

Review request scripts.

Word-for-word ways to ask for a Google review, and what to say back to the good ones, the bad ones and the unfair ones. Updated October 2026.

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FREE

No email

NEEDED

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Why bother

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When someone searches for what you do, your rating and review count sit right next to the businesses around you. Most happy customers never leave a review for one simple reason: nobody asked. These scripts make asking easy and a bit less awkward.

The rules first

Get these wrong and your reviews can be removed or your listing can be penalised. They follow Google's published review policies, which can change, so read them once on Google's site before you start.

1 Ask everyone, not only the happy ones.

Quietly steering unhappy customers away from your Google page, and sending only the pleased ones, is called review gating. Google does not allow it.

2 Never pay or reward for a review.

No discounts, free coffees or prize draws in exchange for one. You can thank people after, but you cannot make it a trade.

3 No fake reviews.

Not from you, your staff or anyone you pay. Google can detect patterns, and customers can smell it.

4 Do not keep asking.

One ask, and one friendly reminder if you want. After that, let it go.

Get your review link

Open your Google Business Profile and look for the option to get or share your review link (it is usually called something like 'Ask for reviews'). It gives you a short link that opens the review box directly. Paste that link into every script below. Run it through any free QR code maker and you also have a code for your counter, your receipts and your truck.

When to ask

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Right after the customer has seen the result. The job just finished, the food was good, the keys were handed over, the haircut looks great. A day later is fine. A month later, they have forgotten.

Scripts

IN PERSON

I'm really glad that worked out for you. If you have a minute, a Google review would help a lot. It's how most new customers find us. I can send you the link right now if you like.

TEXT MESSAGE

Hi [Name], it's [Your name] from [Business]. Thanks again for having us out today. If you were happy with the work, would you mind leaving a quick Google review? It only takes a minute and it really helps. [Link]

REMINDER TEXT (SEND ONCE, 3 TO 4 DAYS LATER, THEN STOP)

Hi [Name], just a quick nudge in case this got buried. If you've got a minute, here's the link. No pressure either way, and thanks for choosing [Business]. [Link]

EMAIL

Subject: How did we do, [Name]?

Hi [Name],

Thanks for choosing [Business]. It was a pleasure helping you with [job or order]. If you have a minute, would you share how it went in a Google review? Honest feedback, good or bad, helps us improve and helps other people decide.

[Link]

Thanks again,

[Your name]

ON THE INVOICE, RECEIPT OR A PRINTED CARD

Tell us how we did. Scan the code or visit [short link] to leave a Google review.

Fit it to your business

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Trades and home services: ask at the end of the job, with the customer's phone still in their hand, and offer to text the link. Restaurants and cafes: put the code on the receipt or the bill folder, and never ask mid-meal. Salons and clinics: ask as they pay, while they are still smiling. Online or delivery: add the link to the confirmation email a day after delivery.

In Canada, commercial texts and emails fall under anti-spam law (CASL), which is about getting permission first. Ask for consent when you collect a phone number or email, and keep your messages short and honest. This is general information, not legal advice.

Replying to reviews

Reply to all of them. Your reply is read by the next customer more than by the reviewer.

A HAPPY REVIEW

Thanks, [Name]. Really glad [the specific thing they mentioned] worked out. We appreciate you taking the time, and we'll see you next time.

AN UNHAPPY BUT REAL REVIEW

Thank you for telling us, [Name]. That's not the experience we want anyone to have, and I'm sorry we missed the mark. I'd like to make it right. Please call me on [number] or email [address] so I can look into it properly.

Keep it short and calm. Do not argue, do not explain it all in public and do not share anything about the customer. Offer to move it offline. Readers judge you by how you handle the bad ones.

A REVIEW THAT IS FAKE OR UNFAIR

Hi, we can't find a record of a visit or an order under this name. We take every complaint seriously, so please contact us on [number or email] so we can look into it.

Then use the 'Report review' option on Google. Reviews that break its policies, such as fakes, spam and abuse, can be removed. Do not expect it to happen quickly, and do not expect it to happen for a review that is simply harsh.

Not sure where you stand?

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Run the free business audit. It takes about a minute and the score is free:

jaredsdigitalagency.com/audit

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