

REPUTATION MANAGEMENT

# The 5-Minute Review Profile Video Audit

Record a personalized teardown that books the demo  
before you ever get on a call

- ✓ Print-optimized
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A cold pitch gets ignored. A 5-minute Loom showing a prospect *their own* Google rating, their slowest review responses, and the revenue they're leaving on the table gets watched, replied to, and forwarded to the owner. This is the exact recording framework, word-for-word script, and scoring rubric we use to turn a public business profile into a booked demo.

Average reply rate on a personalized video audit: **18-30%**, versus 1-3% for a plain cold email. Keep it under 5 minutes (watch-through drops sharply after 4:00).

### Before You Hit Record: 7-Minute Prep

Pull these five facts so the video sounds like research, not a script:

- Current Google rating + review count** (e.g. "4.2 stars, 87 reviews")
- Reviews in the last 90 days** — count them. Fewer than 1/week = a clear, fixable gap
- % of reviews with an owner response** — open 10 recent reviews, count replies
- Slowest visible response** — find one negative review with no reply or a >2-week-old reply
- One direct competitor** with a higher rating or more reviews (search "[category] near [city]")

Write the three biggest gaps on a sticky note. You'll point to them on screen.

### The Recording Setup (Loom, free)

Setting	Use	Why
Camera + screen bubble	On, bottom-right	A face lifts completion rate ~25%
Resolution	720p min	Their review counts must be readable
First frame	Your face, smiling, talking	Loom shows the first frame as the email thumbnail
Length	3:30-4:30 target	Hard cap 5:00
Tabs open beforehand	Their Google profile, one competitor, their website	No fumbling on camera

# The Word-for-Word Script (4 beats)

## Beat 1 — The named, specific open (0:00-0:20)

"Hi [First Name], I'm [Your Name] — I'll keep this under five minutes. I pulled up [Business Name]'s Google profile this morning and noticed three things that are quietly costing you new customers. Let me show you on screen."

Use their name and business name out loud. Generic openers get skipped.

## Beat 2 — Show the 3 gaps on screen (0:20-2:30)

Screen-share their live profile and point at each gap:

1. **Volume:** "You're at [4.2] stars on [87] reviews. In the last 90 days I count [3] new reviews — that's about one every three weeks. [Competitor] is pulling [4.7] on [240]. Google's local pack heavily weights recency and volume, so they're showing above you."
2. **Response rate:** "Of your last 10 reviews, [4] have an owner reply. Profiles that respond to reviews see roughly **35% more** review submissions over time — replies signal you're paying attention."
3. **The unanswered negative:** "This 2-star from [month] has no response. That's the first thing a prospect reads. A calm, professional reply here can recover the sale — [33%] of unhappy customers update or remove a review after a good response."

## Beat 3 — Show one quick fix live (2:30-3:30)

Don't just diagnose — fix something on camera so the value is undeniable:

"Watch — here's a 30-second reply I'd post to that negative review right now." (Type a short Acknowledge → Apologize → Take-it-offline reply.) "Done. That alone changes the first impression for every future visitor."

## Beat 4 — The 30-day offer + soft CTA (3:30-4:30)

"If you did just three things — ask every happy customer for a review, reply to every review within 24 hours, and respond to that backlog of negatives — you'd realistically add [10-15] reviews and lift toward [4.5] within 30 days. I built a tool that automates all three. Want me to send a 15-minute walkthrough, or just reply 'send the plan' and I'll email the steps free?"

Always offer the free plan as the low-friction option. It converts more replies than "book a call."

## Self-Scoring Rubric (send only if you hit 12+)

Score each 1-3 before you send:

Criterion	1	2	3
Used their name + business name in first 10s	No	Once	Throughout
Showed real numbers from THEIR profile	None	Some	All 3 gaps quantified
Demonstrated a live fix on screen	No	Described it	Actually did it
Named a real competitor with real numbers	No	Vague	Specific

Criterion	1	2	3
Under 5:00	>6:00	5-6:00	Under 5:00
Clear single CTA, low friction	None	"Book a call" only	Free-plan option offered

Re-record anything under 12/18.

## The Send (within 24 hours)

Subject line that earns the open:

"Quick 4-min video — [Business Name]'s Google reviews"

Body (3 lines max):

"Hi [Name] — recorded a short teardown of [Business Name]'s review profile (no pitch, just what I noticed). 4 minutes: [Loom link]. Reply 'send the plan' if you want the 30-day fix steps, free."

Send Tuesday-Thursday, 8-10am local. Follow up once after 4 business days: "Did the video come through? Happy to send the written version."

## Track What Works

Metric	Target	Where it breaks
Open rate	50%+	Weak subject line
Video play rate	40%+	Generic thumbnail / first frame
Watch-through to 50%	50%+	Slow open, no specifics
Reply rate	18-30%	No clear/low-friction CTA
Demo booked	8-15%	Pushed the call too hard

## Do This With GetRating

GetRating surfaces every number you need for the audit in one dashboard — current rating, 90-day review velocity, response-rate gaps, unanswered negatives, and a side-by-side competitor view — so prep takes minutes instead of tabs. Then it automates the exact 30-day fix you promise on camera: timed review requests, response reminders, and AI-drafted replies.

Run your first audit free at [getrating.co](https://getrating.co)

The audit isn't the product — it's proof you already understand their problem. Show the gap, fix one thing live, offer the plan.

Version 2.0 | [GetRating](https://getrating.co)



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