The 5-Star Reviews Playbook

Word-for-word scripts and a simple system to get more Google reviews every month

By the SmallBiz Marketing team
Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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Word-for-word scripts and a simple system to get more Google reviews every month.

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PART 1

The essentials

The core steps, in order. Start here.

SECTION 02

Why reviews win jobs

Homeowners compare contractors by reviews before they call. More recent, detailed reviews help you rank on Google Maps and convert more visitors.

SECTION 03

Your first 60 minutes

- Copy your direct review link and save it in your phone notes
- Save the text script as a phone shortcut or template
- Send a review request to your three most recent happy clients

SECTION 04

The moment to ask

Ask at the final walkthrough, when the client sees the finished work. Follow up the same day with a direct link.

SECTION 05

Get your direct review link

In your Google Business Profile, find the option to ask for reviews and copy the link. Save it on your phone for quick sending.

SECTION 06

Script: in person

> *"We really enjoyed working on your project. Reviews help a small business like ours a lot. Would you be willing to leave a quick Google review? I'll text you the link right now."*

SECTION 07

Script: text message

> *"Hi [Name], thank you again for choosing us for your [project]. If you have a minute, a quick Google review would mean a lot: [link]. Thank you!"*

SECTION 08

Script: email

> *"Subject: Thank you, and a quick favor. Hi [Name], it was a pleasure working on your [project]. If you were happy with the result, would you share a few words on Google? It takes about a minute: [link]. Thank you for trusting us with your home."*

SECTION 09

Script: reminder after five days

> *"Hi [Name], just a friendly reminder in case the review link got buried. No pressure at all, and thanks again!"*

SECTION 10

Automate requests

Job management software can send review requests automatically when you close a job.

RECOMMENDED TOOL

Jobber

Automated review requests, quotes, scheduling and invoicing.

Visit Jobber at getjobber.com →

RECOMMENDED TOOL

Housecall Pro

Mobile-first job management with built-in review requests and marketing tools.

Visit Housecall Pro at housecallpro.com →

SECTION 11

How to reply

- Good review: thank them by name and mention the project
- Bad review: stay calm, acknowledge it, offer to make it right offline
- Reply within a few days

SECTION 12

Rules to follow

- Never offer discounts or gifts in exchange for reviews
- Never post fake reviews or ask friends to
- Ask every client, not only the happiest ones

SECTION 13

Monthly checklist

- [ ] Review request sent after every finished job
- [ ] Reminder sent after five days
- [ ] Every new review replied to

PART 2

Going deeper

The strategy behind each step, with frameworks and diagrams.

SECTION 15

Deep dive: building a review habit your team follows

Reviews come from habits, not one-time campaigns. Decide who asks, when, and how, then make it part of closing every job. For most small contractors, the owner or lead installer asks at the final walkthrough and the office sends the link the same day.

Track it. A simple monthly count of jobs finished versus reviews received shows whether the system is working. If you finish ten jobs and get two reviews, look at where requests are being missed.

Celebrate reviews with your team. Share them in your group chat, read them in team meetings, and mention installers by name when clients do. People repeat what gets recognized.

- One person owns review requests
- Ask at every walkthrough, send the link the same day
- Track jobs finished versus reviews received monthly
- Share great reviews with the whole team

SECTION 16

Deep dive: what makes a review persuasive

The most helpful reviews mention the project type, the city or neighborhood, and a detail about the experience, such as staying on schedule or keeping the home clean. These details reassure future clients and add relevant words to your profile.

You can't write reviews for clients, but you can make it easier for them to be specific. In your request, mention the project by name: thank you for choosing us for your walk-in shower. People naturally echo what you say.

