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Making The Ask

What to say when asking for an online review



It's time to turn your satisfied clients into firm advocates.

Online reviews build trust and strengthen your reputation with prospects. But when it comes to asking for this kind of feedback, what's the best approach to take?

Customize the script below the next time you reach out for a review.

EMAIL SCRIPT

Hi **[Client Name]**,

How are you doing? I hope everything is going well! I just wanted to tell you what a pleasure it was working with you during **[Time Span of Case]**.

I also wanted to reach out to see if you had a couple of minutes to share a review about working with **[Law Firm Name]**. Your opinion means so much to all of us here and we'd love to hear more about your experience.

You can click this link to leave a review when you have time:
[Direct URL to Review Site]

Thanks so much, **[Client Name]**. Have a great rest of the day!

[Your Name and Title]

Modify your tone and add details about the case for a more personalized message.

Never request a "good" or "positive" review. Simply ask them to share feedback.

Send your message from your own account rather than a general firm account.

Ready to start? Simply copy and paste the script into your word processor to customize the message.