

Writing Effective Business Reviews (for a service-based business)

One meaningful way to thank a business (or business owner) for a job well done is to write a review or testimonial and post it on Google, Facebook, or another relevant website.

- An effective review is clear, concise, and specific.
- Keep it short and to the point, with a few specific details to personalize your review.
- When applicable, describe a specific problem solved by the service you received, and/or a specific outcome for you or your business based on that service
- Mention specific skills, traits, or characteristics possessed by the service provider that you appreciate and think others would benefit from
- Without mentioning competitors by name, note if there are specific things that distinguish this service provider from the competition
- If applicable, mention types of people or businesses that you would recommend this service provider to
- End by saying that you would recommend the service provider to others and/or work with them in the future

For example:

My healthcare business was struggling with shrinking margins and staffing issues when I started working with Lena at ABC Consulting Group. Her experience with small business financials and operations helped me clarify the root cause of the problem, issue and turn the situation around. I was grateful for her patient approach, and highly recommend her to business owners who need positive and professional guidance to get to the next level in their business. When I run into challenges in the future, I know who to call. -Patrick C., Healthcare business owner

ABC Consulting Group's approach combines empathetic listening with knowledgeable guidance. Within 3 months of working with Lena, I have strengthened my organizational and prioritization skills, and I'm becoming a more effective leader for my team. I have worked with consultants before, but this is the first time I've seen such clear results. For career and business support with lasting impact, I highly recommend ABC Consulting Group! -Janey M., Food manufacturer

If you haven't worked with the business but can recommend them based on your confidence in their ownership, you can still write a review.

For example:

Lena is highly organized, patient, articulate and has an abundance of experience related to business ownership and running an efficient organization. I highly recommend her and ABC Consulting Group for your general business consulting needs. -Grace P., CPA