



Google Review Quick-Start Kit:

How to Maximize Great
Customer Successes

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Do Google Reviews *Really* Matter?

Do you find yourself asking whether google reviews really matter? Or do you know they matter but you just haven't gotten around to gathering them? Consider these thoughts:

*"Reviews aren't just a nice-to-have,
they're a must-have in today's digital world."*
Sheryl Sandberg

"Reviews are the new marketing."
Andrew Davis

*"Your most unhappy customers are your
greatest source of learning."*
Bill Gates

*"Customer reviews can be your secret weapon to
outsmarting your competition."*
Randi Zuckerberg

*"Your customers are your best salespeople.
By creating a great customer experience, you
can turn them into loyal brand advocates."*
Jay Baer

*"Social proof is a powerful driver of customer behavior.
By showcasing positive customer feedback, you can influence
potential customers to make a purchase."*
Neil Patel

*"The voice of the customer is the most powerful marketing tool
you have. So, make sure you're listening."*
Melinda Gates

Welcome!

Congratulations for reaching out for this FREE guide.

I applaud you for wanting to learn more about this crucial—and free—marketing initiative that can draw customers to your business more effectively than any advertisement you can craft, create, dream, hypothecate, or imagine.

I found myself creating this as a gift to connect with our readers...to help them increase their business by sharing their success stories.

And...being transparent here...with the hope of attracting new clients myself.

Somewhere in the process of creating it, I realized something...I was writing this just as much for myself as I am for you! So, please join me on this discovery journey!

Your **5 Star Google Reviews** are your laurels... your battle honors...your home runs...and your touchdowns. You've done the challenging work to create and sell a product or service. You've helped people solve a problem, fill a need, fulfill a desire, or purchase something they've always wanted.

So, you deserve to celebrate your victory!

AND you deserve to be celebrated as well.

Your **5 Star Google Reviews** are your reward and acknowledgement for a job well done. At the same time, these reviews signal to other consumers with the same needs, interests, and desires to follow these satisfied customers' example. Outstanding reviews let them know they can expect the same outcome. And this all translates into assuring the consumer of a wise and safe purchase and invites them to buy from you instead of your competitor.

Maybe you are already a pro at getting great reviews...but if so, you're open to learning an extra tip or two that when made offers a big dividend. We can always improve, can't we? I love this quote by Abraham Lincoln that demonstrates this point, "If I had six hours to chop down a tree, I'd spend the first four hours sharpening the axe."

Or maybe the reason you've asked for this report is you are not clear on how all this "review stuff" works. And do you know what? I commend you for saying, "I want to learn more so I can be more successful."

This **Google Review Quick-Start Kit** will help you understand the importance of gathering great reviews (the Gold Standard being the 5-Star Review—but ultimately that depends on your providing great products and services), how to ask for reviews, and what to do with them to attract more similar customers. It will give you everything you need to start collecting Google

reviews consistently—the right way. No more wondering what to say, when to ask, or how to make it easy for your customers.

Just follow the steps, use the templates, and watch your reviews increase and credibility grow. Customers who love what you do are stronger marketers than you can be yourself.

Like the starter says at a race..."READY...SET...GO!"

Getting Your Google Review Link

Step 1: Find Your Business on Google

1. Go to Google Maps
2. Search for your business name.
3. Click on your business listing!

Step 2: Get Your Direct Review Link

1. Click "Share" button.
2. Copy the link, OR
3. Use this format:
https://search.google.com/local/writereview?placeid=YOUR_PLACE_ID

Step 3: Shorten Your Link (Optional)

- Use Bitly.com or TinyURL.com
- Create a memorable short link like: bit.ly/ReviewOurBusiness

Email Templates

Template 1: Post-Purchase Follow-Up

Subject: How was your experience with [Business Name]?

Hi [Customer Name],

Thank you for choosing [Business Name]! We hope you're loving your [product/service].

Your feedback means the world to us. If you have a moment, would you mind sharing your experience on Google? It takes less than 60 seconds and helps other customers discover us.

