



## Template #2: Google review request

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This template should be used to request Google reviews of your business.

Before using it, you should create a link which can be included in your email. To do so please:

1. On your computer, search for your business on Google
2. Find your business listing (the box on the right-hand side of the search results page giving details about your business) and click 'Write a review'
3. Copy the URL that you see in your address bar. This can then be pasted directly into the template, or if you prefer, you can **click here** to create a tiny URL.

You will need a Google My Business listing to allow clients to leave a review. If you don't have one **click here** to set it up.

### Template

<Insert preferred salutation>

We are working hard to improve our marketing.

As part of that effort we want to increase the number of Google reviews we have. Doing so will improve the chances of Google displaying our website to people who search for financial advice. The reviews will also impress those who search for our business.

I'm therefore emailing to ask if you could spare a few minutes to leave us a Google review?

If you are happy to do so I've put together some instructions to make your life easier:

1. If you are using a computer:
  - a. Please click here: <insert link you have created above>
  - b. Log in to Google (if you don't have a Google account creating one will only take a minute or so)
  - c. You can then leave your review

2. If you use your phone or tablet:
  - a. Please click here [<insert link you have created above>](#)
  - b. Click 'Reviews'
  - c. Log in to Google (if you don't have a Google account creating one will only take a minute or so)
  - d. Click the number of stars you want to award to us and leave your review
3. Feel free to write about the experience of being a client of ours. However, if you would like a little more direction you could explain:
  - The reasons why you decided you need financial advice
  - How I advised you (in broad terms, no need to give any personal information)
  - How it benefited you

I hope you don't mind my asking and I truly am very grateful for your time.

[<Insert preferred sign off>](#)

### We can help

If you need help building a Google My Business listing, or more general assistance with your marketing, we're here to help. You can reach us by calling 0115 815 7770 or emailing [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk)

 0115 815 7770

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