The “I hate asking” recommendation toolkit



For practitioners who'd rather hide under the massage table than ask for a recommendation.

Your 10-minute recommendation routine

- [ ] Choose three families you've worked with recently.
- [ ] Pick the right message for each.
- [ ] Personalise one sentence.
- [ ] Send it at a considerate moment.
- [ ] Celebrate pressing send, regardless of the outcome. ☕

One little rule: don't ask for a five-star review. Ask for their story.

The most helpful recommendations explain what made a difference: did you help them feel more confident, listen when they needed it, make those first postpartum weeks a little less overwhelming? Don't tell families what to write. Let them share what mattered to them.

Where is my recommendation link?

Open your profile on borntobewild.pt and add /review at the end of the address, for example:

`borntobewild.pt/en/practitioner/your-name/review`

Tip: save it as a quick reply in WhatsApp Business, so it's always one tap away.

Ready-to-send scripts

The short WhatsApp

Hi [name]! So happy to hear [baby] is doing well 💛 Small favour: would you write a few words about our sessions on Born to Be Wild? It helps other parents find support. Only if and when you feel like it: [link]

The warm one

Hi [name]! It was such a pleasure supporting you through [your pregnancy / birth / postpartum]. If you'd feel comfortable sharing a few words about your experience on Born to Be Wild, I'd be really grateful. It helps other families know what to expect and find the support that's right for them. Absolutely no pressure! [link]

The email

Subject: A small favour (only if you feel like it)

Hi [name],

I hope you're all settling in gently. If our work together helped you, would you share a few words about your experience on Born to Be Wild? Recommendations are how other families find the right support.

Here's the link: [link]

Thank you so much,
[your name]

The gentle nudge (once, a week later)

Hi [name], just a little reminder about the recommendation, only if you have a moment. No pressure at all, and thank you again 🙏 [link]

Out loud, at the last session

“Before you go: if you felt supported, the best gift you can give me is a few words about your experience on Born to Be Wild. It's how other parents find me.”

When they recommend you to a friend

That's so lovely of you, thank you! Would you mind sharing it on Born to Be Wild too? That way it reaches every parent looking for support, not just your friend 😉 [link]

Printable cards

Print, cut along the lines, leave them in your practice room or slip one into your postnatal bag.

Did I help you? 💛

Tell other parents

Scan, search for my name and share your experience on Born to Be Wild.

My name _____

borntobewild.pt

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