Grow That Local

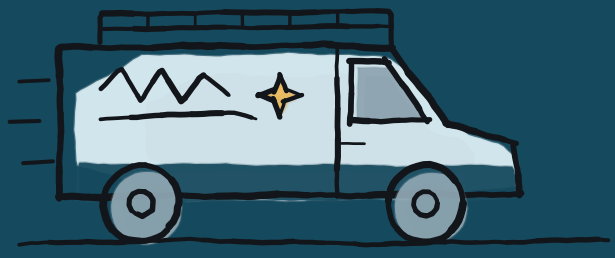
a free guide

50 review request texts that get replies

Ready-to-send texts and short emails for every moment after a job, each one inside Google's rules.

For owners who want to ask but don't know how.

- 16 short sections in 5 parts
- 43 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

You know you should ask for reviews. The hard part is the words. This pack gives you 50 of them: 46 texts and 4 short emails, grouped by the moment you'd send them. Find the moment, copy the message, swap the words in square brackets, and send.

Read section 1 first. It has the five rules every message here follows, so you can write your own the same way. After that, jump to the moment you're in. Each section has a short list of things to do in the next 24 hours.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every message is a template. The names in brackets are yours to fill in. None of them are real customers or results.



Part 1

Before you send

1 The five rules every message here follows

The idea. A review request can break Google's rules, or US texting rules, without you meaning to. Every message in this pack follows these five rules. Keep them when you write your own.

1. **Text only people who agreed to it.** Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). Since April 2025, a customer can opt out "by any reasonable means", like "stop texting me", and you have at most 10 business days to honor it (Federal Register, FCC consent revocation rule, federalregister.gov). Do it the same day. If someone hasn't agreed to texts, use an email from section 10. If you're unsure, ask a lawyer.
2. **Say who it's from.** Every text names your business. If you send from a texting app or system, or it's the first text you've ever sent that person, end with "Reply STOP to opt out." Every text here stays under 300 characters with that line, a real link and real names added.
3. **Ask every customer.** Google doesn't allow businesses to "discourage or prohibit negative reviews, or selectively solicit positive reviews" (Google Maps user-contributed content policy, support.google.com). So none of these say "if you're happy, leave a review", and none send the link only to people who answered a survey well. Offering to fix something is fine when the link is in the same message.
4. **Offer nothing for it.** No discount, gift, entry or free extra. Google treats any incentive for a review as fake engagement (Google: Create a Google link or QR code to request reviews, support.google.com). The

FTC's 2024 review rule also bans incentives for reviews that must say something positive (or negative) (FTC: Consumer Review Rule, questions and answers, ftc.gov).

5. **Ask for an honest review, never a score.** No "5 stars please".

The words in brackets: [first name] is the customer's, [your name] is yours, [business] is your business name, [town] is where the job was, [job] is the work in plain words ("water heater", "kitchen cabinets"), [crew member] is the first name of who did it, and [phone] is your number. [review link] is your Google review link. On a computer, open your profile, select "Read reviews", then "Get more reviews", and copy it (same Google page as rule 4).

Do it in 24 hours

- [ ] Get your review link and save it as a text shortcut on every phone that texts customers.
- [ ] Check which customers agreed to texts. Everyone else gets an email.
- [ ] Remove "if you're happy" and any offer from the messages you send now.
- [ ] Pick three messages from this pack that sound like you, and save them.



Part 2

Texts by moment

2 Right after the job

When to use it. Within the hour, ideally before you leave the driveway, after asking in person. In BrightLocal's 2026 survey, 32% of consumers look for reviews written in the last two weeks (BrightLocal Local Consumer Review Survey 2026, brightlocal.com), so fresh ones count. GTL estimate: the first hour after the job gets the most yeses, because the finished work is right in front of them.

