

# How to Contact Amazon Reviewers

**Purpose:** This will guide you on how to solicit reviews from Amazon's top reviewers from their Vine program. In exchange, we will send them our product for them to test and do the review on.

By getting reviews from Amazon's Vine & Top Reviewers program, you ensure your product gets the boost it needs to generate sales momentum. You'll reach out to 90 reviewers whom you'll give your product to in exchange for a review. Of those who agree to leave a review, you'll also ask those who have left video reviews for products in the past to also leave a video review for your product.

## **Tool/s:**

- [Google Sheet for Top 10,000 Amazon Reviewers](#)
- Amazon Seller Central

## **Sending Review Request Emails:**

1. Pull up Google sheet for [Top 10,000 Amazon Reviewers](#)
2. Log-in to your email client (e.g. yourName@yourCompanyWebsite.com)
3. Click the button to create a new email (i.e. "Compose," "Click new message," etc.)
4. Copy the reviewer's email address from the Email Column of the Google Spreadsheet > Paste address on the 'To:' section of the new email.
5. Type 'Amazon Review Request' as the subject.
6. Copy email template 1 (found at the end of this document) > paste template in new email
7. Replace [Name] with the recipient's name.
8. Type in your name/signature at the end of the email.
9. Send the email.
10. Highlight the reviewer's name on the Google sheet (Top 10000 Reviewers Tab) to indicate that the person was already contacted.
11. Copy reviewers details from Top 10000 Reviewers tab (from Review Rank column to Video Reviews Column) > Paste address on dedicated tab. Make sure that the address is placed on the right reviewer.
  - a. Contacted - No Video Tab: for non-video reviewers
  - b. Contacted - Yes Video Tab: for reviewers who do video reviews
12. Repeat the steps above to contact 90 individuals
  - a. Contact 90 people to write reviews (If 50% respond, great!)
  - b. Of those who respond, ask 30 people to do video reviews (If 3 respond, great!)

## **Recording shipment address and shipping product for review:**

Once the reviewer responds to the review request email, their shipment address needs to be recorded on the dedicated tab on the Google Spreadsheet. This will be used when arranging the shipment of the product.

1. Open [Top 10,000 Amazon Reviewers](#) > Open the appropriate tab (Contacted - No Video : for non-video reviewers or Contacted - Yes Video : for reviewers who do video reviews)
2. Copy shipment address provided by reviewer > paste on the "Contact Details" column that belongs to the reviewer.
3. Send product to the address using 'Create Fulfillment Order in Amazon' (section below) > Copy Order ID > Paste Order ID on 'Order ID' column in the spreadsheet.

## **Send Follow-Up Email after Sending Product Sample:**

1. Log-in to your email client > Create new message
2. Copy and paste reviewer's email address
3. Type in 'Product Shipment Status' as the subject
4. Copy and paste appropriate follow-up email template on your email client. (Email Template 2 for Non-Video Reviewers and Email Template 3 for Video Reviewers)
5. Replace [Name] with the recipient's name.
6. Type in your name/signature at the end of the email.
7. Send the email.

## **Create Fulfillment Order in Amazon:**

Follow these steps to create product orders in Seller Central to be shipped out from Amazon FBA to your reviewers.

1. Log-in to Amazon Seller Central.
2. Inventory > Manage FBA Inventory.
3. Click radio button next to the product code to be shipped.
4. Apply to 1 Selected Item(s) > Create Fulfillment Order > Go
5. Enter all shipping details needed for the dedicated fields in 'Ship to Address' section.
6. Merchant SKU > Verify 'Ordered' quantity is 1 > Continue
7. Double Check details > Default Setting (Fulfillment Action: Ship this inventory > Shipping Speed: Standard Shipping) > Place Order

## Email Templates:

### Email Template 1

**Subject:** Amazon Review Request

Hi [NAME],

Are you interested in [Product]?

If so, it would be an honor if you would review our [Product].

Our [product] is for [benefit or purpose].

You can check it out here:

[link to amazon listing] <http://www.amazon.com/dp/ASIN>

We will ship it directly to your house right away if you'd like.

Just reply back and with a YES and your shipping address.

Thanks so much for your time and I look forward to getting our product into your hands.

[Signature]

### Email Template 2:

Hello [Name],

I have processed the order on Amazon and you should receive your [Product] in about 5 days.

I believe Amazon will send you the tracking information once it ships.

Thank you again and hope you enjoy the [product].

If you have any questions, we're here to help.

[Signature]

**Email Template 3:**

Hello [Name],

I have processed the order on Amazon and you should receive your [Product] in about 5 days.

I believe Amazon will send you the tracking information once it ships.

I noticed you've created video reviews in the past, which look really good.

If you are inspired, I think a video review for the [Product] would be great and we'd appreciate it as well.

Thank you again and hope you enjoy the [Product].

If you have any questions, we're here to help.

[Signature]