- Name the project in your request
- Ask soon after completion, when details are fresh
- Never offer incentives or write reviews for clients

SECTION 17

Deep dive: turning reviews into marketing

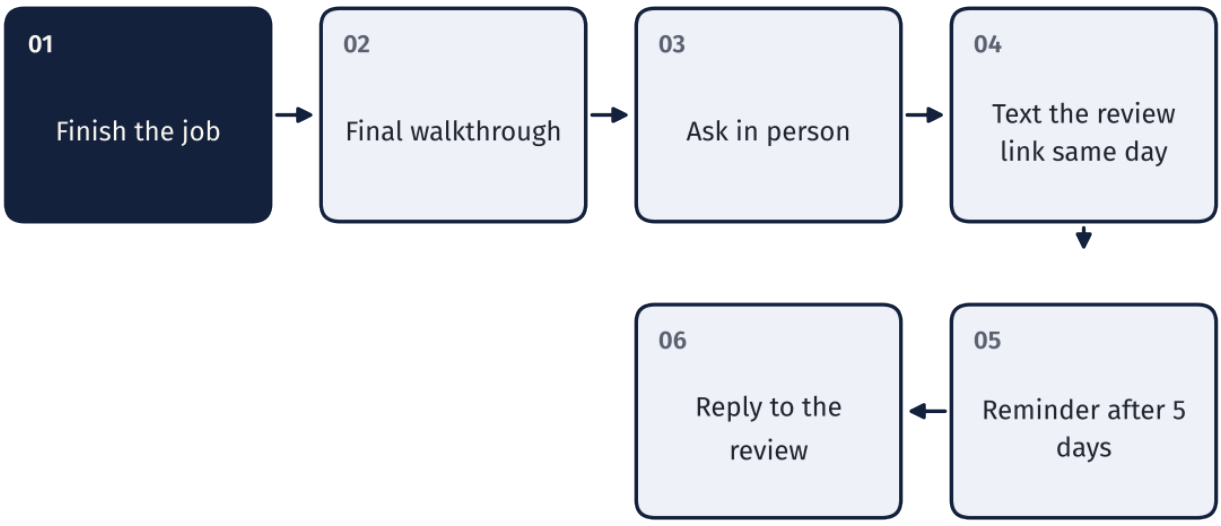
Good reviews work harder when you reuse them. Add your best ones to your website's service pages, include a short quote in your proposals and share them as simple graphics on social media. Always use the reviewer's first name and city only, and only with their permission if you go beyond quoting public reviews.

- Add review quotes to matching service pages
- Include two short quotes in every proposal
- Share one review a month on social media

SECTION 18

The big picture: reviews are your sales team

Before a homeowner lets you into their house, they want proof that other people trusted you and were happy. Reviews are that proof. More recent, detailed reviews also help you show up higher on the map.



A simple review system you can run on every job.

SECTION 19

Why some contractors get lots of reviews and others don't

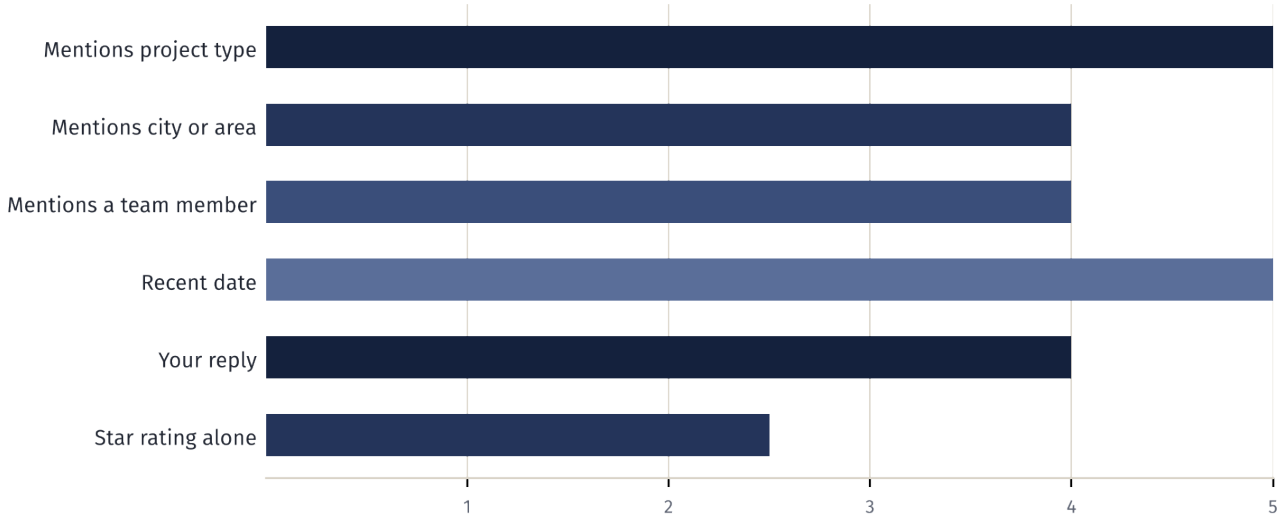
It's rarely about the quality of the work. It's about whether you ask, when you ask, and how easy you make it. A happy client who isn't asked usually doesn't leave a review.



