

# MAKE MONEY FROM PHOTOGRAPHY

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## How to get great google reviews



[www.makemoneyfromphotography.com.au](http://www.makemoneyfromphotography.com.au)

Everybody checks out your reviews, you probably do the same when you're researching something, I know I do and I find valuable information there.

When it comes to your business you want to **make sure that what people say about you is positive**, I've found a great way to do this and we'll get to that in a minute but let's talk about google search pages, I'm not talking about actual websites, I'm talking about the results pages, when you type something into search on google and the list of results comes up, on the right side of that results page, you'll find what you're looking for, **usually it's the top hit** and it will have the business name, contact details, business hours information and a bunch of other stuff, this is also where you'll find the **google reviews**.

Now before we go any further, it's important to know that if you have all 5 star reviews, it's going to look a bit suspicious, you will get poor reviews but you will also get great reviews, I've developed a way to get as many **genuine 5 star reviews as possible**, now you can ask people to write a review but most times **they will forget**, like I say in a lot of my other tips, you have to **lead them to where you want them to be** and then show them what to do, so I thought, 'how can I do this, how can I increase my 5 star google reviews?'

I decided to put an email together to do just this and you can find that email on the [resources page](#) of our website.

I'm **Mark Lait** and I've created a **million dollar business** from portrait photography, I started with nothing and I never borrowed money to fund it ... if you want to learn how I did this, **check out our youtube channel** and while you're there, subscribe to the page and make sure you ring the bell to stay informed.

That email gives your client **easy, clear instructions** on what to do, firstly it asks them to open the search results page I was talking about earlier, don't ask them to find it, you find it and hyperlink it in your email so that as soon as they click on it, the work is done for them. I can show you how to do this if you need, once it's open there are **4 simple pictures** in the email for them to follow, each step is highlighted with a red square around it and an arrow pointing to it or a callout and **it couldn't be any easier**, the real power of this is in the timing.

If you wait even a day or two, the law of diminishing intent will start to apply itself and people will start to forget, but if you send that email to them as soon as they have left the building after their purchasing session, they will find it in their inbox as soon as they get home, **they're usually still buzzing** from the whole experience they've just had and chances are that they will react favourably by writing that 5 star review that you want, as soon as I started doing this, **our customers started responding positively straight away**.

I love it when a plan comes together but there's one more thing ... **This method gives you control over who receives that email**, we used to send an automated request as part of the process once, but it didn't gain much traction and it also invited the haters to have their say, you don't want that if you can avoid it and this makes it easy to avoid.

Have the salesperson make the call when they've finished the sale ... if it's been a positive encounter for everyone, that email gets sent as part of the **workflow checklist** ...

if it hasn't been that great, don't send one ... it's your business, it's your call and you're in control of what happens ... This is a great way to stuff your google reviews full of **5 star content** ... use this in your business to build your brand ... in the next episode, I'll tell you how we deal with negative reviews. I would be grateful if you would share this with your friends and we'll meet again soon.