1. The simple one:
"Hi [first name], it's [your name] at [business]. Thanks for having us today. Would you leave us an honest Google review? It helps a small local company a lot: [review link]"

2. Fix it first:
"Hi [first name], [your name] at [business] here. If anything from today isn't right, reply and we'll fix it. Either way, an honest Google review would help us a lot: [review link]"

3. Thank who came:
"Hi [first name], it's [business]. Thanks for having [crew member] out today. Would you leave us an honest Google review? It helps a small crew like ours a lot: [review link]"

4. As promised:
"Hi [first name], [your name] from [business]. As promised, here's the link for that Google review. Two lines is plenty: [review link] Thanks again for today."

5. For the neighbors:
"Hi [first name], it's [your name] at [business]. Your neighbors in [town] read our reviews before they call. Would you tell them how today went? [review link]"

Do it in 24 hours

- [ ] Pick one of these as your standard after-job text.
- [ ] Save it where everyone who finishes jobs can copy it.
- [ ] Send it today to every customer whose job you finished this week.

3 The next day

When to use it. When you couldn't send it on the day, or the job ended late. Morning, before their day gets busy.

6. The check-in:
"Hi [first name], it's [your name] at [business]. Hope everything's still working well after yesterday. If you have a minute, an honest Google review would help us a lot: [review link]"

7. Questions welcome:
"Good morning [first name], [your name] at [business]. Just checking your [job] is holding up. Any questions, reply here. And if you have a minute for a Google review: [review link]"

8. Short and plain:
"Hi [first name], [business] here. Thanks again for yesterday. Would you share how it went on Google? [review link]"
9. With the receipt:
"Hi [first name], it's [business]. Your receipt for yesterday's [job] is in your email. If you have a minute, a quick Google review helps us a lot: [review link]"

Do it in 24 hours

- [ ] List yesterday's jobs that didn't get a text.
- [ ] Send one of these to each before 10am.
- [ ] Note who replied with a question, and answer it today.

4 A week later

When to use it. For jobs that need a few days of living with them before people know: a new roof after a rain, a new system after a hot week, paint once it has cured. Also for anyone you missed on the day.
10. How's it holding up:
"Hi [first name], [your name] at [business]. It's been a week since your [job]. How's it holding up? An honest Google review helps other folks in [town] choose: [review link]"
11. Lived with it:
"Hi [first name], it's [business]. After a week with your new [job], we'd love to hear how it's going. An honest Google review helps a lot: [review link]"
12. Busy week:
"Hi [first name], [your name] at [business]. I know life gets busy. If you get two minutes this week, a Google review about your [job] would mean a lot: [review link]"
13. Still here for questions:
"Hi [first name], it's [business]. One week on from your [job]. Any questions at all, just reply. And if you're up for it, here's our review link: [review link]"

Do it in 24 hours

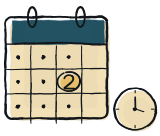
- [ ] Find last week's jobs that didn't get a review request.
- [ ] Send one of these to each.
- [ ] Set your job software or calendar to remind you a week after each big job.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 3

Texts by customer and job

5 Repeat customers and regulars

When to use it. For people you see often or have worked for more than once: mowing customers, regular cleaning clients, plan members, anyone who called you back for a second job. Ask each one once. GTL estimate: once a year at most for regulars. Our reasoning: more often feels like pestering someone who already pays you every month.

14. Long-time regular:
"Hi [first name], it's [your name] at [business]. You've been with us a while now, and we're grateful. Would you share an honest Google review? It helps us a lot: [review link]"

15. Second job:
"Hi [first name], [business] here. Thanks for having us back for your [job]. If you've got a minute, a Google review about working with us helps a lot: [review link]"

16. We never asked:
"Hi [first name], it's [your name] at [business]. I realized we've never asked you for a Google review. If you have a minute, it would help us a lot: [review link]"

17. The regular:
"Hi [first name], it's [business]. [crew member] has been looking after your place for a while now. Would you leave us an honest Google review? It helps us a lot: [review link]"

18. Plan member:
"Hi [first name], [your name] at [business]. Your [job] visit is done for this season. An honest Google review about being on our plan helps neighbors decide: [review link]"

Do it in 24 hours

- [ ] List your regulars and repeat customers who haven't left a Google review.
- [ ] Ask five of them this week, after their next visit.
- [ ] Ask all of them, not only the ones who chat with your crew.

