

## Collecting Reviews

By Joe Bunn for Disc Jockey News

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One of the most important things you can do to grow your business and spread the word about how awesome your company is is to collect great reviews from your past clients. I believe that this has led to hundreds of bookings for us over the years. Think about it, if you are looking to hire a plumber just by going to Google, are you going to pick the one that has zero reviews, or one that has several favorable ones?

There are a multitude of ways that people can leave reviews for your DJ company. The one that has worked best for us, hands down, is Wedding Wire. At present, we are right around 270 reviews on there. Not only are the majority of today's brides on Wedding Wire, they heavily rely on the reviews that are posted there. If you don't believe me, ask the next five couples that come to meet with you if they used Wedding Wire at all in their planning process. I'm betting at least 4 of the 5 used it in some capacity. It is the wedding authority (no, they don't pay me). Another bonus of being on Wedding Wire is the more reviews you collect, the more money you get off of your renewal. Sweet!

Another place that clients can leave reviews are on Facebook in the recommendations section on the right hand part of your company page. The issue with this is that most consumers seem to never find that section, opting instead to post a message to your company facebook wall. That is great, but it eventually gets buried as you post other things after it. Your past clients can also review you on local Google searches which greatly increases your SEO. Again, it seems to be something that we rarely receive even though we direct them to the link. Has anyone ever reviewed your company on Yelp? We have gotten a few, but it's been quite a while. I think most people seem to use this service more for restaurants vs. service oriented businesses.

The only other way that we have gotten great results is sending the link to the survey that comes with the DJ Intelligence package (no, they don't pay me either). This survey has about 20 questions (where the user can choose from excellent, good, fair, or poor) ranging from the appearance of the entertainer and his gear to the sound quality, incorporation of requests, and were we worth the money they paid. It also has a section at the bottom asking if they would recommend us to others and then a box for them to leave their own comments. The beauty of this is that many people take the time to do it, and they normally write a couple of really nice sentences at the bottom. Once I received them, I would take that paragraph, copy it, and paste it onto the DJ's bio page on our website. If the client allowed it, we would also have a hyperlink to their email address so that potential future clients could hit them up for a referral. You can also use this "copy and paste" technique when you get handwritten notes from the bride and groom in the mail. Just retype it onto the DJ's page. You want to show those off too!

Ok, so how do you get to these clients? How do you persuade them to take the two minutes and leave an awesome review? It's not easy and you're never going to get close to 100% return, but we base it around an automated email that goes out ten days after the

wedding. We wait ten days because it gives them time to get back from their honeymoon, settle in, and weed back through all of their hundreds of emails that came in while they were getting a tan.

This is exactly how ours reads:

Thanks so much for letting us be a part of your event! I was wondering if you could do me a quick favor...

Would you please post a review on Wedding Wire ([hyperlink](#))? If you're feeling really great about your DJ, you can copy and paste that testimonial to Google ([hyperlink](#)) as well! It will help us out tremendously!

Thank you so much!

Sincerely, Joe Bunn & Staff

Note that the email is short, sweet and to the point. Trust me, if they loved their DJ, they want to do this for you. They want others to have the experience you created! Remember, these days, people are overwhelmed with emails, surveys, and other things on their personal "to do" lists, so you have to be careful about what you ask for. You only need one great review per couple. Don't get greedy! Good luck!

*Need help with your growing DJ company? Joe Bunn is the owner of Next Level DJ Consulting and Joe Bunn DJ Company. Contact Joe for help.*