



TRUST & PROOF ACCELERATOR

Review Request Scripts

HOW TO USE THIS GUIDE

Asking for reviews is one of the highest-ROI activities for your business, but most business owners either don't ask at all or do so awkwardly.

This guide gives you:

- Copy/paste text message scripts
- Email templates ready to send
- In-person scripts that feel natural
- Timing guidance (when to ask)
- Follow-up strategies

Best practices:

- Ask within 24-48 hours of service (while the experience is fresh)
- Make it easy (direct link or QR code)
- Ask happy customers only (don't ask everyone)
- Never offer incentives for positive reviews (violates Google policy)
- Keep it short and casual

Choose the script that fits your situation, customize it with your details, and send.

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TEXT MESSAGE SCRIPTS

Most effective method - 60%+ response rate when sent to happy customers

Text Script 1: Simple & Direct

Hi [Name]! Thanks for choosing [Business Name]. Would you mind leaving us a quick Google review? Takes 60 seconds and really helps us grow: [link]. Thanks so much!

Example:

Hi Sarah! Thanks for choosing Pike Emergency Plumbing. Would you mind leaving us a quick Google review? Takes 60 seconds and really helps us grow: [link]. Thanks so much!

Text Script 2: Appreciative Tone

Hey [Name], [Your Name] here from [Business]. Just wanted to say thanks for trusting us with [service]. If you have 60 seconds, we'd be so grateful for a Google review: [link]. Really appreciate it!

Text Script 3: Emphasizing Local Impact

Hi [Name]! Thanks for supporting our local business. A quick Google review would help other [city] families/homeowners find us. Takes 1 minute: [link]. Really appreciate your support!



Text Script 4: Personal Touch

Hey [Name], this is [Your Name] - thanks again for having us out today! Would you mind sharing your experience on Google? [link]. Your feedback helps us improve and grow. Thanks!

Text Script 5: Casual & Friendly

Hi [Name]! We'd appreciate a quick Google review. It really helps us out 😊 [link]. Thanks so much!

Text Script 6: For Returning Customers

Hey [Name]! Always great working with you. Since we've helped you a few times now, would you mind sharing your experience on Google? [link]. Your perspective as a repeat customer would really help others. Thanks!

EMAIL SCRIPTS

Use when you have customer emails or for more formal service relationships

Email Script 1: Simple Request

Subject: Quick favor?

Hi [Name],

Thanks for choosing [Business Name] for [service].

If you have 60 seconds, we'd really appreciate a Google review. It helps other [customers/homeowners/families] in [city] find us.



[Insert button or link: Leave a Review]

Thanks for your support!

[Your Name]

[Business Name]

[Phone Number]

Email Script 2: Appreciative

Subject: Thank you, [Name]!

Hi [Name],

Just wanted to say thanks for trusting [Business Name] with [service]. It was a pleasure working with you!

We'd be so grateful if you'd share your experience on Google. Your feedback helps us grow and helps other [city] residents find quality [service type].

Takes just 60 seconds: [Insert link]

Thanks again for your business!

Best,

[Your Name]

[Business Name]

Email Script 3: Follow-Up After Project Completion

Subject: How did everything turn out?

Hi [Name],



It's been [timeframe] since we completed your [service/project]. We wanted to check in and make sure everything is still working perfectly.

We'd love it if you could leave us a quick Google review. Your feedback helps other [city] homeowners/businesses make informed decisions.

[Insert button: Share Your Experience]

And if anything needs attention, please let us know immediately so we can take care of it!

Thanks,

[Your Name]

[Business Name]

[Phone]

Email Script 4: Professional Services

Subject: We'd value your feedback

Dear [Name],

Thank you for choosing [Business Name] for [service].

As a locally-owned business, online reviews are crucial to our growth. We'd greatly appreciate it if you'd take a moment to share your experience on Google.

[Insert link: Leave a Review]

Your feedback helps us improve and helps others in the [city] community find trusted [service type].

Thank you for your time and your business.



Sincerely,

[Your Name]

[Title]

[Business Name]

Email Script 5: With Social Proof

Subject: Join 100+ happy customers

Hi [Name],

Thanks for choosing [Business Name]! We're grateful for customers like you.

