Facebook, Yelp or the 100's of other review websites will impact your business big time! Take advantage of and leverage your online reviews and you'll get:

- Higher listings in Google and other search engines
- Natural and organic search engine optimization
- An endless source of new leads for your business
- An excellent reputation which leads to more sales and so much more

Ignore your online reviews and you'll miss out! Just ask yourself, what did you do the last time you thought about buying a product or service? Did you look at the reviews? I thought so! I didn't buy a particular brand of pickup because of online reviews, and that was a \$25,000 purchase!

For a list of online review websites, check out my post: [What Review Websites Should I Target For My Small Business?](#)

So how do you leverage your online reviews for maximum business benefit? Here is my Quick Start Guide checklist!

1. Choose one or more review websites and fill out your business's profile. Here is a short video showing how to start your [Google profile](#). Subscribe to my Youtube Channel for more tips!
2. Find out who your raving fans are by requesting feedback from all of your customers (hint: You can go back years in the past if you haven't done this before.) See the Initial Review Request Letter/Email template below.
3. Set up a Fan-on-Fire webpage with links to all of your review website profiles, social media links, etc. (See the Fan-on-Fire website template below)
4. Respond to negative and fake reviews immediately using the templates below.
5. Ask happy customers to post a review to one or more of your review profiles using the First Fan-on-Fire Email/Letter template below. Remind your customer using the alternative templates if the review doesn't come in.
6. Use those reviews in other promotional materials, website, blog, social media, etc.
7. Ask those same happy clients to post to additional online review websites like Facebook and Yelp!
8. Repeat this process on a regular basis, daily or weekly is best!
9. BONUS: Go after an award! Search out industry awards that you might be eligible for. Then use the template below to get enough votes or reviews to win!

A little bit of work goes a long way in building your online reputation. If you think you are too busy to do this, you can have an employee do it or outsource it all together to a freelancer or virtual assistant (VA).

Now here are 12 of my FREE templates to use for leveraging the most out of your review program! Just cut, paste and edit in your favorite word processing or email program! If you would like more help setting this up, join my [Udemy online class](#) for just \$19 and <http://tomkenemore.com/fans/> for the book!

Join our [Online Review Marketing Facebook group](#)

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### 1. INITIAL REVIEW REQUEST LETTER/EMAIL

So here is the wording from a generic sample initial review request form, letter or email. Options or my notes will appear in brackets. Be sure to delete my notes before sending to your clients:

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Dear (Client/customer first name)

Thank you for (purchasing x product on date/choosing our x service on date, etc) from my company. I certainly hope you are enjoying your purchase (service, etc). My team and I really appreciate your business.

Could you help me out? Feedback from our customers is important to us! If you could take a few moments to fill out the questions below, I would appreciate it. I have enclosed a postage paid envelope for your convenience (If mailing a letter, including a postage paid envelope will increase your response rate).

(OPTIONAL TEXT:)

- (You could also add: "Also, your written comments directly affect my staff's bonus pay. So please be sure to return this right away." Do you offer an incentive to your staff for helping to generate great reviews? I recommend you do!)
- **(ALSO, WE LOVE TO GET PICTURES AND/OR VIDEO OF OUR CLIENTS ENJOYING OUR PRODUCT/SERVICE IF POSSIBLE.)**

**PLEASE CIRCLE OR COMPLETE BELOW (INSERT YOUR QUESTIONS HERE or link to your online form; remember, don't ask for any information you really don't need; the fewer the questions the better):**

Date of sale/service performed? \_\_\_\_\_ Your phone # \_\_\_\_\_

Your full name \_\_\_\_\_ Email \_\_\_\_\_

Mailing address \_\_\_\_\_

How happy are you with our (company/product or service)?

5 – very happy   4 – happy   3 – just average   2 – unhappy   1 – very unhappy

If not a 5, please tell us what would make it a “5” experience for you? (This is where you will get suggestions on improving your product or service.)

