*Ideally, email would come from business representative the customer had contact with over course of service - more personalized, better chance they’ll feel sincerely invited/compelled to write review.*

Email subject line: Thank you for choosing **[business name]!**

Dear **[Customer name]**,

Thank you for choosing **[Business name]** for **[service/product/need/etc.**]. **[Customize a line here, perhaps about a point of pride for the business’s service.]**

We value our customers’ feedback.

We’d be honored if you took a few moments to provide a review of **[Business name]** at one of the sites below. Please rate your experience with us and write a brief review, going into as much detail as you’d like. You may need to sign in to your account (or create one, if desired).

Google: **[Find URL here:** [**https://whitespark.ca/google-review-link-generator/**](https://whitespark.ca/google-review-link-generator/)**]**

Facebook: **[Facebook page URL]**

Alternatively, feel free to use any relevant review sites you typically use.

We appreciate your business and hope you’ll consider us in the future.

Many thanks,

**[Employee name]**

**[Business name]**

**This form letter has been provided by** [**BlackTruck Media + Marketing**](https://blacktruckmedia.com/)