

Google Review Request Pack for Small Businesses

A free set of SMS and email review request templates for small businesses that want to increase Google review velocity without sounding awkward or desperate.

Service-business owners, office managers, front-desk teams

GUIDE

A free set of SMS and email review request templates for small businesses that want to increase Google review velocity without sounding awkward or desperate.

WHAT THIS ASSET COVERS

- SMS review request templates
- Email review request templates
- A follow-up reminder variant for businesses that need one extra nudge

USE THIS WHEN

1. Your review count is flat or inconsistent
2. You need a better way to ask after every completed job or visit
3. You want to standardize a review ask across locations or staff

WORKING ASSET

Use this pack when the business wants a cleaner, more repeatable review-request system instead of random asks that depend on memory. The goal is not to blast every customer. The goal is to ask the right customer, in the right window, with the right level of friction.

REQUEST WINDOWS

Best timing depends on the business model:

- Emergency or urgent-response work: ask after the customer feels the problem is truly solved

- Clinics and consult-driven businesses: ask after a clear positive milestone, not after the first touchpoint
- Professional services: ask after a meaningful deliverable or visible win
- Recurring services: ask after a strong visit, renewal, or compliment moment

Do not ask when the experience is still unresolved, ambiguous, or likely to create a mixed review.

AUDIENCE SEGMENTS

Split requests into these lanes:

- Promoters: clearly happy customers who complimented the team or left verbal praise
- Stable positives: good experience, no obvious friction, but no visible enthusiasm
- Watch list: customers who were satisfied enough to close but showed some hesitation
- Do not ask yet: unresolved issue, billing confusion, quality concern, delay frustration, or refund tension

SMS SEQUENCE

FIRST ASK

Thanks again for choosing [Business Name], [First Name]. If we took good care of you, would you mind leaving a quick Google review here? [review link]

GENTLE RESURFACE

Just resurfacing this in case it got buried. If you can spare 30 seconds for a Google review, here is the link again: [review link]

TECHNICIAN- OR TEAM-SPECIFIC VARIANT

We really appreciate you trusting [Business Name] today. If [Technician Name] took good care of you, a quick Google review would mean a lot to our team: [review link]

EMAIL SEQUENCE

SUBJECT OPTIONS

- Quick favor?
- Would you share your experience?
- A small ask from [Business Name]

FIRST EMAIL

Hi [First Name],

Thanks again for trusting [Business Name]. If the experience felt strong, a short Google review would help us more than you know.

[review link]

We appreciate the support.

[Name]

FOLLOW-UP EMAIL

Hi [First Name],

Just checking back once in case this got buried. If you are open to it, here is the direct review link again:

[review link]

Thanks again,

[Name]

ESCALATION LANES

If the customer is positive but busy:

- shorten the ask
- send the direct link
- remove extra explanation

If the customer is mixed:

- route them to a service recovery touchpoint first
- do not ask for a review until the issue is closed

If the customer is high-value and very happy:

- ask quickly and personally
- consider a named-team version rather than a generic company message

FAILURE MODES

Avoid these review-request mistakes:

- asking too early before the result is clear
- sending review asks to unresolved customers
- using the exact same message every time

- making the ask too long or too salesy
- sending multiple reminders without a clear stop rule

OPERATING STANDARD

1. Define who can trigger a request
2. Decide the exact request window by service type
3. Exclude unresolved or risky cases automatically
4. Review response rates weekly by channel
5. Keep the best-performing versions and retire weak ones

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Google Review Request Pack for Small Businesses" become shared but unmanaged work.
- Use it with service-business owners, office managers, front-desk teams in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

HOW TO GET STRONGER OUTPUTS FROM MODERN AI MODELS

- Start with a compact context packet: business type, customer situation, service offered, tone guardrails, and any facts the model must preserve.
- State the deliverable shape up front: channel, word count, required fields, and the exact output format you want back.
- Use variables and clear delimiters so the prompt can be reused safely by staff without rewriting the entire instruction every time.
- Include one strong example when tone and structure matter, then ask for a final answer only rather than hidden reasoning.
- Add a final self-check step for compliance, specificity, and whether the response actually sounds like a real operator wrote it.

BEST DEPLOYMENT SEQUENCE

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- You need a better way to ask after every completed job or visit
- You want to standardize a review ask across locations or staff

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: SMS review request templates, Email review request templates, A follow-up reminder variant for businesses that need one extra nudge.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.