



TRUST & PROOF ACCELERATOR

How to Access and Use Your Free "Leave Us a Review" Link and QR Code

Including where and how to use them, and specific scripts you can use to request reviews.

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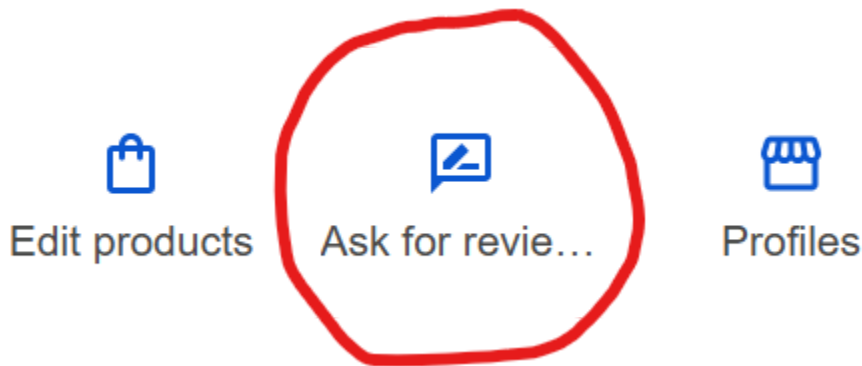
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Step 1: Get Your Google Review Link

Option A: The Easy Way (Recommended)

1. **Go to your Google Business Profile**
 - Visit google.com/business
 - Sign in and click on your business profile.
2. **Click "Ask for reviews."**



3. Copy your review link or download your QR code.

- Google will show you a shareable link
- It looks like: [https://g.page/r/\[unique-code\]/review](https://g.page/r/[unique-code]/review)
- Click "Copy" or manually select and copy the entire link
- **SAVE THIS LINK** - paste it into a note or document
- You can download the QR code as an image.
- Save the QR code with an easy-to-remember name.

Step 2: Choose Where to Use Your QR Code

Print Locations (High Conversion)

- ✓ **On Receipts:** Great for high-volume retail, though thermal paper can sometimes smudge the QR code.
- ✓ **Table Tents:** Essential for hospitality; put them where people "dwell" (waiting for food or the check).
- ✓ **Counter/Checkout:** Best paired with a verbal "Review for a sticker/cookie/discount" (check Google's current TOS on incentives, as they can be picky).
- ✓ **Invoice Inserts:** Works best for home services (plumbers, electricians).



✓ **Business Cards:** Handing a client a card with a QR code on the back is a classic "handoff" move.

✓ **Vehicle Wraps/Decals:** If you have a service van, a large QR code on the back door can capture reviews while you're parked at a job site.

Digital Locations (Low Friction)

✓ **Thank You/Confirmation Emails:** The "peak" of customer satisfaction is often right after the booking or delivery.

✓ **Text Message (SMS):** Statistically, the highest conversion rate. People are more likely to click a link in a text than an email.

✓ **Digital Receipts:** Perfect for paperless businesses.

✓ **Website Footer:** Good for "social proof," though users rarely scroll here just to leave a review.

✓ **Email Signatures:** Every 1-on-1 email your staff sends is an opportunity.

✓ **Instagram/Facebook Stories:** Using the "Link" sticker on a Story is a great way to "gamify" a review drive.

⚠️ One Important "Pro-Tip."

When putting a QR code in a **digital location** (like a PDF invoice or a Text Message), you should **always provide a clickable hyperlink** as well.

Why? If a customer is viewing your PDF invoice *on their phone*, they cannot scan the QR code displayed on their own screen. **They need a link they can tap with their thumb.**

Step 3: Make It Easy for Customers to Use Your QR Code

DON'T just use a bare QR code! People won't scan it if they don't know what it's for.

Create a Simple Graphic ([Canva](#) and [Adobe Express](#) both have free versions)

Sample Template:



Or keep it super simple:

- Print the QR code
- Add text below: "Scan to Review Us on Google →"
- Add your logo above (optional)

Step 4: Review Request Scripts (What to Say)

1. The "In-Person" Script (The Handoff)

The key here is to emphasize how much their specific voice matters to your local community.



- **The "Community" Angle:**

"It was great working with you today! If you have a minute, would you mind scanning this QR code to leave a quick review? It's the best way for other **[homeowners/families]** in the area to know they're in good hands. We'd really appreciate it!"

- **The "Team Recognition" Angle:**

"I hope you're thrilled with everything! If you have 60 seconds to scan this and leave a review, it would mean a lot. Our team actually reads every single one, and it's a huge boost for us."

- **The "Quick & Easy" Angle:**

"Before you head out, if you enjoyed the service, could you give this a quick scan? It's just a star rating and a sentence, but it helps a small business like ours more than you know!"

2. The "Follow-Up Text" Script

Since the user is already on their phone, the friction is low. Keep it punchy and *include a direct link (in addition to the QR image)* just in case the image doesn't load.

- **The "Personal Touch" Version:**

"Hi [Name]! It was a pleasure helping you with [Service] today. If you're happy with the results, would you mind leaving us a quick Google review? It takes about 30 seconds and helps neighbors find us! [Link/QR Image]"

- **The "Short & Sweet" Version:**

"Thanks for choosing [Business], [Name]! 🌟 We'd love to hear about your experience. If you have a moment, could you leave us a quick review here? [Link/QR Image] We appreciate the support!"

- **The "Feedback" Version:**

"Hi [Name]! We're so glad we could help with [Service]. Would you mind sharing your experience on Google? It helps us (and our future customers) immensely! [Link/QR Image]"



Quick Tips for Better Results

- **The "Wait for the Peak" Rule:** Ask for the review immediately after a "win" (e.g., when the customer says "Wow, this looks great!" or "Thank you so much!").
- **Mention a Name:** If you have employees, ask the customer to mention the staff member's name in the review. Google's algorithm loves specific names, and it makes the customer feel like they are helping a specific person.
- **The Link is King:** For texts, always provide a **direct hyperlink** to your Google Review page. Expecting someone to save a QR code to their gallery and then

On Printed Materials:

Just the text:

- "Loved your experience? Scan to review! →"
- "Help us grow - leave a review! 📱"
- "Share your experience in 60 seconds →"

PRO TIPS

✅ **Test Before Printing:** Always test the QR code with your phone before printing 100 copies

✅ **Size Matters:**

- Minimum print size: 1" x 1" (2.5cm x 2.5cm)
- Optimal size: 2" x 2" or larger for easy scanning
- For distant viewing (yard signs): 4" x 4" minimum

✅ **Contrast is King:** Dark QR code on light background works best. Avoid light colors or low contrast.



✓ **Don't Over-Design:** Simple works. Fancy QR codes with logos in the middle don't scan well.

TROUBLESHOOTING

QR Code Won't Scan?

- Make sure there's enough white space (border) around the QR code
- Increase the size - it might be too small
- Check that the image isn't pixelated or blurry
- Ensure high contrast (dark on light)