Review Request Scripts + QR Card

Copy-and-paste messages that get Google reviews without nagging, reply templates for the good and bad ones, and a printable card for the counter or the ute.

Why reviews matter, in plain terms

When someone searches "electrician Joondalup", Google shows three businesses on the map before any website. Which three depends heavily on review count, rating and how recent they are. Then the person reads them: 4.8 stars from 60 reviews gets the call ahead of 5 stars from 4, because 60 feels real. And "they turned up when they said, cleaned up, and the price matched the quote" sells better than anything you can write about yourself.

24 hrs	1 tap	$0	100%
ASK WITHIN THIS WINDOW	FROM YOUR MESSAGE TO THE REVIEW BOX	NEVER OFFER ANYTHING FOR A REVIEW	OF REVIEWS GET A REPLY

The four rules

- [ ] **Ask within 24 hours of a good outcome**
  The job is finished, the patient walked out feeling better, the invoice was paid without a quibble. That's the moment. A week later the feeling has faded and the message looks like marketing. Make it a step in the job sheet. Ask everyone you'd happily work for again; the quiet ones often write the longest reviews.

- [ ] **Make it one tap**
  Send the direct review link, not "find us on Google". The link opens the review box with the stars ready. Page 3 shows where to get it. If the person has to search for you, most won't.

- [ ] **Never incentivise, and never filter**
  No discounts, gift cards or prize draws for reviews, and no "only ask the happy ones" software gating. Both are against Google's review policy and can get reviews removed or the profile suspended. The ACCC also treats incentivised or selectively published reviews as potentially misleading. Ask everyone, offer nothing.

- [ ] **Reply to every review, within a week**
  Replies show future customers that someone is home. A calm reply to a bad review is read by hundreds of people; the reviewer is the least important reader. Templates are on page 2.

The scripts

Replace the [gold] words. Send from the person who did the work where you can.

SMS AFTER THE JOB, VERSION 1 (DIRECT)

Hi [Name], [Your name] from [Business] here. Thanks for having us today. If you're happy with the work, a quick Google review helps us a lot: [review link]. Takes about a minute. Cheers.

SMS AFTER THE JOB, VERSION 2 (SOFTER)

Hi [Name], hope the [new hot water system / first session / clean] is going well. We're a small local business and reviews are how people find us. If you have a minute: [review link]. No worries if not. [Your name]

IN PERSON, AS YOU FINISH

"Glad that's sorted. Can I ask a favour? We rely on Google reviews. I'll text you the link now, it's one tap. Would that be alright?" Then send it while you're standing there.

FOLLOW-UP NUDGE, 5 DAYS LATER (ONCE ONLY)

Hi [Name], just a gentle nudge from [Business]. If you've got a spare minute, we'd value a Google review: [review link]. If not, no problem, and thanks again.

EMAIL, VERSION 1 (SHORT)

Subject: Quick favour, [Name]?

Hi [Name],

Thanks for choosing [Business] for your [job]. If you were happy with how it went, would you leave us a Google review? It takes a minute and helps other people in [suburb] find us.

[Leave a review] (link the words to your review link)

Thanks again,
[Your name]

EMAIL, VERSION 2 (WITH A PROMPT)

Subject: How did we go?

Hi [Name],

Your [job] was finished on [date]. If anything isn't right, reply and I'll sort it personally. If it all went well, a Google review would mean a lot. Two sentences is plenty: what we did, and whether you'd recommend us. [Leave a review]

[Your name], [Business], [phone]

Reply templates

5 STARS

Thanks [Name], appreciate you taking the time. Glad the [job] went smoothly. Feel free to pass our number on. [Your name]

3 STARS

Thanks for the honest feedback, [Name]. I'd like to understand what would have made it a five. Could you call me on [phone]? [Your name], owner

1 STAR

Hi [Name], I'm sorry this was your experience; it's not our standard. I'd like to put it right. Please call me on [phone]. [Your name], owner

For a 1-star: reply once, stay calm, take it offline. If it's fake, reply anyway, then flag it in Google Business Profile.

Printable QR card

Print on card stock, cut along the dotted lines. Business-card size (90 × 55 mm). Put one on the reception counter, inside the invoice folder, with the EFTPOS machine, on the back of appointment cards, and a laminated one on the ute dashboard.

Paste your QR code here (30 × 30 mm)

Happy with the job?

Scan to leave us a Google review. It takes one minute and helps local people find us.

[Business name]
[phone] · [website]

Paste your QR code here (30 × 30 mm)

How did we go?

Scan to tell Google. Good or bad, we read every review and reply to each one.

[Business name]
[phone] · [website]

How to make the QR code (10 minutes)

1. **Get your review link from Google Business Profile.**
   Search your business name in Google while signed in to the account that manages it. In the panel, click **Ask for reviews**. Copy the short link (it looks like **g.page/r/XXXXXXXX/review**).

2. **Test it.**
   Open it in a private browser window. It should show your business name with five empty stars ready. If it lands on a search page, you copied the wrong link.

3. **Turn it into a QR code.**
   In Canva: Apps, QR Code, paste the link. Or right-click the review page in Chrome and choose "Create QR code for this page". Download as PNG, at least 300 × 300 pixels.

4. **Put it on the card.**
   Print this page and glue the code into the dotted box, or recreate the card in Canva (Business Card, standard) with the QR image. 50 cards on 250 gsm card costs under $20 at Officeworks.

5. **Scan it with your own phone before you print 50.**
   Then save the short link as a text shortcut on your phone so the SMS scripts are two taps to send.

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