

Initial Email Invitation Sent to Clients

From: [Your Brand Name]
Subject: [Your Brand Name] - 8 Question Survey

Dear [client's first name],

Your opinion is important to us. Please help us improve by completing a quick, eight question survey on your recent experiences with our firm.

Based on your most recent experience, how likely are you to recommend [brand] to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10 Don't Know

(0 - Not at all likely, 10 - Extremely likely)

(Please note: clicking selection above will direct you to the rest of the survey.)

For your time, you will be entered into a drawing for a \$XXX debit card upon submitting the survey. If you are unable to accept a corporate gift, [brand] will make a charitable contribution in your honor. Arrangement for either a donation or delivery of your prize will be made once the winner has been selected and notified.

By taking time to share a few thoughts with us on your experience, you are helping us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[Email_Signature_Name]
[Email_Signature_Title]

This survey was sent to you by ClearlyRated on behalf of [Your Brand Name]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at survey@clearlyrated.com

Please read our [Privacy Policy](#) and [Official Drawing Rules](#). To unsubscribe from all future surveys conducted by ClearlyRated, please click here: [\[unsubscribe link\]](#)

Incentives are optional and managed by your company. We suggest adding one if possible, it does increase response rate. The incentive can be anything from a VISA gift card, to a donation to a charity, we've even seen clients give away an iPad.