



Images courtesy of www.madcappermarketing.com and yelp.com

Review Our Business!

<p>How do you target new clients?</p>	<p><input type="checkbox"/> word of mouth</p> <p><input type="checkbox"/> through our website/social media</p> <p><input type="checkbox"/> targeted advertising</p> <p><input type="checkbox"/> other: _____</p>
<p>Can your clients leave a review anywhere?</p>	<p><input type="checkbox"/> yes</p> <p><input type="checkbox"/> no</p>
<p>How do you deal with reviews?</p>	<p><input type="checkbox"/> sometimes respond</p> <p><input type="checkbox"/> always respond</p> <p><input type="checkbox"/> read and ignore</p> <p><input type="checkbox"/> use them in promotional materials</p>

I WASN'T SATISFIED



Megan B.
Calgary, Canada
0 friends
16 reviews

★ ★ ★ ★ ★ 1/12/2016

Wouldn't recommend this to eat or for a quiet drink. I met some friends here at 3pm in the afternoon and the music was so loud we couldn't hear each other. The service was terrible just to get a drink at the bar. The food was also terrible.

Was this review ...?

Useful 7 Funny 77 Cool 9



Comment from Zbigniew S. of Iron Horse NYC
Business Owner

1/13/2016 · Megan, thank you for visiting our establishment, and your review. As you took to Yelp to voice your opinion, I would like to voice ours;

I read other reviews you posted on Yelp for places you have also visited. It seems you like quiet coffee shops and fancy food, none of which we have ever advertised to provide. Please note our Yelp description even says:

Ambience: Divey
Noise Level: Loud

So if you're going to complain, I was hoping it would be about something that we actually advertise that we provide. We are primarily a loud, party type, bar atmosphere, serving a mean burger, hot wings, and similar pub fare at RIDICULOUSLY low prices for Lower Manhattan. Where else in the area can you get a beer for \$2? Where else can you get a nearly half-pound freshly made burger including a draft beer for only \$10?

We have 4 stars on Yelp, but its not because our food will knock your socks off. The 4 stars are there because most of our customers come in looking for a fun time, and to get away from the mundane of the every day, while enjoying a simple, decent meal at a low price.

I recommend you align your expectations with the type of establishment you are visiting, and do more research before you decide on a place that will work for your personal preferences. I give you 1 star as you are terrible at finding bars and restaurants that suit your tastes. I'll give you more stars if you come back and have a drink with me. [Read less](#)

I WASN'T SATISFIED

I Wasn't Satisfied business English

level: upper-intermediate (B2)+

class: one-to-one

time: 60 min.

skills: writing, listening, speaking

Warm up

1. Show your students the pictures in worksheet 1, one by one, and let them guess what they think your today's topic is: 'reviews'.
2. Begin the lesson with a little **lead-in discussion**: *'Do you ever read reviews before you buy a product? What product in particular? How important are they for your final decision? What's the last product you bought after reading some reviews? Do you ever write reviews? Where and what about? Are you more likely to leave a review if you were very satisfied or very unhappy about the product/service?'*

My business

3. Ask your student to fill in the form in worksheet 1 about their company and their experience with reviews. Have them comment on their answers, asking follow-up questions (esp. *'Do you respond to negative reviews?'*).

How to deal with (negative) reviews

4. Read a Yelp guide to responding to reviews. First, have a look at the article's headings: https://biz.yelp.com/support/responding_to_reviews and predict what advice each of the heading is going to include. Then read the whole text and compare.
5. Watch a video by Neil Patel, an online marketer from London: https://www.youtube.com/watch?time_continue=92&v=VJoFS5IBXg8 and ask: *'Which of his advice do you like best? Are you going to use any of the tips you've just read/seen for your business?'*

I wasn't satisfied

6. Fold worksheet 2 and read the review that Megan left. Your student is going to be the bar's manager and write a response. Which of the tips mentioned earlier are they going to use?
7. Compare what your student wrote to the real response in worksheet 2. *'How different are they? Do you like the way they responded? Do you think it's a good idea to actually promote their business in the response? And what do you think of the rating they give Megan at the end?'*

Cooler

8. The student says two phrases they can use while responding to a positive review and two phrases to respond to a negative review.

Homework

9. Ask your student to pick two real reviews their business was given - one positive and one negative - and write a response.