# Getting More Reviews Without Being Annoying

Neutral review-request scripts, respectful timing and a simple process without incentives or review filtering.

## Choose a natural moment

Ask after a completed job or genuine service interaction, once the customer has had a chance to experience the work. Use the communication channel they agreed to. Make the request optional and ask all customers consistently, not just those you expect to give five stars.

## The short text message

Hi [first name], thanks for choosing [business] for [service]. If you'd like to share your experience, here's our Google review link: [review link]. Honest feedback is always welcome. Thank you!

## The thank-you email

Subject: Thank you for choosing [business]. Hi [first name], we appreciate the opportunity to help with [service]. If you have a moment and would like to leave an honest review, you can use [review link]. It's entirely optional. If you need help with the work, you can also reach us at [contact]. Thanks, [name].

## The in-person request

Thanks for having us. If you'd like to share your experience later, this card has our Google review link. No pressure at all. Use a review QR code generated from your own Business Profile; test it before printing.

## Avoid pressure and policy violations

Ask once and do not chase non-responders with repeated messages. Never offer discounts, gifts or a giveaway for a review, a rating change or review removal. Do not ask for a particular star rating or dictate wording. Never screen customers using a satisfaction survey and send only happy customers to Google. Do not buy reviews or ask staff to pose as customers.

## Reply with care

Positive review: 'Thank you for sharing your experience. We appreciate the opportunity to help.' Critical review: 'Thank you for the feedback. We'd like to understand what happened and work toward a resolution. Please contact [business contact].' Do not include addresses, invoices or private job details. Never condition help on changing a review.

## A repeatable weekly process

Assign one person to send the request after completed jobs. Keep a minimal log: job reference, completion date, request date, channel and whether the customer opted out. Respect opt-outs and applicable messaging/privacy rules. Check your link monthly and respond professionally to new reviews.

ULTIMATE GROWTH SEO

# Your next step

Keep this resource. Choose additional help only if it fits your business; no extra purchase is required.

## Self-Serve SEO — $49/month

Run your audit and AI visibility check yourself. Each check has its own 30-day timer starting when run; availability dates can differ. Includes an SEO to-do list. No automatic background monitoring or alerts.

Explore Self-Serve

## AI Vision & Strategy Board · $14/month

Executive strategy web app with six business pillars, AI roadmaps, suggested KPIs, risk scenarios and one-page executive PDF briefs. Active $49 Self-Serve subscribers pay $7/month while eligible. Cancel anytime; plus applicable tax. Browser-local storage, not cross-device syncing.

Explore AI Vision & Strategy Board

## Small Business Content Calendar — $1.99

One-time bundle: 12 weeks of content ideas, printable planner and editable CSV. Plus applicable tax.

View the calendar

## Hands-on SEO services

Compare service plans for help implementing improvements. Rankings, AI mentions and revenue are not guaranteed.

Compare SEO services and pricing

## Clip Forge subscriber perk

Self-Serve subscribers receive 15% off all Clip Forge services for the duration of their subscription through our partner offer.

Visit the partner offer

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## Official references

Google official reference

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