



FREE REVIEW PLAYBOOK

The 5-Star *Ask.*



How to get more Google reviews without being pushy. Simple steps you can start today.

LEADFRAME DIGITAL

START HERE

You already have *happy customers.*

Most of them just never get asked for a review. This playbook fixes that. You can start today.

It works for any local business on Google. Read it once. It takes about 15 minutes. Then keep it by the register or in your truck.

What's in your kit



This playbook

When to ask, what to say, and how to reply.



Your QR card

A card you order on Vistaprint. Customers scan it and land on your review page.



Your phone image

The same code, saved in your phone's photos.



The picture guide

Shows you where to find your Google review link.

Inside

01	Your review link	3	02	The #1 rule	4
03	When to ask	5	04	What to say	6
05	Go get them	8	06	Your team	9
07	Replying	10	08	What not to do	11
09	First 7 days	12	10	Want help?	13

Get your *review link*.

This is the link that opens the stars on Google. Your QR card and your texts both use it.

- 1 Sign in to the Google account for your business.
- 2 Search your business name on Google, or open Google Maps.
- 3 Tap **Ask for reviews**. It may say **Get more reviews**.
- 4 Tap **Copy link**.
- 5 Paste it in a note on your phone. Now you can copy it into a text anytime.

Need help? Open the **picture guide** in your kit. It shows you where to tap, step by step.

Ask, *never pay.*

You can't give customers anything for a review.

Not money. Not a deal. Nothing. Not even if you say “any review is fine.” No exceptions.

✗ Discounts

✗ Free stuff

✗ Gift cards

✗ Prize drawings

- **Google can ban you for it.** It can delete your reviews or suspend your profile.
- **It's against the law too.** Since October 2024, the FTC can fine you for buying reviews.

Just ask. Honest reviews look real. Google trusts them, and so do new customers.

Your team is different

You **can** reward your own team for getting reviews. We show you how on page 9. The customer still gets nothing.

Ask at the *happy moment*.

They say “thank you” or “this looks great.” They smile. That’s when you ask.

Then text them the link the same day. If they leave without the link, most will forget.

Ask 3 times, then stop

1**Right then**

Ask in person and show the QR code.

2**Same day**

Text the link.

3**3 days later**

One friendly reminder, if no review yet. That’s it.

BUSINESS	THE HAPPY MOMENT	SHOW THE CODE
Home services	The job is done and it works	Your phone, or the card with the bill
Restaurants	They say the food was great	Card with the check or on the table
Salons & barbers	They look in the mirror and smile	Card by the mirror or front desk
Auto shops	You hand back the keys, car fixed	Card on the counter, or your phone

Don’t ask when they’re upset. Fix the problem first. A customer whose problem you fixed often leaves your best review.

Copy these. *Make them yours.*

Fill in the name and your link. Ask for an “honest review,” not a “5-star review.” Happy customers give the stars on their own.

IN PERSON**TOUCH 1**

“I’m so glad you’re happy with it. We’re a small local business, and Google reviews help new customers find us. Would you leave us a quick review? Just scan this. It takes about a minute.”

If they say “sure, later”: “No problem. I’ll text you the link.”

TEXT, SAME DAY**TOUCH 2**

Hi **[Name]**, it’s **[Your name]** from **[Business]**. Thanks again for today! If you have a minute, an honest Google review would help us a lot: **[link]**

REMINDER, 3 DAYS LATER**TOUCH 3 · ONCE**

Hi **[Name]**, quick follow-up from **[Business]**. Here’s that review link if you have a minute: **[link]**. Thanks either way!

Email and phone

EMAIL

Subject: Thank you from [Business]

Hi [Name],

Thanks for choosing [Business]. It was great working with you.

Most new customers find us on Google. Would you share an honest review? It takes about a minute: [link]

Thanks again,

[Your name]

END OF A PHONE CALL

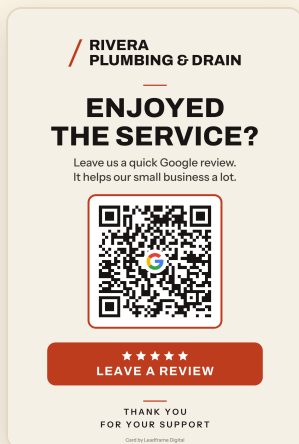
“Before you go, one small favor. Google reviews help us a lot. Can I text you the link?”

Why these work

- They're short. Busy people say yes to short.
- They say **why**: reviews help a small business get found.
- They make it easy: scan or tap, one minute.

Don't wait. *Go get them.*

Most happy customers won't review you on their own. So hand them the code while they're happy. They point their camera, and your review page opens.



Example card

The printed card

- Order it on Vistaprint. The card maker shows you how.
- Put it where the happy moment happens: the counter, the table, the mirror, the truck.
- Point to it when you ask. A card sitting there alone won't get many reviews.

The phone image

- 1 Save the phone image to your photos. Mark it as a favorite.
- 2 When you ask, open it and hold up your phone. Turn the brightness all the way up.
- 3 Send it to everyone on your team who talks to customers.

Test it first. Scan the card and the phone image with two different phones. Both should open your review page. Your code sends every customer to Google, happy or not. That's on purpose.

Build a review *culture*.