We've been fortunate to receive [number] five-star reviews from [city] customers, and we'd love to add your voice to theirs!

Would you take 60 seconds to leave us a review?

[Insert button: Leave a Review]

Your feedback helps other local families/businesses find quality service.

Thanks so much,

[Your Name]

Email Script 6: Multiple Review Sites (if applicable)

Subject: Share your experience

Hi [Name],

Thanks again for choosing [Business Name]!



If you have a minute, we'd love your feedback on whichever platform is easiest for you:

→ Google: [link]

→ Yelp: [link]

→ Facebook: [link]

Even just a star rating takes 10 seconds and helps other [city] residents find us.

Thank you for your support!

[Your Name]

[Business Name]

IN-PERSON SCRIPTS

Use these when you're face-to-face with customers after completing service

In-Person Script 1: Casual Handoff

Hey, before I head out - I'd really appreciate it if you could leave us a quick Google review. It helps us out a lot. Here's a card with a QR code [hand them the card] - takes 60 seconds. Thanks!

In-Person Script 2: At Checkout/Payment

Thanks so much! By the way, we'd love a Google review when you get a chance. Reviews really help small businesses like ours. Here's our info [point to QR code on receipt/card]. Really appreciate it!

In-Person Script 3: Professional Services



[Name], it's been a pleasure working on this with you. I'm going to send over a quick link for a Google review. As a local business, your word carries a lot of weight—it helps other [City] [families/businesses] know they're in good hands. It'll take about 60 seconds, and we'd truly value your perspective.

In-Person Script 4: Professional Services

[Name], I've really enjoyed getting this result for you! Since so many people find us through Google, would you mind sharing a quick bit of feedback? It's the best way for other [City] [families/businesses] to see the 'proof' of what we do. I'll text you the link today—it's just a 60-second tap. Thank you!

In-Person Script 5: Restaurant/Retail

Thanks for coming in! We'd love it if you'd leave us a quick Google review. You can scan this [point to QR code on table tent/counter]. It really helps us out!

TIMING GUIDE: WHEN TO ASK

✓ BEST TIMES TO ASK:

Immediately after service (in person):

- Right after completing the job and the customer expresses satisfaction
- During payment/checkout
- During the final walkthrough, when they're happy with the results

24-48 hours after service (text/email):

- After they've had time to experience the results
- While the experience is still fresh
- Before they forget about you



1 week after service:

- For projects where results take time to show (landscaping, painting, etc.)
- Follow-up check-in: "How's everything working?"

After a milestone:

- Completed their 3rd service with you
- Referred a friend
- Left positive feedback via phone/email

✗ WORST TIMES TO ASK:

DON'T ask when:

- The customer seemed unhappy or frustrated
- There were problems during service (even if resolved)
- They complained about the price
- Service isn't complete yet
- They're clearly in a hurry
- It's an emergency/stressful situation

Wait to ask if:

- You need to come back to finish something
- There's a warranty period to see if the work holds up
- They're dealing with stressful circumstances (funeral, divorce, emergency)

WHERE TO DISPLAY QR CODES

✓ **Business cards** (front or back)

✓ **Receipts** (printed at bottom)



- ✓ **Invoices** (footer)
- ✓ **Table tents** (restaurants/cafes)
- ✓ **Counter displays** (small frame or sticker)
- ✓ **Vehicle decals** (service businesses)
- ✓ **Door/window clings**
- ✓ **Thank you cards** (mailed after service)
- ✓ **Packaging inserts** (for product businesses)

QR Code In-Person Script:

"If you have your phone handy, you can scan this QR code right now [point to code].
Takes 30 seconds. Or I can text you the link for later - whatever's easier!"

QR Code Signage Text:

Love our service? ❤️

Scan to leave us a review!

Takes 60 seconds

OR

Help us grow!

 Scan for Google Review

SPECIFIC SCENARIOS



SCENARIO: They Said Yes In Person, But Didn't Do It

Text (next day):

Hey [Name]! Thanks again for yesterday. Here's that Google review link I mentioned: [link]. Really appreciate you taking the time!

SCENARIO: They Shared Verbal Praise But No Review

Text:

Hi [Name]! So glad you were happy with [service]! Would you share that feedback on Google? [link]. Other customers really value hearing from people like you. Thanks!

