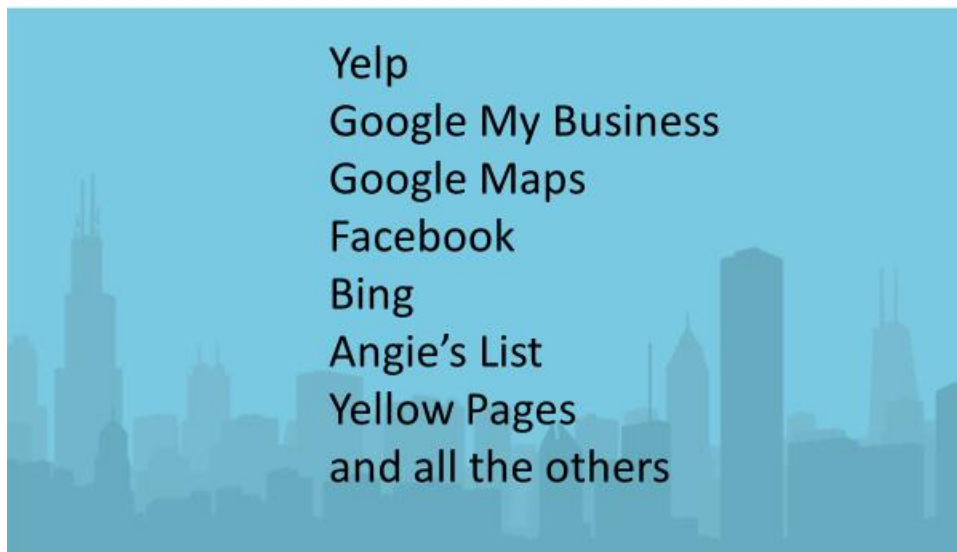


TRANSCRIPTION OF THE VIDEOS

Introduction



Welcome to ReviewAmmo. The first thing I need to tell you is that this material does cover Yelp quite extensively, however this is not all just about Yelp... this material covers so much more than just Yelp. It covers Google plus, Google My Business, Google Maps, Facebook, Bing, Angie's List, Yellow Pages and on and on and on..



How to Get 100% of all the
Customers, Clients or Patients
You Will Ever Need From
Yelp
(and all other review sites)
- For FREE!!!

Essentially, this material will relate to every review site or citation site out there, whether you own a restaurant, healthcare clinic, you're a plumber, handyman, lawyer, whatever. And if Yelp is where you need to focus your attention, this material will be perfect. If you're in any other type of brick and mortar small businesses that needs free internet presence on search engines or the countless other review sites, this material will cover it all that as well.

As small business owners most of
us HATE Yelp - and that is a
GOOD THING!


Let Me Tell You Why...



Even though I will generally use the term “Yelp”, my intention is for that to be all-encompassing. As business owners, we either love Yelp or we hate it (and most people hate it!). It becomes a sort of necessary evil, a thorn in our sides in a sense. It’s very tough to deal with and it’s understandable why most businesses hate Yelp.

But what I want you to realize is that this is a good thing. Why? Because ***this presents a tremendous opportunity for those few businesses willing’ to do a little bit of work and make a few smart choices and they will rise head and shoulders above the competition.*** The fact that Yelp is not the greatest business friend on the internet actually presents a very unique and awesome opportunity!

This is MUCH BIGGER than just
getting a few customers here and
there from Yelp...



It's my job to turn you from a hater to a lover of Yelp. Herein lies the great opportunity. It's not a walk in the park to master but through this training I will simplify everything to make it as easy as it can be so that you can outperform your competition without any problem whatsoever. Not saying that it won't be some effort, but it most certainly can be done – no matter how daunting the obstacles may be.

Bold Statement:

Master Yelp, and the ReviewAmmo process, and this could literally be ALL the external marketing, and all the SEO, you will ever need to do!

Armed with the right knowledge and tools (the Ammo), which I will present to you in this training, ***not only will you master Yelp but my goal is to also help you become equipped to take care of all your marketing concerns.*** I'm going to make a huge statement here; if you can master Yelp, it very possibly could be the only external marketing that your business will need in today's marketing environment! A bold statement, I agree but I am living proof, as are my clients. If you take the time and invest the effort to focus almost completely on your Yelp listing or other related listings and review sites, you may well be able to cut out your advertising and marketing budgets altogether! I have and I will show you how you can do that as well.

Take just a minute here and in your head, add up all the advertising and marketing costs and efforts you're putting forth on a month to month basis right now. Would it not be worth your time to master Yelp and bring that expense down to zero? Also, consider this: Yes, of course you'll get business from Yelp directly. But what most business owners don't realize that doing well on Yelp can comprise 90%+ of a business' need for SEO (Search Engine Optimization) or the ability for people to find you organically on the internet!

How much money or effort do you spend just to get your site seen online now? A lot of businesses spend hundreds or thousands of dollars a month to try to get that high listing on the organic search engines. Master Yelp and you can take that cost down to practically zero or actually zero, as I have done.

Let me state an obvious fact, people don't believe websites. They are skeptical about what you're telling them on your website because it's been created by you so of course, it's biased. Yelp pages are the ultimate version of social proof. And the best part, Yelp is free! Yes, you can pay for ads and I'll cover all that later but you certainly don't need to. Sometimes it can be warranted; sometimes it can turn you a profit but most of the time not. We'll go over all the pros and cons of that option later.

Suffice it to say, I have become a huge fan of Yelp, but it definitely didn't come naturally. I made myself become a huge fan of Yelp. Not for the crappy filtering process that often seems to make no sense, gets rid of most of the best reviews and makes it hard to get well rated on Yelp, but because if you get past that and realize that it's just a numbers game, you can master it. And when you master it, you will soar above your competition and you will get a ton of business no matter what area of the country you are in.

My Story



Who am I and How Can I Say This?



Let me take a second to tell you about myself, my story and why I feel qualified to teach you about this topic. I've grappled with a major issue

surrounding this long and hard; the issue of how and to what degree I should reveal myself. In my first version of these videos I chose to go completely incognito. The reason being that I still make my fulltime living off the businesses that I rely 100% upon Yelp and Google for. However, I have since had a change of heart. I hate not being transparent because I think it is vitally important for you, my customer, to trust me, therefor I have done a complete 180 and decided to lay myself out on the line and tell it all exactly how it really is.

Since this material is not necessarily authorized by the review sites I am taking a risk doing so. And since I tell you the total truth about what works and why, and what doesn't work, this may not always jive with the Yelp terms of service. Nonetheless I am going to just be straightforward and tell you what really works (and of course what you should never do) and what doesn't work, and why.

In my career I primarily have owned and managed health care clinics. However, that fact isn't really pertinent. The process is relatively the same if you are a restaurant, a lawyer, a doctor, a plumber, handyman, you name it. Any local (or what they call brink-and-mortar) type of business fits into basically the same system. As well, while putting this information together I consulted with dozens of business not necessarily in my vertical just to make sure I was covering all the bases.

So, therefore, this product, this information, this road map if you will, is for every local small business that is reviewed on review sites – which is basically all of them.

Do to my efforts in the review realm my business is leaps and bounds ahead of my competitors on all the sites that matter to me. I'm literally in the #1 position in my business, and in Phoenix Arizona, which is a very large metropolitan area. At last count, I had 19, 022 competitors behind me.

In brief, my story is this...

I've been in this business that I'm in now since 1995 so I've seen a ton of changes come and go with every form of advertising and marketing available. By far, the greatest force and change during that time has been the opportunities available on the internet. In 2013, I got fed up with the way normal business runs in my niche and I decided to open up a cash only clinic. My whole marketing goal at the time was to focus on having no outside expenses for advertising or marketing whatsoever. I wanted to come up with something where I could just focus on the social media aspects, mostly the review sites and try to get 100% of my business from that. Because I have had other people from various industries tell me about how well they have done with Yelp and Google My Business I knew I could do the same.

That was the business model I set forth and it was an experiment in a sense. It took about a year until I got things figured out and got it going, but then it surpassed all my expectations. I had also co-owned an SEO company in the past and a few other internet businesses so I did start out with a pretty good knowledge of internet marketing.


But when I really put it into practice, really went gung-ho for it and focused all my efforts on it, it was amazing. To this day, when I see other people advertising for other types of marketing in my niche, they may talk about getting 5-10 customers from online marketing per week or per month...and I'm doing that per day. I truly have figured out how to make it work and that's what I'm going to teach you how to do.

I make a lot of claims but to back it up I'm also going to go through some relevant statistics too because I want you to know how important and real this is; how honest of a statement this is that Yelp and other business review sites can (in most instances) be all the business marketing you may need to be doing.

I want to give to you an outside quote that I pulled related to this, which says,

“Online ratings and reviews have the potential to be the single most effective and rewarding marketing channel for small and local businesses, and yet most marketers and business owners do very little to foster and shape reviews because they assume it’s out of their hands. They take a wait-and-see approach – forever.”

–Jon Hall – expert on online review aggregation



That’s a quote from John Hall, a recognized expert in the field of review aggregation, which has to do with methods of automating some of the review garnering process, and I will talk about that more as well.

What Does This Program Offer You?



How The ReviewAmmo Program is Organized

- I. The Facts (Good & Bad)
- II. Absolute Do's & Don'ts
- III. 'Secrete Sauce' How to REALLY dominate Yelp!
- IV. Your System

Let me tell you first how the ReviewAmmo program is organized. This is kind of laying out my outline for the rest of the program.

- In the first part, I'm going to go more in depth about the facts of the review industry; I'm going to talk about the good and bad aspects of it. You really do need to know both. I really want to cement it in your mind that this is something you should focus on. If you can commit an hour or two a week to this, and if that can take away all your other marketing and advertising costs (and I believe it can in most businesses), I have to show that it's real and can be done.

- Next, I'm going to talk about the basics. However, even this information is something 99% of small business owners don't know and don't do, so please don't skip this info. I've bought and read every book on Amazon, I've researched ad nauseam everything on the internet, and I've worked with dozens of clients outside of my industry, making sure that my methods work across all brick and mortar local businesses, and they do.
- The second part gets more into the nitty gritty of the real dos and don'ts stuff. This part is what I call the secret sauce. Here I start to show you how to really dominate. These are the inside tips & tricks. I have a system that is repeatable and transferrable to other people in my profession and any other type of local business as well so you are going to love this information.
- The last part is how to take this information and knowledge and form it into your own particular system. You can't simply cookie cut everything because every business is different, so I go into how to customize this information to yourself and your business specifically.

