

BOYD BUTLER'S REVIEW CRUSHER

A Simple and Effective Way To Turn On The Floodgates Of Positive Reviews For Your Business - So You Can **Prove You Are The Best Solicitors In Town**



"I don't just want *enough* proof. I want a PREPONDERANCE of proof."

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“I don’t just want *enough* proof. I want a PREPONDERANCE of proof.”

You wouldn’t want to go into a criminal trial with *just enough* proof for your client to be acquitted would you?

You’d want to have overwhelming, insurmountable and incontrovertible proof that your client was innocent.

You’d also want hundreds of witnesses confirming your client had an alibi.

If proof is what convinces people to make the right decision then shouldn’t you be gathering proof about your business?

Proof that you are good at your job. That you do what you promise. That your price is fair.

Because...

What Other People Say About You Is 1000
Times More Powerful Than What You Say
About Yourself.

Think about it. Everyone says they are great. That they have 20 years experience. That they put clients first. That’s never going to be as believable as recommendations by dozens of other people.

Getting reviews and positive proof you are great has been an established business practice for a long time. Some business owners do it well. Others don’t bother. And those that don’t bother are making a big mistake.

Because reviews can make or break a business. Especially now that they can be seen online by prospects, 24 hours a day.

And a disgruntled client can post a review for thousands of prospects to see.

Engaging clients to give reviews can be pretty awkward. It’s like a blind date. Sometimes you can get it completely wrong. And sometimes it’s the start of a marriage made in heaven.

But the fact is you must take getting reviews seriously. Great reviews are social proof that prospects and clients do the right thing by buying from you.

Because the internet is the window to your business, even those people who use you regularly are checking you out online. They want to make sure they are still making the right choice of where to spend their money. They want to know whether they can still recommend you.

And from a search engine point of view, the more reviews you have the better. Because user generated content is something that search engines love. And the more reviews you get, the more

search engines think you are a real, genuine and caring business. And that's what they want to put searchers in touch with.

Principles of Online Reviews

When you are thinking about designing your online review policy you'll want to take these principles into account. Each business may set reviews up differently because they have different experiences – with clients, technology and culture of the firm.

Rather than being prescriptive these principles will help you design a programme to implement. And remember, its implementation, or ACTION, that's the genius element.

Take a look at this framework below to organise your own review programme.

Remember, making it easy for the client to give you a review is the pre-eminent rule when it comes to devising the programme.

Client Considerations	
Easy	Whatever system you implement for, it needs to be incredibly simple for your clients. The fewest clicks, the least to remember, the fastest time, should all be aims of the system you put in place.
Choice	Provide clients with a variety of sites to place their reviews on. Everyone has a favourite. The more comfortable they are with you suggestions the more willing they are to leave a review. When you set up your programme you can ask selected clients where they prefer to leave reviews.
Ethical	The review process you have chosen must be ethical. Don't fake reviews.
Making it happen	
Integrate reviews into your business.	Action is genius. To have the intention of doing something is one thing, to actually do it is another. Make life simple for employees but make it a necessary part of their job. This may need a bit of training or a review of how you currently do things but it will be worth it.
Frequency	Don't focus on reviews for a month and then think you have enough when you have 10. A regular pattern of reviews is better than 10 reviews from one month and then none for another 12 months. A good time line is good for search engines.

Spread of review sites	It's never a good idea to rely on one review site. Search engines sometimes choose to ignore some review sites. Having a range of reviews on different sites means you have as much protection as you can.
Leverage	If one review gets seen in a lot of places then this is a good thing. Some review sites share their reviews with Google, Yahoo, and Bing and give your good reviews more opportunity to be seen.
Bad review monitoring	Even great businesses end up with a disgruntled client from time to time. You should be prepared for this to happen and think about how you can best engage with negative reviews. It may be that you can contact them to put things right and they'll delete or amend their review. In this case, an amended review can often be very powerful because it shows you care about your reputation and will put mistakes right. Don't get caught up in an online slanging match though!

These principles should help you organise your strategy.

Great reviews have to be asked for.