Each step lifts the number of reviews you get. Skipping a step loses reviews.

SECTION 20

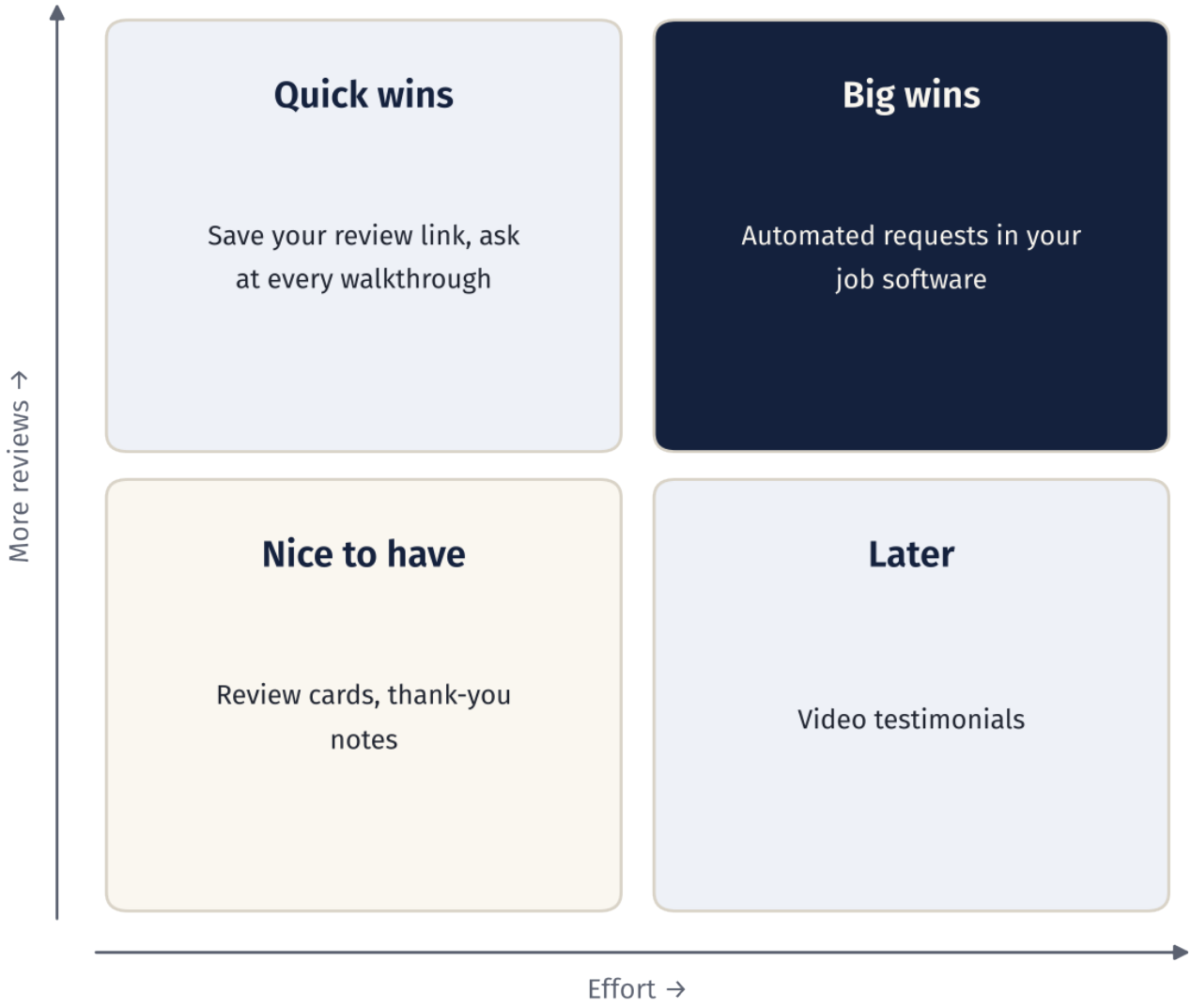
What makes a review persuasive



What future clients find most convincing, rated 1 to 5. Based on our experience, not a study.

SECTION 21

Where to spend your time first



Start with the free, easy habits before adding tools.

SECTION 22

Real-world scenario: from 8 reviews to steady growth (illustrative)

This is an illustrative example. Sam runs a kitchen and bath company. He does great work but has only eight Google reviews, while a competitor with average work has over a hundred.

Sam makes one change: his lead installer asks for a review at every final walkthrough, and Sam's office texts the link that afternoon. A reminder goes out five days later if no review comes in. He also asks his twenty most recent happy clients.

Within a couple of months his review count climbs steadily, and new reviews mention specific projects and team members by name. Homeowners start telling him they chose his company because of the reviews.

The lesson: reviews come from a simple habit, done every time.

SECTION 23

Troubleshooting: review problems

Clients say yes but never leave a review	Send the direct link the same day and a friendly reminder after five days.
Reviews are short and vague	Mention the project by name when you ask; people echo what you say.
A bad review appeared	Reply calmly, acknowledge it, and offer to fix it offline. Never argue in public.
