

## The Art of Getting 5 Star Reviews

### 7 locations where you can position yours Reviews (self-assessment):

<i>Platform</i>	<i>No. of reviews (actual)</i>	<i>Average rating (actual)</i>	<i>No. of reviews (target)</i>	<i>Average rating (target)</i>
Your website				
Facebook page				
LinkedIn				
Listing services				
Google				
Your clinic notice board				
Client feedback diary				

### Types of reviews

1. Written by clients
2. Video testimonials
3. Success stories
4. Screenshot of positive conversations
5. Embedded reviews (client interviews)

### 5 Strategies for getting your clients to share positive reviews

1. Timing - ask for a review immediately, while the experience is fresh in their mind
2. Make them feel it is about them, their efforts, and not about you
3. Give them tools and make it easy for them to share.
4. Sometimes you may even offer incentives
5. Use social proof (people are more likely to share reviews if other have done too)

## **DEALING WITH NEGATIVE PUBLICITY**

1. Ignore if possible
2. Never confront directly
3. See attack as an opportunity to showcase values
4. Leverage support of your loyal clients - let them defend you rather than you defend you rather than you defending yourself.
5. Send a stern message - this could be used as a last resort if you feel that the intention was malafide and the person is being unreasonable

## **Template for seeking testimonials from clients**

*You may share this template with your client when you are seeking testimonials from them*

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Dear <name> ,

Thank-you so much for agreeing to write up a testimonial for me/my company.

To get you started, I have put together some pointers you could include:

1. The program was -----
2. My overall experience was -----
3. Things I got from the program were -----
4. What was really good about this journey was that -----
5. What I was pre program versus who I am now -----
6. Any interesting insight/anecdote/personal story about transformation (in mind and/or body) which you'd like to share -----
7. Outcomes you experienced (these could be both tangible and intangible)-----

Alternatively, if you give me a loose summary of some keywords and key sentiments over email, I would be happy to whip that up into a testimonial and send it to you for approval too.

If you need more inspiration, samples for you to review here (insert hyperlinks of other testimonials for them).

In addition to this, I needed a high-res picture of you along with your work designation. If you don't have a high-res picture, no trouble; a simple WhatsApp or Facebook profile picture would also do. Hope this isn't too much trouble!

Thanks a ton!

<Your name>

### **7 DAY Blueprint to boost your Online Reputation:**

**DAY 1:** Identify your loyal clients (make a list of 20-50)

**DAY 2:** Identify the platforms where you want reviews (your website, Facebook, LinkedIn, Practo)

**DAY 3 & 4:** Call the clients and ask them if they are willing to share. Share links.

**DAY 5 & 6:** Design and Organise

**DAY 7:** POST REVIEWS

Good luck applying these techniques!

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