

5 STAR REVIEW BUILDER SYSTEM™ PRESENTS THIS TIMELY SPECIAL REPORT...

**5 STAR REVIEWS – THE LITTLE KNOWN “SECRET
ADVANTAGE” SMART BUSINESSES USE TO
ATTRACT MORE LEADS & SALES IN THE MONTHS
AND YEARS TO COME...**



In this brief report, my goal is for you to gain an understanding...perhaps more clearly than ever before, as to **why** building and then leveraging great reviews in your business is an easy and simple way to truly set yourself apart from the competition, making your company the hands down obvious choice for the people looking for exactly what you have to offer.

Most businesses sure could use an easy advantage these days, wouldn't you agree? A lot of the problems and ongoing issues so many business owners

face on a day-to-day basis aren't especially easy to solve. But your online reviews and reputation don't have to be one of them.

If you've been hit with some negative reviews or maybe your business doesn't have any reviews yet, no worries because a simple solution is at hand.

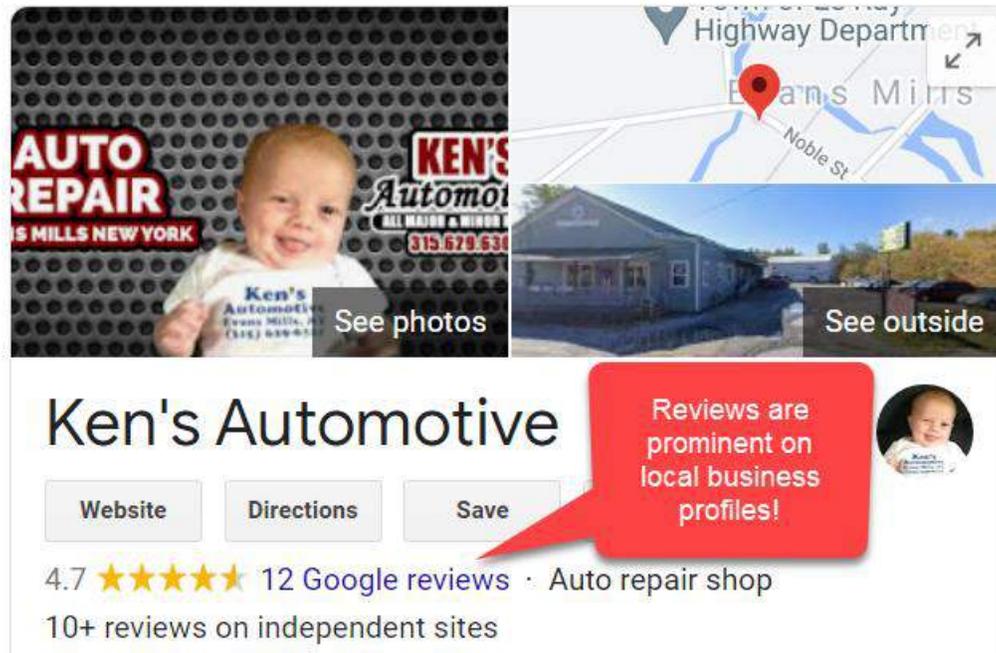
Whether you fully realize it or not, negative reviews or having no reviews online are active problems that are currently draining revenue away from your business. The good news is, these are problems with a relatively easy fix and at the end of the day, not only have the "**problems**" gone away...there's a clear market advantage that is actively taking place instead!

Why Are Online Reviews...(Especially Google Reviews) So Important These Days and Why are They One of the Foundational Cornerstones Successful Businesses Have?



The way consumers choose businesses for the products they purchase and the services they need has been revolutionized by the advent of online reviews, especially Google reviews.

Because consumer demand has grown so dramatically for review feedback in recent years, Google now showcases reviews and star ratings prominently in their search results, especially for their local business profiles...



