



## **24 SECRET HOT TIPS**

**From high achievers:  
How to get reviews,  
and how to use those  
reviews to  
book clients.**

# Social proof helps people book!

Who doesn't love getting raving reviews?

All you need is one good review to start creating social proof so you can book clients.

Did you know you can even get reviews before you have completed your work with one single client?

**Yep, the secret's out.**

Everyone loves reading reviews.

Think Amazon. I ALWAYS read reviews before purchasing anything, they're like entertainment!

They make me buy, you too, right?

I never buy anything that has zero reviews!

Getting reviews can feel really difficult, but the truth is, it's not, it just takes some awareness.

That's the heat we're bringing you in this guide.

PLUS....

I promised you hot tips about what to do with them after you get them, you can't just let them sit on whatever platform they came in on, right?

We're maximizing those reviews and showing the world your awesomeness!

Doesn't matter how these raving reviews come to you!

Let's show you off! Let's get reviews to get clients!



Hi, I'm  
Michelle Braswell



I help entrepreneurs like you book the right clients using simple marketing steps.

Getting reviews and showing them off is one of those steps.

My husband, Joe, and I, have spent 20 years in the weddings and events industry full time, and have learned what it takes to stay booked solid.

We help hundreds of entrepreneurs do the same thing.

I'm passing these secrets on to you, no matter what industry you're in.

Let's do this!

I've curated the most amazing group of 6 and 7 figure high achieving friends, and they're spilling their hot tips on getting reviews.



I'm there with them rounding it out and tying it up with a bow for you.

**01**



# HOW TO GET REVIEWS

This first bunch of hot tips is  
all about how these high achievers  
get reviews.



# Chelly Ontis

We Can Make That  
The Marketing Planner  
for Entrepreneurs



## PUT A REMINDER IN YOUR PLANNER

Write in your planner a reminder for you to reach out and simply ASK for the review.

Maybe do this the last Friday of the month.

Set up an automatic email to go out right after they purchase (or whatever timeframe feels right for your sale) and ask for a positive review or to reply to you with any problems or questions.

Sounds simple but it works!



**#HOTTIP**

"Sounds simple,  
but it works!"



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# Joe Bunn

Bunn DJ Company  
The DJs Vault



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## COMMUNICATE... MOTIVATE...

Email the client the morning after the event to say thank you. If they write back, ask for a review then.

Offer a \$20 gift card to amazon or Starbucks if they leave a review on all 4- WeddingWire, The Knot, Facebook and Google.

Send a hand written thank you card.

Set up two automated emails asking for reviews. First one 2 weeks after event, next 1 month after.

#HOTTIP  
"Automate!"



# Maria Hedian

Hedian Media, LLC



## HOST A SWEEPSTAKES

One of my favorite tactics for getting reviews is hosting a sweepstakes.

Select a start date and an end date for submissions and have all applicants send an image of the submitted review.

Each review is the equivalent of an entry and on the end date, you select a winner at random.

The most important thing to remember is to make sure they are leaving honest reviews.

Go into it asking what they loved about your service instead of just asking for reviews for a contest.

It's a fun way to engage with your audience and reading the reviews that are submitted makes it that much more special. It's a win-win for all!

### #HOTTIP

"It's a win-win for all!"



# Cole Coleman

Simple City Software  
DJ Cole Coleman



## BE FANTASTIC

Bottom line is this:

Be fantastic.

Don't just mail it in. When you're at your event, doing your job, or simply servicing it, go above and beyond (and be so good that the client realizes it).

Your client wants to believe they hired the best, and even loves the validation when it happens.

They want everyone to know that they made a good decision, so give them a reason to tell everyone.

After the job is done to that degree, getting that review is easy: just let them know where to go.

**#HOTTIP**

"Give them a reason to tell everyone."



**Kelly Rudolph**  
Positive Women Rock



## DEVELOP A SCALE TO MEASURE

Ask your client in the very beginning how comfortable/confident they feel doing (whatever service you provide) on their own, the thing that your services will help them with.

This is their baseline.

Ask throughout their journey small questions with the same scale 1-10 (10 being the best) how they are feeling.