Please write a review of our services so that we may share it with others like you (please use back of page if needed.):

(Allow space for the written review; this is very important; give them plenty of room to write a long, awesome review about you!)

Remember, (your company name) offers (your other kinds of products/services). We depend on referrals for most of our business. **THANK YOU IN ADVANCE FOR YOUR REFERRALS; WE REALLY APPRECIATE IT!**

Please let us know how we can be of service to you in the future. Thank you for helping make (your company name) the best it can be!

Sincerely,

Your name & direct contact info (No review profiles or social media links yet!)

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## 2. FIRST FAN-ON-FIRE EMAIL/LETTER

Sample text, First Fan-on-Fire email or letter with optional comments. Be sure to delete my notes before sending to your clients:

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Dear (client first name)

Thank you again for your business and thank you so much for your positive comments. It is the highlight of my day to see a great review from a satisfied client/customer!

Can I ask a really important favor of you? Could you please take a few moments to review your purchase on the websites below? Your great review of our company is so important in sharing our products with future customers!

(Optional: To make it easier, any written comments you made are below and you can cut and paste them to re-use them on the first website; then please write a different review or change the wording on the additional websites. (This helps avoid any duplicate review/content issues.))

***(Cut and paste the clients review comments here)***

***(If no comments or you are in a hurry, you can give us a rating only on most of the websites.)***

**Yelp (hyperlink text or type out link to your Yelp profile)**

**Facebook page – “Like” our page and click the review tab (hyperlink text or type out link to your Facebook page if you have reviews activated)**

**Google (hyperlink text or type out link to your My Business profile/Google Plus page)** (Just click on the pencil icon and please follow us!)

**& if you would please: (link to your Fan-on-Fire page on your website)** (for several other websites)

Thank you so much for your help! Reviews and referrals are more important to us than ever before. From all of us at (your company name), thank you again for your business, reviews, referrals, and most of all, your passion and enthusiasm for what we do!

Sincerely

Your name

Contact information

Your website, social media, etc. (Yes, finally!! You can use these!)

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### 3. ALTERNATE OR 2<sup>ND</sup> LETTER/EMAIL TO A FAN

An alternate or 2<sup>nd</sup> letter/email to a Fan on Fire customer, sometimes it works well to have a manager or other employee send one of the letters/emails so they are not all coming from you.

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Hi client first name!

I wanted to personally email you and say thank you! It was really cool to see your nice review and comments about our (employee name's service to you/product purchased).... it made my day! Even though it's been a little time since your purchase (visit), I was just reviewing our notes about our service to you. THANK YOU SO MUCH!

Can I ask a favor? Could you take just a few moments to review us on one or more of these websites? I would really appreciate it!

***(If you are in a hurry, you can give us a rating only on most of the websites. If you have already reviewed us one or more of these, THANK YOU AGAIN and please review us on the other sites.)***

**Yelp (hyperlink text or type out link to your yelp profile)**

**Facebook page – “Like” our page and click the review tab (hyperlink text or type out link to your Facebook page if you have reviews activated)**

**Google (hyperlink text or type out link to your Google My Business profile)** (Just click on the pencil icon and please follow us!)

Thank you so much for your help! I can't say enough about how important this is for us. Online reviews are simply the best way to tell others about our company!

I hate to even ask for more, but there are several other websites that sharing your review on would be such a huge help. If you are able, can you follow the link below and share your review on some additional sites?

**(Link to your fan on fire page on your website)**

THANK YOU, THANK YOU, THANK YOU!!!! From all of us at (your company name), thank you again for your business, your reviews, your referrals, and most of all, loving what we do! Take care and best wishes!!

Sincerely

Your name

Contact information

Your website, social media, etc.

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#### 4. 3<sup>RD</sup> EXAMPLE OF FAN EMAIL/LETTER

I recommend a total of 4 to 6 contact dates to your client when working the entire Fan-on-Fire process. Any more than that and you are pushing being annoying. Plus, make sure they are spread out.

