

THE 5 STAR REVIEW GENERATOR



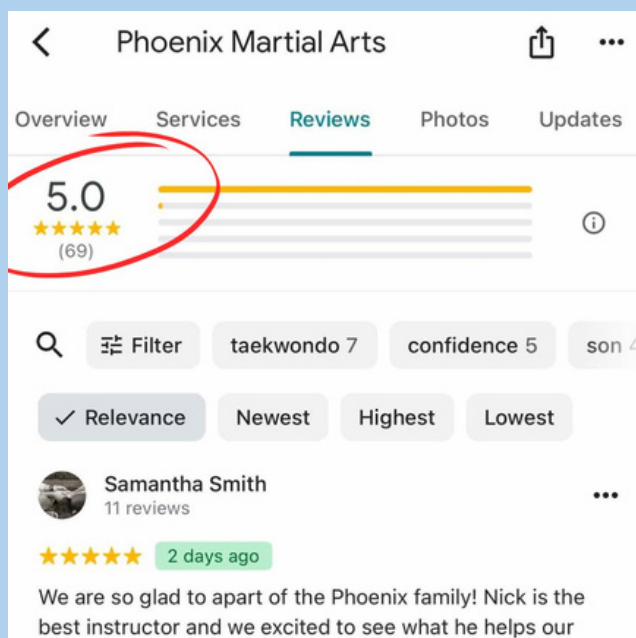
NICK COTELLESE



EST. 2025

RESULTS

I used this technique at my new studio and went from 46 reviews to 69 reviews in ONE DAY! The budget was \$0 and the time invested was very minimal.



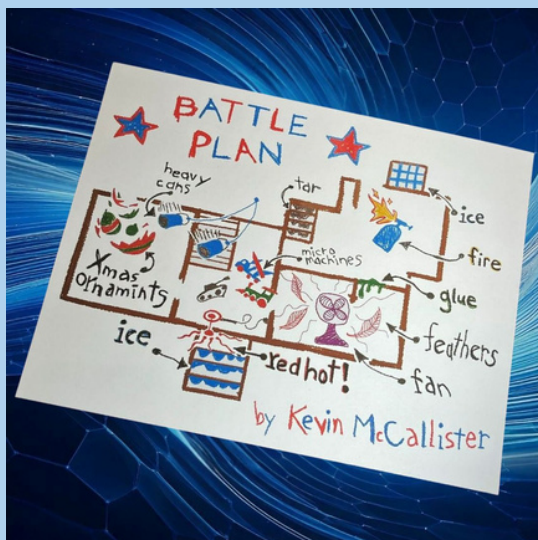
PSYCHOLOGY

People love to come together and feel like they're contributing to your growth—especially if you've created a great TRIBE at your studio.

They also love to celebrate birthdays.

This technique “rallies the troops” to give the school owner/head instructor a birthday gift they won't forget— one that gets the word out and helps your studio GROW!

BATTLE PLAN & SUPPLIES



- Mass Email Platform (i.e. Engage Machine, Constant Contact, Mail Chimp, etc).
- SMS Platform (i.e. Engage Machine, Constant Contact, Mail Chimp, etc.)
- Member List
- Team Member to Rally the Troops (i.e. Assistant Instructor, Studio Manager, Front Desk, etc.)

THE GOODS

04

Without further ado, here are the goods. The initial email to students, SMS to students that drives them to look at/find your email and the 1 week follow up.

Plug in your studio name and staff's name and deploy!

EMAIL 1

05

Send 1 Week Before School Owner's Bday-
9am

Subject: A Kickin' Request from [name of
assit instructor/program director]

Body:

Hey [name of studio] Fam!

It's your [insert title], [insert name], here to
ask for a favor that's sure to be a Real Kick!

[Name of Instructor] birthday is just around
the corner [insert birthday], and I want to
help him celebrate in a BIG WAY! But, I need
your help to make it a Knockout 🥊 Gift!

Here's the deal: we're currently at [number of
reviews] Google reviews, and I KNOW we can
do better. Way Better! I'm talking about a
100-review knockout!

So, here's the plan: let's Come Together and
show [owner name] how much we appreciate
[name of studio]. Your glowing reviews
sharing your experience here will be the
icing on [his/her] Birthday 🎂 Cake!

EMAIL 1 (CONTINUED)

And, shh🤫... it's a Surprise! So, mum's the word!

To make it easy-peasy, I've included a handy link to leave your review. Just click, type, and voilà!

[insert review link]

Thanks🙏 in advance for your help,
[name of studio] Fam! You're the best!

Happy reviewing, and let's make [owner name] birthday one to remember!

Best,
[name of assist instructor/program director]



Following the initial email with a text message to the same list is CRITICAL. Emails so often go to spam or promotions folders and are not seen. This next step will alert your students to look for the email.

Send 10 minutes after the initial email

Hey {{contact.first_name}},
This is [asst
instructor/program director]
at [name of studio].

I sent you a "Top Secret"
email a little bit ago, please
check your inbox and/or
spam and let me know if you
got it. -Thanks

EMAIL 2

Send 48 hours before the owner's bday
8:30a

Subject: 48 Hour Countdown: Help Us
Knock Out 🇺🇸 100 Reviews!

Body:

Hey [name of studio Fam!

It's [assist instructor/program director]
here, and I'm checking in on our Mission
to Surprise [studio owner] with a flurry of
Google reviews★★★★★ for
[his/her] birthday!

We're just 2 Days away from the Big Day
[date], and I'm Excited🥳 to report that
we've already seen some Amazing
Reviews roll in!

But, we're not quite at the finish line yet!
We still need Your Help to reach our goal
of 100 reviews. Every review counts, and
yours could be the one that puts us over
the top!

EMAIL 2 (CONTINUED)

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So, if you haven't already, please take a minute to share your [name of studio] experience with the world.

Your review will not only make [school owner name] birthday 🎂 brighter, but it'll also help others Discover the Awesome Community we have here!

Here's that handy link again:

[insert review link]

Thanks for your support, [name of studio] Fam! Let's make this happen!

Best,
[assist instructor/program director]

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