

GrowthLeaks

FREE TEMPLATES

20 Review-Request Templates **That Actually Get Replies**

10 email + 10 SMS scripts to ask for Google reviews —
for home-service and premium/high-ticket businesses.
Copy, tweak the brackets, send.

How to use: Swap anything in [brackets] for your details. Send the SMS within an hour of finishing the job; use email for higher-ticket work. Keep it short, make the ask direct, and always include your review link.

10 SMS Review Requests

Text beats email for reviews — higher open rates, faster replies, and your link sits right in their messages. Send within an hour of the job while the good feeling is fresh. Save your favorite as a draft so you're one tap away.

1. Home Service — Fast & Friendly

HOME SVC

Hi [First Name], it's [Your Name] from [Business]. Really glad we got that [job] sorted for you today! If you've got 60 seconds, a quick Google review would genuinely help us out: [Review Link]. Thanks so much!

2. Home Service — After a Repair

HOME SVC

Hey [First Name], hope the [system/unit] is running great now. If you were happy with the work, would you mind leaving us a quick review? Takes about a minute: [Review Link]. Appreciate you, [Your Name] @ [Business].

3. Home Service — Repeat Customer

HOME SVC

[First Name]! Always great working with you. Quick favor — a Google review helps other neighbors find us. 60 seconds if you have it: [Review Link]. Thanks as always! — [Your Name]

4. Med Spa / Aesthetics

PREMIUM

Hi [First Name] ✨ It was so lovely having you in for your [treatment] today. If you're thrilled with your results, a quick Google review would mean the world to us: [Review Link]. Can't wait to see you next time! — [Business]

5. Dental / Medical

PREMIUM

Hi [First Name], thank you for trusting [Practice] with your care today. If you had a good experience, would you consider sharing it in a quick Google review? It helps other patients find us: [Review Link]. Take care!

6. Legal / Professional

PREMIUM

Hi [First Name], it was a pleasure helping you with [matter]. If you felt well taken care of, a brief Google review would genuinely help others who are searching for guidance: [Review Link]. Wishing you all the best. — [Your Name], [Firm]

7. The Ultra-Simple Ask

ANY

Hi [First Name] — would you mind leaving us a quick Google review? It takes 60 seconds and helps us a ton: [Review Link]. Thank you! — [Business]

8. The Warm Follow-Up (next day)

ANY

Hi [First Name], just checking in — hope everything's still great with [job/service]! If you have a sec, we'd be so grateful for a quick Google review: [Review Link]. No pressure at all. Thanks! — [Your Name]

9. The Gentle Reminder

ANY

Hi [First Name]! No worries if you're busy — just a friendly nudge in case you meant to leave that review and it slipped your mind 😊 Here's the link when you get a moment: [Review Link]. Thanks so much!

10. High-Ticket / Big Project

PREMIUM

Hi [First Name], now that your [project] is complete, we'd love to hear how it went. If you're happy with the result, a Google review would help other [homeowners/clients] making the same big decision: [Review Link]. Thank you for trusting us with it. — [Your Name], [Business]

SMS tip: "60 seconds" is the magic phrase — it sets a low time expectation and kills "I'll do it later." Keep it under 3 sentences, one link, no walls of text.

10 Email Review Requests

Email works better for higher-ticket, more considered services — a remodel, a legal case, a full treatment plan. Give it a clear subject line, keep the body short, and make the review link impossible to miss.

1. Home Service — Standard

HOME SVC

Subject: Quick favor, [First Name]?

Hi [First Name],

Thanks again for letting us handle your [job] — it was great working with you.

If you were happy with how it went, would you mind leaving us a quick Google review? It only takes a minute and it genuinely helps other [neighbors/homeowners] find us.

👉 [Review Link]

Thanks so much,
[Your Name]
[Business] · [Phone]

2. Home Service — Emergency/Fast Job

HOME SVC

Subject: Glad we could get you back up and running

Hi [First Name],

Hope everything's still working great after our visit! We know [problem] is stressful, and we're glad we could get it sorted fast.

If we earned it, a quick Google review would mean a lot — it helps other people know who to call in a pinch:

👉 [Review Link]

Appreciate you,
[Your Name] @ [Business]

3. Med Spa / Aesthetics

PREMIUM

Subject: We loved having you in, [First Name] ✨

Hi [First Name],

It was such a pleasure seeing you for your [treatment]. We hope you're loving your results!

If you're happy with your experience at [Business], would you consider sharing it in a quick Google review? It helps others feel confident choosing us for their own self-care journey.

👉 [Review Link]

With gratitude,
The team at [Business]

4. Dental / Medical Practice

PREMIUM

Subject: Thank you for trusting [Practice]

Dear [First Name],

Thank you for choosing [Practice] for your recent visit. Your comfort and care are always our priority.

If you had a positive experience, we'd be grateful if you'd share it in a brief Google review. It helps other patients in [City] find a practice they can trust:

👉 [Review Link]

Warm regards,
[Doctor / Practice Name]

5. Legal Firm

PREMIUM

Subject: It was an honor to represent you

Dear [First Name],

It was a privilege to help you with [matter]. We hope you felt supported and well-informed throughout the process.

If you were satisfied with our representation, a short Google review would genuinely help others who are searching for guidance during a difficult time:

👉 [Review Link]

With respect,
[Your Name]
[Firm Name]

6. High-Ticket Project (remodel/install)

PREMIUM

Subject: How's the new [project] treating you?

Hi [First Name],

Now that your [project] is complete, we'd love to know how you're enjoying it. Projects like these are a big decision, and we're grateful you trusted us with yours.

If you're happy with the result, would you share your experience in a Google review? It means the world to a small business — and it helps the next [homeowner/client] weighing the same investment:

👉 [Review Link]

Thank you,
[Your Name] · [Business]

7. The Short & Direct

ANY

Subject: 60 seconds, [First Name]?

Hi [First Name],

Would you mind leaving [Business] a quick Google review? It takes about 60 seconds and helps us more than you'd think:

👉 [Review Link]

Thank you so much!
[Your Name]

8. The Story-First Ask

ANY

Subject: A small favor that makes a big difference

Hi [First Name],

As a [small/family] business, we don't have a big marketing budget — what we have is happy customers like you. Reviews are how new customers find us and decide to give us a try.

If we earned it, would you take a minute to leave a Google review?

👉 [Review Link]

It genuinely helps, and we're grateful.
[Your Name] · [Business]

9. The Follow-Up (no response yet)

ANY

Subject: No worries if you missed this

Hi [First Name],

Just floating this back to the top of your inbox in case it got buried — no pressure at all.

If you have a spare minute, a quick Google review would really help us out:

👉 [Review Link]

Either way, thank you for your business!

[Your Name]

10. Post-Purchase / Product

ANY

Subject: Hope you're loving your [product/service]

Hi [First Name],

We hope your [product/service] is everything you hoped for!

If you're happy, would you share a quick Google review? It helps other customers shop with confidence — and it makes our day:

👉 [Review Link]

Thanks a million,

The team at [Business]

Email tip: Put the review link on its own line with an arrow or button so it's impossible to miss. One clear ask per email — don't bury it under paragraphs.