



## Template #5: VouchedFor Top Rated review request

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This template is designed to help you collect enough reviews to qualify for VouchedFor's 2022 Top Rated guide.

It deliberately creates a link between the client leaving a review, qualification for the guide and the positive impact it'll have on your team and business.

The template includes suggested wording for:

- The initial review request
- A reminder if you haven't yet secured enough reviews to qualify.

Remember to insert the relevant links into the email to make it easy for your clients to leave a review. If you're not sure how to get these, please email [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk) and we'll explain.

### Initial email – to be used when making your initial request for a review

Suggested email subject line: We need your help? Can you spare 5 minutes?

<insert salutation>

Each year VouchedFor publishes a guide to the UK's Top Rated financial advisers and planners.

The 2022 guide will be distributed in The Times newspaper in March. If we were included, it would be a real milestone for us while helping to demonstrate the value of working with us.

To qualify we need to collect reviews on the VouchedFor platform. So, we'd like to ask a favour; could you spare a few minutes to leave a review?

If you've not previously left us a review on VouchedFor, it's a website much like Trip Advisor but for financial advisers and planners. Leaving a review couldn't be easier. Just click here <insert link> and answer the questions. It'll only a few minutes.

If you've kindly left a review on VouchedFor before, could we ask you to leave a 'top up' review? It'll only take a couple of minutes but will still help us to qualify. Click here <insert link> to do that.

We'd like to thank you in advance for leaving a review, it is much appreciated and will help us qualify for the Top Rated guide. Naturally, we'll let you know if we qualify.

<insert sign off>

**Reminder email – to be used when more reviews are needed to qualify and sent to clients who didn't leave a review after the initial email**

Suggested email subject line: We haven't qualified yet, can you spare 5 minutes to help?

<insert salutation>

We wrote to you a couple of weeks ago to ask if you could spare a few minutes to help us qualify for the 2022 guide to the UK's Top Rated financial advisers and planners.

The 2022 guide will be distributed in The Times newspaper in March, and we'd love to get enough reviews to be included.

We received several really positive reviews following the email we sent a couple of weeks ago. Unfortunately, though, we still haven't got enough reviews to qualify. So, we'd like to ask you one final time if you could spare a few minutes to leave a review?

If you've not previously left us a review on VouchedFor, it's a website much like Trip Advisor but for financial advisers and planners. Leaving a review couldn't be easier. Just click here <insert link> and answer the questions. It'll only a few minutes.

If you've kindly left a review on VouchedFor before, could we ask you to leave a 'top up' review? It'll only take a couple of minutes but will still help us to qualify. Click here <insert link> to do that.

We'd like to thank you in advance for leaving a review, it is much appreciated and will help us qualify for the Top Rated guide. Naturally, we'll let you know if we qualify.

<insert sign off>

We can help If you need any help or guidance with building your online reviews, we're here to help. You can reach us by emailing [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk) or calling 0115 8965 300.

☎ 0115 8965 300

✉ [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk)

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