SCENARIO: Repeat Customer

Text:

Hey [Name]! Always great working with you. Since you've been with us for [number of projects or length of time], your perspective is incredibly valuable. Would you mind sharing a quick 60-second review? Coming from a long-term client like you, it really helps others see the consistency we aim for. Here's the link: [Link]. Thanks again!

Text V2:

Hi [Name]! Great seeing you again for the [number]th time! Since you know our process better than anyone, would you mind leaving us a quick Google review? Loyal clients like you are the reason we're able to grow. Here's the link: [Link]. Thanks so much!

SCENARIO: Large/Expensive Project

Email (1 week after completion):

Subject: Following up on your [Project Name] / A quick favor



It's been a week since we wrapped up your [Project Name], and I wanted to check in. Our goal was to ensure [Specific Benefit, e.g., the new installation was seamless/the office transition was smooth]—is everything meeting your expectations?

Because this was such a significant project, your experience is the ultimate "Proof" for others who are considering a similar investment.

Would you mind sharing a brief 60-second review of the process? Specifically, how you felt about the [Project Phase, e.g., communication/final finish] would be incredibly helpful to other [City] [Business Owners/Families].

[Link to Google Review]

We take great pride in this project and value your partnership. If anything needs our attention, please just hit reply, and we'll be there.

Best,

[Your Name]

SCENARIO: After You've Resolved a Customer Service Query

Text (after fixing an issue):

Hi [Name], [Your Name] here. I'm glad we could get that [issue/concern] resolved for you today. At [Business Name], our goal is always to make sure our clients are taken care of, no matter what.

If you feel we handled this well, would you mind sharing a quick 60-second review? It really helps others see how much we value our customers' experience.

[Link]

Thanks for your patience while we smoothed this out!



WHAT NOT TO DO

✗ Don't offer incentives for positive reviews

NOT: "Leave a 5-star review and get 10% off your next service!" Violates Google policy and can get you penalized.

✗ Don't ask unhappy customers

If they seemed frustrated or complained, DON'T ask for a review. Fix the problem first.

✗ Don't review-gate (only send link to happy customers)

While you shouldn't ASK unhappy customers, you can't prevent them from leaving reviews. Send the same link to everyone who had a positive interaction.

✗ Don't make it complicated

NOT: "Go to Google, search for our business, click on reviews, then..."

YES: "Click this link: [direct review link]."

✗ Don't ask multiple times in the same week

One ask, one follow-up 3-5 days later, final follow-up after 2 weeks. Then stop.

✗ Don't write reviews for customers

Some customers offer to let you "write it, and I'll post it." DON'T! Google can detect this, and it can get you penalized.

✗ Don't ask on review tablets/devices at checkout

Let customers review on their own device in their own time. Hovering over them is awkward.



RESPONSE RATE BOOSTERS

Make it personal:

- Use their name
- Reference a specific service they received
- Mention something from your interaction

Make it easy:

- Direct link (not "search for us")
- QR code option on print materials or emails
- Text link they can tap

Make it timely:

- Ask while they're still happy
- Don't wait weeks

Make it matter:

- "Helps other families find us."
- "Helps us grow as a small business."
- "Your feedback helps us improve."

Make it quick:

- "Takes 60 seconds."
- "Just a minute"
- "Really quick"

TRACKING YOUR REQUESTS

Keep a simple log:



- Date asked
- Customer name
- Method (text/email/in person)
- Result (left review / no response / declined)

This helps you:

- See which methods work best
- Know who to follow up with
- Identify your review champions
- Improve your ask rate

PRO TIPS

- ✓ **Ask in person when possible** - 2x higher response rate than text/email
- ✓ **Send the link while you're still there** - "Can I text you the link right now?"
- ✓ **Make it part of your process** - Every happy customer should be asked
- ✓ **Track your ask rate** - Goal: ask 80%+ of happy customers
- ✓ **Celebrate team members who get reviews** - Make it a positive thing
- ✓ **Use the 24-hour window** - Most customers who will review do it within 24 hours of being asked
- ✓ **Don't be apologetic** - You provided great service. It's okay to ask.
- ✓ **If they decline, don't push** - "No worries! Thanks for your business!"
- ✓ **Thank reviewers** - Reply to their review and send a personal thank you text/email