



INSIDER GUIDE

HOW TO ASK
YOUR CLIENTS
TO LEAVE A
REVIEW



INTRODUCTION

Your voice over business is a service business, and like any service business it can generate more opportunities through ratings and reviews.

A study shows that 73% of clients or buyers trust businesses that have positive reviews. Even on websites for freelancers and independent contractors, one of the first things a potential client or buyer would look at is the rating. So use client reviews as a marketing tool to help boost your credibility and voice over business.

Here are some tips to make it easier for you to ask your voice over clients to leave a great review.

JUST ASK

The fear of getting a bad review can stop you from creating a system for clients to leave one, but don't be afraid to ask.

If you are confident that you are always delivering great work, and that you are providing an exemplary client experience all the time, then you should have no fear in asking. Knowing that you have done your voice over as directed and you left your client happy and satisfied would make it easier for you to remind them to leave a review.

The important thing to remember is that the client should be HAPPY and SATISFIED.

GIVE INCENTIVES

Doing well, if not a great job on your project can be more than a good reason for your clients to leave you glowing reviews. A simple reminder can be enough, however some clients may need a little more push.

Providing an incentive when a client leaves a review can encourage them to take time to do it. But remember do not lead the client into thinking that it is quid pro quo – that they will only be rewarded if they give you a great

review. Give an incentive regardless of the review, as these are clients who have already expressed good feedback on your performance, they just need to write it down.

Your incentive can be a discount on their next project, or free additional pick-ups when needed, even linking up their website to their review can be considered a great reward... so be creative!

MAKE IT EASY

Make it easy for your voice over clients to leave a review. Too many steps may discourage them from completing a fantastic feedback. The simpler it is to write a review, the higher the probability that they will take time to write you one.

In your message or email reminder, give them the direct link to the review page. Have an official site or page for your reviews. It can be a page on your website or in your social media accounts like Facebook, LinkedIn or Google+.

RESPOND TO REVIEWS

Yes, you may be aiming for happy and satisfied clients when asking for reviews, but the reality is you can't please everyone. There may be negative remarks or reviews that can sneak up on you, and the worst thing to do is ignore it.

Respond positively and quickly whether a client leaves a positive or negative review. Provide solutions to any issues. Acknowledging great reviews and taking action on the negative ones will show off to your current and potential clients how responsive and responsible you are.

Take every review as an opportunity to learn more about yourself and your skills, of what you are capable of, and what you can improve on.

