

# 5 tips for *Responding to Negative* Reviews

1

## **THINK BEFORE YOU ACT**

**STEER CLEAR** of angry rants, foul language, or name-calling.



2

## **CONTROL YOUR EMOTIONS**

**COMPOSE** yourself before you respond and be professional.



3

## **MASTER THE ART OF APOLOGY**

**APOLOGIZE** (more than once!) even if you think you are 'right'.



4

## **REVIEW YOUR RESPONSE**

Do the '**NEWSPAPER TEST**' - How would you feel if the response went front page



5

## **BE YOUR BRAND**

Remember, what you say online is there **FOREVER**.

