

Google review request templates

Email, reminder and text messages to copy, with the wording rules they follow.

The five wording rules

- ☐ Sent to every customer, not only the ones I think were happy
- ☐ Nothing offered in return: no discount, gift, draw or payment
- ☐ No request for a rating ("5 stars") and no request for particular words or names
- ☐ One link, the direct review link, and nothing else to click
- ☐ One reminder at most, and the customer can ignore both

Email after a service

Subject: How did we do, [first name]?

Hi [first name],

Thanks for choosing us for [the job]. If you have a minute, we'd be grateful for an honest review on Google. It helps other people decide whether we're right for them.

[review link]

Thanks,
[your name]

Email after a purchase

Subject: A quick question about your order

Hi [first name],

Your [product] should be with you now. Once you've had a chance to use it, would you share what you think in a Google review? Good or bad, it helps us and the next customer.

[review link]

Thank you,
[your name]

Reminder, about a week later

Subject: One small favour

Hi [first name], just a gentle nudge in case last week's email got buried. If you'd like to leave a Google review of [the job], this link opens the review box: [review link]. No need to reply. Thanks again.

Text message

Hi [first name], it's [your name] from [business]. Thanks for having us for [the job]. If you have a minute, an honest Google review would help us a lot: [review link]

Send-and-remind schedule

Customer	Work finished	Request sent	Reminder sent	Reviewed?

The full guide, with the video: fynl.io/blog/google-review-request-email– Free review link generator: fynl.io/google-review-link-generator