



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

Customer Service Response Starter

10 scripts for the hardest messages — each in three voices.

Firm · Warm-firm · Conciliatory



Ten scripts for the messages that ruin your day

The lost package. The reaction. The custom order that didn't match the picture in someone's head. The buyer who wants the wholesale price for one candle. This free starter gives you a ready-to-send reply for ten of them — each at three voice levels, so you can match the temperature of the moment instead of staring at a blank box.

THE THREE VOICES

Every script comes three ways. Firm holds a boundary, kindly — for when someone is pushing. **Warm-firm** is the everyday default: empathetic first, clear second. **Conciliatory** is generous and relationship-first — for your own mistakes and your best customers. Each script tells you which to reach for.

ONE BLANK TO FILL, ONE LINE TO ADD

Every word in **[amber brackets]** is a blank for you. Replace them all, add one true sentence only this customer would recognize, then search for a “[” to be sure none slipped through.

These 10 come from 10 of the 11 categories in the full library — one each. The complete Customer Service Response Library has 75 direct responses (every voice, every category, including allergy and food-safety) plus 15 public review replies and a searchable index. The closing page has the details.

#01 · LOST & MISSING PACKAGES

Lost Package — First Acknowledgment & Tracking Check

Situation: A customer writes that their order hasn't arrived yet and they're worried it's lost. Tracking is stalled or hasn't updated in a few days, but the package isn't confirmed delivered or formally lost yet.

Which voice: This is almost always a warm-firm moment — the customer is anxious, not angry, and nothing is confirmed lost yet, so you reassure and buy a little time without promising a refund prematurely. Reach for conciliatory only if it's a repeat buyer or a small order where you'd rather just act fast. Use firm only if this same person has already contacted you twice the same day for an order that shipped yesterday.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thanks for the heads-up on order [\[Order Number\]](#). I've pulled it up and confirmed it shipped via [\[Carrier\]](#) under tracking [\[Tracking Number\]](#).

The last scan shows it's still in transit. Carrier timelines do slip, and a package this quiet usually starts moving again within a couple of business days. I'd ask that we give it until [\[Date\]](#) before treating it as lost.

If there's no movement by then, message me and I'll open a trace with [\[Carrier\]](#) and sort out a fix from there. I'll be watching it on my end too.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

I'm sorry [\[Product Name\]](#) is taking longer than either of us hoped — waiting on a package you're excited about is the worst.

I looked up order [\[Order Number\]](#) right away. It's on the move with [\[Carrier\]](#) under tracking [\[Tracking Number\]](#), and the last scan just hasn't updated in a few days. Nine times out of ten that's a missed scan, not a missing package, and it pops back up on its own.

Let's give it until [\[Date\]](#) to surface. If it hasn't by then, reply here and I'll chase [\[Carrier\]](#) directly and make it right. You won't be left hanging.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

Oh no — I'm so sorry [\[Product Name\]](#) hasn't landed yet. Thank you for telling me instead of just worrying.

I checked order [\[Order Number\]](#) and it's still in transit with [\[Carrier\]](#) (tracking [\[Tracking Number\]](#)), just sitting without a new scan. These usually start moving again, but I don't want you stressed about it in the meantime.

Here's what I'll do: I'll keep an eye on it daily through [\[Date\]](#). If it hasn't moved by then, I'll get a replacement [\[Product Name\]](#) out to you straight away — no need to chase me. I just want this to be a good experience for you.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the carrier's actual last scan location or status ("left the [\[City\]](#) facility") so the customer can see you really looked, and set [\[Date\]](#) to a real follow-up day 2–3 business days out rather than leaving it vague.

#02 · LATE SHIPMENTS & DELAYS**Late Shipment — Apology After They've Noticed**

Situation: The customer messaged first, asking where their order is or pointing out it's past your processing time. You're already behind and need to own it.