Asking again at the end will show their measurable progress.

This will spark a great review!





# David Hanscom

Y? Entertainment

Wedding Business Growth



## CREATE A CULTURE

It may seem so simple but.... Just ask for it! If you create a culture of it being normal for your clients to give you raving reviews after their events it will just seem normal. Talk about it on your first call, talk about when you book the event. Remind them just before the event. For best results, maybe even have them do a quick video testimonial at the event. It doesn't have to be long, maybe even just 30 seconds. DON'T wait till the end of the night and DON'T just spring it on them. Remind them ahead a time that IF they feel comfortable to do so, you'd love for them to give you one while everything is fresh in their mind. If not the day of, send a request after the event and follow up a few times but don't overdo it.

Finally, once you get them, most importantly RESPOND with a few words of appreciation. Respond to ALL of them, the good, bad or indifferent.



### #HOTTIP

"Respond to all of them."



# Lou & Tami Santini

TamiSantini.com



## WELCOME HOME

As a destination wedding specialist, I send an automated "Welcome Home" email asking them how their trip was and saying that I'd love to hear from them about how we did and maybe even see a few pictures.

This starts the conversation.

If the response is good, I request a formal review and give them the link. The main thing you want to do is make it a quick and easy process!



### #HOTTIP

"Make it quick and easy!"



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# Kayla Butler

Ivory Mix



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## THEY'LL BE MORE THAN HAPPY

The best way to get a review is not to ask for a review, but instead, request some feedback about their experience.

It's best to do it at the earliest point possible and not too long after you've provided the service or worked with someone.

If someone has enjoyed working with you, they'll be more than happy to send positive feedback your way.

Try out a few types of short emails requesting feedback and once you've got one that works, create a template and re-use it every time you work with someone new.

You could even use a simple autoresponder message that ask for their feedback about 3-5 days after they have completed working with you while your product or service is still fresh on their mind.

### #HOTTIP

"Stay fresh on their mind."



# Tiffany Bastian

Bastian Accounting

Financially Focused Photographers



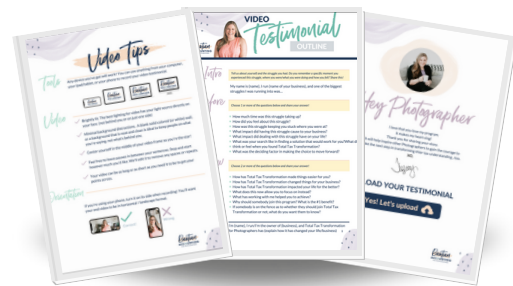
## VIDEO IS KING

Use a quick online form to ask your clients how they feel about the experience of working with you.

If it comes back glowing, double down and offer them a \$25 or \$50 gift card to file a testimonial video.

Videos connect so much better, but they take time, which is why I offer the gift card to thank them for putting themselves together and making a quick video.

I also send them a PDF with outlined structure of how to capture the best video along with a bunch of prompts to help them know what they are going to say. Make it super easy for them .



**#HOTTIP**  
"Make it super easy for them."



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# Sarah Temte

Wake Up to Freedom



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## ASK WHEN EXCITEMENT IS HIGH

Ask for the review when your clients are excited. If you just had a great meeting, if you just delivered a photo gallery and they text you and say, "oh my gosh, these are gorgeous." If you hit a milestone in the project or just hosted an event and your client is super excited, that is an awesome time to just say:

"Hey, it would mean so much to me. If you shared that publicly, here's a quick link to my review profile. That really helps other clients or other couples feel comfortable booking with me, here's the link. It takes just a few seconds. You can do it from your phone or your computer." Making that ask when they're excited, makes all of the difference.

Of course. Your best clients are often willing to post a review for you months after the fact, but it's just not the same when the excitement has died down, and some of your clients might even forget about it, or just not care as much down the road when they've moved on from that moment. So ask for those reviews when excitement is high.

### #HOTTIP

"Give them a link when they're excited."



