

# The Google Review Requester

*A plain-language, compliant system for getting more Google reviews — no software required.*

*“Own your work. Own your life.”*

Scrappy Stacks

## Introduction

The businesses with three hundred Google reviews aren't secretly better than the ones with twelve. In almost every case, they just ask — consistently, and in a way that doesn't get them flagged for violating Google's policies. Review-gating (steering only happy customers toward a public review) can get a business profile suspended, so the system matters as much as the ask.

This guide covers the whole system: how to find your review link, the one rule that keeps you compliant, when to ask, exactly what to say, and what to do with what comes back. No app, no subscription — just a habit worth building.

## Chapter One: Get Your Review Link

You need a link that drops a customer straight into the review box — not a link to your profile page they then have to hunt around on. The fastest way: open your Google Business Profile ([business.google.com](https://business.google.com)), go to the Home tab, and look for a card titled “Get more reviews” with a Share button. Click it and Google generates a short link ([g.page/r/.../review](https://g.page/r/.../review)) built for exactly this. No profile access? Search Google for your business name, and under the listing look for “Write a review” — right-click it and copy the link address. Either way, test the link yourself on your phone before you send it to anyone. A link that dead-ends on a map instead of a review box will cost you the customer's goodwill along with the review.

## Chapter Two: The One Rule That Matters Most

Google's policy is simple and worth memorizing: every customer gets the same request, sent the same way, regardless of how the job went. What you cannot do is build a filter — asking “how did we do?” first, then only sending your happy respondents on to Google while quietly routing unhappy ones to a private feedback form. That's called review-gating, and it's a policy violation

that can get your whole business profile suspended, reviews and all. It doesn't mean you can't care about catching problems early — it means that system has to live separately from who gets asked to leave a public review. If you wouldn't send the request to your least satisfied customer from last week, don't send it to anyone.

## Chapter Three: When to Ask

Timing does more work than wording. The best moment is right after a positive interaction — the job is finished, the invoice is paid, the customer just said some version of “thank you, that was great.” Ask within 24 to 48 hours, while the experience is still specific in their memory. Two weeks later, they remember that you did fine, but not the detail that made the review worth writing. Avoid asking immediately after resolving a complaint — even a well-resolved one leaves mixed feelings, and you're better off circling back on a totally separate, unrelated job.

## Chapter Four: The Script

Keep it short, specific, and low-pressure. Two versions below — use whichever channel you'd naturally text or email that customer on. Swap in your own details where you see brackets.

### Text message version:

*“Hi [Name], it's [Your Name] from [Business]. Really glad we could get your [job/service] sorted. If you have 30 seconds, a Google review would mean a lot and helps other folks in [City] find us: [link]. Thank you!”*

### Email version:

*“Subject: Thanks for choosing [Business] — Hi [Name], thank you again for letting us handle your [job/service] this week. If you were happy with how it went, would you mind leaving us a quick Google review? It's the single biggest thing that helps a small business like ours get found by new customers. Here's the link: [link]. Either way, thanks for the trust — [Your Name].”*

## Chapter Five: Handling What Comes Back

For a positive review, reply briefly and specifically — thank them by name and mention the actual job, not a copy-pasted “thanks for the kind words!” on every review. For a critical one, take a breath before responding, acknowledge what they raised without getting defensive, and move the resolution offline: “I'd like to make this right — please call or email me directly at [contact].” Never argue in the replies, and never offer money, discounts, or favors in exchange for changing or removing a review — that's against Google's guidelines too, and it tends to get screenshotted.

## Chapter Six: Making It a Habit — or Knowing When You Need More

The system above works as long as someone remembers to run it after every job. For a lot of small businesses, the simplest fix is tying it to something you already do daily — send the review request in the same breath as the final invoice or the job-complete text. It starts to strain once you're handling enough jobs that manual asking gets skipped half the time, you want the timing automated instead of remembered, or you need to monitor and respond to reviews across more than one location. None of that means the manual system failed — it means the business outgrew what one person doing it by hand can keep up with. That's exactly the kind of thing Build It For Me is built to take over: a real, automated system instead of a sticky note on the monitor.