WEDDINGpro

Your Review Season Cheatsheet



Want more reviews? Start here.

We looked at how hundreds of WeddingPro vendors are asking for reviews today, spoke directly with pros about what works for them and brought it all together with our top tips for making the ask count.

Here are 5 ways to turn your review routine into one worth repeating – and get your business ready for awards season!

1. Ask while the excitement is still fresh

The confetti has settled, the honeymoon is underway and your couple has finally had a moment to breathe. **That's your window.**

We recommend building in your first review request **within the first few weeks after the wedding**, when the experience is still fresh but the couple has had a little time to enjoy their first days as newlyweds.

To understand how vendors are approaching review requests today, we recently surveyed vendors like you about their review strategies. Our research found that **82% of vendors request reviews within the first two weeks of the wedding**.

This timing also gives you plenty of opportunities to weave the request into moments you already have with couples after the wedding – whether that's a post-wedding check-in, final invoice, gallery delivery or another natural point of contact. **That way, asking for a review feels like an extension of the conversation, rather than a separate task or thread**.

Jason Jani, owner of SCE Event Group, takes a similarly conversational approach, looking for a natural opening to make the ask:

> *We typically ask for the review when the couple reaches out to us after the event with compliments. I think it is a natural point of the conversation that actually connects when it is asked directly by the team member that was part of the event. Additionally, we ask for a review at the 10-day and 30-day post event marks from the company email."*

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2. Make the ask personal

A personalized review deserves a personalized request.

Our survey found that **70% of vendors use manual or personalized email** as the preferred channel for requesting reviews.

That doesn't mean one channel is better than another. Whether your request is automated or manual —

and whether you send it by email, SMS, social media or another channel — **make it feel like a continuation of the relationship you've already built with the couple.**

And personalization doesn't mean rewriting an entire email from scratch. It could be as simple as:

- **Mentioning a specific moment** from their wedding
- **Referencing something they told you** during planning
- **Bringing up a funny or memorable moment** from behind-the-scenes

> **Instead of:** *"We'd love to hear about your experience."*
>
> **Try:** *"We're still thinking about that sunset ceremony on the terrace and how perfectly the whole day came together after the morning rain. If you have a few minutes, we'd love to hear what your favorite part was."*

PRO TIP

Make a habit of **noting memorable moments or personal details during the planning process**. When it's time to request reviews, you'll have a bank of genuine, thoughtful details to draw from, rather than trying to remember every couple from scratch.

Desireé Dent, founder of Dejanae Events, takes personalization a step further:

> *I also make it personal by including a few wedding day photos I captured on my phone. I'll say something like, 'Here are a few I captured that I'm sure will make you [insert emotion].' It gives them an opportunity to smile and relive a moment from their wedding day."*

Joe Bunn, founder of Bunn DJ Company, has found another way to bring a personal touch into an automated process:

> *We make the email come from the email address of the DJ that did the show (even though it's really automated by the CRM)."*

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3. Don't mistake silence for a no

Newlywed couples are busy. Your first request might land somewhere between a "thank-you" message from their photographer and 47 unread honeymoon emails.

We recommend following up after a week with a warm, pressure-free nudge. Why a week? Our study found that **80% of couples who leave a review do so within a week of receiving the vendor's request** — making it a useful point to check back in and give anyone who meant to respond a gentle reminder.

And you're not alone in following up: **71% of vendors in our study send at least one follow-up request.**

Still nothing after your follow-up? Don't write the couple off entirely. A **six-month milestone or first anniversary** gives you another natural reason to reconnect, and a fresh opportunity to ask.

PRO TIP

Give your follow-up a little extra purpose by **reminding couples what their review can do for your business**. You might highlight how reviews can **boost your visibility, help future couples feel confident choosing you or support your awards-season goals this year**.

> **Try something like:** “Your review could help us be recognized in the 2027 Wedding Awards – and, just as importantly, help another couple feel confident choosing us for their day.”



4. Give them something to write about

A blank review box can be surprisingly difficult to fill. Instead of leaving couples wondering “What should I say?”, give them one or two simple prompts to get them started.

> **Try asking:**
>
> - What did you enjoy most about working with us?
> - Was there a particular moment where we made your day easier?
> - What detail from your wedding day are you still thinking about?
> - What would you tell another couple considering our [service]?

