

Series 2: Direct Ask

This second series of testimonial email templates includes one email in total with one optional follow-up. The intention behind the *Direct Ask* series is to open with direct ask, and close out with a review left on your GMB page.

This series works well for:

- Products and/or Services
- Customers you already know had a great experience and will have no problem writing a glowing review
- Reliable customers that have little time

Email 1

Subject line: May I ask you for a bit of help?

Hi [first name],

I'm so happy that you have had some great experiences and results from [our work together -or- from using our product(s)]. I love working with customers like you and am looking to expand my practice online to attract more prospects. May I ask you for a bit of help?

I'm trying to grow my business through my Google business page. Would you take two minutes and write a 5-star review on your experience? I'd really appreciate it.

Here is a quick link: [link directly to your Google listing] (you should see the "Write a review" button on the right side)

I know you're busy, so even a brief review would be great. Please let me know when you submit it so I can make sure it posts okay. Thank you so much!

Sincerely,

[your name]

If they don't reply - try sending this Optional Follow-Up Email about two weeks after Email 2. If they become non-responsive, it's ok to move on as there will be more opportunities to collect reviews in the future. However, If this is a really great customer, set a reminder on your calendar to follow-up for a third and final time in about 30 days.

Optional Follow-Up Email

Subject line: Do you have a few minutes to share your experience?

Hi [first name],

Happy [enter day]!

Revisiting to see if you'd be able to write a Google review for me.

Here is the link again: [add your GMB short URL]

I fully appreciate your support.

Cheers,

[your name]