

MAKING THE MOST OF YOUR FINDLAW REVIEW FUNNEL

EMAIL TEMPLATES TO ENCOURAGE REVIEWS

FindLaw Product Management Team

We recommend that you actively encourage your happy clients to leave reviews on sites such as Google+. Here are two templates to make it easy for you to do this.

EMAIL FOR CLIENTS WHOSE CASES YOU RECENTLY RESOLVED

***We recommend that you personalize this email to reflect your relationship with the client.**

Hello,
Thank you for choosing us to resolve your legal issue. We strive to provide exceptional service to every client, and we would like to know how you felt about working with us.

Would you be willing to review your experience with our firm? The easiest way to do this is to visit our website and click the “review our firm” button. You can also **visit this site** (link to grade.us page) which will direct you to our business profiles on Google+ and other review sites.

Your feedback is valuable to us and others who may consider reaching out to our firm for help. Thank you for taking the time to let us know your thoughts about the service you received from us.

Sincerely,

EMAIL FOR CLIENTS WHO OFFER POSITIVE FEEDBACK IN PERSON

***We recommend that you personalize this email to reflect your relationship with the client.**

Hello,
I appreciated hearing that you were pleased with the service you received from our firm. We value your feedback, and we know that other potential clients do too.

Would you be willing to share your experience with our firm by leaving a review? The easiest way to do this is to visit our website and click the “review our firm” button. You can also **visit this site** (link to grade.us page) which will direct you to our business profiles on Google+ and other review sites.

Thank you again for taking the time to let me know your thoughts about the service you received from us.

Sincerely,