# Heidi Thompson

Evolve Your Wedding Business



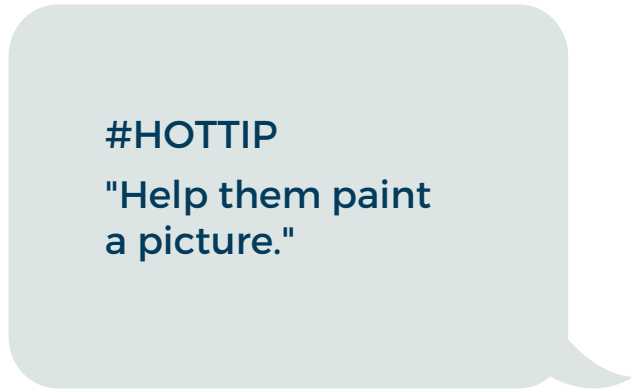
## PROVIDE THEM WITH STRUCTURE

Instead of just asking someone for a testimonial or review, provide them with some structure by asking them a few questions.

Your clients don't know what makes a good testimonial and that's why so many people get weak testimonials that say things like "she was great"!

Your testimonial should paint a picture of how they were feeling before, during, and after working with you. A few great questions to ask are "Why did you decide to work with me instead of another [insert your profession]?" and "Would you recommend me? If so, what would you tell someone about working with me?"

(...see part 2 in next section...)





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# Jamie Bright

Brighter Together Mastermind



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## EXCEED EXPECTATIONS

if you want to get good reviews and stories so that other people see that you're amazing to work with and they want to work with you, you have to provide an awesome experience.

When we do, then they're thrilled. They're happy. They want to share, they want to give us these awesome reviews.

Once you have this amazing experience and they're ready to shout from the rooftops about you a lot of people will just say, Hey, can I get a review? Now I switched this from asking for a review to asking if I could feature them.

When we're featured, it has a different feel than a review. Like you might actually send friends and family to see this feature that you were in versus you're not going to send friends and family to go check out the review you wrote for me.

### #HOTTIP

"Ask them if you can feature them."



# Michelle Braswell

Let's Book Clients.



## THE PRE-THANK YOU NOTE

Embrace the power of a handwritten note.

A "pre-thank you note" is a super powerful and thoughtful thing.

A few days before you actually provide your service for your client, send them a handwritten thank you note.

Tell them how grateful you are that they chose you and your company.

Then let the theory of reciprocity start doing its job.

They'll love you for it, AND...

They'll automatically want to write something back to you.

That response is their review.



**#HOTTIP**

**"Let reciprocity work!"**

02



# WHERE TO PUT REVIEWS

This second bunch of hot tips is all about what these high achievers do with raving reviews to book more clients.



# Bobbi Brinkman

Bobbi Brinkman Photography

Bobbi Brinkman Coaching



## SHOW THAT YOU'RE A TEAM PLAYER

Ask for them to give a shoutout to anyone on my team and/or the vendor team that went above and beyond for them.

Then share everywhere.

It shows that you're a team player, you get along with others, and shows the quality of other wedding pros you work with.

We want them to talk about us as providing an experience, not just as our title. We encourage and make them feel like part of the family.

Whether it's photos or coaching it's all about seeing the transformation. The getting unstuck is a byproduct of the services provided.

### #HOTTIP

"Give a shoutout and share everywhere!"



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# Kayla Butler

Ivory Mix



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## PUT THAT REVIEW IN MANY PLACES

Someone DMs you, texts you, emails you a raving review. That's a huge win, but what do you do with it now?

Or they leave a glowing review on one platform, but you have a presence on many platforms and you'd love to have it on all.

What do you do?

It doesn't have to stay only on that one place.

Use a template to create a graphic that you can share in all of those places!

I'm of course biased to Ivory Mix, an example of a site you where you can find beautiful templates and graphics that you use with Canva. There are many testimonial or review templates that you can plug your review into!

### #HOTTIP

"Use a template."



# David Hanscom

Y? Entertainment

Wedding Business Growth



## MIC DROP

Post your reviews EVERYWHERE.

Website, social media, footer of emails.

Anywhere you can get them in front of potential clients.





