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GET SOME!

The ultimate guide to getting
5-star reviews for your spray
tanning business.

www.happytans.com

As a small business owner, you know how important reviews are to your business. They can mean the difference between a decent side business, and a successful and growing local service business.

Creating a solid system for asking for reviews can help you develop the habit and also make you wildly successful.

If you are still unsure about the importance of reviews for your business, check out these alarming statistics:



- 88% Of Consumers Trust Online Reviews As Much As Personal Recommendations
- 92% of consumers now read online reviews (vs. 88% in 2014)
- 40% of consumers form an opinion by reading just 1-3 reviews

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¹ Stats from [Search Engine Land](#) & [Bright Local](#)

Ask

This may sound simple and be obvious to a lot of you, but it is amazing how many businesses do not ask for reviews from their clients.

Think back to the last time you were at a local business and they did not ask you for a review. If they did not ask, I can almost guarantee you that you did not go on your own initiative and give them a review.

Now, if they had asked for a review, would you have left them one? If they have provided a great service and were personable, you probably would have.

Remember this the next time that you are considering asking your clients for a review.

When to ask

A big factor in whether or not someone will leave a review is *when you ask for the review*. Timing is everything.

Imagine you have just finished spray tanning your client. You have had a great conversation with them during the appointment, they even went ahead and scheduled their next appointment with you. NOW is a great time to ask for the review!

They are in a great state of mind, they are obviously overly excited with the way their tan turned out and they will more than likely leave you a review. If they somehow get past this point, bring them back to it! Remind them of the nice comments they said, the fact that they scheduled another tan and then you have them back in that "happy" state of mind. And ask!

Now if you change the timing, even with the same client, it may not work. Imagine the same client, but instead of asking them right then

you wait until you or them are leaving from the appointment. We get it - you feel uncomfortable asking, and most people do. So instead of asking when you two are having a great conversation, you wait until they are walking out the door.

"Hey, by the way....can you leave us a review?"

They may still leave a review, but the chance that they will has dramatically just decreased.

How to ask

The best advice here is to create a connection with your client and get to know them on a personal level. Now I know that a lot of people like to keep a separation between business and personal, and that is fine. I am not suggesting for you to ask them about personal things, but if they are comfortable with you they will probably open up to you.

Leverage the connection that you have created with them by being personal and kindly asking them for a review.

"Mary, it has been so great chatting with you today! I would love if you could take a couple of minutes and write an honest review of your service today. Thank you!"

It's a favor

The way you format and frame the question is very important. If you ask someone to do you a favor, they are far more likely to do it. "Can you do me a favor" resonates with us, because we are human beings!

Use that to your advantage and make sure that your client knows that this is a **huge** favor for you and your business.

For those of you who have employees, this is a bonus section for you. For those who do not, please read on to the next section.

Incentivize

I read this amazing tactic that is used by a 5 star restaurant in Mexico so I thought I would share. This is a real upscale place that provides great food and phenomenal service.

The managers of the restaurant have incentivized their employees to ask for reviews. Upon completing the service, the employee has created a great connection with the client. At this point, it is an opportune time to ask for a review.

Here is what they say:

“Hey Mary, it was my pleasure to serve you/spray you/take care of you today. As a small business, we rely heavily on reviews that our clients leave us on Google/Yelp/Genbook. My manager has incentivized me to ask any happy clients for any reviews that I can get for our company. For every review that a client leaves with my name on it, I receive an additional \$5 tip!”

If the client did in fact receive exceptional service and a great tan, they are likely to support your staff and your business!

How it will benefit you

In the end, the reviews that you are asking for are to help you grow your business. Most people love supporting businesses that take care of them, especially small and local businesses.

Make sure that you reiterate what the review means and will do for you.

- *“We really appreciate you taking time to write us a review! This is a very competitive industry, and this helps other people like you to find our business!”*
- *“These reviews help us to stand out in the crowd and compete with other businesses. So any review you can leave will mean a lot to us!”*
- *“Without reviews from our lovely clients, we would not be where we are today. So I am sure that you can understand how much they mean to us!”*

These are just a few examples of how you can show your client how much these reviews can mean to you.

Leverage technology

For the clients that are on a run or you do not (for some reason) ask, use technology to your advantage. A lot of scheduling and appointment software allow you to set up reminders and follow-up emails.

Simply place a link in these emails so that your clients can easily click and leave a review for you. The easier you make it for them, the more likely they are to do it.

For some newer systems, you may even be able to send a follow-up via text and do the same as mentioned above.

DOWNLOAD OUR FREE SAMPLE EMAIL/TEXT SCRIPTS HERE:
www.happytans.com/mc/resources

Show them how

Some people may not be tech savvy, so make sure that they understand how to leave you a review. You can show them in person how to leave a review on the major sites, such as Google My Business and Yelp.

Do not have them leave a review from within your location because a lot of these review sites can track that and will filter out these reviews as fake.

Create a handout

I have seen a lot of local businesses take this a step further. What they have done is create a handout that shows the clients easy steps to take to leave you a review online. Some clients will be in a rush to leave, so if you can at least hand them something to remind them of the review (and send an email/text reminder), then do this!

The more the clients see and hear it, the more likely they are to actually leave you a review.

DOWNLOAD OUR FREE SAMPLE HANDOUT HERE:

www.happytans.com/5-star-free

Show gratitude

When a client tells you that they will write a review for you, make sure that you show true gratitude. After all, they are taking time out of their day to write this for you - so make sure they know how much it means to you!

Some things you can say to them are:

- Tell them they are looking forward to reading it
- Tell them how much it means that they are going to write a review
- Tell them what a big difference each review can mean to your business!

And remember...

Always, and I mean always, ask for reviews! Once you make it a habit for you (and your employees), it will be much easier!

Thank you

As always, thank you for taking time to read this ebook! If you have any suggestions, comments or if we can help in any other way, please feel free to reach out - www.happytans.com OR grant@happytans.com.