

7 Ways to Turn Reviewers Into Customer References (Without Being Pushy)

If you're on a customer engagement team, you know how valuable happy customers are—especially when they're willing to advocate for you publicly.

When users leave positive reviews and check the box saying they're open to becoming a reference, it's a golden opportunity.

But how do you actually get their attention and book that first conversation without sounding pushy?

Here's your quick playbook.

Quick Tactical Tips Before You Start:

- Personalize everything: mention specifics from their review.
- Make scheduling frictionless: offer a link or suggest clear times.
- Keep the first ask light: 15–20 minutes max.
- Focus on what's in it for them: status, rewards, early access, etc.
- Use multiple touchpoints if needed (email, LinkedIn, even a gift).

1. Personalized Email Outreach

Start with a hyper-personalized email that references their exact review.

Use a warm subject line like:

“Your experience with [Product] = Huge Help to Others”

Include a small incentive if possible (gift card, swag, early access) and an easy way to book time (Calendly or suggested slots).

Here are 3 email ideas you can steal to engage reference candidates:

Email Template 1: “Your Voice Matters”

Subject Line: Loved your review—would love to hear more!

Copy:

Hi [First Name],

I just read your review of [Product] on TrustRadius—thank you for the thoughtful feedback! We’re always looking to spotlight real user experiences, and yours stood out.

If you’re open to it, I’d love to grab 15 minutes to hear a bit more about your journey with [Product]. No pressure, just a casual chat and a thank-you gift to show our appreciation!

You can grab a time here: [Calendar Link].

Thanks again for being such a fantastic part of the [Product] community!

Best,

[Your Name]

[Your Title] | [Company]

Email Template 2: “Help Us Help Others”

Subject Line: Quick chat? Your [Product] experience could inspire others

Copy:

Hi [First Name],

Thanks for sharing your experience with [Product] on TrustRadius! We loved hearing what you had to say about [specific feature/comment they made].

We’re building a group of customers who help shape and inspire the [Product] community, and you’d be a perfect fit.

Would you be open to a quick 15–20 min call to chat about it? I’ll make it worth your while with a small thank-you gift!

Feel free to book a time that works for you here: [Calendar Link].

Looking forward to connecting!

Cheers,

[Your Name]

Email Template 3: “You’re Invited!”

Subject Line: Exclusive invite for [Product] champions

Copy:

Hi [First Name],

Thanks again for your awesome review on TrustRadius! Your insights were exactly the kind of real-world feedback that helps new customers and helps us keep improving.

I’d love to invite you to a quick conversation about how we can feature your success more broadly—plus, we have a few exciting programs rolling out for power users like you.

How does a quick 15-minute chat sound? You can pick a time that’s convenient here: [Calendar Link].

Thanks so much for being a champion of [Product]!

Warmly,

[Your Name]

2. LinkedIn Connection & DM

Find them on LinkedIn and send a friendly connection request mentioning their review.

Once they accept, follow up with a short, casual message inviting them to chat for 15 minutes about their experience.

Here are 3 ideas for connecting on LinkedIn:

DM Idea 1: Super Casual + Friendly

Hi [First Name]!

I just came across your great review of [Product] on TrustRadius. Thanks so much for sharing your experience!

I’m part of the [Company] team and would love to hear more about your journey with [Product] if you’re up for a super quick chat. (We’re putting together some cool programs for our best users too!)

No pressure at all. I’m happy to send over a link if you’re interested!

DM Idea 2: Make it About Them

Hey [First Name], hope you’re doing great!

Your review on TrustRadius caught my eye—really thoughtful feedback on [specific feature/experience].

We're looking to highlight success stories and it sounds like you've got a great one.

Would you be open to a quick chat? Totally casual, just hearing more about your wins!

DM Idea 3: Quick Value Pitch

Hi [First Name]!

Thanks for your awesome review of [Product]! We're always so excited to hear when [feature/benefit they mentioned] makes a real difference.

I'm reaching out because we're inviting a small group of users to get early access to [new feature / beta program / VIP group]. Would love to tell you more if you're open to a 15-min chat!

Let me know. I would love to connect.

3. In-Platform Prompt

If you have access to in-app messaging (like Intercom, Pendo, etc.), catch them while they're active.

A simple nudge like:

"Hi [Name]! We saw your awesome review on TrustRadius. Got 15 minutes to chat?" can work wonders.

4. Gift-First Approach ("Surprise & Delight")

Send a small thank-you gift before asking for a meeting—like a coffee gift card.

Your message could be:

"Thanks for being a fan of [Product]! Here's a coffee on us. Would love to hear your story if you have a few minutes."

Reciprocity works.

5. Exclusive Group Invite

Make it feel special. Invite them to join a VIP Customer Advisory Group or a Beta Tester Panel.

Frame it as an opportunity to shape the product and network with other users, not just a meeting.

6. Short Personalized Video

Record a quick Loom video thanking them for their review and inviting them to a chat.

Personalized videos massively boost open and response rates because they show real effort.

7. Customer Advocacy Program

If you have (or can build) a formal advocacy program, invite them into it early.

Offer benefits like exclusive webinars, special badges, sneak peeks at features—anything that feels rewarding and insider.

Every review is a window into someone's experience, and if they're willing to advocate, that's pure gold.

Meet them with enthusiasm, gratitude, and ease, and you'll turn casual fans into active champions.

Ready to start your next DIY campaign?

Don't forget your campaign link! In order to process reviews quickly and efficiently send out gift cards to your customers, you'll need to request your custom DIY link.

Luckily, it's as easy as asking your CSM or filling out this quick form. We recommend submitting the form at least 3 business days before you plan to launch your campaign.

[GET MY DIY LINK](#)