By the end of this, you should have exactly what you need for your particular business (not just your niche, but **your** business); which will

be a realistic, step by step game plan to make sure that you become #1 on Yelp in as short of time as possible.

PART 1: How Yelp Works

The Pros



THE GOOD

- I. Yelp (and other review sites) can be 100% of your external marketing
 - A. Trust Factor
 - B. Yelp Dominates
 - C. Free
 - D. Value of being #1 – 3
 - 1. SEO Value is Huge!

Let's jump right in with the good. Let me repeat this again because it's so important. Yelp and all the other review sites combined can easily be 100% of your external marketing.

First off is the all important perceived Trust factor: If you've never used review sites for your business, you must learn to understand the perceived trust factor inherent in review sites, especially with many

reviews, 10 or more at least – per review site. The public perceives that these reviews are unbiased, honest customer assessments. For the most part, this is true.

Recent studies have proven that this is now often more highly valued than personal recommendations. It's easy to see why. All of us feel that people in your circle (friends and family members) are biased in situations when they are going to recommend someone for you to go to for this or that problem or need. When you get to know their personalities, you know what they're going to say about things they like or don't. You also know that they are going to refer "blank" as "the best" but that is only because they know them. Hardly ever does that alone mean that person is "the best" When it comes to an unsolicited stranger's review, you don't have that otherwise familiarity bias, therefore there is a higher trust factor. It may sound initial kind of backwards but I agree that all so often a review from a stranger means so much more than a personal recommendation (or at the least can complement or refute a personal recommendation). I am still always surprised at the power these "reviews from strangers" have on consumers. Every day people come into my place of business and say something to the effect of "you have the greatest reviews online!..." as if I don't know. They honestly see it as totally unbiased (and truthfully, they are) they just don't realize that I have also purposefully designed

this to be the case, it is not purely an accident as a result of random accolades.

Yelp is the ideal starting point: Even though we are talking about all the other sites, and Google My Business is up there in importance for sure, but in my experience, Yelp is by far the most dominating review site and the #1 review source out there. When you master Yelp, all the other secondary sites will start generating reviews as well. The process that I teach doesn't just send you to Yelp, it sends you to whatever other sites you need your reviews put on as well, whether it's Facebook, CitySearch, Foursquare; what becomes true for Yelp becomes true for all the other copycat sites. Because Yelp is the toughest one to master and dominate it makes all the others seem like child's-play.

It's Free! Yelp participation is free, as well are most of the citation and review sites. Of course, they have paid options; that's how they make money because a certain small percentage of advertisers will pay. But I don't. I've been approached by them and I've gone through the looooong spiel. I go through it two or three times a year, mostly just to get updated on what is new, etc. It takes an hour or two on the phone, but, like I said, I'm more or less doing that for research at this point. It's never fit my business model so I've never paid to participate, never

needed to, even though there may be times that it does pay to. Nonetheless, I'm still #1 without ever paying for ads.

Be # 1: By being #1, you will get enough new customers, clients, patients, etc., which alone will justify the time and effort. Of course, everybody wants to be #1 but being anywhere on the first page in most industries is desirable. Most people will search more than one site. They're looking for an aggregate of information that's objective about whatever business they're trying to find. They're going to examine various people on that first page, as well as various reviews for each one. We'll go into those stats a little bit, too.'



THE GOOD

- D. Value of being #1-3
 - 1. SEO Value – HUGE!
 - 2. Yelp business breads Yelp business
 - 3. You mold your image
- E. The Great Equilizer

Increase your SEO value: Again, if you are on the first page and/or in positions one through three, the SEO value is huge! Yelp, Google My Business, Angie'sList and the other citation sites will often create all the local SEO you need – this is so huge – I can't tell you enough!

Yelp is number one. Google MyBusiness and all the others will feed from Yelp, inasmuch as reviews will come to those naturally. Even if someone never uses Yelp, if they do an online search for your type of business in your respective area, you will reap the rewards just the same.

The search engines, primarily Google followed by Yahoo have a ranking factor. They rank all sorts of things related to your website and place of business.

I can't go into all of what SEO comprises as its extensive but let me just tell you that one of the top factors for local businesses are review sites, here are a few outside articles that attest to that. In the second spot for SEO value are citations, which means all the sites (there are hundreds of them) that you put your business listing on. Those have value for us certainly, but the reviews are the real juice; the reviews are what get you your SEO value.

Why pay \$500 to \$2500 a month to an SEO company when you can throw that expense out the window by fostering reviews yourself?

Get more business: Another huge value of being in the first page position is that Yelp business breeds more Yelp business. Let's say only 10% of your current customers utilize Yelp. If you start getting high in the Yelp rankings Then you start getting more business from Yelp and let's say that 10% turns to 20% or 30% of your people coming from Yelp. Those Yelpers are the ones who are going to leave you more Yelp reviews!

It's a positive feedback loop and those are the kinds of people you want. You want people who value a business that is rated high by their fellow customers, who will turn around and also leave you a positive review.

Your image will reflect your business: Another beautiful thing about being on that first page is that your image becomes your business. Therefore, you have a unique opportunity to create the image that you want to portray by nearly 100%. Think about that for a second. You want your business to be perceived in a particular way. You can write it out as a mission statement; not necessarily a public mission statement but perhaps a private one; that this is how you want the business to be perceived for the purpose of bringing in more business.

Knowing that, you can try to mold your reviews towards that. I'll get into that more as we go along but it's basically feeding ideas of what

you'd like your reviews to be to those people who are going to leave reviews. You're not going to tell them what to say or give them a script but you **can** highly assist in molding your image.

That's what I've done in my business. I took the idea of what I wanted people to think about my business, I fostered the reviews to reflect that concept and that is what happened. I fostered more of the type of business I was looking for by design.

The great equalizer: This is a big one; you've got to give Yelp the credit for being the great equalizer. When Yelp first started in 2004, it was the first time that consumers were empowered with the ability to publicly talk back to businesses. From that point on, gone were the days of having to rely on say, a professional restaurant reviewer. Now, (for better or worse), every person is a reviewer. Things have really changed since Yelp came to the forefront. Everyone else has copied what they've done.

When I say Yelp is the great equalizer, that's because it forces your business to do what it already should be doing; cause it should be awesome! If it's good, people are going to say it's good and it should be good if you're selling products or services to the public – it's that simple.

If you're a restaurant and you have crappy food and crappy service, if you want to do well on Yelp, you'd better step up your game. If you want to make the review process work for you, you need to have a business that deserves good reviews. Will you get bad reviews? Of course, you will; that's just a numbers game and I'll talk about that, too. But overall this is still a positive thing in that it forces us to have good businesses.

However, all of that leads to what the reality is here: perception vs. truth. In almost everything in life, it's the perception that matters much more than the truth. Of course, the truth should and in most instances is, there to be there to reflect the perception, but it's the perception you foster online that creates that truth for people to come to your business.

Think about it; is there anything related to subjective opinion online that can be considered objectively true? Hardly; they are subjective opinions. That's why our brains are wired to take what I call a "conceptual consensus" of the average of many opinions or trust indicators. We read reviews and average out our perception about what this business is based on the average of the conceptual consensus.

A person will read 8 to 10 reviews and develop a perception about your business - and perception is truth.

So, those are the main pluses and all the good stuff related to Yelp and other review sites.

Helpful Statistics



THE GOOD

- D. Value of being #1-3
 - 1. SEO Value – HUGE!
 - 2. Yelp business breads Yelp business
 - 3. You mold your image
- E. The Great Equilizer

Again, this is meant to hammer home the importance of all this information. Maybe you bought this program with your goal being, “I want Yelp to be everything, I want Google My Business to be everything.” If so, excellent. If you bought it thinking, “I’m just going to add it into the group of things I’m doing for my business” then I’m hoping this will change your mind.

Bear in mind that the following are improving day by day. As review sites gain more ground, these stats keep getting higher in favor of the review sites. Much of this data was compiled from search engine land so if you need more information, feel free to go there and look.

- 88% of consumers trust online reviews as much or more than personal recommendations
- 95% of customers read online reviews locally to determine a company's quality
- Before buying things online, 70% of people are consulting reviews and ratings
- 71% of consumers agree that reviews make them feel more comfortable that they're buying the right product
- 85% of people trust an online review over a professional critic nowadays because a professional critic could still be biased. They could be friends with the owner or be bought off. But when you have that conceptual consensus of many reviews provided by people you don't know, that becomes much less likely

THE STATISTICS

- By simply responding to a negative review the business will have a 33% chance of turning it into a positive.
- 75% of all reviews posted on review sites are positive
- 95% of unhappy customers will return if an issue is resolved quickly and efficiently.
- Unhappy customers tell an average of 24 people about their experience; happy ones tell 15 people.
- 87% of potential customers won't consider a business with low ratings



- By simply responding to a negative review, the business will have a 33% chance of turning that into a positive
- 75% of all reviews posted are positive so that's a good thing. But 25% are not and we're going to talk about how to deal with those
- 95% of unhappy customers will return if an issue is resolved quickly and efficiently
- In general, unhappy customers tell an average of 24 people about their experience and happy customers tell 15

THE STATISTICS

- Only 13% of consumers will consider using a business that has a 1 or 2 star rating.
- 73% of consumers read online reviews about a local business from their desktop computer, indicating that reviews are used during the initial research phase prior to purchase.
- 38% of customers read online reviews for a local business from their mobile device.
- 73% of consumers form an opinion about a local business by reading 1-6 reviews.