Here is a 3<sup>rd</sup> example of a Fan on Fire review email and letter to use, you are squeezing some of the last possible reviews out of this happy customer.

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Hi first name

Your comments below are one of my favorites! I loved your comments about our product X and my company, (your company name).... it made my day! THANK YOU SO MUCH for taking the time to post them on the review sites at **(link to your fan on fire page on your website)**

***(Cut and paste they clients review comments here)***

I hate to even ask for more, but if there are any you missed at **(link to your fan on fire page on your website)**, would you be willing to go back and rate or review us on those sites as well? Just make sure it is worded differently than your review above ☺!

THANK YOU, THANK YOU, THANK YOU!!!! From all of us at (your company name), thank you again for your business, your referrals, and most of all, loving what we do! Take care and best wishes!!

Sincerely

Your name

Contact information

Your website, social media, etc.

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## 5. FAN ON FIRE WEBPAGE

Here is a sample text template for your Fan on Fire webpage. When designing this page, you can use text only or use logo graphics for the links. This page should only be accessible to clients you give the link to, I highly recommend NOT making this page a part of your website navigation or menus. Also, you may want to change the order of the links on the page from time to time based on the websites that need more review attention. Be sure to delete my notes before posting on your website.

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**Please take a few moments and rate and review our service on ALL of the websites below (or at least down to and including Citysearch). Please use a unique and new review on each website. It really does go quickly...THANK YOU SO MUCH!**

**No comments or in a hurry? Please give us a rating only.**

**(Either here or lower on the page, you'll want to insert your industry-specific review links)**

**Google Business Page (just click on the pencil icon in the banner, follow us and also click on the "+1"...thanks!)**

**Yahoo Local page**

**These next four websites are SUPER IMPORTANT! THANK YOU!**

Yelp

Citysearch (and give us a thumbs up)

**More sites and things you can do that would be super awesome and appreciated!**

Foursquare (share your review as a tip or add your own tip)

Pin us Pinterest.com

Follow us and tweet about us on Twitter.

Facebook! Go to our (your website homepage if you have a Facebook like button on it) and click on the "like" buttons for both the website and go to our (your Facebook page link) and like it as well. Go to our review tab to write a review and to rate us.

Recommend us to your friends or family that also might (want your product x or service y). It is super easy to refer us; just go to our (your website homepage if you have social media buttons on it) and go to the bottom of the page. Use our array of social media tools to share us with your friends. If you know of anyone that needs (product x or service y), please let them know about us. It would be our pleasure to send them free information and a no obligation quote.

Make a short video review and/or actual video (using our product or giving a testimonial) and post it to our (your Facebook page link) and on (your Youtube channel link) and other websites. Be sure to tell us what you did and send us the link(s). Rate and review our videos on our (your Youtube channel link).

Thank you again so much! From all of us at (your business name), thank you for your business, reviews, referrals, and most of all, your passion and enthusiasm for what we do!

Your name ☺

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## 6. ALTERNATIVE FAN ON FIRE WEBPAGE

Here is an alternative text template option for your Fan on Fire webpage. Be sure to delete my notes before posting on your website.

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### **Please Rate & Review Us!**

Dear friends and business partners,

With the economy the way it is, our business depends on reviews and referrals now more than ever. Could you please take a few moments and rate & review my company on one or more of the websites below? I would really appreciate it! (OPTIONAL: If you would like, I would be happy to do reciprocal reviews for you as well if we have done business together. Just send me the links to do so.)

Please write a unique review for (your company name) on each of the review links below. The more reviews on different websites you write the better! You can also write reviews on other review websites that you know of. (Your industry specific) review links are at the bottom of the page.

**Google My Business profile (just click on the pencil icon in the banner, follow us and also click on the "+1" ...thanks!!!)**

**Yahoo Local page**

### **Other Pages:**

Yelp

Citysearch (and give us a thumbs up)

Foursquare (share your review as a tip or add your own tip)

Pin us Pinterest.com

Follow us and tweet about us on Twitter

**Facebook:** Go to our (your website homepage) and click on the "like" buttons for both the website and go to and like our (your Facebook page link). Write a review to our Facebook review tab as well.

