

Watch Your Language

- □ DON'T ask for "reviews." It's a **loaded question** (you'll get far fewer reviews)
- □ DO ask for online feedback. This is natural, neutral language

Motivate Ethically

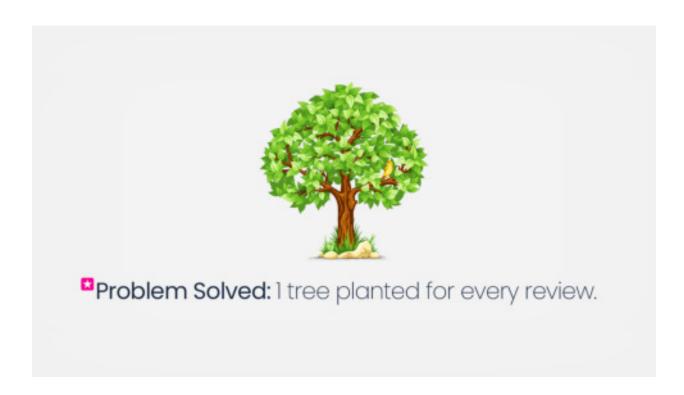
- ☐ DON'T bribe your customers with gift cards, prize draws, discounts etc.
- DO ethically motivate your customers (at Starloop, we've chosen to **plant 1 tree** for every review which gets people excited to write a review)
- ☐ DO use this as an opportunity to stand out with something **remarkable**

Automate & Dominate

- ☐ DON'T forget to send reminders (essential if you want maximum reviews)
- □ DON'T send reminders manually (it'll get done poorly if it gets done at all)
- ☐ DO automate the process of sending reminders
- DO make sure the reminders say the right thing and are sent at the right time

ASK IN A WAY THAT MAKES PEOPLE FEEL EXCITED TO WRITE YOU A REVIEW







FREE scripts, tools and trial available at www.Starloop.com

