

Creating a “Review Us” Card

The idea of a “Review Us” card is to be able to make a personal appeal for a review or a recommendation as well as subtle cross-marketing for other services.

These cards are 3”x5” printed at Signs365.com. The 3x5 size is great because they easily fit in a shirt pocket and are inexpensive to print. It also looks professional when you have these available to be completed by you or the client.

Key elements of the “Review Us”

1 – Simple design



On my “Review Us” card, the front of the card has a URL to a dedicated page on my website that has easy to click links for Google Reviews and my LinkedIn page for recommendations. I also include QR codes to the same Google/LinkedIn URLs since people are becoming more comfortable with how to use QR codes. Pro Tip: For someone to make a LinkedIn recommendation, they must be a connection with to you, so encourage them to connect with you on LinkedIn.

The back of the card contains cross marketing information. Again, keep it simple.

Brand this card with your phone number, email address, and website URL so it is easy for them to contact you for future work.

Using the card

1. Hand this card personally to your subject.
2. Briefly explain the importance of reviews and recommendations for small businesses like yours
3. Ask them to take a moment to review not only the photography, but the overall experience.
4. Watch your social media. Always acknowledge their review or recommendation on social media within 24 hours. It can be as simple as:

“...Thank you taking time to post a review and for your kind words. I hope all your friends comment on how great you look. Have a great day!”