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BUILDING BUYER LOYALTY

10 Ways to Avoid Cancellations and Negative Reviews (Part 2)



Academy contributor Charles, aka [silberma1976](#) on Fiverr, struggled with writing in high school. After learning to express himself through poetry, his writing improved so much that he was able to get his poetry published. Now, Charles shares his talents and advice on Fiverr. Here's his follow-up article on ways to minimize order cancellations and poor reviews on Fiverr.

In our [last Academy article](#), we touched on five of the 10 best ways to avoid cancellations or negative reviews. As a seller, avoiding a negative review and poor rating is no easy task. You will have to do research, review, seek help, and pay attention to detail. You will have to communicate more, be honest with yourself, make tough choices, and think things through. But the end result is worth it. As your Gigs continue to sell and you continue to receive five-star reviews, you will enjoy your selling experience even more, contribute to the community, and gain more confidence in yourself. Plus, success opens its own new doors of opportunity that may not have otherwise been available to you. The world of freelancing soon becomes your oyster, and you can create pearl upon pearl of work. With that in mind, let's take a look at the additional five actions you can take to be proactive so that cancellation or negative reviews do not become an area of concern.

Trust Your Gut

I cannot express how many times I or others I have spoken to on Fiverr tell a similar story. A buyer contacts you with a potential project. Something seems off about the way the buyer explains the project, the nature of the project, or some other aspect. But you decide to give it a shot. When you begin working, you start to have some questions. You ask the buyer to clarify and you get a general response you think clarifies your concerns. You do the work and then deliver the Gig. Before you know it, you have either been asked to make multiple revisions or have been told to redo the project. You just want to cancel the Gig, but being a professional you stick with it. You finally deliver what you think the buyer wanted, and they either cancel or leave a bad review. In this moment, you probably think to yourself if only you had trusted your gut and not accepted the Gig, you would not be in this situation.

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Sometimes, you just have to let people in to help progress the relationship. You have to be honest about a feeling or a need. Fiverr is no different. You are dealing with human beings, and we all have needs. In this case, your need is to deliver high-quality work that meets the buyer's needs so you can get that great review. With some buyers, you need to let them in on this explicitly. When you choose to do this is up to you, but it will allow you and the buyer to communicate more openly so you both get what you want. The buyer gets awesome work delivered to them, and you get a glowing review and maybe even a tip. So, simply let the buyer know that you want to deliver them high-quality work because the consequential positive review helps you grow on Fiverr. Do not abuse this and do this at the start of every project, though. That will send the wrong message. Instead use this method sparingly or in the case of an emergency.

Hi, Quality!

At the end of the day, on a platform such as Fiverr, you are only as good as your last project. The next buyer that comes your way will be looking at your most current review or portfolio examples from your latest project to make their decision. Make it count and always deliver high-quality work without exception. After each project you complete, you want to be able to greet to the work you are delivering and say, "Hi, Quality!"

Bonus Round

Everyone likes a little extra. And that little extra goes a long way. If you are editing a document, for example, and the buyer did not order comments as a Gig extra, throw in a bonus comment or two. The buyer will not only be grateful, but who would cancel or leave a poor review on a delivery containing more than promised? If anything, you may get a review that says you delivered above and beyond, which is worth its weight in gold.

Manage Expectations/Perception

Expectations and perspective can dictate the end result of your experience with a buyer before you even start the work. Promise the buyer the world for \$5 to get the sale in record time and you may just set yourself up for a cancellation or poor review. The buyer will expect exactly what you mentioned and anything less will be perceived as poor work.

You want to manage the expectations of the buyer. This means that you need to explain potential barriers or pitfalls to the buyer so that they know what to expect. If, for example, you work full time and you need five days to complete the work, you are setting a realistic expectation for delivery. This is important because if you do not set the right expectations for the parameters of a project, including delivery time and what is involved, you will wind up with two sets of expectations: yours and the buyer's. And when they do not meet, cancellations and bad reviews occur.

Perception is reality. If a buyer sees you deliver late in your reviews, the perception is that you are unable to handle your workload. If you deliver with errors, the perception may be that you rushed. If you deliver twelve hours after the order is placed when the delivery time is five days, the buyer may perceive you as shady and question how you did quality work in such a short time. Therefore, you must do everything you can to leave the buyer with a positive perception of you. When you combine the right expectations with the proper perception, cancellations disappear and five-star reviews become the norm.

There are a number of actions you can take to prevent cancellations and negative reviews. Most of them have to do with having clear communication, setting expectations, and being honest. If you decide to do the right thing and follow the actions above, your experience on

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