**Recommend** us to your friends and family that need (your product or service). It is super easy to refer us, just go to our (your website homepage link) and go to the bottom of the page. Use our array of social media tools to share us with your friends.

Make a short **video testimonial** and/or actual video from your event and post it to our (your Facebook page link) and on (your Youtube channel link) and other websites. View, rate and review our videos on our (your Youtube channel link).

From all of us at (your company name), thank you again for your friendship, reviews, referrals, and most of all, your passion and enthusiasm for what we do!

Your name and title

**P.S. (Your industry) Review links:**

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## 7. FAN ON FIRE SPECIFIC AWARD LETTER/EMAIL

Here is alternative Fan on Fire letter/email template that you can use if you are shooting for a specific award. Be sure to remove my notes before sending to your clients.

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Dear first name

Thank you again for (purchasing x product on date/choosing our x service on date, etc) from my company and thank you so much for your positive review and/or comments. It is the highlight of our day to see a great review from one of our satisfied clients!

I know you are probably busy, but we really hoped you could take a few moments to review our services on **(specific website)**. This would help us to qualify for the **(specific award)**, which would be our **(number of years)** year in a row if we get enough positive reviews. **THE DEADLINE IS (DAY, DATE AND TIME DEADLINE – this helps create urgency)**. If you would, just follow the link below, it's quick, free and easy.

To make it even easier, your written comments are added here if you would like to re-use them: ***(cut and paste they clients review comments here – take this out if your client has already reviewed you on Google, Yelp or you are concerned about a duplicate review/content issue.)***

**(The specific website review link giving the award.)**

Thank you so much for your help! With the economy the way it is, reviews and referrals are more important to us than ever before. Online reviews of **(your industry)** are very powerful. If you would like to help us even more just follow the link below:

**(Link to your fan on fire page on your website)**

From all of us at **(your company name)**, thank you again for your business, reviews, referrals, and most of all, your passion and enthusiasm for what we do!

Sincerely

Your name

Contact information

Your website, social media, etc.

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## 8. ALTERNATIVE AWARD LETTER/EMAIL AROUND HOLIDAYS

Alternative Fan on Fire letter/email text to send around the holidays. This one you will send to clients for a specific review website to go after an award. Be sure to remove my notes before sending to your clients.

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Dear **(client first name)**

Urgent help needed! We need just **(the number you need if you know it)** clients like yourself to review our company in order to qualify for the **(your specific industry)** award for the **(first or number of times you won award)** time! Would you take just a few minutes of your time before Saturday, December 31st at 11:59 p.m. **(or other date if different)** to do that?

Just follow this link:

**(The specific website review link)**

With the economy the way it is, our business depends on your reviews and referrals now more than ever. You will be helping other people looking for a **(your product, company, etc)** to find us. Plus your online review submissions are the only way that we will continue to earn this award. To make it even easier, your written comments are added here if you would like to re-use them (just cut and paste):

***(Cut and paste the clients review comments here, or if they have been posted previously on the internet, just ask them to re-write the review as in our previous examples)***

If you have time, please go to **(link to your fan on fire page on your website)** for a list additional websites to review us on. **Please complete your reviews by Saturday, December 31<sup>st</sup> (or other specific date.)** If you have already reviewed us on one or more of these sites...thank you so much!

From all of us at (your company name), Happy Holidays and thank you again for your business, reviews, referrals, and most of all, your passion and enthusiasm for what we do!

Sincerely

Your name

Contact information

Your website, social media, etc.

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## 9. FAN ON FIRE EMAIL/LETTER AROUND HOLIDAYS

This alternative text for a Fan on Fire letter/email is designed to be sent around the holidays. Be sure to delete my notes before sending to a client.