Team forgets to ask	Make it part of the walkthrough checklist and track it monthly.

PART 3

Tools you can use today

Examples, templates, worksheets, calendars and trackers.

SECTION 25

Worked example: replying to a 5-star review

EXAMPLE

Thank you, Maria! It was a pleasure building your new shower in Rocklin. Enjoy that heated floor this winter, and please reach out anytime.

SECTION 26

Worked example: replying to a negative review

EXAMPLE

Hi Tom, thank you for the feedback. We're sorry the cleanup didn't meet your expectations. That's not our standard. I'd like to make it right. Please call our office so we can schedule a visit this week.

SECTION 27

Script: asking a past client from last year

"Hi [Name], we hope you're still loving your [project]. We're working on growing our Google reviews, and a few words from you would mean a lot: [link]. Thank you!"

SECTION 28

Worksheet: your review system

Your direct review link

Who on your team asks for reviews, and when

Ten past clients to ask this week

Your monthly review goal

SECTION 29

Monthly review tracker

- [ ] Week 1: requests sent to every finished job
- [ ] Week 2: reminders sent
- [ ] Week 3: past clients asked
- [ ] Week 4: all reviews replied to and count recorded

SECTION 30

FAQ

Can I ask clients to edit a bad review?

You can fix the problem and politely ask if they'd consider updating it. Never pressure them.

Should reviews mention keywords?

Don't script their words. Asking them to mention the project type naturally helps.

