How to Overcome Your Fear of Online Reviews and Smile While Doing It

“This is awesome!”

I am like you...
3 types of reviews

- Good
- Bad
- Fake

The dark side

Elance®

yelp®

craigslist

fiverr®
Shucks...

Yuanting W.,
Waikiki, Honolulu, HI
16 friends
16 reviews

10/9/2014
I paid about 150 bucks for my thinkpad reparation. However, they said it was "too much to repair". So $150 for nothing but wait time.

Phew!

Cullen K.,
Honeaika, HI
87 friends
38 reviews

9/23/2014 · Updated review
The service I didn't get the store, I got from the owner. I was hesitant to call back the first day they called, so when he contacted me a second day saying he wanted to make things right! I knew he was telling the truth. It was nice to see that he cared about what his customers get out of his business and even offered to pick up and correct the mistakes himself. Really appreciate it James.

9/21/2014 · Previous review
My last post was extreme, I shouldn't have written it. No one needs to know the exacts I was just mad. Anyway, didn't get the service I was hoping for from this company. Enough said. I'll just take my business elsewhere. Read less
How to make a bad review go away?

1. Privately message the client.
2. Take the 10,000 ft approach.
3. Listen with empathy to the client.
4. Make it right. You’re in it for the long haul.
5. Explain how to prevent in future.
8. Be grateful for the feedback and opportunity.
9. (Flag + dispute if necessary)

Ask the person next to you...
How to make a good review stick?

1. Engage it publicly
2. Thank client for the business
3. Offer new insight
4. Like it: Useful, Funny, Cool, Compliment
Good news: only a few players

Action Items

- Focus on Yelp + Google
- Customize your profiles
- Setup notifications
- Anoint the ambassador
- Establish written guidelines
- Systemize customer feedback
- Encourage honest reviews
Tools

Google Apps for Work
Canva.com
Wufoo.com
Google Alerts
PerchApp.com
“We cannot guarantee success, but we must always strive to be worthy of it.”

Contact Me

James Kerr

808-778-7117 (secret cell)

kerr@supergeeks.net