- 87% of potential customers will not consider a business with low ratings. In my industry, I often see people with 1 and 2-star average ratings and only 13% of customers will go to a business that has a 1 or 2 star rating
- 73% of consumers read these reviews from a desktop and I know that number has come down since mobile has become more prominent
- 73% of consumers form an opinion about local business by reading 1 to 6 reviews and 85% read as many as 10 reviews. That's a trust

factor aspect, too. You need to have at least 10 reviews for people to feel that there's that comfort, that conceptual consensus



THE STATISTICS

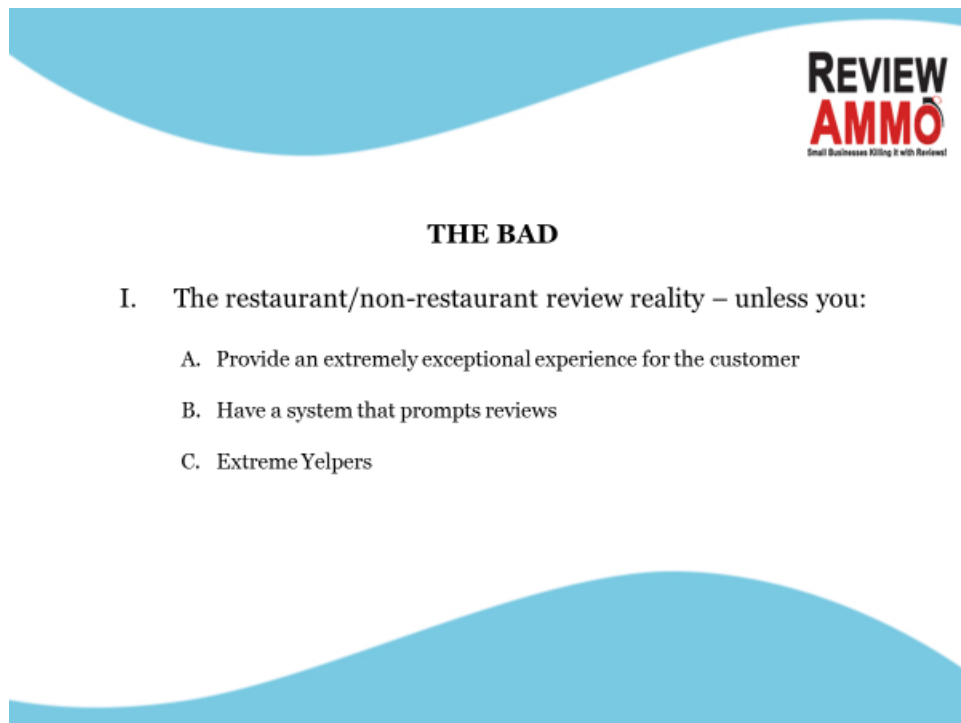
- 85% read as many as 10 reviews before buying or making contact.
- 69% of consumers believe that reviews older than 3 months are no longer relevant.
- A ½ star improvement on Yelp's 5-star rating makes it 30-49% more likely that a restaurant will sell out seats during its peak hours.
- Consumers trust reviews more if there are some non-perfect reviews.



- 69% of consumers believe that reviews older than 3 months are no longer relevant. That's a stat that I pulled from the online sites but I don't know that that's necessarily true for all types of businesses. I know that in the businesses that I run and those that I consult with, it's a number of reviews that matter, over age.
- In a restaurant business, which is the number one business that utilizes Yelp, a half a star improvement makes it 30% to 49% more likely that a restaurant will sell out seats during its peak hours

- Consumers trust reviews more if there are some non-perfect reviews. If you have a hundred 5 star reviews (and this varies widely depending on the industry) and not at least one, 1 star or 3-star people think something's up. It doesn't fit the mold of what they're trying to accumulate in their head.

The Cons



Now that we've run through the generalized pros of the review process and the statistics related to that, let's go into the bad.

A large amount is restaurant based: The fact of the matter is, the vast majority of reviews, although they cover the gamut of local business

types, by and large, the majority of them are restaurants. That's just the way it started. It's easy for people to review food; it naturally comes to their mind quicker.

That being the case, if you own a heating and air conditioner business, if you're a dentist, if you own a car repair shop or any of the other hundreds of types of businesses that have a presence on Yelp and you bring business in through Yelp, and if you naturally let reviews happen, a good percentage of the time they will come from unhappy customers. Unfortunately, the happy ones that you need just don't think of posting reviews.... unless you provide an extremely exceptional customer experience. And secondly, **you have a system in place that methodically prompts them to leave a review** or you are dealing with customers who are extreme yelpers and yelp about everything.

All these are necessary avenues to exploit to your advantage. However, the bad side of the situation means that if you do nothing or if you have no plan in place to procure great reviews and squelch the negative reviews, the majority of reviews you get will naturally be negative.

A lot of my customers and clients are in the restaurant business and if they're not, that's great as well This presents a tremendous opportunity for those that aren't in the restaurant industry because most business do not methodically try to prompt reviews.


Bad reviews are a fact of life: You simply have to be prepared for the negative Nancys of the world. They're out there, they hate everything and no matter what you do, they'll find something to complain about.

We're going to discuss negative reviews in detail because they're not always a bad thing. If you're starting out behind everyone else and you've got some negative reviews because you didn't have a system in place, that's okay. We're going to help you deal with those.

One thing I'll briefly mention here is the review aggregator sites. Those are sites like ReviewerPro.com, that's one that I'm involved with. What we do at ReviewerPro.com is systematize an automated way of putting something in front of your customers that asks them for feedback on the service/product you offered them. But it does it in such a way that if they respond negatively, it stops the review right there and allows you to respond to it, take care of it and make the customer happy. If, however, they respond positively and give a high star review, it prompts them to push that review to the real review sites.

It's a genius piece of software, relatively inexpensive to use and provides you with great peace of mind, knowing that you can filter through the bad reviews and keep them off the review sites while pushing the good ones on.

THE BAD

- II. The Yelp filtering process
 - A. When reviewer only has 1 review
 - B. Reviewer has no profile
 - C. When the review is too strongly slanted, both positively and negatively
 - D. When the review is too short and lacking details
- 

Yelp filtering process: In my experience, Yelp is the toughest site to get your reviews to stick on. That is not necessarily a bad thing because it means that if you can make it on Yelp, all the other review sites are a piece of cake.

When you send people to Google MyBusiness, I don't think they filter out anybody. As well, you can have the same reviews on multiple sites and Google's system does not pick up that review as posted elsewhere, (as of the time I put this material together anyway) so that's also a good thing. The Yelp process is tougher and aggravates business owners to no end, understandably so.

Suffice it to say that the Yelp process is an automated one that depends on various things and seems very unfair. You'll have people that give you 100% honest, truthful, even unsolicited reviews and they go through the filter. This means that people who go to see your page on Yelp, they are not seeing that review at all. They'll go to the very bottom and there's a button that says, "see the unrecommended reviews," which first takes them to a video that explains why they're unrecommended. Then they have to click again to go to them. Then it will only show them a couple of the unrecommended reviews and they have to keep clicking to see more. Yelp goes to a lot of trouble so ensure that when they unrecommend a review, no one is going to see it.

Don't get discouraged, though. Again, it's just a numbers game. You can beat and you can win in the long run.

How the filtering process works: Most of this information is from Yelp themselves so this is straight from the horse's mouth on what they filter out and what they don't.

- When someone goes to review your business, if they've never been on Yelp before, they have to create an account. If they create an account and put on one review (your review), there's a very

good chance that within a day or two, it will be pulled off and put into the unrecommended filtered area

- One way around that is to get that person to do more reviews. Or if they like Yelp after doing your review and start using it, your review can come back from the filtered to the unfiltered. That's a very important point. You may have 50 or 100 reviews in the filtered section but over time, those can rotate back into your unfiltered area if that user starts posting other reviews and becoming more relevant.
- The next point is if they have no profile (info). They've created an account but haven't done much else. They've put no photos up, they've posted no additional information or linked to Facebook then they are likely to get filtered. That is why you want to get extreme Yelpers into your business because their reviews are going to stick. They're going to stay on your front page and that's what you want.
- Using Yelp to help Yelp customers will breed more Yelp reviews, which will bring in more Yelpers. It's a positive feedback loop that can't be stopped once it starts.

- Yelp will also filter out reviews that are too strongly slanted one way or another because they think it's biased. If someone is saying you're the greatest thing in the world and nothing's ever compared to you, this sounds like it's coerced review. If they're saying you're the worst thing in the world and that you're the devil himself, likewise, it's not realistic. If it's just a line or two such as "Dr. Jim Smith is wonderful," that's likely to get filtered because there's just not enough information. The review process assumes it's not genuine.



THE BAD

- II. The Yelp filtering process (con't)
 - E. When the review is from another geographical location other than where the business is located.
 - F. When the review contains links to outside websites

-

- As I understand it, this is what happens when people post reviews from out of state. But I only find this to be true sometimes because when I travel, I've posted reviews all over the country and because I'm a Yelper, they stick.
- This one has gotten me quite a few times and people don't realize they're doing this; when a review contains links to outside websites, obviously the Yelp filter is going to think it's a scam or somebody trying to promote a different business, etc. I have a business in a downtown area and I got one of the best reviews I've ever had; a very long, lengthy thorough review, but the person also brought up the fact that you can rent these bicycles in the metro area that are cheap and easy to ride downtown. They added a link to where you can rent these bicycles. That one little piece ruined this great review.

How to deal with bad reviews: Bad reviews are definitely in the “negative” column when it comes to Yelp and all the review sites. But they can be considered as part of a good overall process; they're part of the great equalization which raises the levels of our products, services and customer service, but bad reviews can damage your business significantly in the shorter term.

Another bad is that if you're just starting out, you may have no reviews or you may have a dozen or so reviews. But your competition may have tens of dozens or hundreds of reviews. It may seem like a huge uphill battle and that you're never going to catch up. Don't let that be daunting because that's what happened to me a few years ago when I started this process. I felt like I would never catch up to those people. But I focused on it so strongly that it didn't take me that long to not only catch up but surpass them. So don't let that deter you. There is a way to beat your competition and believe me, it is soooo well worth the effort once you do!

Becoming A Review Driven Business

Now we're going to get into the fun stuff, the real stuff. Everything presented up to this point has been to get you into the mindset of realizing how important reviews should be. I know a lot of you probably bought this product thinking, "I know I need to put a bit of effort into this review thing so let me find out a little bit more about it and this product will help me do that." My goal is to take you to the far extreme of that thought and make you realize how valuable this can be.

Like I keep mentioning, not only can you get business from Yelp, but it can comprise 100% of your search engine optimization efforts.

