

TEMPLATE

Template: messages to ask for reviews without awkwardness



Why reviews are key for your business and how they help you grow. Then the template: when to ask, what to say and how to reply.

A DOODLE STUDIO RESOURCE

WHAT YOU'LL FIND

- Why reviews matter and what they bring to your business
- The exact moment to ask for a review
- Ready-to-use messages for WhatsApp, email and in person
- How to reply to good and critical reviews
- What you should never do

● Why they matter so much

Before choosing a wellness business, almost everyone checks the reviews. They're the opinion of someone like them, and they weigh more than anything you say about your own business.

- ☐ They're the first thing a new client sees when searching for you on Google
- ☐ They build trust before the first contact
- ☐ They set you apart from similar businesses nearby

● What they bring to your business

- ☐ **More visibility:** Google takes recent reviews into account when showing local businesses
- ☐ **More new clients:** a good review convinces more than an ad
- ☐ **Better decisions:** they tell you what clients value and what to improve
- ☐ **A motivated team:** reading what people are grateful for gives meaning to everyday work

● And now, your template

Below you'll find when to ask, ready-to-use messages for WhatsApp, email and in person, and how to reply.

● The best moment to ask

Right when the client thanks you or says they're happy. That's when a review comes naturally.

- ☐ At the end of a session that went well
- ☐ When they achieve a result
- ☐ When they recommend you to someone

● On WhatsApp

- ☐ "Hi [name], I'm so glad today went well. If you feel like it, would you leave us a Google review? It helps other people find us: [link]. Thank you!"
- ☐ "[Name], thanks for trusting us. Your opinion really helps; you can leave it here in a minute: [link]"

● By email

- ☐ Subject: "Could you help us with one minute?"
- ☐ "Hi [name], thanks for your visit. If you felt well looked after, we'd love you to share it in a review. It encourages people like you to take the step: [link]. Best, [your name]"

● In person

- ☐ "I'm glad it helped. Would you mind sharing it on Google? I'll send you the link on WhatsApp."
- ☐ Keep a QR code at reception that goes straight to the review page

● How to reply

- ☐ Good review: "Thank you, [name]! We're glad that [detail]. See you soon."
- ☐ Review with a complaint: thank them, acknowledge it, explain what you'll do and offer to talk privately
- ☐ Always reply within 48 hours

● What you should never do

- ☐ Offer discounts in exchange for reviews
- ☐ Ask everyone at once
- ☐ Write fake reviews or ask family members

Want to apply it to your business?

Book a free 30-minute consultation at the-doodlestudio.com and we'll look at it with you.

