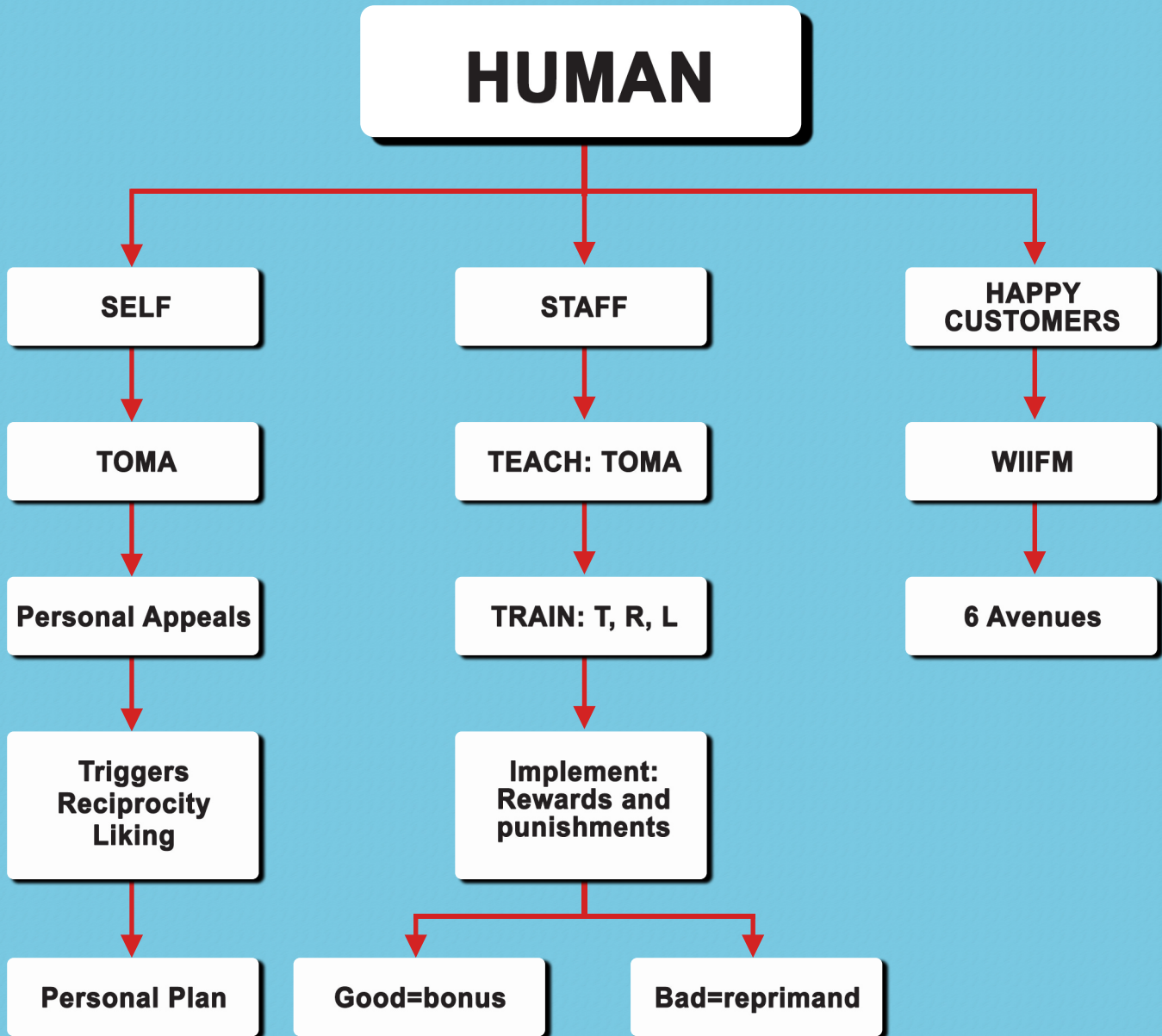


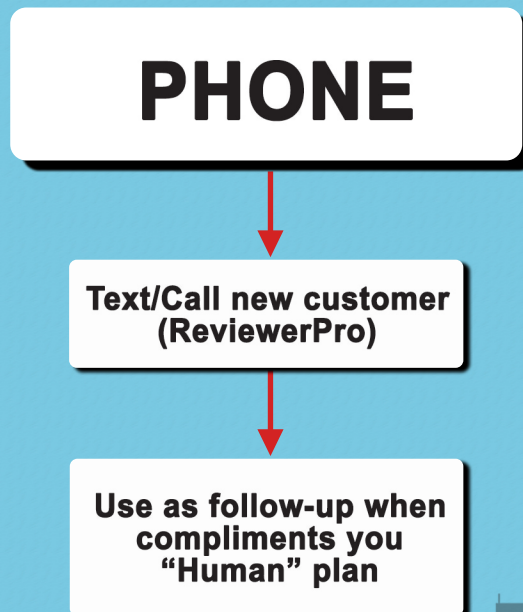
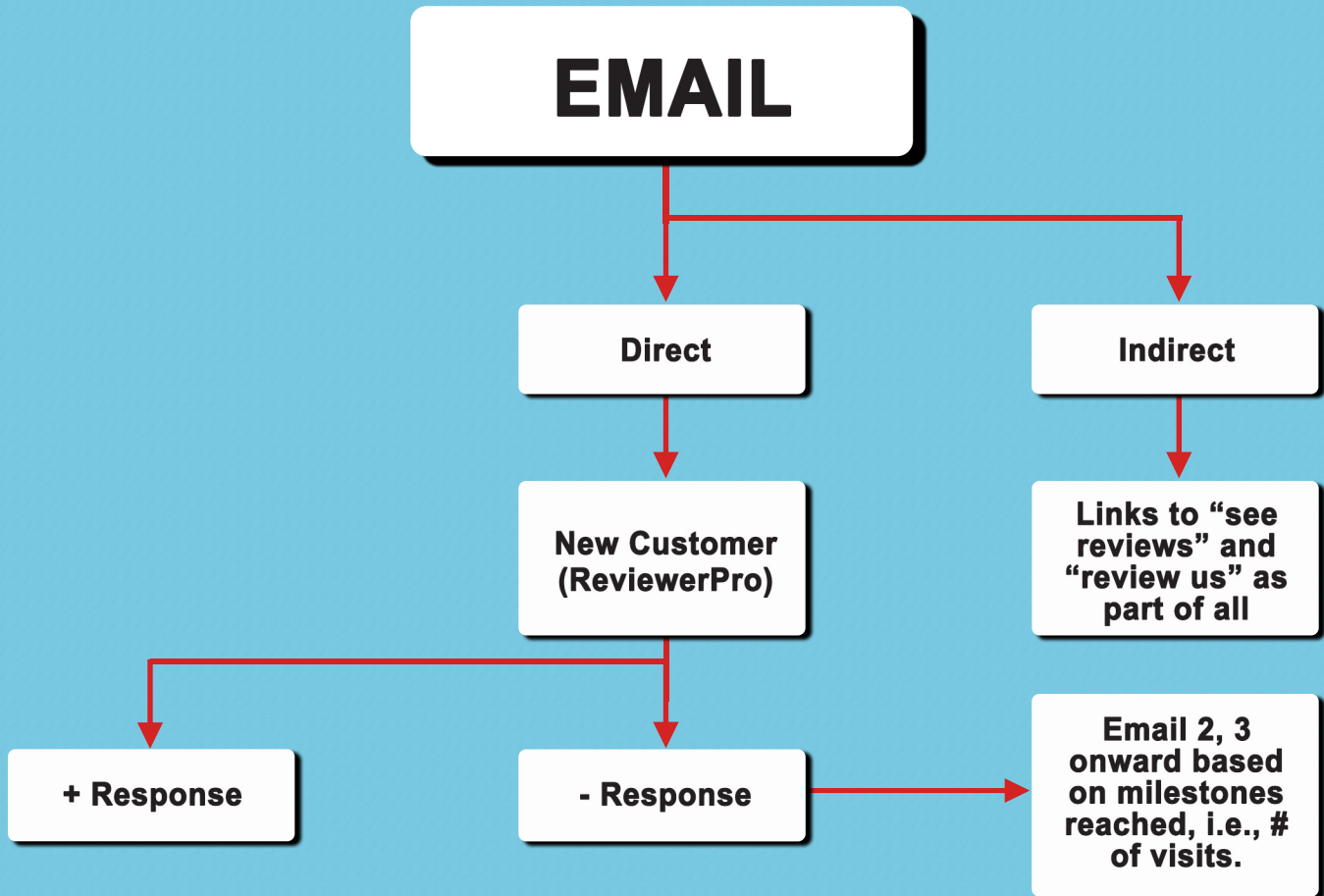
# THE 7 PILLARS OF REVIEW MASTERY



## EXAMPLE 1:

- 1) **Trigger A:** Patient/client/customer provides personal accolade.
- 2) **Your response:** "If it has helped you then would you please consider letting others know..."
- 3) **Place lead** in journal or CRM for follow up.

# THE 7 PILLARS OF REVIEW MASTERY





# THE 7 PILLARS OF REVIEW MASTERY

## SOCIAL MEDIA

Pick Format(s)

Posting Good  
Reviews

Point Customers  
to Reviews (Yelp,  
FB, Google)

Periodically  
Ask for  
Reviews on SM

## PRINT

Place subdomain/extension  
link to review format on all  
printed materials

Create business cards to  
complement "Human Plan"

## WEB

Place dramatic links to see  
reviews

Place streaming positive  
(controlled) reviews  
(ReviewerPro)

# THE 7 PILLARS OF REVIEW MASTERY

## SNAIL MAIL

Client/Customer  
welcome letter  
with request for  
review

Follow-up plan