

TEMPLATES · REVIEWS

Review Request Templates

10 proven SMS and email templates to get more 5-star Google reviews — plus word-for-word scripts for responding to negative feedback.

Best practice: Ask within 24 hours of service

The highest review conversion rate happens when you ask the same day the job is done. Happy customers forget quickly — strike while the experience is fresh.

● SMS Templates (5)

SMS TEMPLATE 1 — SIMPLE ASK

Hi **[First Name]**! Thanks for choosing **[Business Name]** today. If you're happy with our service, could you leave us a quick Google review? It takes 30 seconds and means the world to us: **[Review Link]**

SMS TEMPLATE 2 — PERSONAL TOUCH

Hey **[First Name]**, this is **[Your Name]** from **[Business Name]**. We really enjoyed working with you today! If you have 30 seconds, a Google review helps more local families find us: **[Review Link]** — Thank you so much! 🙏

SMS TEMPLATE 3 — SOCIAL PROOF ANGLE

Hi **[First Name]**! We're a small local business and reviews help us a lot. If **[Business Name]** did a great job for you today, we'd love a quick Google review: **[Review Link]** — Only takes a minute!

SMS TEMPLATE 4 — FOLLOW-UP (DAY 3)

Hi **[First Name]**! Just following up from your visit on **[Day]**. Hope everything went well! If you have a moment, leaving us a Google review really helps: **[Review Link]** — Thanks again!

SMS TEMPLATE 5 — AFTER COMPLIMENT

Thank you so much **[First Name]**, that means a lot to hear! Would you be willing to share that as a Google review? It takes 30 seconds: **[Review Link]** — Really appreciate you! 😊

● Email Templates (5)

EMAIL TEMPLATE 1 — POST-SERVICE FOLLOW-UP

Subject: How did we do, **[First Name]**?

Hi **[First Name]**,

Thank you for choosing **[Business Name]**! We hope everything went smoothly.

If you were happy with our service, we'd really appreciate a quick Google review. It takes less than a minute and helps other local families find us:

 **[Review Link]**

Thanks so much for your support!

[Your Name], **[Business Name]**

EMAIL TEMPLATE 2 — STORY-BASED

Subject: A quick favor from **[Business Name]**

Hi **[First Name]**,

We're a family-run business in **[City]** and most of our customers find us through Google. Every review makes a real difference to our family and our team.

If **[Business Name]** delivered on its promise today, would you take 60 seconds to share your experience?

 **[Review Link]**

We're grateful for every single one. Thank you!

[Your Name]

EMAIL TEMPLATE 3 — SHORT & DIRECT

Subject: Leave us a review?

Hi **[First Name]**,

Happy with your experience at **[Business Name]**? Leave us a Google review — it only takes a minute and helps us serve more great customers like you.

 **[Review Link]**

Thank you,

[Your Name]

EMAIL TEMPLATE 4 — RE-ENGAGEMENT (PAST CUSTOMER)

Subject: We'd love to hear from you, **[First Name]**

Hi **[First Name]**,

It's been a while since we last helped you — we hope everything has been great!

We're always looking to improve and your opinion matters to us. If you have a moment, a quick Google review would help us enormously:

 **[Review Link]**

Thanks for being a valued customer,

[Business Name]

EMAIL TEMPLATE 5 – INVOICE ATTACHMENT ADD-ON

Subject: Your invoice from **[Business Name]** + a small favor

Hi **[First Name]**,

Please find your invoice attached. Thank you for choosing us!

One small favor – if you were happy with our service, a 30-second Google review helps our small business grow:

 **[Review Link]**

We truly appreciate it,

[Your Name]

● Responding to Negative Reviews

Golden rule: Always respond within 24 hours. Future customers read your responses. A professional, empathetic reply to a bad review can actually build MORE trust than the negative review destroys.

RESPONSE 1 – APOLOGETIC & EMPATHETIC

Hi **[Name]**, thank you for sharing your experience. We're truly sorry to hear that we fell short of your expectations – this is not the standard we hold ourselves to at **[Business Name]**. Please reach out to us directly at **[Phone/Email]** so we can make this right. We value every customer and would love the opportunity to resolve this for you.

RESPONSE 2 – OWNERSHIP WITHOUT OVER-APOLOGIZING

Thank you for your feedback, **[Name]**. We take all reviews seriously and I'm sorry your experience wasn't what we strive for. I'd personally like to look into what happened – please call us at **[Phone]** or email **[Email]** and ask for **[Your Name]**. We'll do our best to make it right.

RESPONSE 3 – WHEN THE ISSUE WAS RESOLVED

Hi **[Name]**, thank you for your patience while we resolved this issue. We're glad we were able to **[briefly describe resolution]**. We've also used your feedback to improve our process going forward. We truly appreciate you giving us the chance to make it right and hope to serve you again.

RESPONSE 4 – WHEN THE REVIEW SEEMS INACCURATE

Hi **[Name]**, thank you for taking the time to leave feedback. We take all reviews seriously, but we're having trouble matching this experience to our records. We'd love the opportunity to speak with you directly – please reach out at **[Phone/Email]** so we can understand what happened and address any concerns.

● Timing Guide by Industry

Industry	Best Time to Ask	Best Channel
Plumbing / HVAC / Electrical	Same day – before tech leaves	SMS
Dental / Medical	Within 2 hours of appointment	Email
Auto Repair	At pickup – in person then SMS	SMS
Law Firm	After case milestone, not end	Email
Restaurant / Retail	On receipt / at checkout	QR code or SMS

Landscaping / Roofing


Day after project completion

SMS

Cleaning Services

Within 1 hour of completion

SMS

 **Get your review link**

Generate your Google Review shortlink free at
whitespark.ca/google-review-link-generator

— paste it into every template above.