



ECOMENGINE · FEEDBACKFIVE

Amazon Review Request Template

6 compliance-friendly, human-sounding templates you can copy, paste, and personalize — without sounding like a robot.

WHAT'S INSIDE

- 6 ready-to-use email templates (subject + body)
- Amazon compliance guardrails — what to avoid
- Timing guidance for fast- and slow-use products
- A "Do This / Not That" cheat sheet



HOW TO USE THIS PACK

Each template follows the same simple formula: **Gratitude + Quick check-in + Honest ask + Easy next step**. Pick one that matches your brand voice, swap in your product name and signature, and you're ready to send.

Personalization tip: Use light variables — first name, product name, a simple "hope it arrived safely." Avoid hyper-specific details that feel creepy ("Hope you enjoyed the mug at 7:42 PM Tuesday").

BEFORE YOU SEND

The "Never Ever" list

Avoid language that:

- Asks only for positive reviews ("If you loved it, leave a review!")
- Incentivizes reviews (discounts, gift cards, "freebie for feedback")
- Tries to steer outcomes ("Contact us first before leaving a review")

Feels like pressure (guilt, urgency, repeated nudges that read like spam)

Safe alternative: Ask for an honest review. Keep it short. Make it easy. Sound like a real human who sells real products.



1 The Simple (and Surprisingly Effective) Ask

SUBJECT

Quick question about your order

MESSAGE

Hi [FirstName],

Thanks again for choosing [BrandName]. Hope you're enjoying your [ProductName].

If you have a minute, would you mind leaving an honest review on Amazon? It helps other shoppers choose with confidence, and helps us keep improving.

Thanks either way,

[Signature]

2 The "Help Other Shoppers" Angle

SUBJECT

Your feedback helps (seriously)

MESSAGE

Hi [FirstName],

Hope your [ProductName] is working out great.

When you have a moment, could you leave an honest review on Amazon? Your experience helps other customers know what to expect, and it helps us keep making the product better.

Appreciate you,

[Signature]



3 The Ultra-Short Version

SUBJECT

Quick favor?

MESSAGE

Hi [FirstName], thanks for your order. If you have 30 seconds, we'd appreciate an honest Amazon review for [ProductName].

Thank you!

[Signature]

Best for minimalist brands and busy humans.

4 The "If Something's Off, We'll Fix It"

SUBJECT

How did it go?

MESSAGE

Hi [FirstName],

Thanks again for ordering [ProductName].

If you have a moment, we'd love your honest feedback on Amazon — good, bad, or somewhere in the middle. It helps other shoppers and keeps us improving.

If you ran into any issues with the item itself, reply here and we'll do our best to help.

Thank you,

[Signature]

Note: This avoids "contact us before reviewing," which can sound like review-gating.



5 The "Educational" Prompt

SUBJECT

One quick question about [ProductName]

MESSAGE

Hi [FirstName],

Hope you're enjoying [ProductName].

If you can, please leave an honest review on Amazon and mention what you used it for (and what surprised you, if anything). Those details are incredibly helpful for shoppers deciding if it's the right fit.

Thanks for your time,

[Signature]

Great for technical or niche products.

6 The "Second Touch" (Polite, Not Pushy)

SUBJECT

Quick follow-up (promise this is the last one)

MESSAGE

Hi [FirstName],

Just checking in — hope [ProductName] has been a good fit.

If you haven't had a chance yet, we'd really appreciate an honest Amazon review when you have a minute. Totally optional — thank you either way.

Best,

[Signature]

Frequency tip: Keep second touches rare and respectful. Over-messaging is where good intentions go to die.



Timing: When to send

- **Fast-use products:** send after delivery + a short usage window (a few days).
- **Slow-use products:** send later, when the buyer has actually had time to try it.
- **The sweet spot:** the moment a buyer can answer, "Would I recommend this?"

QUICK "DO THIS / NOT THAT" CHEAT SHEET

✓ Do this

- Ask for an honest review
- Keep it short
- Make it easy
- Sound like a person
- Send at the right moment
- Automate for consistency

✗ Not that

- Incentives of any kind
- "Only if you loved it..."
- Pressure, guilt, or nagging
- Review-gating language
- Hyper-specific creepy details
- Manual, ad-hoc sending

Turn these templates into automation

FeedbackFive automates review requests using Amazon-compliant messaging — so your best-performing template becomes a system, not a reminder note.

[Try FeedbackFive Free](#)

A quick note on compliance: Amazon's policies change. Review current communication guidelines in Seller Central before sending — these templates aim for neutral, outcome-agnostic messaging, but you're responsible for what you send.