6 After a big job

When to use it. Roofs, remodels, new systems, repipes, landscape projects, whole-house paint. These reviews help most, because the next big-job customer is nervous about the same things.

19. The finished project:
"Hi [first name], it's [your name] at [business]. Thanks for trusting us with your [job]. Would you share an honest Google review? It helps people planning the same job find us: [review link]"

20. Thanks for your patience:
"Hi [first name], [business] here. Thanks for your patience through the whole [job]. An honest Google review about how it went would help us a lot: [review link]"

21. Add a photo:
"Hi [first name], it's [your name] at [business]. If you leave a Google review, you can add a photo of the finished [job]. It shows neighbors the real result: [review link]"
22. From the owner:
"Hi [first name], it's [your name], owner of [business]. Thank you for choosing us for your [job]. If you have a few minutes, an honest Google review would mean a lot to me: [review link]"

Do it in 24 hours

- [ ] List your big jobs from the last three months.
- [ ] Send one of these to each customer who hasn't reviewed.
- [ ] For your next big job, send the request from the owner's phone.

7 After a small job

When to use it. Quick repairs, one room, a single visit. Small jobs are most of your work, so they're most of your reviews. Keep the ask as short as the job.
23. Quick fix:
"Hi [first name], [business] here. Small job today, but we're glad we could help. A quick Google review helps a small company like ours: [review link]"
24. One line:
"Hi [first name], thanks for calling [business] today. One line on Google helps us a lot: [review link]"
25. Small jobs count:
"Hi [first name], it's [your name] at [business]. Small jobs count too. If you have a minute, an honest Google review would help us: [review link]"
26. Helps the next person:
"Hi [first name], [business] here. Thanks for having us out today. If you leave a Google review, saying what we fixed helps the next person with the same problem: [review link]"

Do it in 24 hours

- [ ] Count your small jobs from last month. Check how many were asked for a review.
- [ ] Send one of these after every small job this week.
- [ ] Teach your crew to ask on small jobs too.

8 After they say thank you

When to use it. When a customer texts thanks, sends a card or says something kind on the way out. Use these only for customers who'd get a request anyway. Everyone gets asked; this is just good timing.
27. Reply to their thanks:
"Thank you, [first name]. That made the whole crew's day at [business]. If you'd be willing to put that in a Google review, here's the link: [review link]"
28. After a kind word in person:

"Hi [first name], [your name] at [business]. Thanks for the kind words today. If you'd put them in a Google review, here's the link: [review link]"

29. After a card or call:

"Hi [first name], it's [your name] at [business]. Your note made the crew's week. If you have a minute, would you share it on Google too? [review link]"

30. After a referral:

"Hi [first name], [business] here. Thank you for sending your neighbor our way. If you haven't yet, an honest Google review would help us a lot: [review link]"

Do it in 24 hours

- [ ] Scroll back through your texts for thank-you messages from the last month.
- [ ] Reply to each with one of these, if they haven't reviewed.
- [ ] Tell your crew to pass on any kind words, so you can follow up.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 4

Follow-up and email

9 A nudge if there's no reply

When to use it. Once, three to five days after the first ask, and only to people who haven't reviewed. Then stop. GTL estimate: one nudge brings in a good share of the reviews you'd ever get from that ask. Our reasoning: most people who don't review simply forgot, and a second nudge to a busy homeowner costs more goodwill than it brings in.

31. No pressure:
"Hi [first name], [your name] at [business] again. No pressure, but if you get a minute this week, here's that review link: [review link] Thanks either way."

