



Template #4: VouchedFor Top Rated review request

This template is designed to help you collect enough reviews to qualify for VouchedFor's 2024 Top Rated guide, either as a firm or an individual.

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.

It also emphasises the importance of qualification in 2024 as the guide will be distributed in three national publications.

The template includes suggested wording for:

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

Initial request

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.

In previous years the guide has been distributed in the Times newspaper in March, however in 2024 it will also be published in the Mail on Sunday and the Telegraph.

As you can imagine, we are extremely keen to qualify for the guide. 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 if you could spare a few minutes to leave a review.

If you've not previously left us a review on VouchedFor, it's very similar to 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 take 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 2024 guide to the UK's Top Rated financial advisers and planners.

2024 is a special year as the guide will be distributed in three national newspapers: the Times, the Mail on Sunday, and the Telegraph.

The extra publicity the guide will get in 2024 means we're extremely keen to qualify.

We received many incredibly positive reviews following the email we sent a couple of weeks ago. Unfortunately, however, 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. You can reach us by emailing hi@theyardstickagency.co.uk or calling 0115 8965 300.

☎ 0115 8965 300

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