Essentially, all your internet marketing efforts can be done through your review aggregation and collection of reviews from your customers.

Let's pick a number; 80%, 90%, whatever it is. If you can decrease your external marketing costs by that much by focusing a lot of effort on these reviews, isn't it worth it? It has been for me and every client that I've worked with, I've helped them see the light and they've saved not only thousands of dollars a month but also, boosted their business tremendously by mastering the review process.

That being the case, I have a new mantra. This can be your mission statement, your internal mantra, one that your staff uses (because literally, every person on your staff has to be involved in this). This is not just a management ideal. This has to pass down through all your employees because everyone has to realize how important this is. Part of this process is going to be making them not only realize how important this is, but implementing it and taking accountability for its implementation.

YOUR NEW MANTRA
(Now that the PROOF has been provided)

**“From Now On We Are a
Review Driven
Business!”**



Because from now on, you are going to be a **REVIEW DRIVEN BUSINESS**. That should be your mantra... or something similar that fits in with your particular style of business.

That is my mantra: from now on, we are a review driven business. That means that everything we do, every customer interaction we have, we’re looking at how we can turn that into an online review for us. We literally are evaluating each transaction like that. We look at it from the standpoint of okay; we’re providing excellent customer service, we’re providing over the top services and because of that we would like something in return. We would like a review.


We're going to talk about the many ways you can do this but right now, it's about mindset. It's about realizing the overall importance that these review sites can have for your business.

This costs you nothing. Yes it may cost you in time, effort and employee costs, but believe me, to avoid bad reviews and garner good reviews, cost is a very relative issue here. Of course, it depends on your cost of business but most often, this is not a deterring factor when it comes to something as powerful as review aggregation.

If you can create this review consciousness, it will pay off. Remember what your focus is: trying to get 100% of your business from free review sources without spending a dime or at least, very little.

Classify your business

The 2-Tier Classification System:

- The 1-1 (Direct owner to customer contact) “**Direct**”
 - The 1-1-1 (Little to no owner contract, staff contact only) **Indirect**”
- 

When I started putting this information together, I realized that there were two classifications of business. This does have a big impact on how your reviews are gathered and the degree to which people love you through the reviews. These two classifications are direct and indirect.

The direct business is where the owner is directly interacting with and selling a service to a customer. There is that intimate connection, a one-to-one connection.


In the indirect business, there is little owner contact, there's only staff contact; I call this the one to one to one.

Here are a couple of examples: A direct would be your dentist, plumber, handy man, your chiropractor and your real estate agent. Those people provide you their services while interacting with you one on one. Indirect is something like restaurants. In very few restaurants does the owner or manager interact with each patron. Another example might be banking or insurance.

You have to approach each of these differently because you're going to have the ability to get greater results depending on which classification you're in. Keep that two tier classification in mind as well as our mantra. We'll refer to it later on when we go into the various methods that will work for your business.

Simple steps to optimize your Yelp page

Simple Steps to Optimize Your Yelp Page

- I. Use Photos! Ten or more pictures results in a 200% increase in traffic visibility. Use high resolution images.
 - II. List your business hours.
 - III. Provide an accurate and detailed business description, with search keywords throughout.
- 

Step 1: You've got to use photos. Yelp itself says that 10 or more pictures results in a 200% increase in traffic visibility. Use high resolution images, get out there, Take 10 pictures of your business and put them on your Yelp page. '

Step 2: You have to list your business hours. These are just like what's required on citation sites. Citation sites are those that just publish your business listings. One thing the search engines look for is continuity between all these sites – this is VERY important! They want to have the phone number be the same, the address be the same and your hours be the same. When they have that across the board it gets you higher SEO, and it's the same with Yelp.

Step 3: Provide an accurate, detailed business description with search keywords throughout. Let's say you're a plumber in San Diego, in the Mission Beach area. Your keyword might be "Plumber in Mission Beach, San Diego". You want to know what keywords people use to find you in your area and make sure you have that a couple of times in your description. That's how the automated Yelp business page setup works.



Reviews – What To Do (General Rules)

- IV. Engage – repond (some publicly, some privately) to everyone that leaves a positive or negative review.
- V. Use everything Yelp has to offer. Branding tools, decals, logos, website buttons, specials, etc.
- VI. Use a uniform NAP (name, address, phone number) for all citation sites.

Step 4: Engage with everyone who leaves you a review. You can do this in one of two ways. You can make a public statement related to the reviews saying, "Thank you very much, I appreciate it," even though Yelp doesn't really like it if you say thank you to a review. They prefer if the review has pointed out something good or bad about the business, that you respond to that.

Every now and then, I pick every third or fourth review and make a public response, basically following up. If they've said I've done a good job and they like what I've done, I follow up by saying how much I appreciate having them as a customer and that I'm happy to be there for them whenever they need me again.

You can't do that on everyone (and that looks a little suspicious, too) but at least what you want to do is respond to them within Yelp, in their message center.

On top of that, you can respond to them personally with email phone call or on person. Again, we're going to go through that as part of your tactics when we come to the overall system related to your business.

Step 5: You want to get into the back end of Yelp and use everything that they have to offer. When you set up your page, you'll be able to log in and you'll find all the branding tools. There's branding tools, decals, logos, website buttons, specials and all the different things they give you, and they're free.

There's also a ton of reporting tools. You'll be able to see how many people viewed your page, how many people clicked your website, how many people called your phone; you'll be able to monitor those over time as well, so all of these tools are invaluable to see how you're

progressing. I will show you around this area at the very end when we briefly discuss the paid Yelp options.

Step 6: Always use a uniform name, address and phone number for all review and citation sites.



Reviews – What To Do (General Rules)

- VII. Post your reviews and the links to the reviews on all third party websites that you can (creates backlinks and SEO juice).
- VIII. Prompt your customers to use keywords in their descriptions.
- IX. Take customer feedback seriously. A 1-star increase on Yelp can increase a restaurant's gross revenue by 5-10%!

Step 7: The next thing you want to do is start posting those reviews elsewhere. They are great marketing so you must take advantage of that. At a minimum, you need to have links to your reviews on your website. Put them up on your Facebook page and wherever you can.

Posting the links elsewhere gives you another backlink to your site and that's more SEO juice and you want to take advantage of that. I also mentioned ReviewerPro.com. That service has a function where you


can have positive reviews directly pop onto your website. It's a great little tool that automates that process really well.

Step 8: One thing I do in my multi-faceted technique of reaching people, step by step to get them to do reviews, is to ask them to use those keywords like I mentioned a bit ago. If you are a Mexican restaurant in downtown Albuquerque, you want them to say, "The best Mexican restaurant in downtown Albuquerque," literally. Using those keywords in their description helps with that overall value as well.

Step 9: This goes without saying; if you're a review driven business, you want to take your customers' feedback very seriously. Just a one star increase on Yelp can increase a restaurant's gross revenue by up to 10%. Tell me that that's not worth a little bit of effort to make Yelp your focus for your marketing, especially if you can increase your growth revenue by 10%, while decreasing marketing and advertising costs.

Here are some additional general rules:

Reviews – What To Do (General Rules)

1. Family & Friends
 2. Include links in your email signature
 3. Never stop asking!
 4. Reach out to previous reviewers
 5. Ask during phone calls
 6. Build a review “cheat sheet”
- 

1. When trying to garner reviews, you have to think outside the box. Of course, Yelp doesn't like you to use just family and friends but if you use this avenue smartly and as a jump start, no one is going to know. As long as you don't abuse this or make it obvious. Start with family and friends. Most of them will do it when they know it's important to you. You can help write the reviews for them (making each one different from each other and send them out to them). Encourage them to make changes, and make it their own. Unfortunately, though most people will generally cut and paste them so just make sure you don't give everybody the same review or even the same style of review. This works, but just know that Yelp does not endorse this in the least. You can do it with super

close friends as well as casual friends from Facebook and so on as long as it's not abused and appears to be a seamless piece of your overall review portrait you most likely will not have any problem. Periodically consider reaching out like this now and then and ask for reviews when it's warranted. I'll go into that more when we discuss reciprocity.

2. Any time you send out emails, have as part of your signature "review us on Yelp" and have that link go directly to your Yelp page.
3. If review sites are to be your major marketing focus then you should **never** stop asking for reviews, ever. However, this isn't multi-level marketing; you don't want to bug people to death, but you should always be thinking about where that next review is coming from. It may sound intimidating to make this require so much of your attention but you need to do it at least for a while, until you can get up there to the first, second or third position and your overall star rating is to the level you desire (4-5 stars – depending on your industry).

4. Reach out to previous reviewers. If someone gave a great review, and you continue to provide over the top service and they feel indebted to you, they can go back and re-review you again. That has a lot of pull and value with Yelp AND with Yelpers. If this person is a regular Yelper, it's perceived as more legitimate. If they're going to the trouble of doing this twice, they must really really like you!
5. Ask people during phone calls. When someone calls and says, "I came in the other day and you gave me a tremendous break and I've never felt better or been happier or whatever," you can reply, "Thank you so much. Would you mind letting people know about that? Can I send you a link to give me a Yelp and Google Plus review?"
6. Build a review cheat sheet. At the end of this, I'm going to provide you with a kind of flow chart cheat sheet. It's basically a systemized method you apply to your business to ensure that you're maximizing reviews and not forgetting any basic steps and strategies.

Reviews – What To Do (General Rules)


7. Add a reviews page to your website
8. Email marketing
9. Avoiding the Yelp Filter
 - A. Add the reviewer as a friend
 - B. Send the reviewer a message through Yelp
 - C. Respond to the review
 - D. Vote the review as “Useful”, “Funny” or “Cool”

7. Add a review page to your website. Like I said, review aggregator products like ReviewerPro.com do this automatically. You can have the reviews popping up on different areas of your site, you can have the bottom half of your home page be part of it or you can have a whole “Reviews” page. I think it’s more effective them to have them either dispersed throughout your site or on a separate section that’s part of the homepage. A lot of people may not purposely seek out the review page but if it’s interspersed through your site, they’re going to assimilate it that way without having to prod them.

