

How to Ask Customers for Reviews and Referrals

Seven word-for-word swaps for asking clients for reviews and referrals, with what to say instead and why it works. Free cheat sheet plus a printable PDF.

WHAT THIS ADDS

Vague, polite asks like 'sometime' or 'if you have time' leave the client to work out what to do, when, and why, so most never do it. Every swap here replaces that with a small, specific request made at the right moment, with the link, the prompt, or the reason already supplied. Make the ask clear and easy, and saying yes becomes the simplest option.

When you need these lines

The best moments to ask for a review or referral are short. A client thanks you at the end of a job, replies to an invoice with a kind word, or tells you the problem is finally fixed. If you don't ask then, the moment usually passes.

What you say in that moment matters more than how often you ask. A general request gets a friendly nod and is forgotten. A specific, easy request gets acted on. The seven swaps below show the exact words to use.

1. Instead of "Leave us a review sometime"

Say: "Would you write two sentences about how it turned out?"

Why it works: Small, specific asks get done.

2. Instead of "Remember to review us later"

Say: "While it's fresh, could you post a review tonight?"

Why it works: Ask at the happiest moment.

3. Instead of "Just write whatever you want"

Say: "Mention the problem we solved and how fast it happened."

Why it works: A prompt beats a blank page.

4. Instead of "You can find us on Google"

Say: "I'll text you the link now, it takes one minute."

Why it works: Fewer steps means more reviews.

5. Instead of "Tell your friends about us"

Say: "Who's one person you know facing the same problem?"

Why it works: One name beats 'everyone' every time.

6. Instead of "Only if you have time"

Say: "Your review helps the next client choose with confidence."

Why it works: People help when they see impact.

7. Instead of "Feel free to refer us"

Say: "Send a friend my way and your next visit's 10% off."

Why it works: A thank-you makes sharing feel good.

The whole cheat sheet

Don't say	Say instead
Leave us a review sometime.	Would you write two sentences about how it turned out?
Remember to review us later.	While it's fresh, could you post a review tonight?
Just write whatever you want.	Mention the problem we solved and how fast it happened.
You can find us on Google.	I'll text you the link now, it takes one minute.
Tell your friends about us.	Who's one person you know facing the same problem?
Only if you have time.	Your review helps the next client choose with confidence.
Feel free to refer us.	Send a friend my way and your next visit's 10% off.

DO THIS

Pick the next client who tells you they're happy and use one swap word for word: text them your review link before the conversation ends. Then ask who else they know who has the same problem.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into

- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

When your client records, appointments, quotes, invoices, and emails are all in one portal like Fynl.io, it's easier to see when a job has just wrapped up well, which is the right moment to send your review link or ask for a referral.

Sources

- Google Maps user contributed content policy — Fake engagement (no incentives for reviews) — <https://support.google.com/contributionpolicy/answer/7400114?hl=en>