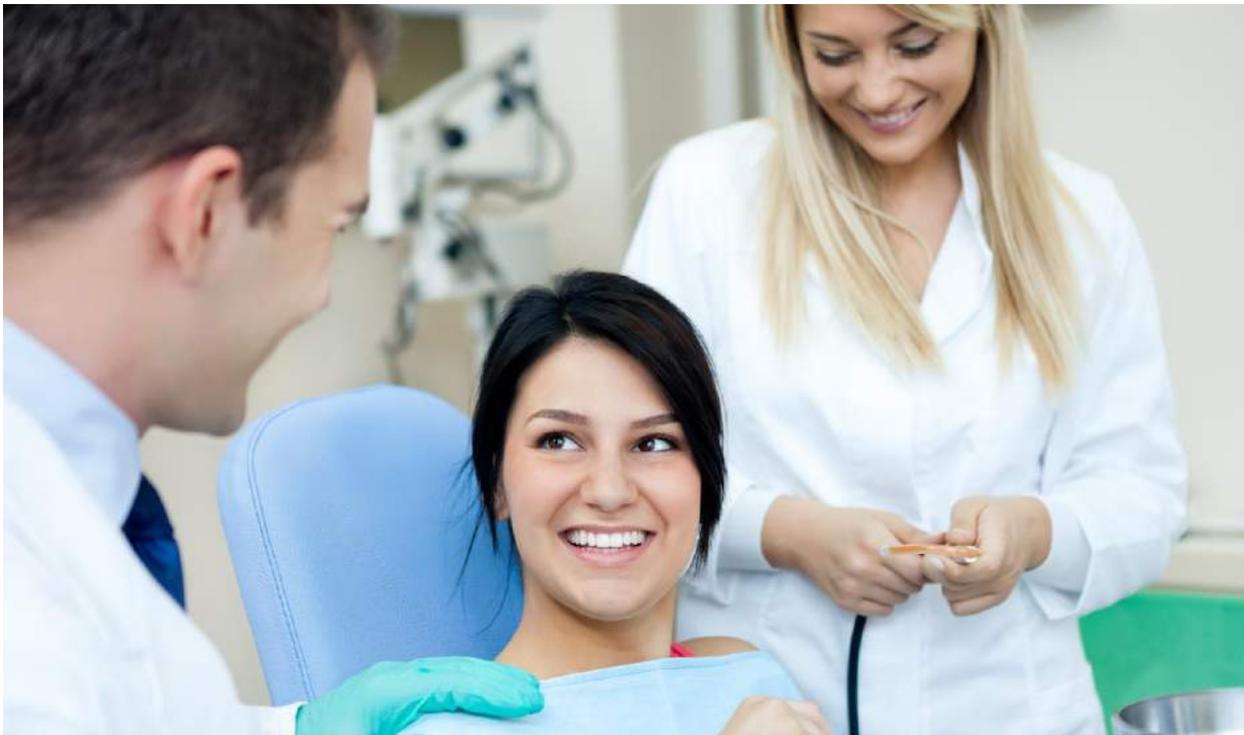
Twenty years ago, a business could run an ad on the radio or television and people would respond and often buy without doing all that much due diligence on their own.

In other words, consumers just weren't as savvy as they are today and online searches were not nearly as prevalent as they are today.

All that has changed. Gone are the days when a business could make bold claims about how great their services are compared to their competitors, etc...and expect that their prospects are just going to take **their** word for it without checking them out online first.

This is why consistently building positive reviews month in and month out for your Google profile is one of the most important foundational cornerstones that successful businesses use to outshine and dominate their competition.

So, You're Looking for a Good Dentist...or Maybe a New Roof or Furnace??



Let's say you're in the market for a dentist. You're new to the area and you don't have a referral to a local dental clinic. You decide to watch the news and just happen to see a professionally produced TV ad for a local clinic.

What do you do next? Think about what **you** would actually do. The TV ad flashes a phone number to call. Did you write that number down and call the clinic right away for an appointment?

Or did you write down the **name** of the clinic and then go online to Google **FIRST** in order to check out this clinic's reviews and what other people's experiences have been with the dentist before making that call?

