public good STUDIO®

FREE GUIDE

# Getting More Reviews Without the Awkward Ask

*Short scripts and good timing that turn happy customers into reviews.*

Most happy customers would leave a review if it were easy and someone asked. Here is how to make that simple and natural.

## Three ideas that make it easy

1. **Ask at a good moment:** right after they pick up an order, finish an appointment, or say something kind.
2. **Make it one tap:** give them a link or QR code that opens your review box.
3. **Ask everyone,** not just the people you think will be happy.

## Get your Google review link

1. On a computer, open your profile at **business.google.com**.
2. Select **Read reviews**, then **Get more reviews**.
3. Copy the link, or download the QR code, and put it where customers will see it: receipts, a counter card, thank-you emails.

## Scripts you can borrow

**IN PERSON**

"If you enjoyed it today, a quick Google review really helps a small shop like ours. There's a QR code right here. It takes about a minute."

**TEXT OR EMAIL AFTER A VISIT**

"Hi [Name], thanks for coming in to [business] today! If you have a minute, would you share how it went? [link] It helps neighbors find us."

**ON A CARD OR RECEIPT**

"Loved your visit? Scan to tell your neighbors."

## Reply to every review

- **Good reviews:** thank them by name and mention something specific.
- **Not-so-good reviews:** thank them, apologize where it's fair, keep it short, and invite them to talk offline. Don't argue or share private details.
- Keep replies friendly rather than promotional.

### Stay on the right side of the rules

- Don't offer discounts, freebies, or entries in exchange for reviews. Google prohibits it.
- The FTC's rule on reviews also bans buying reviews and writing fake ones.
- Don't hide, threaten over, or pressure customers about negative reviews.
- Reviews should come from real customers with real experiences.

**Want a hand with this?**

Book a free 15-minute intro at publicgoodstudio.com/qualify

Public Good Studio®
publicgoodstudio.com
evelyn@publicgoodstudio.com

General information, not legal advice. Platform and FTC rules change, so check Google's and the FTC's current guidance.