8. And of course, email marketing; not only making it part of your signature but part of the overall process to send out emails to new customers asking for the reviews. That sounds very simple but, again, it's only 1 piece of the whole big picture. You won't get tons of reviews by just doing email; it's just a piece of the overall pie.
9. This is a good way to avoid the Yelp filter: add the reviewer as a friend. You can send the reviewer a message through Yelp as well and let them know that you're recognizing them. That helps keep it out of the filter as well. Then last but not least, having somebody else or yourself vote the review as "useful, funny, cool." Those may change over time but right now, those are the buttons on Yelp that give Yelp the feedback that there is some value to that review. That helps keep it out of the filter as well.

Fixing bad reviews

Fixing Bad Reviews

- I. Review Repair
 - A. Call the reviewer first (human touch vs. email)
 - B. Listen to them and fix it
 - C. Appeal to them to remove the review
 - D. Thank them for the feedback and offer something for their trouble
- 

Initially I understand dealing with bad reviews, even just one bad review (as with much of all of this material) may sound trite and requires so much attention to detail. Well, you are correct, it is a pain in the ass. However, you must realize you are in many ways crafting a fine piece of art, in the same way one might chisel a statue or another person might meticulously perfect their credit score – paying overt attention to every little detail. If these review sites can make or break your business, and without a doubt they can, then you have to treat them as valuable as anything else related to the large working parts of your business, for example your location, your employees, and so on. So, yes, when it comes to even 1 bad (say 1-2 star) review, you should look at it like a challenge, you just **MUST** figure out how to get that

review off your page! However, remember that I did mention that a few bad reviews are not bad in the big picture, it demonstrates “real-ness” but real bad scathing ones you should try to get off. Truth is you won’t be able to get them all off but if you try then a few of them you will.

Most review sites do have the ability to take down bad reviews. If someone gives you a one star scathing review, your best option is to tackle this head on. The 1st step though is always to contact the person immediately in person or at the least, over the phone. I don’t recommend email because that’s not personal enough. Get them on the phone and apologize profusely for whatever the problem was, whether they’re right or not. Keep in mind that the end goal is what’s important here.

When you apologize, tell them that you’re going to do whatever it takes to correct the issue and then some. Once you turn that unhappy person into a raving fan, then you can say, “That review you gave has the potential to really hurt my business. Would it be too much if I asked you to take it down?” in many cases, you won’t even have to do that. They’ll take it down themselves immediately after you fix the situation. But if they don’t know that they can, asking them to do that is a very

successful technique and works really well, The human touch is really important.



Fixing Bad Reviews

I. Review Repair

E. If the direct approach fails you can appeal to Yelp for violations of TOS.

1. Insulting or hateful speech
2. Promoting another business
3. Naming someone by full name
4. Not the actual customer experience

If this approach fails, if they are just too ticked off and nothing will make them happy, you can appeal to Yelp. It's pretty tough to do; on some other sites it's easier to do but Yelp is one of the tougher ones. You can appeal to them for violation of terms of service. If you bring it to Yelp's attention, and it is a clear violation, they might remove it.

If a reviewer uses hateful language or cusses, Yelp should take it down. If they're promoting another business (competition's not always so clean); sometimes your competitors will play dirty, go on and act like a customer to badmouth your business and suggest their own as a better

choice. You can get that taken off. If you're a restaurant and the waiter caused the problem, they can't mention that person's full name because that's defamation.

Unlike the other sites, you might not know who the person is giving the review but with Yelp, you will know. If you can say that this person's never been into your business, lives in another state or works for a competitor or is a competitor, that might violate the Yelp terms of service and then hopefully they'll remove the review.



Fixing Bad Reviews

XV. Review Repair

- E. If the direct approach fails you can appeal to Yelp for violations of TOS.
 - 5. Allegations
 - 6. No record of being there
- F. Not being unique content
- G. Respond with a flag

And of course, allegations; if they say you did something that you didn't do. That's harder to prove because it's your word against theirs but the squeaky wheel gets the grease. If you give enough proof and are angry

enough about it, you can sometimes get those reviews removed. It also happens that people will hire spammers to go on and hurt their competitors but what they'll do is copy and paste the same bad review on multiple sites. I've seen this on restaurant sites because there are so many in one area and they'll use the same scathing review on various sites. It takes a little bit more research to uncover these but if you succeed and show it to Yelp, they'll remove that review.

If nothing else, you can flag it and by doing so, you can leave a comment on how you're trying to get it resolved or your reasons for thinking this is a false review and that can be seen by potential new customers.



Fixing Bad Reviews

XV. Review Repair

H. Legal options – last resort

1. Attorney letter
2. Potential backlash

If it's a really bad review and it's really hurting your business and none of these other avenues have worked, you do have a legal resort. You can send the customer an attorney letter and threaten to sue them if they do not remove the scathing review that is untrue. Of course, you need to talk to your attorney about that but it is an option. Just remember that if you tick this person off even more, that can create more problems for you down the line so you have to weigh your options. Is it really worth it or should you let it slide and keep working on more positive reviews?

And lastly, I KNOW for CERTAIN that Yelp would never admit to doing this, so I am just going to tell you what I have heard from other business owners while doing my research. If you evaluate the option of paying Yelp for advertising, sometimes, low and behold, a bad review seems to magically disappear. Again, this is certainly not a policy of Yelps, or any paid review site I am sure, but I'm just saying.

What not to do

We just finished a section on the basics of what to do. Those are just the basic things, things that even if you do just those you will be doing more than 99% of your competitors. That is an excellent start!

However, we still haven't delved into the secret sauce, however, before we do that I need to spend a bit of time on all the "No-Nos" – what to

make sure the you don't do or avoid doing so as to not get into any hot water with Yelp.



Reviews – What NOT To Do (General Rules)

- I. Never, ever pay for reviews
- II. Make sure solicited reviews never appear solicited, fake or paid for.
- III. Never have multiple customers place reviews from the same computer or IP address
- IV. Don't add too many reviews too fast

NEVER pay money for reviews: This is one thing you never ever want to do. Not that it doesn't work, it does. The problem is if Yelp catches you just one time, you'll feel their wrath. And no one wants to be labeled a "Yelp review cheater". That is what Yelp will put up on your site if they catch you. It's a consumer alert and as you can imagine, it doesn't look pretty. Having all one star reviews would probably be better than having this; this would be just horrible for your business.



If you're relying on Yelp for your business as I do, if I had this pop up, it could easily destroy my business overnight so it's not worth crossing that boundary. Let me add that this is so important that Yelp will leave this up for 90 days on your site so it's not permanent, but long enough to do a lot of damage.

This quote comes directly from the Yelp site:



Now, that's their official stance. We've already explained the difference between a restaurant vs. non-restaurant business. If you're a plumber or handyman, people aren't just naturally thinking, "Oh, he did a great job and we're gonna give him a review." Essentially, you have to ask for reviews. Even though that may be a little in the gray area, it's definitely not the same as paying for reviews.

Let's say you offer all your customers 10 bucks for giving you a good review. Let's say one person is offended by that and leaves a one star review that says, "These reviews aren't real because this person offered me 10 bucks and I declined the offer." Your reputation is destroyed and Yelp will flag you.

However, asking for reviews in certain ways (even though that might not be their official stance) obviously, for most businesses, and for the ReviewAmmo method to work, it must be done, especially for non-restaurant businesses. As a restaurant, you may never mention Yelp once and you are going to be reviewed a lot if you get traffic to your restaurant. That's the way the review system currently works.

Yes, you can do it; you can pay for reviews and give gifts for reviews and you may get away with it. However, reciprocity is another story altogether. We'll talk about that extensively in the secret sauce section.

Solicited reviews should not appear solicited. You definitely don't want them to appear paid for or fake but you don't want them to appear solicited either. If you have a business card that says, "5 bucks off your next visit if you give a Yelp review" and someone says, "What a great place! I loved it plus I got 5 bucks off for leaving this review" that's not going to work.

The line here is blurry. Yelp doesn't want you to solicit good reviews but it's general fine to ask for reviews, just not the good part of a review. You can say, "Please check us out on Yelp" but what they don't want you to say is "Please go on Yelp and give us a good review." Confusing, right? If I owned Yelp, I'd probably say the same thing to keep it as pure and clean as possible but the reality is going to be different than what they're espousing.

Can clients leave reviews from your place of business? This is a big one; I get this question a lot. A lot of my clients have computers in their office, waiting rooms, etc., where they can have clients place reviews right there. That is a huge NO. Never have multiple customers place reviews from the same computer or IP address. Every computer, cell phone and laptop has a different IP address, just like your home address. If Yelp gets multiple reviews from one IP address, they know it's not legit and that will not fly.

However, thanks to the era of smart phones, almost everybody owns one and they can do it while they're in your place of business from their phone. Thanks to that we're able to have a little bit of flexibility now.

Start out slow. You don't want to add too many reviews too fast. This one really sucks because once you get all this information from ReviewAmmo, you want to hit the ground running and bombard your business with Yelp reviews. Unfortunately, they will not consider that as natural. You don't want to do "barely a drip" campaign either but there is a happy medium in there.

Just like SEO looks for "natural things" that are pointing to your site and making it relevant, Yelp is looking for that natural review posting. If you have no reviews whatsoever and your competitors are in the under 100 reviews (many if not most businesses that are non-restaurant will fit in that under 100 reviews category), if you add 3 to 4 reviews a week. That's being pretty aggressive. If you can add 10 or 20 a month, that's great. Granted, this will take 3, 4, 6 months to get up and going and that's a pain but that's the nature of the beast – it will be worth it in the end.

If you're a restaurant and you've got a couple of hundred reviews, getting 10 or 20 new ones a week might not appear to the Yelp algorithm as inappropriate so it depends on your type of business.

What will happen, and I've had clients do this is, that they'll have one review up. They'll go all gung ho on this and get 10, and all 9 of them will get flushed to the filter; the non-viewed area. And some of those will be great reviews from people who are Yelpers. But the fact that you added too many too fast looks like you went on to Fiverr.com and hired someone to post some reviews (of course that's a No No too).

Figure out what your average competitor review number is and how many reviews you need to add to make it past that number within a 4 to 6 month period. That's my greatest advice regarding how many reviews to add and how fast to add them.