32. In case it got buried:
"Hi [first name], just bumping this up in case it got buried. Here's our Google review link: [review link] Thanks, [your name] at [business]"

33. If the link didn't work:
"Hi [first name], it's [business]. If the review link didn't work, you may need to sign in to Google first. Here it is again: [review link]"

34. Last note:
"Hi [first name], [your name] here from [business]. Last note on this, I promise. If you have two minutes, your review would help us a lot: [review link]"

Customers have to be signed in to a Google account to leave a review (Google: Tips to get more reviews, support.google.com). Text 33 is for anyone who says the link didn't work.

Do it in 24 hours

- [ ] Mark everyone who reviewed, so they never get a nudge.
- [ ] Pick one nudge and set your reminder day: three, four or five days after the first ask.
- [ ] Send one nudge to everyone asked last week who hasn't reviewed.

10 Short emails for customers you don't text

When to use it. For customers who haven't agreed to texts, older customers, and anyone who prefers email. Keep them as short as a text. Put your name, business and phone at the bottom.

35. After the job (subject: Thanks for having us today):
"Hi [first name], thanks for having us out for your [job]. Would you leave us an honest Google review? It takes about a minute and helps a small company like ours a lot: [review link] If anything isn't right, just reply and we'll fix it. [your name], [business], [phone]"

36. A week later (subject: How's your [job] holding up?):

"Hi [first name], it's been a week since your [job]. Any questions, just reply. If you have a minute, an honest Google review helps other people in [town] choose: [review link] Thanks, [your name], [business], [phone]"

37. Older customer (subject: A quick favor from [business]):

"Hi [first name], it's [your name] from [business]. We did your [job] a while back, and I realized we never asked: would you leave us an honest Google review? It helps a lot: [review link] Thanks for having us. [your name], [phone]"

38. Nudge (subject: In case this got buried):

"Hi [first name], just a short follow-up on my last email. If you get two minutes, here's our Google review link: [review link] Thanks either way. [your name], [business], [phone]"

Do it in 24 hours

- [ ] Add your review link to your email signature.
- [ ] Save email 35 as a template in your email or job software.
- [ ] Email your last 30 days of customers who haven't agreed to texts.



Part 5

Lines for your trade

11 Roofers

When to use it. At the final walk-through, once the yard is clean, and again after the first big rain if they haven't reviewed.

39. Final walk-through:

"Hi [first name], [your name] at [business]. Your new roof is done and the yard's been swept with the magnet. An honest Google review helps neighbors pick a roofer: [review link]"

40. After the first big rain:

"Hi [first name], it's [business]. First big rain on your new roof. Any drips at all, call [phone]. Either way, a Google review would help us a lot: [review link]"

Do it in 24 hours

- [ ] Add text 39 to the end of your walk-through checklist.
- [ ] Send text 40 after the next storm to this season's roof customers who haven't reviewed.

12 Plumbers

When to use it. From the van, when the water's running again. For in-home jobs, thank the plumber who came by name in your own text.

41. Water's back:

"Hi [first name], [your name] at [business]. Glad the hot water's back. If you have a minute, a Google review helps neighbors find a plumber they can count on: [review link]"

42. Who came into your home:

"Hi [first name], it's [business]. Thanks for letting [crew member] into your home today. Would you leave us an honest Google review? It helps the next family feel at ease: [review link]"

Do it in 24 hours

- [ ] Save text 41 in every plumber's phone.
- [ ] Use text 42 on every job inside the house this week.

13 HVAC

When to use it. About an hour after the tech leaves, once the house feels right again. For tune-ups, right after the visit, since there's rarely bad news.

43. An hour later:

"Hi [first name], [your name] at [business]. Is the house cooling down OK? If anything's off, reply here. Either way, an honest Google review helps us a lot: [review link]"

44. After a tune-up:

"Hi [first name], it's [business]. Your tune-up's done and the system's ready for the season. A quick Google review helps us a lot: [review link]"

In heating season, change "cooling down" to "warming up" in text 43.

