

REVIEW REQUEST SCRIPTS

Ask every happy customer, in your own words. These are starting points. Change them until they sound like you.

THE RULES

- [ ] **Ask everyone, not only the people you think will say yes**
  Selecting only happy customers to ask can break the review platforms' rules. Check current guidelines.
- [ ] **Never pay for a review or offer a discount, gift or entry in exchange for one**
  Platforms prohibit it.
- [ ] **Never write a review for a customer or ask them to say something specific**
- [ ] **Send your direct review link, not just the name of the platform**
  Find it in your Google Business Profile. Fewer steps means more reviews.
- [ ] **Ask soon after the job, while it is fresh**
- [ ] **Ask once, follow up once, then let it go**

IN PERSON

AT THE END OF A JOB

"I am glad you are happy with how it turned out. If you have a minute, an honest review helps other people around here find us. I will text you the link so it takes ten seconds."

TEXT MESSAGE

RIGHT AFTER THE JOB

Hi [Name], it is [Your name] from [Business]. Thank you for having us out today. If you have a minute, would you share how it went? [review link]
Either way, thank you.

ONE FOLLOW-UP, A FEW DAYS LATER

Hi [Name], a quick reminder in case it got buried. If you have a minute for a review, here is the link: [review link]. No worries if not.



EMAIL

SUBJECT: HOW DID WE DO, [NAME]?

Hi [Name],
Thank you for choosing [Business] for [job]. I hope everything turned out the way you wanted.
If you have a couple of minutes, I would really appreciate an honest review. It helps local customers find us and tells us what to keep doing or fix.
[review link]
Thank you again,
[Your name]

RESPONDING TO REVIEWS

A POSITIVE REVIEW

Thank you, [Name]. It was a pleasure working on [job] with you. We appreciate you taking the time to write this. [Your name]

A NEGATIVE REVIEW

Hi [Name], I am sorry this was not the experience we wanted for you. I would like to understand what happened and make it right where I can. Please call me at [number] or email [email]. [Your name]
Keep it short and calm. Never argue in public, never share private details, and do not accuse the reviewer. Other readers are judging how you respond.

A REVIEW THAT LOOKS FAKE OR BREAKS THE RULES

Report it through the platform. Do not reply with accusations. If it is a real customer with a fair complaint, treat it like any other negative review.

TRACK IT

Write the date you asked, the customer and whether they reviewed in your CRM. Count reviews per month and read the negative ones for patterns, not for blame.