

GET A GOOGLE REVIEWS GLOW-UP

Easy ways to get clients talking, typing, and telling the world about you.

Google reviews are the lifeblood of service businesses. They build instant trust, boost your visibility, and make choosing you a no-brainer. The beauty of it all? It's ridiculously easy to get clients to tell the world how brilliant you are. With a little timing, a bit of personality, and a clear link to click, your happy customers can do your marketing for you.

MAKE IT EASY

Make it as effortless as possible for your clients to sing your praises.

- Grab your unique Google review link from your Business Profile and share it directly.
- Shorten it with bit.ly or your own branded link to make it clean and clickable.
- Add it everywhere such as your email signature, invoices, thank-you notes, and proposals.
- Turn it into a QR code for printed materials, event signage, or even a small desk card.

PICK YOUR MOMENT

A small, well-timed ask feels natural and genuine, not forced.

- Ask when the love is fresh, right after a successful campaign, event, or delivery.
- Catch them while they're smiling, when they've just given you positive feedback.
- Don't leave it too long. A day or two after the win is the perfect time.

ROUTINE WINS THE RACE

Building reviews isn't a one-off job. Make it part of your weekly rhythm so your profile stays fresh and growing.

- Send one or two requests each week instead of doing a big batch once in a while.
- Keep track in a simple spreadsheet or CRM so you know who you've already asked.
- Follow up kindly if they forget. A friendly reminder a week later often works.



RESPOND TO EVERY REVIEW

Glowing or not - replying shows that you care about your clients and your reputation.

- Say thank you to everyone who leaves a positive review.
- Handle negative feedback calmly by acknowledging it and keeping your response professional.
- Stay active because Google rewards businesses that engage with their reviews.

PUT YOUR STARS ON DISPLAY

Sharing great reviews isn't showing off, it's smart marketing that builds instant trust.

- Share your best reviews on social media, in newsletters, or on your website.
- Add a "Read our reviews" link to your email footer to build confidence with new leads.
- Use snippets and quotes in proposals or presentations to back up your expertise.

KEEP IT CLEAN, KEEP IT CLASSY

Buying praise never looks good, genuine feedback will always carry more weight.

- People can tell when praise is real, and that's what makes it valuable.
- Never offer discounts, freebies, or gifts in exchange for reviews.
- Instead, send a genuine thank-you note or give a friendly public shout-out.

PAY IT FORWARD

Support other local businesses by leaving reviews for them too. Whether it's a favourite café, a trusted supplier, or another service provider you've worked with, your words can make a real difference. The more we lift each other up, the stronger our business community becomes.

READY TO BUILD YOUR REVIEW ROUTINE?

We can help you set up links, templates, and a smooth follow-up system so asking for reviews becomes second nature. Happy clients deserve to be heard, and their words can work wonders for your brand.

- ✉ johnna@kaleidoscopemarketing.au
- ☎ 0432 670 607
- 🌐 www.kaleidoscopemarketing.au
- in www.linkedin.com/in/johnnaehmke/
- 📷 [kaleidoscope_marketing_events](https://www.instagram.com/kaleidoscope_marketing_events)

