

## 10 Tips for More Responses

1. Personalize survey requests. It requires little effort while vastly increasing results.
2. Does your business have brand or industry jargon or phrases customers will recognize? If yes, include it in the request.
3. Shorter is better. Don't overthink this.
4. Mobile first messaging. 80% of survey respondents do so on their phones.
5. Make it **worth their while** to complete the survey. Offer coupons or discounts.
6. Send using your own business email.
7. It's OK to send a reminder follow-up, but usually just one.
8. Send survey requests at least twice a year.
9. Try A/B testing with two unique message requests. See which one performs better.
10. Be direct. Subject lines are VERY important: "Hey, it's Phil. Would you recommend us?"

### Bonus Subject Lines

What did you think?

Pardon the interruption ;)

Having a curious moment over here...

Hello from Phil, One small favor, please.

Answer one question, and get 10% off!

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