Now, this is a HUGELY important bit of information, and something that will surely give you hope – if you are facing an uphill battle. Let's say your competitor has 50 reviews at 4.5 average, you on the other hand might only have 30, but your average is at 5 stars. That actually might be good enough in the eyes of the Yelp algorithm to propel you above them in the listings under your category in your area. This routinely happens to me and my clients. My closest competitor often has upwards of 40% more reviews than I do but because I have a 5-star average and they have a 4.5, yep just $\frac{1}{2}$ a star difference, I still rank higher than they do.

If your competitor's got 50 and you're shooting to get 50 or more in 4 or 5 months, you can easily figure what the math is to steadily get there. In most non-restaurant businesses, getting a review every couple of days is not that easy. That is a part of this numbers game. But in the end, it is a numbers game so you just have to keep playing those numbers. It's discouraging but keep in mind that the discouraging part of it is exactly what makes your competitors not work within this marketing venue. This is what give you such a tremendous advantage!

With that we conclude the general dos and don'ts. Again armed with that information alone, you should be able to succeed wildly. Now we're going to go into the things that really make this program worthwhile.

The Finer Details



THE SECRET SAUCE! **The REAL way to become a Yelp Master!**

- I. Insider methods to getting 5-star reviews
 - A. The PLAN vs. the hope & pray method
 - B. Review the mantra
 - C. Training your staff
 - 1. No-tolerance policy

I commend you for making it through the foundational basics. To build a good, solid house, you have to first lay down a foundation but now we're going into finishing the house and putting the final touches on it. This is what's going to make you propel your business to the top of Yelp and the review sites, and stay there!

Think about other businesses in your field. Let's just consider restaurants, for example. Just think about their day to day operations; they either do nothing or perhaps at best they just operate as normal and hope they get good reviews. They have basically little or no plan. Unless they are amazingly outstanding in a variety of ways in the public

eye, so far and above everybody else that they just naturally, in all ways just blow everyone else away (which is nearly impossible), they're going to float around in the center of the listings, mired in a sea of mediocrity as I like to describe it, only showing up on the first page of Yelp due to the plain luck of their location. But with an actual plan, all that can be changed.

Think of it this way: If it were too easy, every business owner would do it and no one would stand out. As I said before, Yelp is not easy to master and manage but hopefully, it will be a lot better to do so after you go through this material. That's what makes Yelp so valuable.

That's what makes it worthwhile to invest a couple of hours to immerse yourself in the knowledge of this program, create a plan that's unique for you and apply it to your business. Commit to doing that much more than your competitors and you will dominate them on Yelp.

Let's just quickly review the different classifications:

- The 1 to 1 or direct type of business where the owner/operator/service provider is on direct contact with the customer
- The 1 to 1 to 1 or the indirect type.


They both need to be tweaked a little bit differently. However, there's one thing they have in common that is primary to the whole system. Your customers must know that you use reviews and that you highly value reviews and value their feedback. To do that you need to have a system.

Every plan must include as many of the connection avenues as possible. That includes human, print, email, web, social media, mobile and snail mail as well. I call these **The 7 Pillars of Review Mastery**. We're going to figure out what components of those are going to be the most effective, the most cost effective and the most valuable to you for getting all the great reviews you need.

No overall solution can be a set it and forget it type of thing. Each solution needs to be very proactive. It requires a human approach and a deep commitment on the side of the business.

THE SECRET SAUCE!
The REAL way to become a Yelp Master!

- I. Insider methods to getting 5-star reviews
 - C. Training your staff
 - D. One step further than competition
 - E. The extreme importance of “Liking”
 - F. Empathy



From here on, I’m going to assume that you have staff. I would say 10% of my population that views this is just an owner operator. That’s wonderful; this will apply to you equally as well. But most of us at least have one employee or dozens of employees.

Teaching your staff who are in contact with customers the value and importance of Yelp reviews, their importance to you and that you now have what is called a no tolerance policy.

This is something I’ve seen people implement with their staff and though I once thought it was a “nice feature” I now think of it as imperative. I’m thinking in particular of restaurants with their serving staff but any business with employees would be the exact same.

Employees need to be trained from the start that there is a no tolerance policy regarding bad reviews.

What does this do? It keeps them on their toes. It keeps them accountable/responsible for their actions; It keeps them thinking at every moment, “If I’m having a bad day and I relate that to my customer and that person gives me a bad review, I could lose my job.” I know it sounds pretty harsh but this is the kind of mindset you have to develop; **we are a review driven business**. If that’s the case, you can have a no tolerance policy when it comes to bad reviews that mention a specific staff member. Think about that as it relates to the concept of the great equalizer!

That’s what I recommend to my clients. If they are mentioned in a review and you can verify that it’s an honest review, they’re going to have to be let go. It also has to be extended to the back of the house and the back staff as well. Consider a restaurant again; if the server is exceptional and the food is horrible, who do you blame for that? It could be the manager, it could be that the business itself has horrible food but it could be the chef. If the review says, “Susan was wonderful. She was sweet and nice and did a good job but my steak was tough and hard and I asked for it rare and...” You can go back to the chef and say, “Listen; we have a no tolerance policy. You know we are a review

driven business. If one bad review comes back to your work, we're going to hold you accountable. Either you're going to be disciplined or you're going to be let go."

This does put everybody on the defensive but in a good sense because it makes them accountable – as they should be! They need to be thinking that every plate they put out, that person could be giving a review. Every customer they serve, that person could be giving a review. Even every person they talk to on the phone could be giving a review. And keep in mind too, this whole way of thinking or looking at reviews does not escape the owners or managers either. Many of the general comments will relate to aspects of the business that only they control. They (you) too need to be accountable for that.

Let me give a quick and simple example. Last night I wanted to try a long-established soul food restaurant a few block from my office. The reviews were "okay" not great but not horrible. I was more drawn in by the nostalgia of the place. Place was dumpy, I expected that, staff was fine, not excellent but for where I was it was about what I expected. However, I ordered the 3-piece chicken dinner for \$13. The sides were good and the chicken was good but I was served 2 wings and a drumstick as my 3 pieces of chicken. Certainly, this was not normal or I would have seen it on the reviews. Just one breast or thigh in the mix

would have been sufficient – but no. So, my review was a 4, but other than that one little thing my review could have been a 5. Now, when the owner reads this, who is to blame? Most likely the owner themselves! Either that is the way they normally do things and perhaps with this feedback they might improve, or at least make it a policy that a 3-piece dinner is served as 1 breast, 1 wing or thigh and one drumstick. Am I being picky? Absolutely! Because this is how customers are and particularly Yelpers are! That feedback SHOULD make this business a better place. Now if that is the policy and the cook was just being cheap or lazy then he should be approached about it. I know I know, this may seem so trivial, but this is how a review driven business works! I then left there and walked a few blocks to try out a new craft beer joint. As a lover of craft beer this I was excited about. Place was nice, staff was attractive, young, but relatively inattentive – but I kind of expected that. What I didn't expect was to be charged \$8 for a run of the mill IPA! In this area of town craft drafts are \$5-\$6 or \$7 at the most expensive places, but \$8? That is outrageous to spend for one beer what a whole lunch might cost. So no way, that was a 2 star review, and I will never go back. That too is a review for the owner. Listen to your customers, we are telling you exactly what we want and expect and that is what in many cases you should be doing! That is how you make a business successful after all, in any realm. Find a market, and give them

what they want. I know that is basic business 101 but if you really break it down that is how we need to approach this whole review business. It's like getting free surveys, free business feedback every day! That is invaluable if you choose to use it in the right way – to better your business.

I know I keep beating this home but this all keeps going back to the great equalizer concept. This makes us create the kinds of businesses we should have. We should have businesses that are on top of the customer service spectrum as well as with the products and services we sell. We should be operating this way. That's what I love about this from an all-encompassing, looking above all, point of view. This creates a better world for us to live in. This creates a better consumer driven, customer service driven country that we live in. This is what we needed - and it works.

We're just looking at it from the practical business side and realizing this is the situation, for better or for worse; so knowing that now we've got to do whatever it takes to make it work and excel within that framework. And part of that means you have to relate to all staff members that you are a review driven business.

Now, you're going to back this up with a reward system. If your staff gets bad reviews, they'll get reprimanded or maybe even let go. But if

they get 5 star reviews and get mentioned by name, they should get rewarded. That goes for front of the house, back of the house and across the board because every employee in a brick and mortar business has something to do with the customer at hand.

If they get 5 star reviews and are mentioned by name or the department they work in, they should be rewarded. There's nothing that says you can't pay your staff member 5, 10 bucks, 20 or 50 bucks for every review that's 5 stars and mentions their name.

This makes everybody accountable. This is a review driven business. They are responsible to solicit and get reviews and when they do so, they're rewarded and when they don't, they're reprimanded.

How many businesses are doing this? Hardly any. I consult with businesses in all fields all the time and this simple move alone is not being done. They might give it a little lip service in that Monday meeting at noon... that's nothing. It doesn't work. That's in one ear and out the other.

This is something that has to be mentioned in every meeting. I'm hoping that you have regular meetings; most businesses do. You want to recognize the 5 star good reviews by name and reward those accordingly. You might not want to mention the negative ones if they're going to result in a reprimand or letting somebody go in front of

everyone. But you want to reward the positive to encourage that activity ongoing.

Your goal is to not stop where most businesses do. Most businesses go from finding a prospect to creating a customer and that's it. Then they just hope and pray that they did enough good things to warrant a return customer. What if every customer is a potential advertiser for you that could bring in 5 to 10 more customers, which exponentially grows from there? Well, they are. That's the power of reviews. You need to make that customer a raving fan who then becomes a walking billboard for your business. How do they do that? By writing reviews of course.

I want to stress to you how important it is to instill this review-focused culture in every staff member and to create a system of accountability (good and bad). The business depends upon it because you are a review dependent business and your staff must take it as seriously as you do.

LIKING

Now I want to talk about the extreme importance of liking. What this relates to is how much a customer likes the person they're in contact

with or how much someone likes something to do with your business that is extraordinary. Not what they do, sell or offer, etc., but how likeable you and your staff is. Sounds like common sense, but I promise you it is all too uncommon, but yet so easy to put and keep in place when consciously formatted to do so.