I mean, these your teeth after all...do you really want just anyone working on your teeth? Especially a dentist that has a low reputation score or a dentist that no one has reviewed yet?

Isn't it the same for any bigger purchase you're considering...a new roof, a car repair...a new furnace or plumbing job?



Exactly...you don't want just anyone performing these services because they're not cheap and no one wants headaches and problems down the road because the work wasn't up to snuff or the job ended up costing more than it should have...

All things being equal, if online reviews are what you as a consumer have to go on, **you're depending on Google reviews and also reviews from other sites** to help you decide who you're going to call first for help with your situation. Google knows this which is another reason why reviews are displayed front and center in local search results.

3rd Parties Now Determine How Well a Business Does...

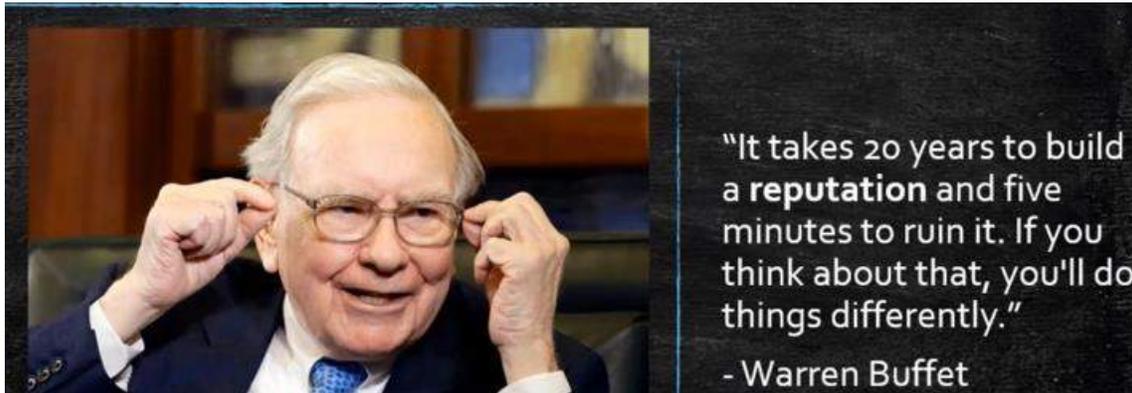
What a business has to say about themselves isn't nearly as important or taken nearly as seriously compared to what **third parties** who have had first-hand experience with the business have to say.

It is **their** stories and **their** experiences that make the difference when it comes to the ability of a business to attract more leads and sales or conversely, push those sales into the open waiting arms of the competition.

I know, this may sound a bit harsh but this is the world we now live in and it is time for local businesses to gain a deeper understanding when it comes to just how important having positive reviews are on their Google profile.

Here's What Warren Has to Say...

Here's one of my favorite quotes from Warren Buffet. I thought this was highly relevant when it comes to the importance of reviews and having a great reputation for local businesses or any business for that matter...



The bottom line is this – having a good reputation is **CRITICAL** for the success of your business. Everybody is looking at reviews all the time!

It's absolutely crucial – with a bad reputation it's hard for your business to gain market share or attract new people.

But if you have a great reputation, your business is in prime position to take off and you're going to be able to automatically attract many more calls and inquiries.

Then you can be one of those businesses that calls us up after three months and asks... "Hey, how can we get more reviews?" 😊

Having great reviews and **lots of them** is a valuable form of social proof and 3rd party endorsement, and they're more relevant than ever because people are spending so much time online researching and doing their due diligence before deciding who they're going to do business with.

Without question, businesses that have negative review scores or no reviews on Google and other prominent review sites such as Yelp are losing money in silence. It's just a fact – there's no ambiguity, it's just the truth...

Bottom Line: It's a HUGE Pain Point for Businesses that are losing revenue EVERY SINGLE DAY...

QUESTION: Does Your Boat Have a Hole in It?



Imagine that your business is a boat taking you toward your desired destination which is obviously more revenue, most customers, etc...

