

# Generating Reviews

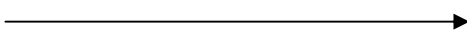
One of the most important ways you can help your Kudzu profile work for you is to encourage your best and most loyal customers to write reviews about their experiences with your company. This is a low-cost and extremely effective way to get the word out about your business.

To encourage people to write reviews, you can:

- Print a request for a customer review on invoices, thank-you notes, bill stuffers and any other customer correspondence, including the website address and login instructions
- Send a follow-up email after servicing a customer to inquire about their level of satisfaction with their experience and inviting them to post a review on Kudzu.com
- Offer an incentive to customers if they post a review, such as 10% off their next service
- Add a “Rate and Review My Business” graphic to your web site with a link to your Kudzu profile
- Use the auto-reply feature on your email program as another place to remind people to review your business on Kudzu.com. Include a link to your Kudzu profile both in auto-replies and in your email signature

Most Importantly, ask **every member** of your team to ask for a review on **every call!** You are proud of your service and of your team. Don't be afraid to ask for a positive review.

If you need some copy to get started, here's one example from Kudzu:



## SHARE YOUR EXPERIENCE.

Dear Customer:

Word of mouth is the key to our success. There is no better advertising than a satisfied customer. Reviews from people like you have helped us stand out from the competition.

Our company, XXXXX, has a profile on a local website, Kudzu.com. If you were happy with our service please take five minutes to visit Kudzu.com and share your experience.

Thank you for your business.

To write a review:

1. Go to <http://www.kudzu.com>
2. Type XXXXX in the search box and hit Enter
3. Click on the 'Rate and Review' button
4. Fill out the form and click Submit

\*If this is your first time on the site, you must register and confirm your registration.

**KUDZU.com**  
Share your favorite businesses  
★★★★★