Desireé has a particularly simple way of removing that blank-page feeling:

> *“If they wrote me a personal message on their wedding day or shortly after, I’ll type it out and tell them to ‘cut and paste’ to make the process even easier.”*

It’s a small change, but it removes one of the biggest barriers to writing: **having to start from scratch**.



5. Remove every possible obstacle

The best review request is one that asks for as little effort as possible. From the moment a couple opens your message to the moment they submit their review, **keep every step simple, clear and easy to navigate**.

Our conversations with vendors reinforced the value of removing unnecessary steps. Give couples a **direct review link** and **make it clear exactly where it will take them**. The fewer clicks, searches and decisions they have to make, the more likely they are to follow through.

Jason puts it simply:

> *“Upon the ask, have a link easily available and/or a vanity link to the review page. Think of it this way: the easier it is for someone to review you, the better your chances are of obtaining one.”*

PRO TIP

If you give couples several platforms to choose from when leaving a review, **consider pointing them towards the ones you’re prioritizing right now**. For example: *“We’d really love it if you could leave us a review on The Knot or WeddingWire – it really helps us work towards our 2027 awards goals.”*

That way, you’re giving couples a clear next step rather than making them decide where to start.

Your Review Request Timeline

First Few Weeks After the Wedding

Make the ask: The memories are fresh, so send a warm, personalized request. Mention one specific detail from their day to get them thinking (and writing!).

1 Week Later

Follow up: Keep it warm and short. They may have missed your first message, so a friendly nudge could be all it takes.

6 Months Later

Try again: No review yet? Use their six-month milestone as a natural reason to reconnect and check in.

1st Anniversary

One last opportunity: Wish them a happy anniversary, remind them how much you enjoyed being part of their day and invite them to share their experience.

Plug-and-Play Review Templates

1 The personalized first ask

Subject: Still thinking about your wedding day 💛

Hi [COUPLE'S NAME],

We hope married life is treating you both well!

We were thinking back to your wedding recently – especially [SPECIFIC MOMENT, e.g., "the incredible confetti exit / your first dance to [SONG] / how we transformed the venue with all those wildflowers"]. It was such a pleasure to be part of it.

When you have a few minutes, we'd really appreciate you sharing a quick review of your experience with [BUSINESS]. **Your review would mean a lot to us and could also help other couples feel confident choosing us as their wedding team.**

You can leave your review here: **[REVIEW LINK]**

Thank you again for trusting us with [SPECIFIC SERVICE FOR THEIR DAY]. We loved being part of it!

[NAME]
[BUSINESS]

2 The friendly follow-up

Hi [COUPLE'S NAME]! Just popping back in case our review request got lost in the post-wedding chaos. 💌

We'd still really love to hear about your experience with [BUSINESS] when you have a moment.

If you're not sure what to write about, we'd especially love to hear:

- What did you enjoy most about working with us?
- Was there a particular moment where we made your day easier?
- Would you recommend us to another couple?

You can share your thoughts here: **[REVIEW LINK]**

Thank you so much – your feedback genuinely helps our small business and future couples too. 💛

[NAME]

3 The one-year anniversary check-in

Subject: One year already! 💍

Hi [NAME],

Can you believe it's been a year since your wedding day? We hope you're doing something lovely to celebrate!

We were looking back at [SPECIFIC DETAIL, e.g., "your beautiful gallery / the incredible floral arrangements / that unforgettable dance floor"] and it brought back such happy memories of your day.

If you have a moment, we'd love for you to share your experience with [BUSINESS]. **Your review could help future couples discover us – and give them a little glimpse into what it's like to work with us.**

You can leave your review here: **[REVIEW LINK]**

Happy anniversary to you both! 🥂

[NAME]
[BUSINESS]

The Golden Rule: Rather than simply asking for a review, give them **a reason to remember, something to respond to and a link that makes it easy.**

The best review requests feel less like a marketing task and more like **picking up the conversation after a really great day.**

Want to go even deeper? Explore our blogs on ***everything you need to know about reviews on The Knot and WeddingWire*** *and* ***answers to your top review questions****.*

Data source: Survey of 819 WeddingPro vendors, conducted August 26–September 16, 2026