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Amazon Vine is an Amazon-run program, launched back in 2007. It helps brands sec ure reviews for their products, from a selection of the "most trusted" Amazon reviewers. The logistics of Vine are handled by Amazon. Brands send thei r products to Amazon, then Amazon offers them to reviewers and sends them out fo r free. But it can also be something of a "gateway drug" Imagine a naive sell er decides one day to review their own product, with a separate Amazon account t hey use as a buyer, just to see what happens. The review gets published and... n othing happens. The review stays up, there's no message from Amazon, and no knock at the door, so all seems well. But Amazon clearly prohibit family members (and employees) from writing product reviews. It's no better than writing the reviews yourself. Clearly, they will I be far from objective and you would only ask them because you want a positive review. Effectively, you are the one writing the review you're just using someone else's Amazon account. Ask customers to change or remove their review In addition to selling on Amazon, you might sell through your own online store, or maybe have an informational website providing more detailed data and support for your products. You can ask for Amazon reviews on your own website, or in ema ils with your own customers. As people who visit or buy from your website are not Amazon buyers, the rules ab out incentives in the seller policies appear not to apply. But crucially, Amazon also has Community Guidelines for anyone posting reviews or other content, and those do prohibit posting in exchange for compensation, including free or discou nted products. It's an odd mismatch between seller and buyer policies. So, should you go ahead and ask friends to post a review? Well, maybe. Like aski ng family or employees (in the don'ts section above), there's an ethical question to consider. Can they really be objective? It's something you' Il have to discuss, and brief them on what's allowed. Asking for reviews in follow-up emails to buyers is probably the best-known legi timate method of generating reviews. There are many feedback solicitation tools available, which automate the process. [Image] Promising review: "I've been looking for a pair of joggers t hat are more comfortable than the ones from the store, and these are it. I love the material. I'm 5'3" and 150 lbs. 11. A pair of joggers you can pair with leggings for a little extra support while y ou workout.

12. A set of leggings with a hidden waistband that is designed with a stretchy elas