Which voice: Warm_firm is the everyday choice — a sincere apology plus a firm new date settles most people. Lean conciliatory if they're clearly frustrated, it's a sizable order, or they're a returning customer; a small discount or upgraded shipping buys back goodwill. Use firm only if they're being aggressive or making demands beyond a reasonable fix — you can still apologize while holding a fair boundary.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

You're right that order [\[Order Number\]](#) is past my usual processing time, and I'm sorry for the wait. It will ship by [\[Date\]](#), and you'll get tracking with [\[Carrier\]](#) that same day.

I can't promise next-day delivery from here, but I can promise it goes out by that date and that it's made with the same care it would've had on time.

Thank you for your patience.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

Thank you for the nudge — and I'm sorry. Order [\[Order Number\]](#) should have shipped already, and the delay is on me, not on anything you did.

Here's the firm plan: it ships by [\[Date\]](#), and tracking lands in your inbox the moment it's on the truck. No more vague "soon" from me.

I really appreciate you giving me the chance to make it right.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

I owe you an apology — you shouldn't have had to ask. Order [\[Order Number\]](#) slipped past my processing window, and that's on me.

It ships by [\[Date\]](#), and I've upgraded you to faster shipping so the lost days don't all land on you. I've also added [\[Discount Code\]](#) for [\[XX\]](#)% off your next order, as a real thank-you for your patience.

Tracking comes the minute it leaves here.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Name the specific snag only if it's reassuring ("a sourdough starter that needed an extra day"), and always anchor to a concrete [\[Date\]](#) rather than "early next week" — vagueness is what got you the message in the first place.

#03 · ALLERGIC-REACTION REPORTS

Allergic Reaction — First Response: Concern & Care

Situation: A customer messages to say they (or someone they bought the product for) had an allergic reaction after using or eating [Product Name]. This is your very first reply, before you know any details.

Which voice: This is the message you send the moment a reaction is reported, no matter how the customer is feeling. Lead with concern for the person, not the product. Reach for warm-firm in almost every case — it shows real care while staying careful about cause and liability. Use conciliatory if the customer is upset, frightened, or a repeat buyer and you want to soften the moment further. Use firm only if the customer opens combatively or is clearly threatening, and even then it stays gentle — the boundary is on cause and blame, never on compassion.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thank you for telling me, and I'm genuinely sorry you've had a rough experience. Your wellbeing matters more than anything else here.

If you're having any symptoms right now, please contact a doctor, urgent care, or poison control, and seek immediate medical care if anything is serious or getting worse. I'm not able to give medical advice, so please let a professional guide that part.

I'm not in a position to say what caused the reaction, but I do want to help on my end. When you're feeling up to it, let me know the order number and I'll look into next steps for your records.

Take care of yourself first.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

I'm so sorry to hear this, and thank you for letting me know right away. The first thing on my mind is you — please make sure you're okay.

If you're having any reaction symptoms now, please reach out to a doctor, urgent care, or poison control, and get immediate medical care if anything feels serious or is getting worse. I want a professional looking after you, not me guessing.

I can't speak to what caused it, but I do care a great deal and I want to help. Whenever you're ready, send me your order number ([\[Order Number\]](#)) and we'll sort out the right next step together.

Thinking of you.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

Oh, I'm so sorry — please don't worry about anything on my end right now and just take care of yourself. Hearing this has me genuinely concerned for you.

If you're having any symptoms, please call a doctor, urgent care, or poison control, and get immediate help if it's serious or worsening. Your health comes first, full stop.

I'm not able to know what caused this, but I want to make this as easy on you as I possibly can. When you're feeling steadier, just reply with your order number ([\[Order Number\]](#)) and I'll take care of the rest from there — no hoops to jump through.

Wishing you a quick recovery.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the customer's first name and, if they named a symptom, gently acknowledge it ("I'm sorry you're dealing with the hives") without ever guessing the cause. Keep the medical-care line exactly as careful as it is here.