If a customer leaves a review or thinks about leaving a negative review, they will do so or won't based on that feeling they have of liking. Let me explain.

If you are a doctor and your bedside manner is impeccable; you smile and joke with your patients and you get along with them, even if you make some kind of an error in some treatment you did, if they really like you, not only is there a good chance they not leave a negative review; they might leave a positive review. The reality of the service/product, what really occurred is not the same as what the review will relate because of the power of liking.

I mentioned this earlier about perception being the truth. Whatever actually occurred may not be fully related in that review, if there's an extreme like factor there. If the person likes you whether or not they liked your service or food or product, if they think you are the nicest person ever (or if the staff member they interacted with is), there's hardly any chance they're going to leave a negative review.

If your business goes through all the steps where you try to get them to give reviews, again, this will work in your favor if they think you are the most wonderful person. However, even if their service experience wasn't stellar, they might give you that review anyway because they have that "liking" for the person they interacted with.

Obviously that extreme importance of liking needs to be related to your staff. It makes sense that we should be over the top, happy, good wonderful people to our customers. If you keep in mind the great equalizer which are these review sites and how we must step up our game to be the top business in our field, that's part of it. You must be liked. If an employee doesn't or can't provide that as part of their job then you honestly must consider replacing that employee – it is truly that important (and we all intuitively know that anyway, right?).

Honestly, think about that for a second, think about how you are regarding the same situations that you cross as a customer. Think about how often you've been to a restaurant and had a waiter who was just wonderful but the food wasn't that great...and you still walked out happy. You might have said to your wife or your husband, "My meal sucked but that guy was really bustin' his butt. He was so nice." Perhaps if you were to give review in that situation, you'd give a good one. You're focus was on the customer service (only because it was over the

top, and not mediocre) and therefore you didn't touch on those things that were negative.

Let me give you another example from my personal experience. At one time, I used to rent homes that I owned for vacation rental on VRBO.com. People who stay in your home will rate it and I applied all these principles to that system as well. It's a 5-star rating system and they are encouraged by VRBO to rate it. For the most part, I had 5 star ratings and a couple that were 4.

I had a group come in and stay in one of my places for a wedding. They were one of those groups where nothing seemed to be right; they just weren't happy about anything. There wasn't enough water pressure, one of the light bulbs was burnt out, a ring around one of the toilets was more noticeable than they thought was reasonable and so on.

They contacted me personally and I would talk them through it. There were some faucet issues; I sent a plumber over immediately to work on that. The thing is, I handled all their objections. I bent over backwards to make them happy, I apologized profusely, if something was wrong I got it fixed immediately; I did everything I could to make them happy.

In the end, they said that the water pressure wasn't good enough, they had to go somewhere and pay to get their hair blow-dried. So, I refunded them their cleaning fee, which was about \$125.

My point is, they were not happy. They didn't like the experience. There was no reason why they should give me a high review. Nonetheless, they gave a stellar review of all the things that went right. They gave me a 4-star review – but it probably should have been a 1 or 2. They mentioned how great it was working with me, how I bent over backwards to make it better for them and how they would stay there again because they enjoyed working with me. Instead of focusing on all the negative things (and there were plenty), because they liked me, they focused on the positive and I still got a good review.

To someone reading that review, the perception is that it was great. I hope that is a good example of how extremely important like is in this whole formula.

EMPATHY

While we're on the subject of liking, I have a subsection of this topic that must also be not only considered but highly utilized when it's appropriate. The subject – more like a trigger if you will, to get someone to leave you a great review – is empathy. You need to create empathy.

Yes, people need to like you but if they can also empathize with you then you really have a double psychological punch going on when it comes to getting them to leave the review –and leave a good one.

Great examples of this is if you are a new business owner. People often love to support a new business because your kind of the underdog, right? Or if you're a struggling business owner or work super long hours. People empathize with that. They know that you're trying so hard to make the thing a go. It could be that you have a new baby or something adverse had befallen you in life, which necessitates the extreme need for your business to do well. I think you get what I mean here. Once they connect with you, personally, through empathy, that's going to be very valuable for getting the review.

For me, implicit within all my methods of corresponding to my customers regarding reviews, I make sure I relate to them the extreme importance of leaving that review. In my instance, I charge such a great price for the service I offer that I just can't afford to advertise or market in the traditional ways. It's like saying to them, "I appreciate that you like the service I offer for the price that I do but if you want me to stay in business so you can continue to get this great service at a great price, I hope you'll post a review so the business can stay open." That's how I utilize it in my business.

The opposite of this – and I see so many people doing this that is just drives me crazy – is where the business instead of fostering a feeling of healthy empathy, they go out of their way to create almost a disdain of

the business or the business owner. Owners who brag about their business or show off, expressing how much money they make... I've seen business owners relate to their customers that they don't really even need the business. Engage in any of these practices and you're never going to garner that feeling of empathy. And if you do get a rare review, it's likely to be a bad one.

You want to foster empathy and stay away from disdain. And of course, you have to do this without making yourself sound desperate or that you're looking for pity. There's a happy medium there that could be subtly communicated and that's the way you want to do it. You just need to figure out for your particular business. It's a very subjective thing. It's what I call figuring out your empathy niche.

. Your empathy niche will need to be very subjective based on you and your business but it's an imperative component that you need to incorporate into your new review-driven system.

My primary empathy niche is the low-cost, can't afford normal advertising and marketing. If you want me to stay open, please leave a review because that's the only way I can get the word out and keep my doors open.

For those that I see regularly that get to know me more also realize that I do what I do not for money (because of what I charge compared to

what I could be charging) but out of my sincere desire to help people. That creates my secondary empathy niche.

Just like my last example, a great empathy niche may be that you do it for the love of what you do. If you left a high-paying job on Wall Street and now you love to make bagels and you're working your butt off to get this bagel business going, people will love to empathize with someone who is going after their dream. That could be your empathy niche.



THE SECRET SAUCE! **The REAL way to become a Yelp Master!**

- I. Insider methods to getting 5-star reviews
 - G. The Reciprocity Principle
 - 1. The 2 and 3-Step Systems
 - 2. Out of the box reviewers
 - 3. Using software to help automate

RECIPROCITY + GUILT

Now on to the next super important point: The principle of reciprocity, and we'll later couple this with guilt - of a simple, minor and harmless

kind). One of the main ways to persuade people in arguments, discussions, debates, sales, anything, is the principle of reciprocity. That principle is key to our overall method that's going to put together your whole Yelp and review-driven process.

In general, the theory of reciprocity says if you do something for somebody else, they're more likely to do something for you. Very simple; you help someone, you go out of your way to help them, therefore, they have an internal desire to reciprocate and help you back. This happens naturally in everyday interactions with people but just like empathy, we're going to take advantage of it and maximize the use of the reciprocity principle.

The first and simplest way is utilizing friends and family. Friends and family are easy. They love you and they want to help you so they're going to give you reviews, hopefully without you having to do something above and beyond. You've given them love and friendship and people that care for each other do things for each other in need.

However, the way we're really going to utilize reciprocity in business is to always keep a look out for opportunities to encourage it. Anytime you do something for free – in my business, I often do things for people for free – when you do that, make sure you say, “No problem; I'm happy to help you out but if you don't mind can you help me out? Its

something very simple but's really important to me. I'm a review-driven business and I literally live and die by my reviews. Would you mind going on this or that site and giving me a good review?" Hands down, that works exceptionally well.

Anytime that you do a really good job for a customer; any time that they open the window for you. Anytime they say, "You are amazing! This is the best meal I've ever had. This place is my favorite place; I never go anywhere else..." Whenever they are praising you, that is your window of opportunity; the window has been opened wide, it's time for you to jump through it. You need to train your mind and train your staff's mind to be on the lookout for those opportunities because they happen all day, every day in the normal course of business.

We always have people that like us and will express how much they like us. Those are the times that we turn the table and say back to them, "That's awesome, I appreciate it. It means so much to me and my business if you could let others know how you feel. Then you solicit empathy on top of that saying, "I live and die by reviews in this business so if you could just take a few minutes to put that online into Yelp or Google My Business, I'd sure appreciate it because I literally can't make it without good reviews!" When they are in that mode of praising you,

and thanking you for what you've done for them, they're naturally going to say, "Of course, I'd be glad to do that for you."

Now that's the first part – that's actually the relatively easy, somewhat natural for most of us, part. I'll tell you from years of experience doing this that even then, you will do things for people that might cost you \$100 out of the goodness of your heart and they realize that and praise you for it. Then you ask them to give you a review and they say emphatically that they will – and they don't. Weeks go by and they still don't. You might remind them or run into them again and they'll say, "Oh yeah, I'm gonna get around to that." If they are not small business owners the honestly just do not realize how vitally important each review is and that we as business owners really hang onto those reviews every day. I go in multiple times a day and I want to find out what's happening with my reviews. And every new one that I get is just one more pat on my back as I'm getting farther and farther along in my review-generating process – but they totally have no idea it is of that level of importance.

What I've created beyond the basic reciprocity principle – because it does work but is still not as effective as it should be – is a two or even three-step reciprocity system. Your customer is already thinking that you've done a great job and went above and beyond. You are going to

go so far beyond that that their internal desire to reciprocate is going to be unstoppable.

The first time it happens, they'll let it slide, perhaps. And of course, when that happens you've got to follow that up with "here's the link", send them an email, a business card with a link, a text; give them whatever tool they need to make it very easy. That's part of what we'll do with ReviewerPro.com and I'll tell you more about it soon.

When I do a two and three-tier reciprocity principle system, I go above and beyond, they praise the business or the service and then the window's open, I jump through and ask for the review and I follow up with ways for them to easily post the review.

Next, I think to myself what's the next thing I can give to this person after I've asked them and I don't get the review within a few days? What's the next thing I can do for them that will make them feel even more guilty for not doing the review that they know they said they would do?

At first, there's no guilt involved. They're just happy to reciprocate. When they get the email that says, "click here and write your review" and they don't do it and a week later they come into your business or you contact them with some other way of providing value for them –

then the guilt clicks in. This is why the two and three-step method is even more valuable.

The second step could be anything. A coupon for an appetizer, and email with a link about an article concerning something you two had discussed, a ticket to a game you know they wanted to go to, something more of a personal nature I think works better. You of course do this out of your caring nature but there is nothing wrong with reminding them at the same time that they said they would do a review for you. Surely you can see the guilt-type component here.