30-DAY ACTION CALENDAR

30 days to a review habit

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

DAY 1 Find your review link	**DAY 2** Save link in phone	**DAY 3** Save text script	**DAY 4** Pick who asks	**DAY 5** List last 20 clients
DAY 6 Ask client 1-3	**DAY 7** Ask client 4-6	**DAY 8** Ask client 7-9	**DAY 9** Reply to new reviews	**DAY 10** Ask client 10-12
DAY 11 Ask client 13-15	**DAY 12** Send reminders	**DAY 13** Ask client 16-18	**DAY 14** Ask client 19-20	**DAY 15** Reply to reviews
DAY 16 Ask at every walkthrough	**DAY 17** Turn on automated requests	**DAY 18** Share a review with team	**DAY 19** Add review to website	**DAY 20** Send reminders
DAY 21 Reply to reviews	**DAY 22** Ask new clients	**DAY 23** Thank reviewers	**DAY 24** Count reviews	**DAY 25** Review replies
DAY 26 Ask new clients	**DAY 27** Post a review graphic	**DAY 28** Send reminders	**DAY 29** Count reviews	**DAY 30** Set next month's goal

SECTION 32

copy-ready templates

TEMPLATE · COPY AND CUSTOMIZE

Review card for the job site

Thank you for choosing [Company]! Happy with your new [project]? Scan here or visit [short link] to leave a quick Google review. It helps our small team more than you know.

TEMPLATE · COPY AND CUSTOMIZE

Thank-you reply

Thank you, [Name]! It was a pleasure working on your [project] in [City]. Enjoy it, and reach out anytime.

TEMPLATE · COPY AND CUSTOMIZE

Reply to a 3-star review

Thank you for your feedback, [Name]. We're glad you like the finished [project] and sorry [issue] fell short. We'd like to make it right. Please call [phone] so we can talk.

TRACKER

Monthly review results

Month	Jobs finished	Asked	Reviews earned	Replied
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				
Month 7				
Month 8				
Month 9				
Month 10				
Month 11				
Month 12				

SECTION 34

glossary

Review link	A direct link that opens the Google review box for your business.
Review gating	Only asking happy clients for reviews. Avoid it; ask everyone.
Automated request	A review request your software sends when a job closes.

SECTION 35

Recommended tools

Every tool recommended in this playbook, in one place. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

Jobber

Automated review requests, quotes, scheduling and invoicing.

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RECOMMENDED TOOL

Housecall Pro

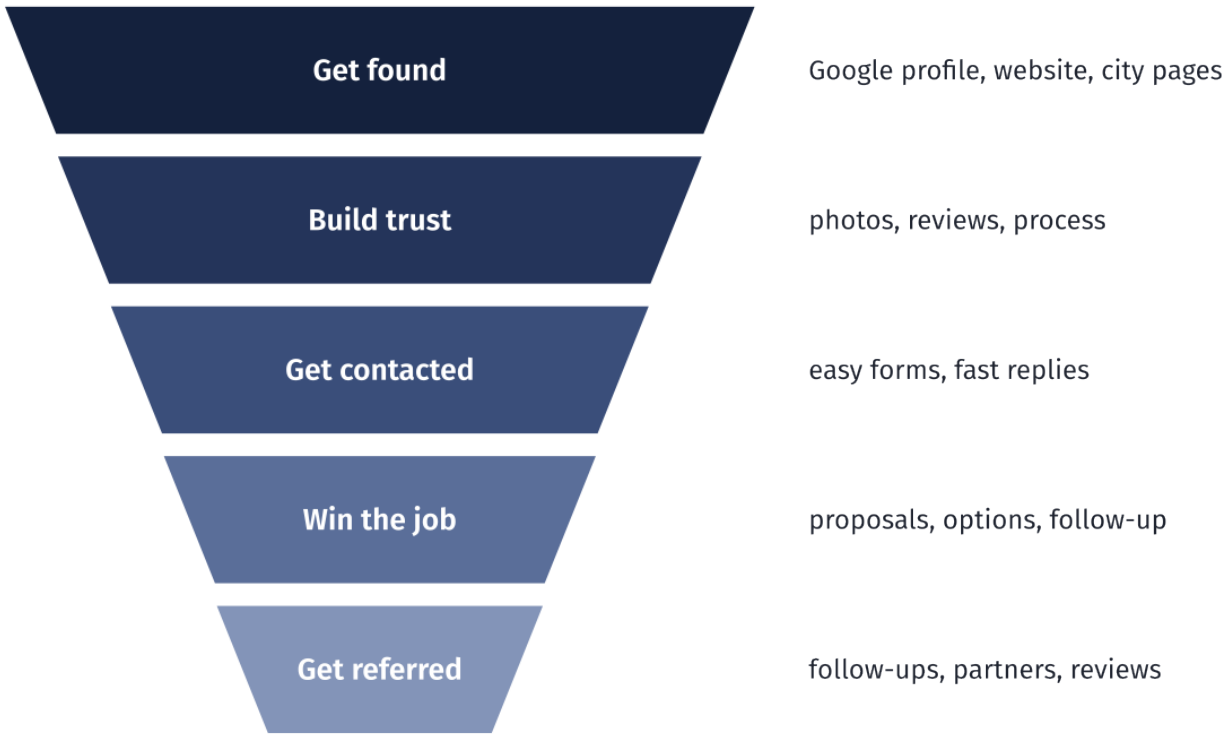
Mobile-first job management with built-in review requests and marketing tools.