You're doing everything in your power to move the boat faster and in the right direction but it just won't pick up speed and for the life of you, you can't figure out why.

When your business has negative reviews or no reviews, it's like having a **slow leak in the bottom of your boat** that's preventing you from getting up to speed.

You're trying hard to paddle the boat forward but it can't go as fast as you'd like because it's ***constantly*** taking on water. The real danger here...if the leak gets too big, the boat could end up sinking altogether...

Most Business Owners Don't Think About Reviews This Way...

A lot of business owners don't realize what reviews are or aren't doing for them. **They just haven't made the correlation between having lots of great reviews (and recent ones) to their direct ability to generate more revenue from the sales opportunities available to them month in and month out.**

Simply put...they haven't connected the dots yet...

And it's not their fault because they just haven't thought about things in quite this way. Many business owners think, "I've been in business a long time and nobody's ever mentioned my reviews, must be it isn't a problem."

Well, the thing is...consumers don't say **ANYTHING** to the business directly about their bad reviews or the fact that they have no reviews...(which means the business is an unknown quantity, and therefore inherently risky.)

In today's review driven world,
failing to have a good
reputation online is a death
sentence for a local business.

What happens instead...buyers just end up choosing a competitor, without you ever knowing about it. The majority of consumers make their buying decisions based on quick online searches and ***end up choosing a competitor that has better reviews.***

A lot of them don't even put that much thought into it as they're glancing quickly at the reviews...it all happens within a few seconds and boom, their choice of who to call first is made...



Consumers don't call up a business with a low review rating to let them know they're **NOT** going to be doing business with them...they're simply (and quietly) going to their competitor down the street that has the higher Google review score.

People aren't complaining to the business directly - it doesn't happen like that...**people just don't do that!**

As we covered earlier with our dental clinic example, consumers already know they need a dentist and they want to find a good one and preferably, one that isn't too pricey yet still does great work.

The vast majority of them are going online and they're **searching** for the businesses that provide whatever service they need and base their choices on what they find when it comes to the reputation or Google review score of that business.

A large percentage of these buyers take reviews seriously and they make their decisions when it comes to who they're going to do business with based on the **overall Google rating score for the business** as well as what's being said in the actual reviews themselves.

If the business has lots of great reviews and they're recent, there's a good chance that the majority of these review minded consumers will be attracted to that business and to other providers that have equally good reviews and will make the effort to reach out to those businesses first, ahead of the businesses that have a 4-star rating score or less.

In reality, the businesses with the lower, less desirable review scores **don't even make their short list.**

A Few Recent Review Statistics to Take to The Bank...

Here are a few statistics from trusted sources that compile data of this nature on an annual or fairly regular basis. These stats are proof that having positive reviews and lots of them = more business and long-term revenue growth:

- **Only 48% of consumers would consider using a business with less than 4 stars. *Source: Bright Local***
- **85% of customers use the Internet to research before making a purchase. *Source: Status Labs***
- **87% of consumers read reviews for local businesses in 2020. *Source: Bright Local***
- **9 out of 10 consumers read reviews before making a purchase. *Source: Trustpilot***

- **91% of 18 – 34-year-old consumers trust online reviews as much as personal recommendations. *Source: Bright Local***
- **86% of people would pay more for services from a company with higher reviews and ratings. *Source: Status Labs***
- **93% of consumers used the Internet to find a local business in the last year, with 34% searching every day. *Source: Bright Local***
- **Google is the most popular online platform. 57% of consumers use it to read reviews. *Source: Bizrate Insights***
- **Positive reviews make 68% of consumers more likely to use a local business. *Source: Status Labs***
- **97% of shoppers who read online reviews from other consumers also read responses from businesses. *Source: Bright Local***

Respond to New Reviews Quickly...



This last bullet point isn't something we've touched on too much but it's significant because responding to reviews posted about your business is important.

Regardless of whether they're positive, neutral or negative reviews, it's important for you as a business owner to respond promptly because it's all part of giving good customer service and presenting the right image online to prospective buyers.

