[YOUR LOGO]

Would you share your experience?

Thank you for trusting [Business Name] with your [home / project].
An honest review in your own words helps neighbors know what to expect.

Choose whichever you use. One review is plenty, and there is no pressure.

REVIEW ON GOOGLE

[Paste your Google review QR code here]

Scan with your phone camera

RECOMMEND ON FACEBOOK

[Paste your Facebook reviews QR code here]

If you already use Facebook

No camera? Search [Business Name] on Google or Facebook.

[yourwebsite.com] | [(555) 555-5555]

CUT HERE

[YOUR LOGO]

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Review Request Kit

A simple, policy-safe way to ask every customer for an honest review, and to answer every review with the real details of the job.

Set up the card in four steps

- Replace every [bracketed item] on the card page with your business name, logo, website and phone. Delete the brackets.
- Get your Google review link and QR code. In your Business Profile on a computer, open **Read reviews**, then **Get more reviews**, then the share option. Copy the link and download the QR code. Google's help page says review QR codes are created from a computer browser.
- Add a Facebook QR code that opens your Page's Reviews or Recommendations tab. Test it on an iPhone and an Android phone while signed in, before you print a large batch.
- Paste each QR code into its dashed box, keeping it about 1.3 inches square. Print on letter paper, cut along the line, and keep a stack in every work vehicle.

The routine after every completed job

Step	Action	What to do
1	Finish and inspect	Complete the job, clean up, and walk the customer through the finished work.
2	Ask for a video (optional)	After the walkthrough, and separate from payment, ask once for an optional 20- to 30-second testimonial.
3	Get permission	Record only after the customer agrees, and get written permission before publishing the video.
4	Hand over the card	Give the card to every completed customer and ask them to review later. Do not wait while they do it.
5	Send the direct link	Later that day, or the next morning at the latest, text the Google link from the number the customer already knows.
6	Send one reminder	If no review appears, send one friendly reminder 5 to 7 days later. Then stop.
7	Record the job details	When a review arrives, note the service, general area, result, and anything the customer praised or raised (see the reply sheet below).

Why this order works: the experience is still fresh, the card and the text suit different customers, and a single reminder covers forgetfulness without becoming pressure.

What to say

Handing over the card

> **You say:** “This card has direct links to Google and Facebook. If you have a minute later, we would appreciate an honest review in your own words. Choose whichever you use. One review is plenty, and there is no pressure.”

Same-day or next-morning text

Send it by hand from the business number the customer already used for scheduling. Put one link in the message, and make it Google.

> **Text:** “Hi [First name], this is [your name] with [Business Name]. Thank you again for trusting us with your [exact service] today. If you have a minute later, we would appreciate an honest Google review in your own words: [your Google review link]. No pressure, and thank you either way.”

If you send review requests through an automated marketing platform instead of your normal one-to-one text thread, confirm the consent and opt-out rules that apply first.

One reminder, 5 to 7 days later

> **Text:** “Hi [First name], [your name] with [Business Name] checking in. Is everything still working well after your [service]? If anything needs attention, reply here. If you have not had a chance and would still like to leave an honest Google review, here is the link again: [your Google review link]. Thank you.”

Optional video testimonial

> **You say:** “Before we head out, would you be comfortable giving us a quick 20- to 30-second video about your experience? It is completely optional. I will ask one easy question, and with your written permission we may use it on our website and social pages. Your first name and city are enough.”
>
> **Off-camera question:** “What did we do for you, and what stood out most about the result or working with our crew?”

Rules that keep your reviews safe

Rule	Your standard
Ask everyone	Give the card and the same neutral request to every legitimate completed customer, not only the ones you expect to be happy.
Honest words only	Ask for an honest review in the customer's own words. Never write or suggest the wording.
No keyword coaching	Do not ask customers to mention a service, product, city, neighborhood, or employee. Those details belong in your reply instead.
No rating request	Do not ask for five stars or for a positive review.
No incentives	No money, discounts, gifts, contest entries, free service, or any other benefit for a review or testimonial.
No on-site pressure	Hand over the card for later. Do not stand beside the customer while they scan, rate, or write.
No staff quotas	Track whether the routine was followed, not how many reviews each person collects.
One platform is enough	Google first, Facebook as the alternative. Never ask the same customer to post the same review twice.

Some platforms set stricter rules. Yelp, for example, asks businesses not to request reviews at all, so keep Yelp off the card.

If a customer asks: leaving a Google review requires a Google Account, but not a Gmail address. Any existing email address can be used to create one. Facebook requires the customer to be signed in.

Video testimonial permission

Permission by text

Send this from the same phone while the visit is fresh. Publish only after the customer replies YES.

> **Text:** “Please reply YES if you authorize [Business Name] to use the video testimonial recorded today, along with your first name and [city], on our website, Google Business Profile, social media, printed materials, and other marketing. We may edit it for length, format, captions, or sound quality without changing what you meant. Participation is voluntary, and no payment, discount, or other benefit was promised.”

Simple paper release

I authorize [Business Name] to record and use my first name, voice, likeness, and honest comments on its website, Google Business Profile, social media, printed materials, and other marketing. [Business Name] may edit the recording for length, format, captions, or sound quality without changing its meaning. I understand that participation is voluntary and that no payment, discount, or other benefit was promised. My comments reflect my actual experience.

Customer name: _____

Approved public name: _____ City: _____

Signature: _____ Date: _____

Keep every signed release with the job record.

Replying to every review, good or bad

A reply written from the real job reads as personal to the customer and gives future customers, Google, and AI search tools accurate detail about the work you do and where you do it. Fill in this sheet for each new review, or send it to whoever writes your replies.

Detail	What to note
Customer	First name as shown on the review
Service	The exact work completed, not just the trade name
Materials or equipment	Brand, size, model, color, or other useful facts
General area	City only, unless the customer made the neighborhood public or approved it
Problem solved	Why the customer called and what the finished work fixed
Who did the work	The technician or crew the customer dealt with, if they are comfortable being named
Praise or concern	What the customer said about the workmanship, communication, schedule, cleanup, or result

Positive reviews

Keep replies short, conversational, accurate, and different from one another. Confirm the customer's experience; do not turn the reply into an advertisement.

> **Example:** “Thank you, [First name]. We appreciate you trusting [Business Name] with the [exact service] at your [city]-area home. I'm glad the [what they praised] met your expectations. – [Owner first name]”

Critical or negative reviews

- Reply within a day or two, calmly, after you have the facts. Thank the customer for the feedback.
- Acknowledge the concern without arguing, blaming, or sharing private job details in public.
- Offer a direct way to resolve it: [name] at [phone or email].
- Never offer anything in exchange for changing or removing a review.

Privacy rule

Never post a street address, price, neighborhood, or repair detail the reviewer did not make public or approve.

Want this handled for you?

Biancorp's Google Business Profile Management includes a weekly post from your finished projects and a reply to every review, written from the details you share about the job. Learn more at aeo.biancorp.net.

Sources

- Google: Create a link or QR code to request reviews
- Google: Tips to get more reviews
- Google Maps: Prohibited and restricted content
- FTC: Consumer Reviews and Testimonials Rule, questions and answers

Operational guidance, not legal advice. Platform rules and menu paths change, so check the current policies before a large print run.