# Lou & Tami Santini

TamiSantini.com



## YOUR RAVING FAN REVIEWS

6 ways to use your raving fan reviews as social proof of your awesomeness...

1. Create a social post (carousel/reel) or video
2. Share their story of working with you (on stories) and at the end... "here's what they had to say..." and then save it to a highlight
3. Request a photo and share it on your website
4. Use it in your email signature
5. Add it to your Facebook cover image
6. Share it in a blog post

**#HOTTIP**  
"Own Your Awesomeness!"

Own your awesomeness!



# Cole Coleman

DJ Cole Coleman  
Simple City Software



## RESPOND

After you get the review, make sure you respond to it in kind with a personal detail of the day, job, etc.

Then, capitalize on it as content with sharing, screenshots, and saving it away for future copy and promotionals.

**#HOTTIP**  
"Future content and promotionals"



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# Tiffany Bastian

Bastian Accounting

Financially Focused Photographers



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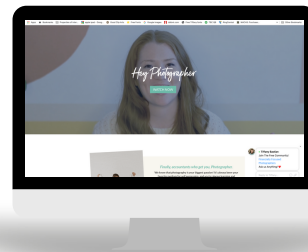
## VALUABLE REAL ESTATE

Once you have that glowing review and video testimonial, make sure you share it everywhere!

Celebrate your people in all the places, they got "camera ready" and you want to show them off for it.

My favorite place to put it is in the website header.

There's an example of what mine looks like on my website, it's linked in the photo.



### #HOTTIP

"Celebrate your people by sharing it everywhere!"



# Sarah Temte

Wake Up to Freedom

#HOTTIP

"Splash them all over!"



## DON'T ASSUME THEY'RE LOOKING AT REVIEW SITES

So this is a really simple, basic one. Don't assume that all of your potential clients are looking at your review sites. If you use Google business or Facebook page or some other review sites, of course, there are some people who are going to go there and check it out, but other people are interacting with your business in other places.

If someone leaves you an awesome review on a review site or your business page, make sure you grab a screenshot and splash that review all over the place. Share it on your website, on social media, along with a big, thank you and shout out to whoever left it. And maybe even some more extra context on that story.

Um, post it on Instagram stories on a cute background and then add it to a highlight. Call the highlight client stories or feedback or testimonials or wins or results. Then if someone comes across your business Instagram, they can click that little highlight bubble and see all of those awesome reviews.

Think about where those reviews can do double duty. You can absolutely screenshot them or quote them and splash them all over your website, social media channels, and other marketing channels to really get the most mileage out of the awesome feedback and stories that your clients share.





# Heidi Thompson

Evolve Your Wedding Business



## ASK THEM FOR APPROVAL

Part 2:

Once you have the answers, you format them into a testimonial and ask the client for approval and for a photo if you don't have one.

This process creates much more compelling testimonials that get your potential clients excited about working with you!

**#HOTTIP**  
"Get them excited to work with you!"



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# Jamie Bright

Brighter Together Mastermind



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## ADDRESS OBJECTIONS WITH THEM

Use VideoAsk to get their features and reviews.

Their responses can be sprinkled all over your website, social media, sales pages, everywhere, to address future clients' objections.

For example, I like to ask "if you were on the fence, but you're glad you booked" on say the pricing page or where they're making some really key buying decisions and then show them those videos.

Put them anywhere people are making a decision.

You also want to put them in a database. I recommend air table. It's free to use. It allows you to have them all in one place. It might not seem like a very big deal right now, but when you have a client that you're speaking to, who needs to hear one of these, like a specific one, if you can't pull it up easily and find it quickly, it's really frustrating.

### #HOTTIP

"Put them anywhere people are making a decision."



# Michelle Braswell

Let's Book Clients.



## SOCIAL PROOF REVIEWS

You can show off a social proof type review as soon as someone books with you.

When they say something like, "You are amazing! I'm so glad I found you and am excited to work with you!", it can become a graphic you post on your Facebook, Instagram, Pinterest, you can make it into a story about being excited to work with them too on a Reel or a TikTok, a blog post, a podcast episode... it's limitless content possibilities!

You're providing proof that others are booking with you too.