Visit Housecall Pro at housecallpro.com →

SECTION 36

Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.



The five stages of contractor marketing and the tools for each.

SECTION 37

Bonus: your weekly marketing hour

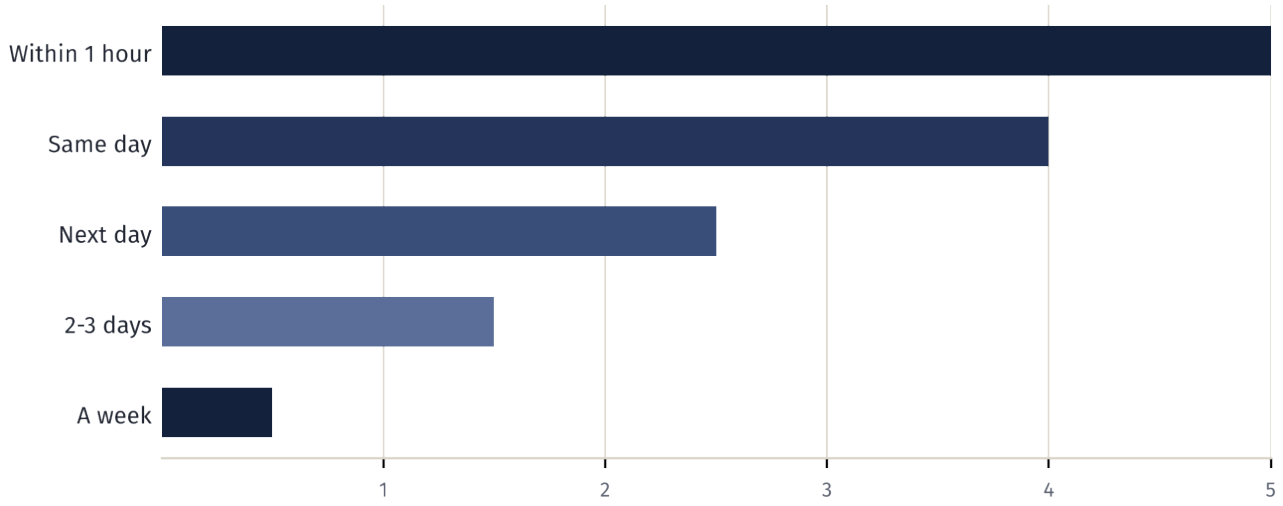
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 38

Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.



Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 39

Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 40

Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

ABOUT SMALLBIZ MARKETING

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

Contact us →

Contractor website	$2,495
Website + Google setup	$3,495
Monthly growth plan	$995/mo

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