#04 · CUSTOM-ORDER MISUNDERSTANDINGS

Custom Order — "This Isn't What I Pictured"

Situation: A customer receives a finished custom or personalized piece and writes that it doesn't match what they had in mind, even though it matches the details they approved.

Which voice: Reach for firm when you have a clear approval trail — an approved proof, a confirmed mockup, or a written description the customer signed off on — and the piece matches it exactly; you're holding the line on a made-to-order item. Use warm-firm as your default: acknowledge the gap between imagination and the real object, walk back through what was agreed, and offer one reasonable adjustment. Go conciliatory when the customer is a repeat buyer, the order was small, or the disconnect is genuinely ambiguous and the goodwill is worth more than the fight.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thank you for the photos. I can see the piece you received is exactly what we confirmed on [\[Date\]](#) — same wording, same colors, same layout as the proof you approved before I began.

Because [\[Product Name\]](#) is made to order from those approved details, I'm not able to offer a refund or free remake on a piece that matches the approval. I take that step seriously specifically so there are no surprises at the end.

If you'd like a different version, I'm happy to make a new one at [\[\\$XX\]](#). Just say the word and I'll get a fresh proof over to you.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

I'm sorry it didn't land the way you'd hoped — there's always a gap between the picture in our heads and the object in our hands, and I never like hearing you felt that gap.

Looking back at order [\[Order Number\]](#), the piece matches the details we confirmed before I started. So I can't redo the whole thing for free, but I don't want to leave you stuck either.

Here's what I can do: tell me the one thing that's most off for you, and I'll see whether it's a small fix I can make. If it needs a full remake, I can do that at my cost rather than full price.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

Oh no — I want you to love this, and it sounds like you don't, so let's fix that.

You're a customer I'd much rather keep happy than win a point with. Even though [\[Product Name\]](#) came out as we'd discussed, I'd like to remake it to better match what you were picturing, at no extra charge.

Could you send me a quick note or a reference image of what you had in mind? I'll put together a new proof so we're fully on the same page before I make a single stitch this time.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap "same wording, same colors, same layout" for the exact specs of your craft (scent and label, glaze and dimensions, font and monogram). Naming the precise approved details is what makes the firm version land as fair rather than dismissive.

#05 · "NOT AS PICTURED"

Not As Pictured — Handmade Variation, Gently Explained

Situation: The customer received their order and feels it doesn't quite match the listing photo — the swirl pattern, the texture, or the finish looks a little different from what they saw online.

Which voice: Reach for warm_firm by default: validate the small letdown, then explain that each piece is made by hand and no two are identical, which is exactly why the photo is a representative example. Use firm if they're repeating the complaint after you've already explained, or implying you were misleading. Use conciliatory if it's a first order, a gift, or the gap is bigger than usual and you'd rather keep them than be right.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thank you for the photos of your [\[Product Name\]](#) — I can see what you mean about the difference.

Because every piece is made by hand, each one comes out a little different: the pattern, the depth of color, and the finish all shift slightly from batch to batch. The listing photo shows a representative example rather than the exact item you'll receive, and that's noted on the listing as well.

What you have is a correct, non-defective piece, so it falls outside what I'm able to return. That said, I want you to genuinely enjoy it — if there's something specific that's bothering you, tell me and I'll see what I can do.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

I appreciate you reaching out, and I'm sorry your [\[Product Name\]](#) didn't land quite the way you pictured it.

Here's what's going on: I make each one by hand, so the swirl, the tone, and the little marks are different on every single piece. The photo in the listing is one example of how they come out — yours is its own version of the same design, not a flaw or a wrong item.

I know that's a small adjustment to make when you had a specific picture in mind. If you'd like, send me what you were hoping for and I'll tell you honestly whether a future piece can get closer to it.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

Thank you for sending pictures — I'd rather know than have you quietly disappointed.

Every piece I make is one of a kind, so yours won't be an exact twin of the listing photo. That's the nature of handmade, but I completely understand it can be a surprise when you had a particular look in mind.