Do it in 24 hours

- [ ] Set text 43 to send an hour after each repair job closes.
- [ ] Add text 44 to the end of every tune-up.

14 Landscapers

When to use it. When the yard looks its best: after a spring cleanup, a fresh mulch job or a project reveal. For weekly mowing, after the third or fourth mow.

45. After the spring cleanup:

"Hi [first name], [business] here. Beds edged, leaves out, first cut done. If you have a minute, a Google review helps a small crew like ours a lot: [review link]"

46. Project reveal:

"Hi [first name], it's [your name] at [business]. Enjoy the new [job]. If you leave a Google review, a photo of it helps neighbors picture theirs: [review link]"

Do it in 24 hours

- [ ] Send text 45 to every cleanup customer from the last 30 days.
- [ ] Put a reminder on each mowing customer's third or fourth visit.

15 House cleaners

When to use it. The evening after the first clean, and again at the three-month mark for regulars who haven't reviewed. Never mention anything about the client's home or schedule.

47. Evening of the first clean:

"Hi [first name], it's [business]. We hope you walked into a fresh house tonight. Anything not right, reply and we'll fix it. Either way, a Google review helps a lot: [review link]"

48. Three-month mark:

"Hi [first name], it's [business]. [crew member] has been cleaning for you for three months now. Would you leave us an honest Google review? It helps a small company like ours a lot: [review link]"

Do it in 24 hours

- [ ] Ask your cleaners if they're happy to be named in reviews by first name.
- [ ] Send text 47 the evening of every first clean this week.

16 Painters

When to use it. At the final walk-through, when you hand over a labeled touch-up kit. Naming the room and color helps the next customer picture their own.

49. Touch-up kit:
"Hi [first name], [your name] at [business]. Your touch-up kit is in the garage, one labeled can per room. If you have a minute, an honest Google review helps us a lot: [review link]"

50. Name the color:
"Hi [first name], it's [business]. Hope the new [job] looks the way you pictured. If you leave a Google review, naming the room and color helps neighbors planning theirs: [review link]"

Do it in 24 hours

- [ ] Label every leftover can with room, color name and sheen from now on.
- [ ] Send text 49 from the driveway after your next walk-through.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Your first 24 hours, in one list

If you only do four things this week, do these:

- [ ] Get your review link and save it as a text shortcut (section 1).
- [ ] Pick your after-job text and your one nudge (sections 2 and 9).
- [ ] Send a request to every customer from the last 30 days, by text or email (sections 2 to 10).
- [ ] Add your trade's line to the end of every job (sections 11 to 16).



If you'd rather hand it off

Grow That Local does this for local businesses: we send the right request after every job, follow up once, and reply to your reviews. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 32% look for reviews written in the last two weeks. brightlocal.com (section 2)

Rules and guidance cited (not statistics), checked on 2026-11-12:

- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 1)
- Federal Register, FCC rule on revoking consent (any reasonable means, honored within 10 business days, in force April 11, 2025): federalregister.gov (section 1)
- Google Maps user-contributed content policy (bans discouraging negative reviews or selectively asking for positive ones and incentives): support.google.com (section 1)
- Google, Create a Google link or QR code to request reviews (where to find the link, incentives prohibited): support.google.com (section 1)
- Google, Tips to get more reviews (customers must be signed in to a Google account): support.google.com (section 9)
- FTC, Consumer Review Rule: questions and answers (in force October 21, 2024; incentives tied to sentiment): ftc.gov (section 1)

GTL estimates

These are our own judgment, not measured facts:

1. The first hour after the job gets the most yeses (section 2). Reasoning: the finished work is right in front of the customer, and the person who did it has just left.
2. Ask regulars once a year at most (section 5). Reasoning: more often feels like pestering someone who already pays you every month.
3. Send one nudge, three to five days after the first ask, then stop (section 9). Reasoning: most people who don't review simply forgot, and a second nudge costs more goodwill than it brings in.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow That Local