



16 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....

Remember we 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 book 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!





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David Hanscom

Y? Entertainment

Wedding Business Growth



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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



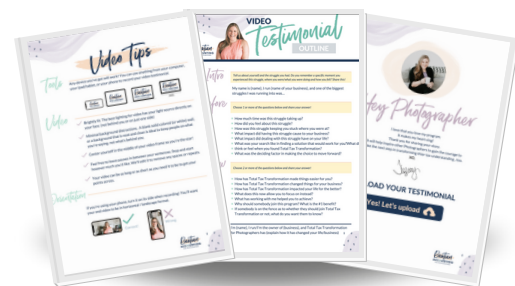
VIDEO IS KING

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."



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.



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Bobbi Brinkman

Bobbi Brinkman Photography

Bobbi Brinkman Coaching



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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.

#HOTTIP

"Post your reviews EVERYWHERE."



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



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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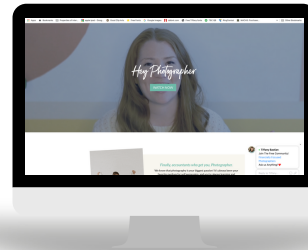
VALUABLE REAL ESTATE

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!"



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:



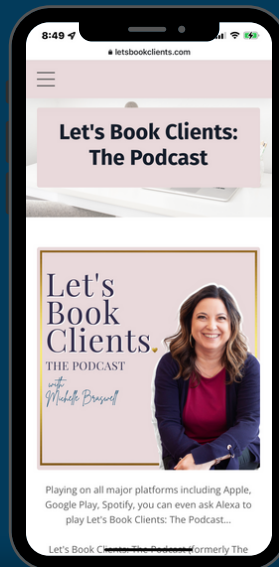
#HOTTIP

"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](#)



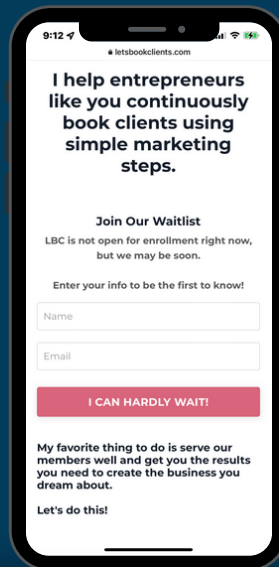
Let's Book
Clients.



Just can't get enough of this goodness?

Join our waitlist
to be the first to get the inside scoop
when LBC opens for enrollment again.

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!](#)

Let's Book
Clients.



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

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

This is so fun!!

Once again - thank you Michelle!

This network is amazing

sherrri... 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

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