I'd like to make this right. If you'd prefer, I'm happy to send a replacement and try to match the listing more closely, or refund you [\[\\$XX\]](#) so you can keep this one — whichever feels better to you. Just let me know.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap "swirl, tone, and little marks" for the specific traits that vary in your craft (glaze pooling, candle frosting, grain direction). Naming the real variation makes you sound like the maker, not a script.

#06 · REFUNDS OUTSIDE THE WINDOW

Late Refund — Outside the Window, Holding the Line

Situation: A customer asks for a full refund on an order that shipped and was delivered well past your stated return window. The item isn't defective — they just want their money back after the deadline has passed.

Which voice: Reach for firm when the window has clearly closed, the item is as described, and the request is simply late — especially if this is a first-time buyer with no defect to point to. Use warm_firm when you'd rather not refund cash but want to keep the relationship by offering store credit or a small code. Use conciliatory when the order is small, the buyer is a repeat customer, or the goodwill is cheaper than the back-and-forth.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thanks for writing in about order [\[Order Number\]](#). I took a look, and the [\[Policy Window\]](#) return window on this one closed a little while back, so I'm not able to process a refund at this point.

I know that's not the answer you were hoping for, and I'm sorry for the disappointment. The window keeps things fair and lets me keep prices where they are for a small shop like mine.

If there's ever something off with a future order, reach out right away and I'll make it right. I'd genuinely love to have you back.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

Thank you for reaching out about [\[Product Name\]](#). I want to help here, so let me be straight with you: order [\[Order Number\]](#) is past the [\[Policy Window\]](#) return window, so a cash refund isn't something I can do.

What I can offer is store credit for the full amount, good whenever you're ready to use it. I'd rather keep you as a customer than stick to the calendar.

Would credit work for you? If so, I'll set it up today and send it over.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

Thanks for letting me know about order [\[Order Number\]](#). Technically this is past my [\[Policy Window\]](#) window, but you took the time to write and I'd rather you walk away happy than hung up on a date.

I've gone ahead and refunded [\[\\$XX\]](#) to your original payment — give it a few business days to land.

If you ever want to give [\[Product Name\]](#) another try, just say the word. Thanks for giving my little shop a chance.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the real product and the actual delivery-to-request gap if it's worth naming ("delivered back in [Date]"). A specific date reads as careful, not cold.

#07 · SHIP-TO-A-DIFFERENT-ADDRESS

Gift Shipment — Send Straight to the Recipient

Situation: The customer ordered [Product Name] as a gift and wants it shipped directly to the recipient at an address that isn't their own, sometimes with a note asking you to leave off the price.

Which voice: Gift-to-recipient shipping is normal and usually fine, so warm-firm is your default — confirm the address, offer a gift note or packing slip without prices, and ship. Use firm only if the gift address is in a high-risk pattern (freight forwarder, repeated different recipients on one account) or the order is unusually large and you want it confirmed on the platform first. Go conciliatory for a repeat customer or a clearly personal gift — add the handwritten note, double-check spelling of the recipient's name, make it feel special.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [First Name],

What a thoughtful gift. I'm glad to send [Product Name] straight to them — I just want to make sure it lands safely.

Before I ship, please confirm the recipient's full name and complete address in a reply here, and set that same address as the shipping address on [Order Number] if you're able to. Having it on the order keeps the shipment verified end to end.

Once that's set, I'll leave out any pricing and include a gift note if you'd like one. Just send me the message you'd like written.

Warmly,

[Your Name]

[Shop Name]

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [First Name],

Love that you're sending [Product Name] as a gift — I'll ship it right to them. I never include prices in the package, so no worries there.

Go ahead and reply with the recipient's full name and address exactly as it should appear on the label, and tell me what you'd like the gift note to say (or if you'd rather skip it). If you can also pop that address into the order's shipping field, even better — it keeps everything tracked under one record.

I'll get it wrapped up and on its way.