### IG POST EXAMPLE:



We love it so much when our clients are excited. We're excited to work with you too!



**"You are amazing!"**

"I'm so glad I found you and am excited to work with you!"

@michellebraswellxo

## #HOTTIP

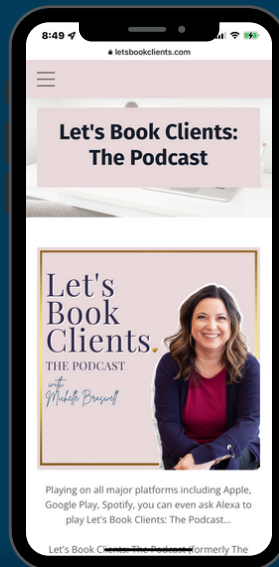
"It's limitless content possibilities"



# Subscribe to Let's Book Clients, the Podcast with Michelle Braswell!

Get expert marketing advice, behind the scenes secrets, encouragement and mindset tips, and interviews with industry leaders.

[SUBSCRIBE NOW](#)



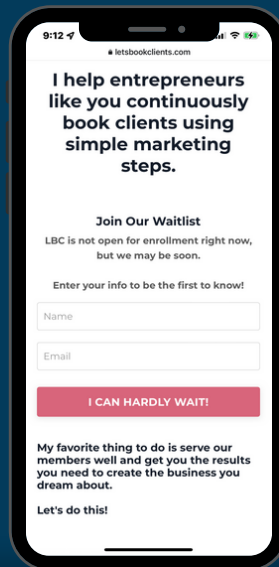
Let's Book  
Clients.



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Join our waitlist  
to be the first to get the inside scoop  
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JOIN THE WAITLIST



Let's Book  
Clients.

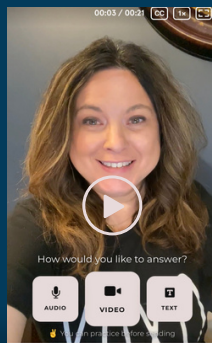


# One last hot tip for you...

This is one of my very favorite tools for getting feedback and reviews.

And now you know where to put those reviews after you get them, so you can take them from a place like this and share them too.

Give it a try by clicking on the image below, replies can be text, audio, or video!



[Here's the link so you can use this fun free tool in your own business!](#)



# I'm so excited for you!

I can't wait to hear all about those reviews that come rolling in... just like this!

I loved your SEO workshop! You made it so easy to learn and practice with all the personal coaching and examples to show step by step what to do. You showed how to move ahead of the competition and I feel so much more confident with what you taught! So many business owners either don't know how to do their own SEO or are doing it wrong which can keep them from being seen by their audience.

I booked one this morning!  
17h Love Reply

This Vendor list challenge is AMAZING. I have found there are more vendors in my area COMPLETELY willing to work with me than I could have imagined!! I had 2 emails this morning from vendors asking me for MY business cards so they can refer me 🥰🥰🥰🥰

Michelle Braswell if it wasn't for you and what you have offered and advised, a lot of us wouldn't be where we are. So a big THANK YOU!!!!  
29m Like Reply

Oh yeah I'm LEARNING A TON!

Yes, I needed the confidence for sure. Just hearing your voice yesterday truly motivated me. So thank you. I don't think you understand how cherished you are. You motivate us. You teach us. You mentor us. And more.

So excited!!! Got on a preferred vendors list today at a Venue. They asked if it was ok to add us to the list. They liked what we had to offer. Well of course!! LOL I know that had nothing to do with Valentines Day. 😊  
2h Love Reply

One of the girls I added to my list told me to bring her business cards and fliers for her to put up in her salon 😊  
1d Love Reply

This is so fun!!

Oooo! I love this. And talking about the life balance and how we can do this without more hard work.

I love the support you all give each other!!!!  
1d Love Reply

Once again - thank you Michelle!

This network is amazing

I wish I would've known half of you sooner 😊 I have a HUGE "mock wedding" shoot Saturday that I've been doing ALL ALONE except a cake designer.

Email me and share them with me!  
[friends@letsbookclients.com](mailto:friends@letsbookclients.com)



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