**Post Client Survey – Ascension Series**

The easiest way to turn a client into a multi-client or a multi-referral while turning them into a brand evangelist is to ask for their feedback then show them that you listened…

That’s exactly what the post client survey campaign does BUT that’s not all it does… this simple 3-part campaign also increases referrals, repeat business, and the BEST clients on your list and allows them to raise their hand to give you amazing testimonials.

Email 1 - Send 12 – 14 days after initial action (listing, opening escrow)

**Subj:** What did you think?

**Subj:** I need your feedback (shameless bribe inside)

Hey [FIRST NAME],

I’m sending you this email for three reasons…

#1: You recently **[LISTED A HOME / OPENED ESCROW]…**

#2: I truly value your opinion…

#3: I need your help to make **[LISTING PROCESS / BUYING PROCESS]** *better (and I’m not above bribing you for it)*…

Please take 5 minutes and answer this short “confirmed client ONLY” survey and tell me what you thought of **[LISTING PROCESS / BUYING PROCESS]** and how I could make it better.

Take the quick survey here: **[LINK TO SURVEY]**

Oh, and if you take the time to give me honest and constructive feedback I’ll have a gift waiting for you after you’re done.

*(To be fair I have no way of knowing if you’re giving me real feedback or just writing jiberish to get the free gift, so I’ll give it to you either way, I trust you)*

Thanks in advance for your help!

**[YOUR NAME]**

P.S. Would you be interested in being interviewed for a case study on the **[COMPANY AUTHORITY SITE/NEWSLETTER/RADIO/ETC]?**

Let me know here: **[LINK TO SURVEY]**

Email 2 - Send 24 to 48 hours after 1st email

**Subj:** Did you say this?
**Subj:** Do you feel this way too?

Hey **[FIRST NAME],**

**[REAL PERSON’S NAME]** just sent me this **[QUESTION/COMMENT]** from a the survey I emailed you about before…

[IMAGE OF THE QUESTION OR COMMENT HYPERLINKED TO THE SURVEY]

When I asked if this sort of **[QUESTION/COMMENT/RESULTS]** happened often the answer was a unanimous…

**YES!**

Do you feel this way too?

Please take 5 minutes and answer this short “confirmed client ONLY” survey and tell me what you though of **[LISTING PROCESS / BUYING PROCESS]** and how I could make it better.

Take the quick survey here: **[LINK TO SURVEY]**

Thanks in advance for your help!

**[YOUR NAME]**

P.S. If you take the time to give me honest and constructive feedback I’ll have a gift waiting for you after you’re done.

Claim your free gift here: **[LINK TO SURVEY]**

Email 3 - Send 24 hours after 2nd email

**Subj: [FIRST NAME]** how would you rate **[LISTING PROCESS / BUYING PROCESS]**

**Subj: [FIRST NAME]** Please help us make **[LISTING PROCESS / BUYING PROCESS]** better

Dear **[FIRST NAME],**

I’m always looking to improve our training programs and the best way I know to do that is to ask for feedback from our best customers (Like YOU!).

Would you PLEASE help me by giving me your honest *(good, bad or ugly)* opinion on **the [PRODUCT NAME**] you purchased?

Take the quick survey here: **[LINK TO SURVEY]**

I know you’re time is valuable and I want to say thank you with a free gift…

Just give me your honest opinion *(be honest I can take it ;)* on **[LISTING PROCESS / BUYING PROCESS]** and let me know how I could make it better and I’ll have a free gift waiting for you after the final question…

*Sound fair?* If you said YES! Go here now: **[LINK TO SURVEY]**

Thank you very much for your input.

**[YOUR NAME]**

P.S. I don’t want to bug you so this is my last email about the survey and free gift.

So if you want to help or you just want to know what the free gift is, go here and take the short “confirmed buyers ONLY” survey:

**[LINK TO SURVEY]**