

THE REVIEW REQUEST KIT

A monthly Google review routine for a local business: the ask messages, the reply starters, the monthly count sheet and Google's own rules

A local business can have happy customers and few Google reviews simply because nobody has time to ask or to reply. A monthly routine (ask every customer the same honest way, reply to the reviews that come in, send a simple count) is a small service you can offer. This kit is the routine I would use, with Google's own rules quoted from its help pages (checked October 10, 2026). Educational only. Not affiliated with Google. No income, ranking or review results are promised.

THE 5 PARTS

- Part 1. Get the business's review link and QR code, with the owner's permission. Google: "To copy the review link, select Copy." and "To download the QR code: Right-click the QR code. Select Save image as...." ("Currently, reviews QR codes can only be generated on a computer browser, not on mobile devices.")
- Part 2. Write one short ask and send the same words to every customer after the job (templates on page 2). Never a gift, never a star screen.
- Part 3. Have AI draft each reply, then the owner edits it before it posts (prompt and starters on page 2). Google: "Instead of sending the same "thank you" to everyone, focus on reviews where you can share a helpful update or answer a question."
- Part 4. Flag only reviews that break Google's rules, and do not argue in public (steps on page 3).
- Part 5. Send a monthly count: new reviews, replies sent, how fast you replied (sheet on page 3).

THE RULES, IN GOOGLE'S OWN WORDS

Google Business Profile Help, "Tips to get more reviews"

"Offering incentives, like free or discounted goods or services, in exchange for customers to post reviews, change reviews, or remove negative reviews is considered fake & misleading content and is strictly prohibited."

Google Maps User Generated Content Policy, "We do not allow merchants to:"

"Discourage or prohibit negative reviews, or selectively solicit positive reviews from customers" and "When soliciting reviews, merchants should not require or pressure users to leave ratings or write reviews while on the premises, nor should they request that specific content be included."

A SHORT MESSAGE FOR A LOCAL BUSINESS

Copy, paste, edit (no price and no promised result in it)

Hi [NAME], I help local businesses ask every customer for a Google review the same honest way, and reply to the ones that come in. No gifts, no star screening, and you approve every reply. I can't promise how many reviews you will get or what they will say. Want me to run it for one month and send you the count?

THE ASK MESSAGES (COPY, PASTE, FILL THE BRACKETS)

1. Text message (send it after every job, to every customer)

Hi [FIRST NAME], thanks for choosing [BUSINESS]. If you have a minute, we would love to hear how it went. You can share your honest experience on Google here: [REVIEW LINK]

2. Email (subject: How did we do, [FIRST NAME]?)

Thank you for choosing [BUSINESS]. We would value your honest feedback. You can leave a Google review here: [REVIEW LINK]. Thank you, [OWNER FIRST NAME]

3. QR card or receipt line

How did we do? Scan to share your honest Google review.

- Same ask, same words, every customer, not only the ones who seemed happy. Never: a gift, a discount, a prize drawing, a request for a certain star rating or certain words, pressure on the premises, or a staff quota of reviews.

THE REPLY STARTERS (THE OWNER EDITS EVERY ONE)

Happy review

Thank you, [FIRST NAME]. [ONE DETAIL THEY MENTIONED, IN YOUR OWN WORDS]. We are glad [WHAT YOU DID] worked out for you. [OWNER FIRST NAME]

Mixed review

Thank you for the honest feedback, [FIRST NAME]. We are glad [WHAT WENT WELL]. You are right about [THE ISSUE], and [WHAT YOU DID OR WILL DO]. If you want to talk it through, call [PHONE]. [OWNER FIRST NAME]

Unhappy review

[FIRST NAME], I am sorry this was not the experience you expected. [NAME THE SPECIFIC ISSUE]. I would like to make it right: please call [PHONE] or email [EMAIL] and we will look into it. [OWNER FIRST NAME]

Prompt for the AI draft (the owner still edits and posts)