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Dear (first name)

**Happy Holidays from all of us at (your company name)!** Thank you again for **(purchasing x product on date/choosing our x service on date, etc)** from my company and thank you so much for your positive review and/or comments. We hope everything is going well for you and hope you are having a wonderful holiday season. We truly appreciate your business.

I know this is a busy time of year for all of us, but we hoped you could take a few moments and rate & review our company on some important websites by the end of the year. With the economy the way it is, our business depends on your reviews and referrals now more than ever. Plus you will be helping other people looking for a great **(your type of company)** to find us. Please review us on:

**Yelp (hyperlink text or type out link to your yelp profile)**

**Facebook page – “Like” our page and click the review tab (hyperlink text or type out link to your Facebook page if you have reviews activated)**

**Google (hyperlink text or type out link to your Google My Business profile)** (Just click on the pencil icon and please follow us!)

Go to **(link to your fan on fire page on your website)** for a list of all the review websites.

**Please complete your reviews by or before Monday, December 31<sup>st</sup>.** If you have already reviewed us on one or more of these sites...thank you so much!

From all of us at **(your company name)**, Happy Holidays and thank you again for your business, reviews, referrals, and most of all, your passion and enthusiasm for what we do!

Sincerely

Your name

Contact information

Your website, social media, etc.  
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## 10. RESPONSE LETTER/EMAIL TO NEGATIVE REVIEW

Here is a sample template for use in replying to negative feedback, or you can edit with your own words. I recommend using this only if the rating received is one or two stars or has lots of negative comments. Be sure to remove my notes before sending to your client.

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Dear Customer/Client first name

Thank you for taking time to give us feedback regarding your recent purchase (of x product/y service). I am very sorry to hear that you were disappointed with us (or the product or service). I will personally bring up your comments with the staff member you worked with (or the person that handles that part of the product/service) and discuss your concerns.

Although concerns about our (products/service) are rare, we take them very seriously. We work hard to please our customers, and therefore feedback is very important to us. We are always striving to improve as a company and individually.

**(If you will be offering them some kind of refund, I would put that here, for example: I would like to offer you (or as we discussed on the phone) (a full/partial refund, a \$xx gift certificate toward your next purchase, a replacement of product x/service y,) or whatever you want to offer).**

Again, thank you so much for your comments. **(And if you want to add: I hope you will visit us again soon!)**

Sincerely,

Your personal name, title (NO review site links here; you don't want them sharing their experience . . . too risky)

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## 11. MESSAGE TEXT TO YELP REVIEWER COMMENTS THAT WERE HIDDEN

Here is some sample text that you could use to message a customer on Yelp that has had their positive review hidden from public view.

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Hi (client first name)

Thank you so much for your review of my business on Yelp. I'm so glad we exceeded your expectations. Just an FYI. Your review did get hidden from public view (which does happen on occasion). Could you help me to make sure your review gets listed publicly on Yelp by reviewing some additional businesses? The more active on Yelp that you are, the more your reviews will show up to help other customers to find us and other businesses that you like. Thanks again for your support. I really appreciate it!

Your Name

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## 12. COMMENT RESPONSE TO FAKE, NEGATIVE REVIEW

Here is some sample text that you could customize to comment on a fake, negative review. Be sure to remove my notes before posting your comments.