Most businesses get reviews when they have displeased a client in some way. It's human nature to criticise and most people will do so willingly. Those clients that have had a great service probably never think about giving you a positive review. Why would they? They think everything is hunky dory for you and they probably take you a little bit for granted.

So how do you get the good reviews?

It's not by paying for them. Because that can land you into hot water with some review sites which ban incentivised reviews.

Certainly you have to ask for reviews. Clients aren't mind readers after all. They don't know you'd love them to review. And when you ask you have to make it clear what you want someone to do.

Stop Press.... my business friend Myles Anderson from BrightLocal has offered a fantastic tool for you to get your reviews automated online. Try out his free button that connects your customers to their favourite review websites.

SECRET REVIEW TOOL – You must check [this free tool out](#) to automate your reviews

<http://www.brightlocal.com/seo-tools/review-biz/>



ReviewBiz

The Free online customer review tool

Why should clients review?

Because it helps you tell other people about your business. And the more people you get the more successful you are and the more you can continue doing the great things you do.

Reviews help you get more clients without paying lots more for marketing, which means you can keep your prices at great value.

How to get the review

Make it easy for the client to give you a review.

Unless it is easy, it's unlikely to happen.

Here's what you need to do;

Ask appropriate clients (happy ones) if they would be happy to leave a review the site of their choice. If they say yes, (and they know what you are talking about you can possibly leave them to their own decision about which site to do it on).

Older clients may have to be directed to specific page on your website where they can see the instructions of what you would like them to do.

You can give them a small card with this review URL on it and ask them to visit it find out how to do it.

You can email the link to clients.

You can text the link to clients.

For example, take a look at

<http://www.greatlegalmarketing.co.uk/Testimonials1>

This is a sample page that you can replicate. It shows people where to leave reviews.

The existing reviews give confidence to anyone leaving a review – once more social proof.

Ideally, each logo will link to the review page for your business.

The key is to make the “review request” an automatic part of dealing with clients. If you are brave enough, ask them if they are ok to leave a review even before you start working with them.

Clifford Chance - Directions

At a glance: international law firm - private equity - largest law firm - managing partner - capital markets

Subway: Canary Wharf

More reviews

- [glassdoor.com](#) (12)
- [legalweek.com](#) (10)
- [timesonline.co.uk](#) (5)
- [firmspot.com](#) (7)

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What reviews have you got?

This has two effects; firstly, they will sense your confidence in your service and secondly, they have promised to give you a review before you do work for them so they'll be expecting it when you ask them when you have completed their work...

People want to help you if you have helped them. It's reciprocal.

When you get more reviews you will notice more clients coming your way. It will help you to convert more visitors to your website. They come pre-sold to your company based on what others have said.

When someone has given you a review, send them a handwritten note.

No-one does this anymore. It will make the reviewer happy and they'll tell others.

And finally, lots of positive reviews will outweigh one negative review. Focus on the positive and bury the negative. It may be that one negative out of 50 positives will actually make your reviews appear more genuine.

Start today building your PREPONDERANCE OF PROOF.

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PS Remember to get your [Free Review Tool here](#)

Further recommended resources from GreatLegalMarketing.co.uk;

Videos

- How to get others to say it for you http://www.youtube.com/watch?v=65e_Rrt9HWE
- Easy video reviews you can get from people with a webcam <http://www.youtube.com/watch?v=Dvt5SFclNBU>
- Your Business is the Internet – that's why reviews matter <http://www.screenr.com/k0ms>

Reports

- The Psychology Behind Testimonials and Reviews And Social Proof <http://www.greatlegalmarketing.co.uk/sitedata/Misc/Psychology-GreatLegalMarke.pdf>
- What you can do with testimonials and reviews to help you sell http://www.greatlegalmarketing.co.uk/testimonials_help_solicitors_sell

Thank you for reading this report. I hope it helps you get positive reviews for your business. Wishing you all the success you deserve.

Boyd Butler

www.GreatLegalMarketing.co.uk

PS When you want more customers via Google you may want to consider my Google Places training. It's £77 of pure content and videos and will get you new clients – guaranteed.

Grab it here http://www.greatlegalmarketing.co.uk/Google_Magic