FREE KIT FROM ZOSSOZ

The Review Request Kit

How to ask for Google reviews the right way, with the words to say and a card to print

For Owners with a Google profile

Takes 30 minutes to set up

zossoz.com/free

Asking customers for a Google review is fair, and Google allows it. Asking the wrong way can get your reviews removed. This kit gives you Google's rules in plain words, your own review link, the exact words for the counter, the receipt, a text and an email, and a card to print.

Google's rules, in plain words

They come from Google's Maps User Generated Content Policy (the page called "Prohibited & restricted content") and from "Tips to get more reviews" in Google Business Profile Help. Reviews that break them can be removed.

Do:

- Ask for an honest review of a real visit.
- Ask every customer the same way.
- Give them your link or QR code and let them choose.

Don't:

- **No rewards.** No free items, price breaks, raffle entries or anything else of value for a review. That includes offering something to change or take down a bad one.
- **Don't ask only the customers you expect to be happy.** Don't discourage the unhappy ones either.
- **Don't pressure anyone** to write it while they are in your place, and don't tell them what to say.
- **No reviews from you, your staff or your family.** Google doesn't allow reviews based on a conflict of interest.

> WATCH OUT
> Don't post a test review yourself to check that your link works. You only need to open the link and look.

Step 1: Get your own review link

Do this on a computer. Google says the QR code can only be made on a computer, not on a phone.

1. Go to business.google.com and sign in with the Google account that runs your business profile.
2. Look for **Read reviews**, then **Get more reviews** (it has a share icon). Google's menu names change now and then; look for the words "reviews" and "share".
3. Copy the link. Email it to yourself so it's on your phone too.
4. Download the QR code. Google says to right-click it and choose "Save image as".
5. Open the link on your phone. It should open your business with a place to write a review. Close it without posting.

Prefer a ready-made card? The free Google Review Card Maker on zossoz.com/free takes your link and makes a printable card with the code.

Customers need a Google account to post a review. Google says they can make one with any email address. Some people won't bother, and that's fine.

Step 2: Ask in person

Ask everyone, or use a rule that doesn't depend on mood: everyone who pays, or every job you finish. Say it once, then stop. Don't stand there while they type.

At the counter or register

COPY AND PASTE

Thanks for coming in. If you have a minute later, an honest review on Google helps us and the next customer. There's a card here with a code. Point your phone's camera at it whenever you like. Good or bad, we read every one.

At the chair or the end of an appointment

COPY AND PASTE

Thank you, [first name]. If you'd like to, you can leave an honest review on Google. The code on this card goes straight to our page. No pressure, and we read all of them.

At the end of a job

COPY AND PASTE

That's everything done. When you have a minute, an honest Google review of how it went helps us and your neighbors. I'll text you the link. Whatever you write, we'll read it.

Step 3: On the receipt or invoice

Add this to the bottom of your receipts, invoices or order slips. Ask whoever set up your register or invoicing for a footer message and a spot for an image.

COPY AND PASTE

How did we do? Tell us honestly.
Point your phone's camera at the code
to review us on Google.
[your QR code]
Thank you, [business name]

Step 4: By text

Text only people who gave you their number to hear from you about their visit or job. Send one message, to everyone you'd normally message, not a hand-picked few.

COPY AND PASTE

Hi [first name], this is [your name] at [business name]. Thanks for [coming in today / letting us work on your AC]. If you have a minute, we'd appreciate an honest review on Google: [your link]. Thank you.

Step 5: By email

COPY AND PASTE

Subject: How did we do at [business name]?

Hi [first name],

Thank you for [visiting / choosing] [business name]. If you have a minute, an honest review on Google helps us and helps the next customer find us: [your link].

Whatever you write, we'll read it.

[Your name]
[Business name]

> TIP
> Make it a habit, not a campaign. A few asks a week, the same way every time, is easier to keep up than one big push.

Next

1. Get your link today and open it once on your phone.
2. Print the cards and put one by the register.
3. No website yet? Send us your business name and Google Maps link and we'll mock up your homepage, free.

Counter card: print this page

Print it, cut out the cards along the dashed lines, and paste your QR code in each box. One goes by the register. Another goes at the chair, the door or in a bag.

How did we do?

An honest review on Google helps us and the next customer.

YOUR QR CODE

Point your phone's camera at the code.

Thank you.

How did we do?

An honest review on Google helps us and the next customer.

YOUR QR CODE

Point your phone's camera at the code.

Thank you.

Small cards for a bag or a handout:

Tell us honestly how we did.

YOUR QR CODE

Point your camera at the code to review us on Google.

Tell us honestly how we did.

YOUR QR CODE

Point your camera at the code to review us on Google.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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