Warmly,

[Your Name]

[Shop Name]

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

This made my day — thank you for trusting me with a gift. I'll send [\[Product Name\]](#) directly to them, with no pricing anywhere in the box.

Just reply with the recipient's name and full address, and the note you'd like tucked inside, and I'll write it out by hand. I'll also double-check the spelling of their name on the label so it's perfect.

If there's a date it needs to arrive by, let me know and I'll plan the shipping around it.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Mention how you actually handle gift notes (handwritten card, printed slip, none) and whether you can hit a specific arrival date — that's the detail gift buyers care about most.

#08 · LOW-BALL DISCOUNT REQUESTS**Lowball — A Polite First "No"**

Situation: A customer messages offering well below your listed price for [\[Product Name\]](#) — sometimes half — and asks if you'd take it.

Which voice: If this is a first-time, friendly ask, warm_firm is your everyday answer: a kind no that explains the price without making them feel small. Reach for firm when the offer is far below cost or comes with pressure. Choose conciliatory only when you'd genuinely like to win this buyer and can afford one small, bounded sweetener like a first-order code — not a price cut.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thanks for your interest in [\[Product Name\]](#). I'm not able to come down to [\[\\$XX\]](#) on this one — the price reflects the hours of handwork and the materials that go into each piece, and it's set as fairly as I can make it.

It'll be here whenever the timing is right for you, and I'd be glad to have you as a customer.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

I appreciate you asking, and I can tell you really like [\[Product Name\]](#). I do keep my prices firm, though — each one is made by hand, and the price covers the materials and the time that go into it.

If the full price isn't right just now, no worries at all. I'd love to have you whenever it works.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

Thank you for reaching out about [\[Product Name\]](#) — I'm so glad it caught your eye. I'm not able to drop the price itself, since it's set to cover the handwork and materials, but I'd love to make your first order a little easier.

Here's [\[XX\]](#)% off with the code [\[Discount Code\]](#). I hope it's the nudge you needed.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the exact figure they offered versus your real price so the no feels grounded, and name what specifically makes [\[Product Name\]](#) take so long — the hand-pouring, the curing, the stitching.

#09 · WHOLESALE THAT DOESN'T FIT

Wholesale — Shop Too Small / Below Your MOQ

Situation: A small boutique or a single-location shop reaches out about carrying your line, but the quantities they're floating are well under your minimum order.

Which voice: Reach for firm when you've decided your MOQ is non-negotiable right now and you don't want a long back-and-forth — it closes the door cleanly while leaving the relationship intact. Warm-firm is your default: hold the minimum but hand them a path to get there. Go conciliatory when the shop is a genuinely good brand fit and you'd rather seed the relationship with a small starter order than wait for them to scale.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thank you for thinking of [\[Boutique Name\]](#) alongside our line — it's a lovely shop.

Our wholesale program runs on a minimum opening order of [\[\\$XX\]](#), and we hold that line so we can keep production, pricing, and lead times consistent for every stockist. The quantities you mentioned fall below it, so I'm not able to set up a wholesale account at this size just yet.

If the numbers change down the road, I'd genuinely welcome a fresh conversation. Until then, thank you for reaching out.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[Buyer Name\]](#),

I'm so glad [\[Boutique Name\]](#) is interested in carrying us — thank you for reaching out.

My wholesale minimum sits at [\[\\$XX\]](#) per opening order, which keeps things workable on my end as a small maker. The order you described comes in under that, so I can't open a full wholesale account at this volume right now.

What I can do: if you'd like to build a first order up to the minimum, I'm happy to walk you through the line and help you pick the pieces most likely to move in your space. Just say the word and I'll send the linesheet.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

What a treat to hear from [\[Boutique Name\]](#) — your shop has exactly the feel I'd want our products sitting in.

My standard wholesale minimum is [\[\\$XX\]](#), and you're a bit under that. But honestly, I'd rather start the relationship than make you wait, so I'm happy to set you up with a smaller starter order this once and see how it sells through with your customers.