Posting timely responses to reviews results in positive benefits for your business as this is also something that Google likes to see because it means you're engaged in the process and you're listening to your customers! You're paying attention and that's a mark in your favor.

Here's an interesting fact: Responding to even a ***bad review*** within 24 hours can help your Google profile rank higher in Google search, as can having more reviews in general.

Plus, addressing the concerns of your customers right away shows that you, as a business, care about your customers.

Giving a prompt response can also go a long way toward placating any angry customers that come along from time to time.

Giving a thoughtful considerate reply to a negative review increases your chances of making amends and getting these folks as repeat customers.

When you make this extra effort, **you also create an opportunity for the person to remove or modify the negative review.**

That's right – a consumer has the ability to update their review or unpublish it. We'll talk more about this in our upcoming email mini-series and provide you with a few tips that can go a long way toward turning a negative review into a positive one or alternatively, encouraging the person to remove it.

It's a simple thing to do when you get a notice that a review has been posted to take a few moments to respond.

Again, make sure you respond within 24 hours ideally or hire this done.

It means more than you know to many consumers because they're looking for businesses that go the extra mile when it comes to this aspect of their customer service.

There's more I'd like to share with you in our new email series when it comes to online reviews and also the importance of claiming your Google My Business listing so be sure to stay tuned!

Google My Business – The Second Foundational Cornerstone

Google My Business is another one of those crucial foundational online cornerstones that your business needs when it comes to being more visible to consumers as well as providing your audience with a better user and customer experience.

Google My Business is the most important business listing in existence, and it's important that you get it set up properly.

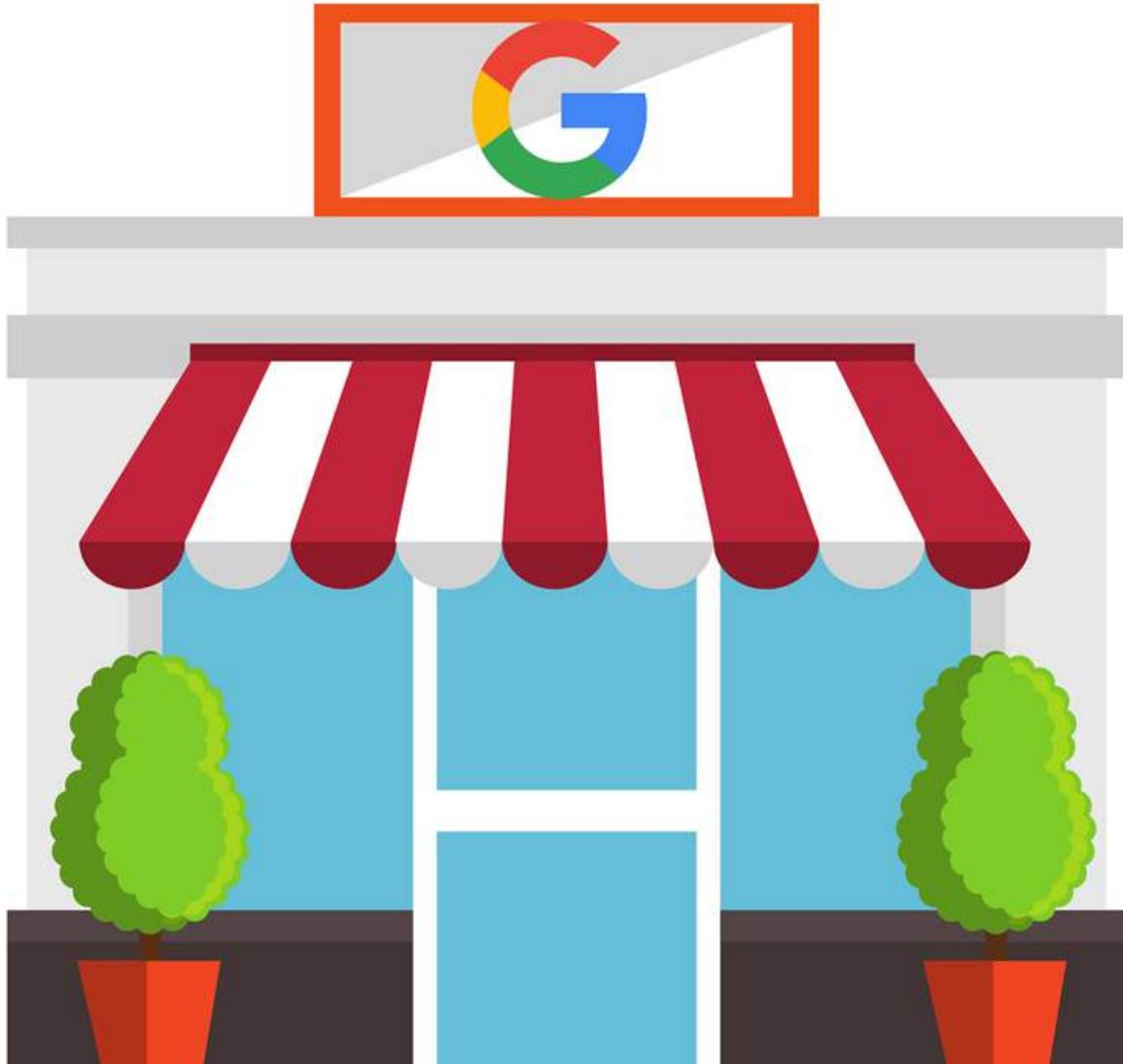
Have you claimed your free Google My Business profile? If not, this is something you'll want to do right away so that you have control over the content in your profile versus Google creating one for you via artificial intelligence.