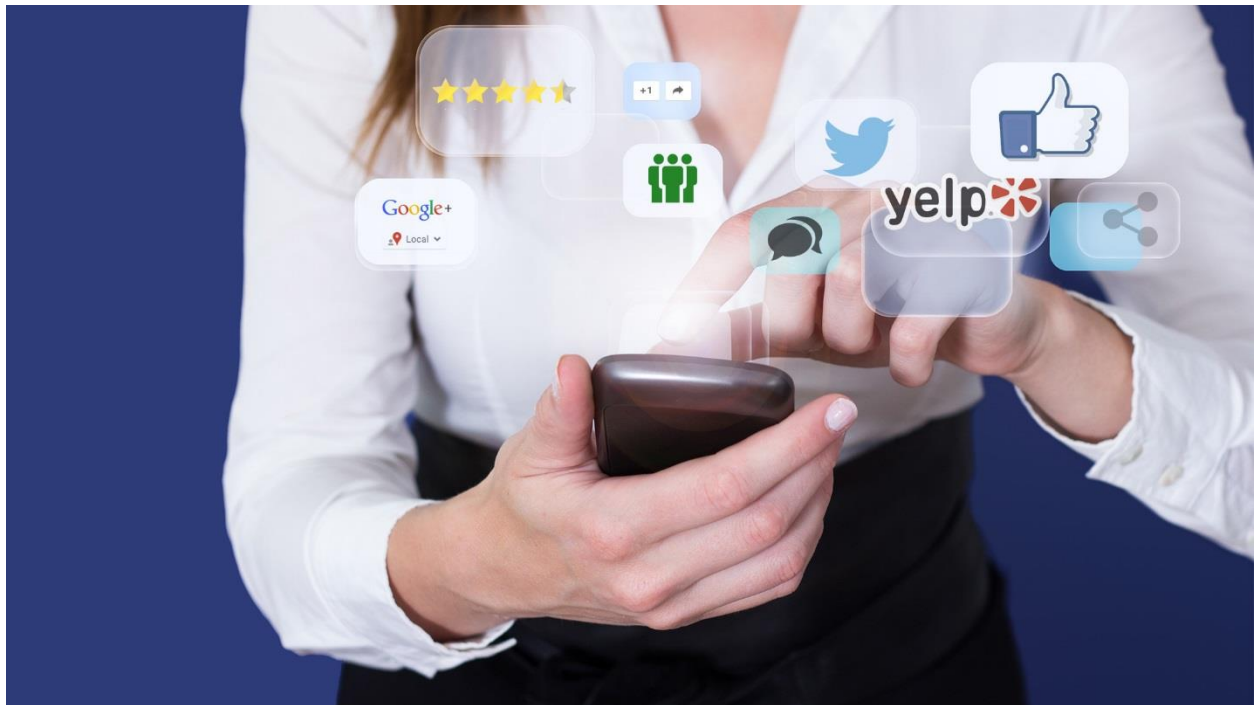
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This is a fake review and is not from a real customer. **(Optional: This username provided is not in our customer records.) (Optional: The information provided in this review does not match any of our products/services.)** I have messaged the user directly several times to contact me with their concerns and so far they have not contacted me back. So please disregard this review and look at our most recent reviews written by real people and real customers. Thank You!

Your Name, title

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I know that is a lot of information so if you would like more help setting this up, join my [Udemy online class](#) for just \$19 or <http://tomkenemore.com/fans/> for the book!



In my course or book you'll learn:

- How to build a continuous source of free, new leads for your business.
- How to gate or control which customers will write online reviews for you.
- How to build or rebuild your online reputation (your social proof) and your national and local search engine optimization with online reviews. Including how I improved my business's Google rating of just 1 star to a 4.5 star rating.

- What the most popular review websites are and how to find the review websites specific to your industry.
- How to leverage your new and existing positive customer reviews for maximum benefit. So if you have a stack of older customer reviews now, you are sitting on a gold mine!
- How some of the most popular Internet review websites work.
- How to handle negative and fake reviews about your product, service or company.
- How to handle a complaining customer.
- How to develop a systematic approach to handling your online review program in just 30 minutes or less per week.

All with full integrity . . . using only legitimate strategies . . . only real customers and real reviews! No black hat techniques, unethical reputation management firms, or fake reviews allowed!

So join over 5000 successful students that have already learned and applied my online review strategies that I call "Fans-on-Fire!"

Join our [Online Review Marketing Facebook group](#), it's free!

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<https://www.facebook.com/tomkenemore> [https://twitter.com/Tom\\_Kenemore](https://twitter.com/Tom_Kenemore)  
<https://www.youtube.com/user/TomKenemore> <https://www.linkedin.com/in/tomkenemore>