



REVIEW REQUEST EMAIL & SMS TEMPLATES



Win More Local Business by Turning
Happy Customers into 5-Star Reviewers

A screenshot of a 'New Message' email form. It has a blue header bar with the title 'New Message' and window controls. Below the header are fields for 'To' and 'Subject'. The main body is a large white text area. At the bottom, there is a toolbar with icons for text formatting, attachments, and emojis, followed by a trash can icon and a blue 'SEND' button.

WHY THIS KIT WORKS

More than 87% of homeowners read reviews before hiring local service providers. This plug-and-play kit helps you get more 5-star reviews on Google — without awkward follow-ups or tech headaches.

EMAIL TEMPLATES

EMAIL #1 - POST-JOB THANK YOU & REVIEW ASK

New message

To

Subject How did we do?

Body:

Hi [Customer First Name],

Thanks again for choosing [Your Business Name]! We hope you're happy with the work we did on your [e.g., roof, windows, plumbing repair].

Would you mind sharing your experience? Your review helps others find us and lets us keep improving.



👉 Leave a quick Google review »



Thanks again — we really appreciate your support.

[Your Name]

[Your Business Name]

Send

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EMAIL #2 - GENTLE FOLLOW-UP (DAY 3-5)

New message

To

Subject Just checking in (and a quick favor)

Body:



Hi [Customer First Name],
Hope everything is still going great with your [Project Type].



If you haven't had a chance to leave a review yet, we'd really appreciate it. It only takes a minute and helps other homeowners find us.

👉 Click here to leave a review »

Thanks again,
[Your Name]

Send

 | 

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SMS TEMPLATES

SMS #1 - SENT DAY OF JOB COMPLETION:

Hi [First Name], thanks again for choosing [Your Business Name]! Would you mind leaving a quick Google review? It really helps us grow: [REVIEW LINK]

SMS #2 - SENT 3 DAYS LATER (IF NO REVIEW YET):

Hi [First Name], just a quick reminder — we'd be so grateful for your review if you haven't posted one yet! 🙏 [REVIEW LINK]

REVIEW FOLLOW-UP SCHEDULE

DAY	ACTION
0	Send Email #1 and SMS #1
4	Send Email #2 and SMS #2 (if needed)
7+	Move to ongoing nurture sequence

PRO KIT

- 1 Use your direct Google review link.
(Here's how to get it:
<https://support.google.com/business/answer/7035772>)
- 2 Mention the review request at the end of the job verbally.
- 3 Add a "Leave a Review" button to invoices and thank-you emails.

WANT HELP SETTING THIS UP?

Our team can install a hands-free review automation system so your best customers do the marketing for you.

[Book a free strategy call](#)

