Ask in your own words.

Choose one invitation. These are alternatives, not a sequence.

1. Email after a completed job

The service is complete and this is an appropriate, permitted way to contact the customer.

Subject: Thank you for choosing [business name]

Hi [first name],

Thank you for choosing [business name] for [brief service description]. If you would like to share your experience, you can leave an honest Google review here:
[Google review link]

Your feedback helps other people understand what to expect. There is no obligation to leave a review.

Thank you,
[sender name]
[business name]

2. Short text alternative

Use instead of the email when the customer has given valid SMS permission. Keep the required sender and opt-out wording.

Hi [first name], this is [sender name] from [business name]. Thanks for choosing us. If you would like to share an honest Google review: [Google review link]. No obligation. Reply STOP to opt out.

3. Spoken invitation to take away

The job is finished and you are thanking the customer. Let them decide later, in their own time.

Thank you for choosing [business name]. If you would like to share your experience, our review link is on [your receipt / this card]. You can use it whenever convenient. There is no need to do it now.

Replace every [bracketed detail] by hand. Keep required identity and opt-out wording. Do not ask for a particular rating or offer a reward.

Follow up thoughtfully.

The reminder is optional. Public replies must fit the actual review.

4. One optional reminder

An owner approved one reminder, the customer has not declined or already reviewed, and no other reminder is active. This is optional, not the default next step.

Subject: Your feedback on [business name]

Hi [first name],

One final note in case you wanted to share your experience with [business name]: [Google review link].

If you have already left a review, thank you - no further action is needed. Please feel free to ignore this message if you prefer not to review.

Thank you,
[sender name]

5. Reply to helpful feedback

A real review contains a detail you can acknowledge publicly without exposing private customer or job information.

Thank you, [reviewer name], for taking the time to share your experience. We appreciate your feedback about [a non-private detail they mentioned]. Thank you for choosing [business name].
[sender first name]

6. Reply when a review raises a concern

A concern needs a human response. Confirm what you know before replying; do not post private records or an invented admission.

Thank you for sharing your feedback, [reviewer name]. We would like to understand the concern you raised. Please contact [named role] at [business phone or email] so we can discuss it privately.
[sender first name], [business name]

Keep customer records private. Check the facts, give concerns a named owner and never offer a benefit for changing or removing a review.

Use the pack after a real job.

A fictional example and a small set of checks before customer use.

1. Harbour Plumbing is a fictional business. Sam, its owner, confirms that a tap repair is finished before choosing an invitation.

2. Sam selects message 1, replaces the name, business, short service description, sender and review link, then checks the complete email. There is no rating or five-star request.

3. Sam sends one ordinary email using the approved business sending account and records that an invitation was sent. Message 2 is an alternative channel, not another automatic send.

4. The invitation process is the same for customers with positive, mixed or negative experiences, subject to valid contact permissions and avoiding duplicates. A complaint goes to Sam separately; access to the public review link is not conditional on resolving it.

5. If a review arrives, Sam reads it and drafts a specific response using message 5 or 6. A link click alone is not a posted review.

Choose the sending route

For the simplest start, send message 1 as one ordinary email from your existing approved business sending account. If you use HighLevel's review-request feature, check its enabled channel, sender, live template and repeat settings first. Sending a request by hand is not a promise of a single send.

Before sending

- Open the real link: it names the correct business location and reaches the review form; do not submit a fake test review.

- Read one test message in an inbox or phone you control: every bracket is replaced, the sender is recognisable and the link works.

- Check the sending route: one ordinary email is a one-message choice; a HighLevel review request may start configured repeats. Verify all active reminders before using it.

- Agree the stop: a refusal, opt-out, known review or wrong recipient goes to the owner. Hold further sends while anything is unclear; do not retry a failed send without checking its actual outcome.

Product facts checked November 8, 2026. Original messages; no live customer test claimed.

Official references and editable pack: open the resource page