MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your review routine

Lesson: Asking for reviews and answering bad ones · about 15 minutes

Set up a review request and response system you can run after every event.

Your business (name, service, main city):

1. **Which two or three review platforms do your buyers read? Rank them and say why.**

2. **Choose the exact moment you will ask for a review for each type of client you serve.**

3. **Write your spoken ask and your written request message, with the direct link placeholder.**

4. **Check your current practices against the "what not to do" list. Is there anything you need to stop?**

5. **Find your most critical review, or imagine a likely one. Draft a reply using the four-part structure.**

6. **Calculate your current yearly reviews, and the number you would get by asking every client.**

Check: can you now

- Build a review request routine with the right timing, channel and wording
- Identify review practices that breach Google policy or the Competition Act
- Write a public reply to a negative review using a four-part structure

One change you will make this week