In my type of business, I'm able to mark down what part of this process I've taken a customer along on. My third step is when they have come back in after some time perhaps has passed. I then employ another follow-up that's even more aggressive than the first 2. My third follow-up goes like this: "Hey, I realize you've been in now 5 or 10 times. What happened? I thought we were friends; I thought you liked me. I really need this review..." It has to be done very subtly and with class (and I do this in a very joking manner I assure you) but there are different levels that you can test to do this. It's almost like you are working a business lead and, in a sense, you are.

You've got this review potential lead. Let's say you've done your initial sales presentation to them and they say they're going to buy and they

don't. Do you throw that lead out the window? No; people in business have different ways of following up with that lead. That's what I mean by the two and three-step system.

Basically, as you get to the second and third levels, you've urged them to reciprocate and you've introduced a subtle form of guilt to try to get them to realize that they need to right their wrong (the promise they made). By doing so the request becomes much more compelling. We want to utilize that psychological truth to our advantage in garnering reviews.

You have no choice but to think outside the box

For some people, thinking outside the box is just asking friends and family and their paying customers that come in for reviews. A basic start. But other people to think about as places to get reviews that you may not have considered are places that you frequent; bartenders that you know or people at different stores that you go to or people that you've helped in other ways within your big circle of influence... perhaps even casual acquaintances that you run into, church members, Chamber of Commerce group members; any people you might know that you have some relationship with, even if it's very casual. All of those are people you might think of trying to get reviews from – and doing the same back for them whenever possible. You better bet if I

give the lady that does my hair a 5-star review that I am going to expect one back, and I am going to be more aggressive about it when a promise is made and not reciprocated.

If you're at a Chamber of Commerce meeting and you've helped a couple of people and you're trying to implement this whole system, you might go to them and say, "You know, I'm just starting this system but I've had you as a customer before and I really could use a review." Most people will say yes because now, you've got a personal; relationship that's beyond just a customer-business relationship. That has a little psychological pull as well.

Then when you reciprocate as well and say, "I'll go on and give you a review because I love your business..." if they're an astute business person, they know how valuable that is. More and more in every business that I speak with every day across all different industries, I am happily surprised that business people are picking up on this truth regarding the validity of the review driven culture. Therefore, always keep in mind that you can essentially trade reviews (honestly of course) with people in any kind of situation.

Using software to automate

The next step is using software to automate the whole system. This is what's known as review aggregators. At first, I wasn't a big fan of them

because I felt that it took away from the human component, the human touch. Once I realized you could incorporate these with the human component then my attitude changed. I realized that it took the mechanical parts out of an otherwise cumbersome and sometimes labor intensive system and automated the simple pieces of it.

Again, I still think the most important part is you interacting with your client/customer or an employee is interacting with them and making the appeal for the review, and it's being followed up by other human interactive ways. That is primary. That has to occur for you to get the highest return on your efforts when it comes to review aggregation.

If you can then plug in a program such as Reviewerpro.com, it will definitely help you get more reviews. But again, it has to be augmented with the more in-depth and personalized approach that I've advocated throughout this whole training.


Consider this; if it's too easy, if anybody can just sign up for a piece of software and just put it into place then everybody would do it and you'd have no competitive advantage. Granted, most people won't even do that. Most of your competitors won't even pay for an automated system. But those that do, a lot of them think that now they're paying a few bucks a month for this automated system, now they can just set it up and forget it – absolutely not.

If it's too easy and anybody can just sign up and pay a fee and do nothing else, it just doesn't have any competitive value. It has to be part of your overall system. It is not the most important part but what it does do is save you a ton of time and money – and perhaps even more importantly if it's a good piece of software like Reviewer Pro – it will funnel away the bad potential reviews. That is what's super valuable about Reviewer Pro. This isn't a pitch for Reviewer Pro though. With ReviewAmmo I'm giving you everything you need to make your system work without an automating system like ReviewerPro.



The main thing is you have to have multiple ways to get in front of your customer. You have to allow them to rate your system and put a review in there and then it has to divide into one of two areas. If it's a positive review (4 or 5 stars, perhaps) then it should prompt them to post that review further into the review sites. If it's a negative review, it should come right to your desk/dashboard and you should be able to respond and handle that yourself right off the bat. That is the value and the beauty in having a piece of software like ReviewerPro.

QUICK REVIEW

1. Intro & background
 2. What this program will do for you (Pros)
 3. Statistics (Cons)
 4. Filtering & bad reviews
 5. Advanced basics – what to do
 6. Advanced basics II – what not to do
 7. Secret sauce I (Staff & Liking)
 8. Secret sauce II (Empathy, Reciprocity, Software)
- 

Okay, just to very briefly recap the main points:

First of all, you have all the general rules, the simple do's and don'ts.

Follow those alone and you will outshine your competitors in a matter of time. We went over all that info in videos 5 through 6

Then we added in the extra steps, the steps that will really set in cement your dominance on the review sites. In a nutshell, you first have to get into your head the absolute importance, or value, of developing the review driven mindset, "We are a review driven business" and then applying that mantra not only to yourself, but also to your staff, and then implementing methods of accountability,

rewards and reprimands to really hammer home the importance of reviews.

We then prompted you to come up with ways to systematically (with a plan, not just haphazardly like most people do) employ the natural mechanisms of:

Liking

Empathy

Reciprocity and guilt (healthy guilt)

the 2 and 3-step follow up system

Out of the box review and finally using software or services like ReviewerPro to automate as much of the process as you can do

Paid Yelp Options



Paid Yelp Options

<https://biz.yelp.com/support/compare>

1. Cost per click
2. Conversion rate
3. Profit or loss?

Now I am going to spend just a few minutes on the option of paying for ads on Yelp, or other review sites.

I thought a lot about how to present this material. I have personally looked at the paid options many times and I have had countless phone meetings with Yelp sales staff. That being said, I have never paid for Yelp advertising, however, I am not opposed to it at all. It just has to make sense given your particular business and business niche. I will explain my very simple formula that I don't think one can reasonably argue with. Yes, the Yelp sales person will argue against this formula with such ambiguities as "Yeah but you will get referrals from those

customers and the lifetime value of the customer could be X..." and so on. Sorry advertising world. I am not Coca Cola or Ford. As a small business, I am never going to pay for brand advertising. Why? Because it doesn't pay off. If I can't see a short to near term positive ROI on my advertising or marketing dollars I won't do it, period. And most of us in our small business think the same way (or at least should). That being the case, here is how I approach paid advertising on Yelp

There's no reason to make this long and drawn out and complicated. Early in this game I would listen to the whole sales spiel and admittedly on a few occasions their well laid out sales system would start to reel me in but when I confronted the salesman with the basic mathematics it was hard to argue that paid ads were not going to work for my business.

Whatever it is that they say, here is all you really need to know. Number 1, what is your effective cost per click. I know, some of their plans may be set up in such a way as to not outwardly reveal that information, nonetheless, it is a stat that you must either be provided or figure out on your own. From my experience that dollar figure will be much higher than what you would pay for similar PPC ads on Google or Facebook, but if the quality of the customer is worth it (which we'll discover) then that may not be an issue. Nonetheless, the next thing

you need to know is what is your conversion rate from clicks to calls or visits into your place of business. But really, more specifically, into a paying customer. You might be able to somewhat estimate this figure based on the data Yelp provides every business in their business dashboard (as long as you have “claimed” your Yelp page). There you can see how many views a day you are getting and compare that to how much business from Yelp (or that other review site you may be using) you are getting per day. For instance, if it shows that you get a hundred views and 10 leads then you need to see how many of those leads convert to actual paying customers. Yelp considers a lead anyone that basically engages with your page, to includes check-ins, calls, uploaded photos, maps and direction views, clicks to your website, bookmarks, messages and so on. So “lead” is quite loosely defined by Yelp – what really counts in real customers. Therefore, you need to have a handle on where your customers in general are coming from and then how many to attribute them to a specific review site, like Yelp. That is why for many clients who want to do paid advertising on Yelp I try to get them to work my system on the free side first, well for many reasons obviously, but one of those reasons is to get good data to better assess the paid option.

From here then the formula is rather simple. Take the value of your average customer and compare it to what Yelp wants to charge you for

a click or an engagement, and so on – but yet translating that first to also take into consideration your conversion rate.

Let me show you briefly a simple way to kind of explore your numbers. This is very simple but it is provided for you by Yelp in your owner dashboard:

So first your go to biz.yelp.com and login and immediately you are taken to this screen:

[Please see the video for this information as it is much more visual in nature than the transcription and screenshots would portray]

Last but not least, let me show you another screen that you can find here, which is nothing more than a comparison of various Yelp offerings for businesses: <https://biz.yelp.com/support/compare>

Here you can see what you are getting when you pay for ads. Granted, they make it look pretty appealing but, again, it all comes down to if it truly makes sense or not financially when you consider a direct ROI.

Okay, so that about wraps up the paid options with Yelp. Now we are going to kind of recap all your options that you need to personally evaluate given your particular business to choose which ones to make part of your overall plan. I call this simple and intuitive flow chart:

The 7 steps to Review Mastery, or what I also call, The Invitation Conversion Plan (ICP):



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- I. Insider methods to getting 5-star reviews
 - F. The 7 Pillars of Review Mastery
 - 1. Personal/Human
 - 2. Email
 - 3. Phone call
 - 4. Social media



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 - 6. Print
 - 7. Snail mail

Your overall plan requires that you take all the available options on trying to get reviews from your customers and applying just those that will be most effective and maximize your efforts. For many businesses incorporating a snail mail piece into their campaign would be too cost and time prohibitive, when they would get as good or better results with email, and so on. You will just need to take this list of 7 options and figure that out for your individual business. All of these avenues have 1 purpose, they are each a different method of inviting your customers to review you. These 7 avenues are listed on the download at the bottom of these videos, but essentially, they are: personally/human interaction, email, website, print, letter, phone or social media. Most of this flowchart is pretty self-explanatory but I did use a few acronyms so I'll take just a minute to go over it with you.

[Please download and examine the “7 Pillars to Review Mastery” chart]