

Marketing – Customer Review Request Script Pack

Simple scripts to generate more Google reviews and referrals.

Best time to ask: when the customer is happiest (job completion, delivery day, or right after a win).

SMS script (fastest)

“Hi [Name], thanks again for choosing [Business]. If you were happy with the job, would you mind leaving us a quick Google review? It really helps local businesses like ours. Here’s the link: [LINK]”

Email script

Subject: Quick favour (1 minute)

Hi [Name],

Thanks again for having us help with [job/project]. If you were happy with the result, would you mind leaving us a short Google review?

Link: [LINK]

It genuinely helps local businesses like ours, and we really appreciate it.

Thanks,
[Your name]

In-person script

“If you’ve been happy with everything, a quick Google review would mean a lot — it helps people feel confident choosing us. I can text you the link if that’s easiest.”

Referral ‘soft ask’ (optional)

“If you know anyone else who might need help with [service], feel free to pass on my details — we’d really appreciate it.”