

Sample

Sample: the full sample.

The full sample kit for Cedar Creek Heating & Air, a company that does not exist: the three ask scripts, the card and sign text, the 4-week schedule and Google's rules on one page. Every name here is made up.

Cedar Creek Heating & Air

Review Ask Kit · Boise, Idaho · sample

1. At the door (the tech, as the job ends)

"That's you all set, Mr. Alvarez. The furnace is running at the right temperature now. One favour: if you've got a minute today, a Google review helps us a lot, good or bad. I'll text you the link so you don't have to search for us."

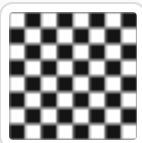
2. By text (same day, within 2 hours, from the office number)

"Hi Mr. Alvarez, it's Cedar Creek. Thanks for having Luis out for the furnace today. If you have a minute, a review here helps other Boise homeowners find us: [your Google review link]. Honest feedback is what we want."

3. By email (for customers who prefer email; next morning)

Subject: Thank you from Cedar Creek · Hi Mr. Alvarez, thanks for choosing us for the furnace repair on Tuesday. If you have a moment, a Google review helps us and helps your neighbours choose: [your Google review link]. If anything isn't right, reply to this email and we'll fix it first. — Dana, owner

CARD (3.5 × 2 IN, HAND IT OVER)

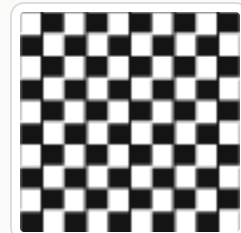


Tell Boise how we did.

Scan to leave a Google review. 30 seconds.

Cedar Creek Heating & Air · 208 555 0100

COUNTER SIGN (5 × 7 IN)



How did we do?

4. Four-week ask schedule

WEEK	WHO ASKS	WHEN	HOW
1	Every tech, every job	At the door	Script 1, then the card
1	Office	Same day, within 2 hours	Script 2 by text, with the link
2	Office	Next morning	Script 3 by email to anyone who prefers email
3	Owner	Friday	Read every new review; reply to each within a day
4	Owner	Friday	Count asks vs reviews; keep the words that worked

5. Google's rules, on one page

- Ask every customer, not only the happy ones. Google calls choosing who to ask “review gating”, and it is against the rules.
- Offer nothing for a review: no discounts, gifts, draws or “5-star” requests.
- Never write, buy or post reviews yourself, and never ask staff or family to.
- Reply to every review, including the bad ones, politely and briefly.
- Source: Google's “Prohibited and restricted content” policy for Maps user contributions and Google Business Profile's “Get reviews on Google” help page, read 15 Oct 2026.

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