[Leave a Review] → [Your Google Review Link]

Thank you for your support!

Best regards,

[Your Name]

[Business Name]

Template 2: Service Completion Follow-Up

Subject: We'd love your feedback, [Customer Name]

Hi [Customer Name],

Thank you for trusting us with [specific service]. We genuinely appreciate your business!

If you were happy with our service, we'd be grateful if you could leave us a quick Google review. Your words help others in our community find quality service providers they can trust.

[Share Your Experience] → [Your Google Review Link]

It takes less than a minute, and it truly makes a difference.

Warmly,

[Your Name]

[Business Name]

Template 3: Positive Feedback Follow-Up

Subject: Thank you! Could you share that on Google?

Hi [Customer Name],

Thank you so much for your kind words about [specific compliment]! It made our day.

Would you be willing to share your thoughts on Google? Your review would help other customers learn about what we do and why we love doing it.

[Leave a Review Here] → [Your Google Review Link]

We appreciate you more than you know!

Gratefully,

[Your Name]

[Business Name]

Text Message Templates

Template 1: Simple & Direct

Hi [Name]! Thanks for choosing [Business]. If you enjoyed your experience, we'd love a quick Google review. It takes 30 seconds: [short link]. Thank you!

Template 2: Personal Touch

[Name], it was great serving you today! If you have a moment, would you mind leaving us a Google review? Your feedback helps us grow: [short link]. Thanks so much!

Template 3: Incentive Mention (if applicable)

Hi [Name]! We'd love to hear about your experience. Leave us a Google review [short link] and you'll be entered to win [incentive]. Thanks for your support!

Template 4: Multi-Day Follow-Up

Hi [Name], hope you're enjoying your [product/service]! If you have 60 seconds, we'd really appreciate a Google review: [short link]. Your feedback matters!

In-Person Scripts

Script 1: At Checkout

"We're a small business and reviews really help us grow. If you enjoyed your experience today, would you consider leaving us a Google review? Here's a card with the link—it takes less than a minute!"

Script 2: After Service Completion

"Before you go, I wanted to mention that we'd really appreciate your feedback on Google. Your review helps other [customers/clients] find us. Would you be willing to leave a quick review? I can text you the link right now."

Script 3: For VIP/Loyal Customers

"You've been such a great customer, and your opinion means a lot to us. Would you be willing to share your experience on Google? It would really help us reach more people like you."

Review Request Tracking Sheet

Tracking Template (Use Google Sheets or Excel)

Date	Customer Name	Contact Method	Response	Review Left?	Rating	Follow-Up Needed?
10/30/25	John Smith	Email	Opened	Yes	5 stars	No
10/30/25	Jane Doe	Text	No reply	No	-	Send reminder 11/6
10/31/25	Mike Johnson	In-person	Agreed	Yes	4 stars	No

Metrics to Track

- **Request Rate:** How many customers do you ask per week?
- **Response Rate:** % who leave reviews after being asked.
- **Average Rating:** Track quality of reviews.
- **Best-Performing Method:** Which approach gets the most responses?
- **Time to Review:** How long after the request do customers respond?

Best Practices

Timing is Everything

Best time to ask: Usually within 24–48 hours of positive interaction. Avoid asking during problem resolution or right after a complaint.

Below is a general guideline for diverse types of businesses and optimal time to approach customers for a review:

Service-based (agencies, contractors, consultants)	Immediately after project completion or right after a great client meeting
Retail/E-commerce	2-3 days after purchase (gives them time to use the product)
Restaurants	Within 24 hours of their visit
Healthcare/Wellness	Same day or within 24 hours of appointment
Professional Services (accountants, lawyers)	After successful completion of their case/tax filing/project

Your optimal timing:

Make it Easy

People love to help others. But, if you're asking for a review to help grow your business, first earn their trust, earn their business, and go above and beyond however you can.

Then make it EASY for them to give you a review.

Use shortened, clickable links

- Send link via customer's preferred communication method.
- Mobile-optimize everything (most reviews happen on phones)

Personalization Matters

- Use your customer's name.
- Reference a specific service, consultation, or product.
- Acknowledge positive feedback they've already given.

