



# The 5-Star Review Playbook

**Do you want to get reviews without spending a fortune?  
Or begging your customers to leave you a review?**

Are you sick and tired of people not leaving reviews and want to finally have a solution for driving more 5-star reviews to the sites that matter?



**This playbook will show you how to**

- 1) Get more 5-star reviews than your competition,**
- 2) Show up on page ONE, position ONE when people search for a review of your site, and**
- 3) Confidently convert more customers into reviews so you'll get more high-quality leads and close more sales.**

## Why Online Reviews Are Critical For Your Home Improvement Business:

Over 90% of people will read online reviews about your company before they consider working with you. They will look you up after they hear about you through advertising and word of mouth. And bad reviews = fewer leads, high cancellation rates, price sensitivity, and, ultimately, lower profits.

But we get it. You're busy and so are your customers. That's why this playbook is going to reveal how to drive reviews to sites that matter without a lot of hard work and hassle from you.



## Don't Believe Us? Take A Look At The Numbers:

- 63%** of customers are more likely to make a purchase from a site that has user reviews.
- 79%** of consumers say they trust the reviews they read online as much as personal recommendations.
- 96%** of people read reviews of local businesses.
- 72%** of customers will not buy anything until they read some reviews.
- 93%** of consumers say that online reviews influenced their purchase decisions.
- 92%** of consumers hesitate to buy when there are no reviews available.

***You Cannot Passively Sit By And Wait For It To Happen Organically.  
This Is Too Important To Your Success!***

## A Proven Way Of Getting 3.5X More Reviews From Your Customers

Most businesses send customers a survey to get reviews, which can get dismal results. The trick is to send a gift so you can activate the Law of Reciprocity. Customers will want to do something nice for you (give you a review) since you did something nice for them!

For example, in a recent study, sending out a box of cookies can get a 350% increase in posted reviews vs. without the cookies. The key is to tell customers to leave a review, not request they fill out a survey when sending your gift.

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***It's All About Turning Customers Into Raving Fans!***



## 3 Ways To Get More Of Your Customers To Give You Reviews

**1) Face To Face:** After you finish the job, send them a text right there and ask them to leave a review so they won't forget later.

**2) Mail, Email, And Text:** Send a letter in the mail, an email, and a text requesting the 5-star review. The key is to use multiple channels which can boost the number of reviews.

**3) Make It Easy:** Stay engaged and just don't wait for them to come to you. Consistent follow-up is key!

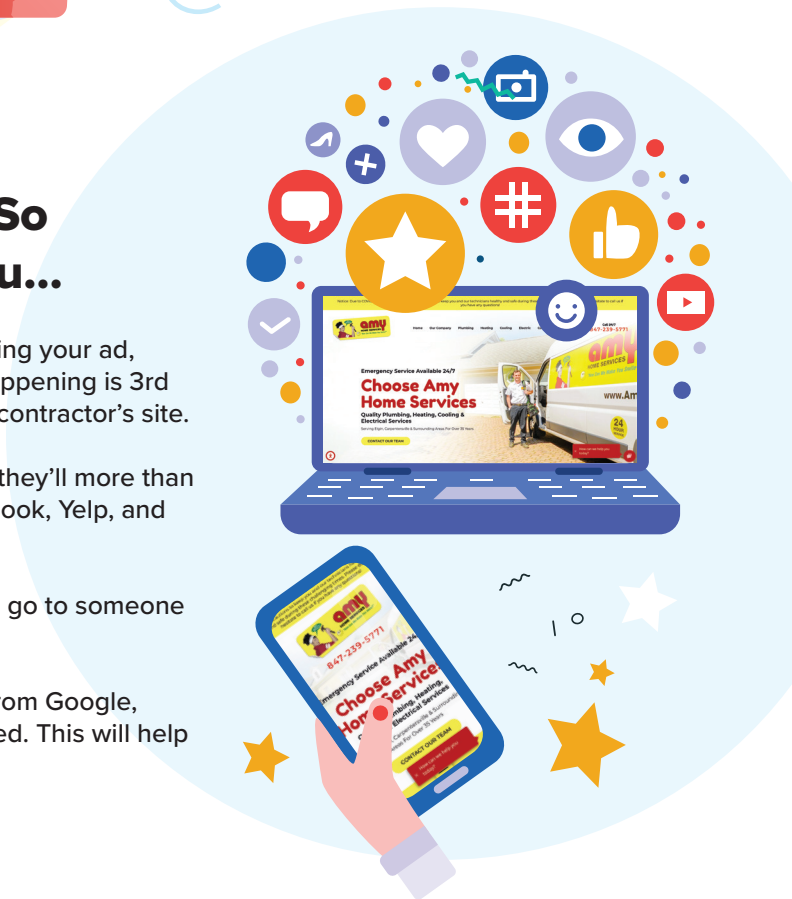
## How To Set Up Your Website So Review Searches Come To You...

When people look up your company's reviews after seeing your ad, they're going to look you up online. And what's been happening is 3rd party reviews sites will often show up before the actual contractor's site.

For example, if people search "Acme Roofing Reviews", they'll more than likely see review results from third-party sites like Facebook, Yelp, and the Better Business Bureau on top of the listings.

You don't want this to happen! You don't want people to go to someone else's site. You want them to go to your site.

You can do this by having your website pull in reviews from Google, Facebook and other sites LIVE as they're being submitted. This will help review searches come to you vs. these other sites.



## Do You Want To Take Control Of Your Online Reviews?

Remember, you cannot sit back and let reviews magically come to you with no effort or system in place. You need to take control if you want an unfair advantage over your competitors.

So you have two choices:

- 1) You can use the trial-and-error method and hope and pray you'll get results
- 2) You can get results faster, which means **more jobs and money in the bank**



If you chose #2, then you're in luck! gFour Marketing's Authentic Feedback™ System will help you get real-time feedback and generate online reviews quickly, easily, and consistently.

And reviews are just the beginning! gFour Marketing's system also nurtures your customers long after the job is complete so that you get More Repeat Business AND More Referrals!

The best part - you'll have gFour Marketing's team of Customer Relationship Marketing Experts set up the system for you, along with ongoing support.

*Sure beats trying to do everything yourself, right?*

Plus, gFour Marketing's 1into5 Program™ can deliver so much more!  
Your Customers Today are Tomorrow's **PROFITS!**

**Don't Delay: Go Here To Book  
a Strategy Session to Find Out More!**

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