Your team is on the job, face to face with the customer. They're the ones who get the reviews. Make asking part of every job.

TAPE THIS UP

Every job ends with an ask. Text the link that same day.

1. Track where each review comes from

You need to know which job and which team member each review came from. You pick the system. A few ideas:

- Have your team ask: **“Would you mention my name in the review? It really helps me.”**
- Keep a simple job list: date, customer, who did the job. Match new reviews to it each week.
- Have each person text the link from their own phone.

2. Reward your team

This is allowed. You pick the reward. A few ideas:

- \$25 for each Google review that names them or the job they did.
- Lunch for the team when you hit your monthly goal.
- A shout-out at the weekly meeting.

Reward **any honest review**, not just 5 stars. Your team never gives the customer anything. Staff, family and friends never write reviews.

Answer *every* review.

Reply within 2 days, good or bad. New customers read your replies. Google notices them too.

3 rules for every reply

- 1 Use their first name. Mention one thing they said.
- 2 Keep it to 2 or 3 sentences. Sign your name.
- 3 Never share private details, like what they paid.

GOOD REVIEW

★★★★ – ★★★★★★

Thank you, **[Name]**! We're so glad **[the job]** turned out the way you wanted. We're here whenever you need us. **[Your name]**

SO-SO REVIEW

★★★

Thanks for the honest feedback, **[Name]**. I'm glad **[the good part]** went well, and I'm sorry about **[the problem]**. I'd like to make it right. Please call me at **[phone]**. **[Your name]**

BAD REVIEW

★ – ★★

[Name], I'm sorry about your experience. That's not how we do things. I want to fix it. Please call me at **[phone]** or email **[email]**. **[Your name]**, Owner

Stay calm. Don't argue in public. Write your reply, wait an hour, then post it.

A REVIEW THAT LOOKS FAKE

We can't find a record of your visit. Please call us at **[phone]** so we can help.

Reply once, kindly. Then report it to Google from your profile.

What *not* to do.

Any of these can get your reviews deleted or your business hidden on Google. Some can get you fined.

DON'T	DO THIS INSTEAD
✗ Give a discount or gift for a review	✓ Just ask, and make it easy
✗ Send only happy customers to Google ("review gating")	✓ Send everyone the same link
✗ Buy reviews	✓ Build the asking habit
✗ Have staff, family or friends review you	✓ Ask real customers
✗ Reward your team only for 5-star reviews	✓ Reward any honest review
✗ Set up a review tablet in your shop	✓ Let customers use their own phones
✗ Keep asking the same person	✓ Ask, text, remind once, then stop
✗ Write the review for them	✓ Let them write it, even if it's short
✗ Argue with a bad review	✓ Say sorry and call them

Your first *7 days.*

Check these off as you go. By day 7, asking will feel normal.

- ☐ **DAY 1** Copy your review link. Save it in a note on your phone.
- ☐ **DAY 1** Make your QR card. Save the phone image to your photos.
- ☐ **DAY 1** Test the card and the phone image with two phones.
- ☐ **DAY 1** Ask your next happy customer.
- ☐ **DAY 2** Order your cards on Vistaprint.
- ☐ **DAY 2** Save the same-day text on your phone so you can send it fast.
- ☐ **DAY 3** Share the scripts and phone image with your team. Tape up the rule.
- ☐ **DAY 3** Reply to any old reviews that don't have a reply.
- ☐ **DAY 4** Send your first reminder texts.
- ☐ **DAY 5** Pick how you'll track reviews and how you'll reward your team.
- ☐ **DAY 7** Count new reviews by team member. Read one out loud and say thanks.

Too much to do? *We can help.*

Reviews are just one part. Google picks the top 3 on the map by looking at your *whole* profile. Keeping it up takes work every week. If you don't have time, that's what we do.

What we take off your plate

✓ Every review answered

Friendly replies, in English or Spanish.

✓ Weekly posts and offers

So your profile stays fresh and active.

✓ Services and categories

Set up right, so you show up for the right searches.

✓ Fresh photos

You send a few. We add them the right way.

✓ More reviews

Your custom QR card and a simple way to ask.

✓ Monthly scorecard

Calls, views and where you rank, in plain words.

The Map Pack Growth System

Diagnose

STEP 1

Free audit and video

Optimize

STEP 2

Fix the profile

Activate

STEP 3

Replies, posts, photos

Grow

STEP 4

Reviews and scorecard

90
DAYS

90-Day Visibility Guarantee. If your profile isn't growing after 90 days, we keep working free for up to 3 more months, until one of your numbers goes up. Terms apply. Month to month, no long contract.

YOUR NEXT STEP

See where you stand. *Free.*

Want help, or not sure where to start? Get a free audit. No pressure, and no call needed.

- 1 Get your free Map Pack audit.** A short video made just for you: where you show up on Google, what the top 3 near you do better, and the fixes that matter most.
- 2 Make the fixes yourself,** or hand them to us.
- 3 If you hand them off,** we get to work on your profile, and you get back to running your business.

Launch pricing: Request your free audit by December 31, 2026 and get half off setup plus 20% off your first year. Terms apply.

FREE · NO CALL NEEDED

Get your free Map Pack audit.

leadframedigital.com

Or email daniel@leadframedigital.com



Danny, Leadframe Digital
Se habla español.