Legal & Ethical Guidelines

- *Never* offer money directly for reviews.
- *Don't* write fake reviews.
- *Don't* cherry-pick only happy customers--ask everyone!
- You **CAN** offer entry into a drawing or contest.
- You **CAN** offer general discounts to "customers who review."

Follow-Up Strategy

- **First ask:** Right after service/purchase
- **Reminder:** 3-5 days later if no response
- **Final reminder:** 7 days after first ask
- **Stop:** Don't ask more than 3 times

Response Templates for Reviews

Responding to Positive Reviews

Template:

Thank you so much, [Name]! We're thrilled you enjoyed [specific detail they mentioned].
[Personal touch about their experience]. We can't wait to serve you again!

- [Your Name/Team Name]

Responding to Negative Reviews

Sometimes your area of greatest growth comes from receiving negative reviews. That is, only if you are willing to learn from them. Reach out and ask your negative reviewer where you fell short, what could you have done better, and THANK them for helping you improve. And if you can in any way make it up to them, that can only enhance future good will. Sometimes an upset customer can be turned into a satisfied one by resolving their issue—and they might leave you a better second review sharing how you solved their problem. And those reviews can attract even more new customers.

Template:

Hi [Name], we're sorry to hear about your experience with [issue]. We hold ourselves to a higher standard. We'd like to learn where we failed you....what we could have done better...and how can we make this right. Please contact us at [phone/email] so we can discuss a solution.

- [Your Name]

Responding to Neutral Reviews (3 stars)

Template:

Thank you for your feedback, [Name]. We appreciate you taking the time to review us. We'd love to hear more about how we can improve. Please feel free to reach out at [contact info].

- [Your Name]

Quick-Start Action Plan

Week 1: Setup

- ☐ Get your Google review link.
- ☐ Create a shortened URL.
- ☐ Choose 2-3 email templates to customize.
- ☐ Set up a tracking sheet.

Week 2: Launch

- ☐ Ask 10 recent customers for reviews.
- ☐ Test email vs. text effectiveness.
- ☐ Create physical cards with QR code/link.

Week 3: Optimize

- ☐ Analyze which method works best.
- ☐ Respond to all reviews received.
- ☐ Adjust templates based on response rates.

Ongoing: Consistency

- ☐ Ask every satisfied customer for a review.
- ☐ Track weekly metrics.
- ☐ Respond to reviews within 48 hours.
- ☐ Celebrate milestones with your team.

Bonus: QR Code Strategy

Create a QR code that links directly to your Google review page:

1. Visit any QR code generator site.
2. Enter your Google review link.
3. Download and print on:
 - o Business cards
 - o Table tents
 - o Receipts
 - o Thank you cards
 - o Window stickers

Success Tips

Set a Goal: Aim for ____ reviews per month.

Make it a Habit: Train staff to ask every customer for a review.

Celebrate Wins: Share great reviews with your team.

Stay Authentic: Real experiences create real reviews .

Be Patient: Building reviews takes time, but consistency pays off!

Remember: As the ancient Chinese philosopher Lao Tzu wrote, "A journey of a thousand miles begins with a single step."

So, take your first step today by reading and applying the steps in this resource. Just start with one customer and build from there!

Need Additional Help?

My wife, Linda, and I would love to help you with the process of growing your business. Need more information on this topic? Check out this excellent additional resource---
offers.hubspot.com/review-response-templates.

Waterman Communications Group has over 70 years of combined editing, writing, marketing, publishing, and public speaking expertise. We are also Associate Publishers and Acquisitions Editors for Morgan James Publishing of New York City. Check out our website, **WatermanCG.com**, to learn more and see a list of our satisfied past clients.

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Professionalism, customer service, and communications training

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Line and Developmental Editing

Public Speaking Coaching

Event Speakers

If you'd like to learn more, let's get coffee at our favorite meeting spot, Panera Bread on Gunbarrel Road. Call or text me at (423) 208-1792 or email me, Reen@WatermanCG.com