Business Profile Pro

FREE CHECKLIST

Review Request Checklist

Make it easy for happy customers to leave a review, with ready-to-adapt messages and a simple routine.

1 Get ready

- [ ] Copy your **Google review link** and test it on your phone.
- [ ] Decide which other review sites matter for your business.
- [ ] Choose **who** sends the requests and **when**.
- [ ] Save your message as a snippet so it takes seconds to send.

2 Write a short, friendly message

- [ ] Use the customer's **first name** and mention the job.
- [ ] Say **thank you** first.
- [ ] Make **one clear request** and include **one link**.
- [ ] Keep it short enough to read in a few seconds.
- [ ] Do not ask for a specific star rating.

TEXT MESSAGE OUTLINE

Hi [first name], thanks for choosing [business name] for [job].
If you were happy with our work, would you leave us a quick review? [review link]
It helps other people nearby find us. Thank you! [your name]

3 Choose the right moment

- [ ] Ask **soon after** the job is done and the customer is happy.
- [ ] Ask in person at the finish, then send the link right away.
- [ ] Use **text** for speed and **email** as a second option.
- [ ] Send **one gentle reminder** a few days later, then stop.

4 After the review comes in

- [ ] **Reply** and thank the customer by name.
- [ ] Respond to a negative review **calmly**, with facts and an offer to help offline.
- [ ] Track new reviews each month.
- [ ] Share good reviews with your team.

> **TIP** A helpful reply to a critical review can build trust with the people who read it later.

5 Stay on the right side of the rules

- [ ] Do not offer **discounts or gifts** for reviews.
- [ ] Do not ask only happy customers and block unhappy ones from the review link.
- [ ] Never write or buy **fake reviews**.
- [ ] Only text people who have contacted you, and honor opt-out requests right away.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

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