Write a short, polite reply (two or three sentences) to the review below for [BUSINESS], a [TYPE OF BUSINESS] in [TOWN]. Mention one specific detail from the review. Do not offer discounts or deals. Do not include the reviewer's last name, phone number, address or any private detail. Do not argue. Sign off as [OWNER FIRST NAME]. Review: [PASTE THE REVIEW]

THE MONTHLY COUNT SHEET (ONE PAGE PER BUSINESS PER MONTH)

Business: _____ Month: _____ Review link checked: yes / no

What I count	This month	Last month
Asks sent to customers		
New reviews received		
Replies sent (owner-approved)		
Typical time to reply (hours or days)		
Reviews flagged for breaking Google's rules		

Facts only. Report what was done and what came in; do not put a promise in this sheet.

WHAT HAPPENS WHEN THE OWNER POSTS A REPLY

Google Business Profile Help, "Manage customer reviews"

"Google reviews your replies: This makes sure that they follow Google's content policies. If your reply isn't approved to be posted, you'll be asked to edit it." "Your reply is publicly posted: If your reply is approved, it will be publicly posted under the customer's review. It will appear like your business replied, and your personal name won't be shown." "The customer is notified: The person who wrote the review is notified when you reply. Customers can still change their review after reading your reply."

IF A REVIEW BREAKS THE RULES: FLAG IT, DO NOT ARGUE

Google Business Profile Help, "Report inappropriate reviews"

"Go to your Business Profile." "Select Read reviews." "Next to the review you'd like to flag, select Report." "Select the reason to flag the review." "Select Send report." Also: "Review evaluation typically takes several days." And: "If you disagree with the decision, you can submit a one-time appeal."

The line Google draws

"You can report any review, but only those that violate Google policies are eligible for removal." and "Do not report a review just because you disagree with it or dislike it. Google doesn't get involved in conflict between businesses and customers."

BEFORE YOU SEND ANY ASK (CHECKLIST)

- ☐ The same ask goes to every customer, not only the happy ones.
- ☐ No gift, discount, entry or favor is attached to the review.
- ☐ The ask does not request a star rating or specific words.
- ☐ Nobody is pressured to review while they are still on the premises.
- ☐ The review link was copied from the business's own Google Business Profile.
- ☐ The owner has said yes to the routine and approves every reply.

THE LIMITS OF THIS SERVICE

- Reviews must be real. Google allows merchants to "Solicit or encourage the posting of content that does represent a genuine experience, without offering incentives to do so or attempting to influence the rating or the contents of the review."
- Do not promise a rating (that is my advice, not Google's wording). Google also notes: "A mix of positive and negative feedback often feels more trustworthy."
- Replies are public and checked. Google: "Like reviews, replies must follow our policies." and "If your reply isn't approved to be posted, you'll be asked to edit it."
- Keep private details out of replies. Google: "Never share a reviewer's private information or engage in personal attacks."
- The business has to be verified. Google: "Before you can reply to reviews, you must verify your business."
- Customers need an account. Google: "Customers must be signed into a Google Account to leave a review."

Federal Trade Commission, press release of August 14, 2024 (final rule on reviews)

"The final rule prohibits businesses from providing compensation or other incentives conditioned on the writing of consumer reviews expressing a particular sentiment, either positive or negative."

WHERE THIS COMES FROM

- Google Business Profile Help: Tips to get more reviews
- Google Business Profile Help: Create a Google link or QR code to request reviews
- Google Business Profile Help: Manage customer reviews
- Google Business Profile Help: Report inappropriate reviews on your Business Profile
- Google Maps User Generated Content Policy: Prohibited & restricted content
- FTC: Federal Trade Commission Announces Final Rule Banning Fake Reviews and Testimonials

Checked October 10, 2026. Google's rules change; read the live page before you rely on them. Educational only. Not legal advice. Not affiliated with Google. No income, ranking or review results are promised.

Need local businesses to offer this to?

- I sell ready-made lists of local businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email them: EmailClik.com finds + verifies addresses (free version)