If it does well, we'll move you onto regular wholesale terms from there. I'll send a curated linesheet of the pieces I'd suggest leading with — tell me how much space you're working with and I'll tailor it.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in your real opening-order minimum for [\[\\$XX\]](#) and name one or two best-selling pieces you'd steer a small shop toward, so the offer feels like advice from a maker rather than a form letter.

#10 · NEGATIVE-REVIEW NEGOTIATION

Review Ransom — "Refund Me and I'll Remove the Review"

Situation: A customer messages you privately saying they'll take down (or change) their negative review if you refund them, or that you can avoid a bad review by paying up.

Which voice: Reach for firm when the message is plainly transactional — pay or the review stays. Use warm_firm when the customer sounds frustrated rather than calculating and there may be a real issue worth solving. Conciliatory fits a small order or a repeat buyer where it's faster to fix the actual problem on its own merits than to debate the framing. In all three, the line that does the work is the same: you'll make a genuine problem right regardless of the review, but you can't tie a refund to changing or removing it.

FIRM · HOLDS THE BOUNDARY, KINDLY.

Hi [\[First Name\]](#),

Thanks for writing. I want to be straight with you: I can't offer a refund or anything else in exchange for changing or removing a review. The marketplace's own rules don't allow it, and honestly I wouldn't feel right about it either.

What I can do is look at the actual order. If something arrived wrong or fell short, tell me what happened with [\[Product Name\]](#) on [\[Order Number\]](#) and I'll make it right on its own merits — review or no review.

That offer stands either way.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

WARM-FIRM · THE EVERYDAY DEFAULT.

Hi [\[First Name\]](#),

I hear that you're unhappy, and I'd genuinely like to fix whatever went wrong — that part matters to me.

I do have to separate two things, though. I can't connect a refund to taking down or editing a review; that's against the platform's policy and not something I'm able to do. But your experience with [\[Product Name\]](#) is a different question, and that one I can absolutely help with.

Tell me what happened with [\[Order Number\]](#) and I'll sort out the right fix. Whatever you decide about the review is up to you.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

CONCILIATORY · GENEROUS; RELATIONSHIP-FIRST.

Hi [\[First Name\]](#),

I'm sorry this turned into a frustrating experience — that's the last thing I want for anyone who orders from a small shop like mine.

Here's where I land: I can't offer money in trade for a review change, because the platform doesn't permit it. But I don't need to. If [\[Product Name\]](#) disappointed you, I'd rather just fix it. Send me a photo or a quick note about [\[Order Number\]](#) and I'll get a [\[\\$XX\]](#) refund or a replacement moving today.

The review is yours to keep, change, or leave however you like.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the exact thing they asked for (full refund, free replacement) so they feel heard, but keep the decoupling sentence word-for-word — it's the legally safe part you don't want to improvise.

Want all 90 responses?

This starter is 10 scripts. The Maker's Customer Service Response Library is the full set: 75 direct responses across eleven categories — each at all three voice levels — plus a 15-script public-review sub-library for the reply box on Etsy, Google, and Amazon, a searchable Excel index to find the right script in seconds, and a Start Here playbook on handling the high-stakes ones (allergies, food safety, chargebacks, review extortion) without getting yourself into trouble.

GET THE FULL LIBRARY

Available on the Ardent Workshop storefront. [See the full Customer Service Response Library >](#)

The tool behind the reply

Every one of these replies starts with the same thing: a customer and the order behind them — the tracking number, the ship date, the order history. Finding that mid-crisis, across a pile of spreadsheets and marketplace tabs, is its own job.

MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps every order, customer, and shipment in one place — so when a hard message lands, the details you need to answer well are already in front of you. There's a free plan to start. [Start free at `ardentseller.app` >](#)

A note on using these. They're a careful starting point — not legal, medical, or compliance advice. The allergy script is written to show concern without admitting fault or diagnosing, but you're responsible for the rules where you and your customers live, and for a serious incident you should talk to a professional.

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