

## Sample email

Subject: We'd love to get your feedback on the work we just did.

Hi <customer name> ,

I wanted to get in touch to say thanks for choosing <Business name> for your <project description> recently. We really enjoyed working with you and hope that you're pleased with the result.

You may know that <Business name> is endorsed by Which? Trusted Traders. This means the business has been assessed by a trading standards professional and works to the Which? Trusted Traders Code of Conduct.

Customer reviews are an important part of our business page on the Which? Trusted Traders website, and <I/we> would like to ask you to leave <Business name> a review. If you've been happy with the service we've provided or if you feel like there is room for improvement, we'd love to hear about it.

You can leave a review on <my/our> business page on the [Which? Trusted Traders website](#). You can find it here: [www.trustedtraders.which.co.uk/businesses/<Business name>](http://www.trustedtraders.which.co.uk/businesses/<Business name>)\*

All you need to do is:

1. Find our page on the website
2. Write your review
3. Log in to complete the process (if you are a Which? member or already registered).

If it's your first review on the Which? Trusted Traders website, you'll need to register your details and verify your email address before you can log in. Registration is free and only takes a moment.

Alternatively you can fill in a paper review form and send it back to Which? Trusted Traders – <I/we> can supply one.

All reviews are moderated by the Which? Trusted Traders team to ensure they comply with their terms and conditions before appearing on the website. Once the review has been moderated it will appear on the <Business name> profile page. Hearing about your experience can help other consumers when they're looking for a <Trade area eg. plumber>.

Thanks for your custom and <I/we> look forward to receiving your feedback.

All the best

<Email signature>

<Business name>

*\* To correctly produce the web address, ensure any gaps between words in your business name are replaced with a dash. For example Very Good Traders Ltd would read: very-good-traders-ltd.*