Just go to <https://business.google.com/add> - click "**Get Started.**" If your profile has already been claimed it's one of two things.

Either you claimed it in the past or someone else has. If you don't own it, you can request ownership from the current profile owner.

Claiming and doing the initial optimization for your Google My Business profile can be a bit confusing.

If you don't want to do this yourself, just get in touch as we offer this service for a reasonable fee.



Your Unique Opportunity is Here Right Now...

As of this writing, there is a unique opportunity for local businesses to stand out...to become the **#1 choice** that consumers turn to when it comes to the products and services they provide.

But not just stand out! The businesses that take this message to heart and start building fresh positive reviews week in and week out for months and years to come are giving themselves a **huge competitive advantage**.

Why? Because they will become the clear leader in their market that attracts more phone calls, leads and ultimately the most sales. They'll

naturally attract more and more business and it becomes practically effortless...

And the beauty of it? This 5-star review opportunity isn't brain surgery...it's not difficult or time consuming or expensive to do, ***especially*** when you have an automated system that does all the heavy lifting for you.

This Opportunity is Limited and Time Sensitive. The Time to Take Action is Now...

There is a limited window to this opportunity, like most opportunities out there. This valuable window won't be open forever and it closes a bit more with each passing day...



More and more businesses are realizing just how important reviews are and ***more and more of them are taking action*** to give themselves this ultimate business advantage. Eventually, building positive reviews is going to be like having a website or a Facebook page – it's just something that every

business ***has*** to do to be taken seriously or even be able to compete effectively.

That's why the time to act on this opportunity is now, before everyone else catches on. **Don't fall behind and find yourself playing catch-up to your competition.**

Get your **"Secret Advantage"** today...before it's not a secret anymore!

We'd like to help you get going with your positive review building, starting today. Our simple system automates the positive review building process and it ***seamlessly becomes a part of your every day business operations.***

There is very little input required on your part which means you don't have to hire additional help or a reputation management person in order for your business to benefit greatly.

If you'd like to know more about our **5 Star Review Builder System™** and services I invite you to visit: <https://5starreviewbuilder.net> and once you're there...

- **Read the page & watch the videos**
- **Take our 5-star demo**
- **Read the FAQ's**
- **Go to "Let's Get Started" and book a quick call and we'll get a no obligation demo account set up right away for your business.**

Look forward to speaking with you soon!



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