Five messages that make asking for reviews easy

Copy, fill in the brackets and send.

1. At the counter, after a compliment

> "That honestly made my day. Would you mind saying that in a quick review? It really helps a small shop like ours get found."

2. By text or DM, the day after a purchase

> "Hi [name], thanks again for coming in yesterday. If you have a minute, a short review would mean a lot to us: [link]. No pressure at all."

3. By email, a week after delivery

> "Hope your [product] arrived safely and you're enjoying it. We're a small team, and reviews are how new customers find us. Here's the link if you'd like to leave one: [link]. Thank you!"

4. To a regular

> "You've been with us since the start, so I'd love your honest words. Would you leave us a review? [link]"

5. A gentle reminder

> "Just a quick nudge in case the last message got buried: [link]. And if anything wasn't right, reply here and I'll fix it."

Make it easy

- Get your review link once and keep it in your phone's notes or text shortcuts.
- Ask soon after a good moment: a compliment, a thank-you, a repeat visit.
- Ask every happy customer, not just some. Most people simply forget.
- Reply to every review, good or bad, within a couple of days.

Keep it honest: never offer money, discounts or gifts in exchange for reviews, and never ask only for five stars. Google and other review sites forbid it, and it can get reviews removed.

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