

REVIEW GENERATION

Review Request Templates

Proven templates to ask customers for reviews

- ✓ 15+ templates
- ✓ Multi-channel
- ✓ Timing tips

Review Request Templates

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20 Proven Templates That Get More 5-Star Reviews

When to Send Review Requests

Timing	Best For	Response Rate
Same day	Services (after completion)	High
1-3 days	Products (after delivery)	Highest
7 days	Products (after use)	Moderate
After positive interaction	Any	Very High

Golden Rule: Ask when customers are happiest.

Part 1: Email Templates

Template 1: The Simple Ask

Subject: Quick favor, [Name]?

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Hi [Name],

Hope you're enjoying your [product/experience with service]!

Would you mind taking 30 seconds to share your experience?

[Leave a Review Button]

Your feedback helps other customers make informed decisions
and helps us continue improving.

Thanks so much!
[Your Name]
[Business Name]
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Template 2: The Thank You + Ask

Subject: Thank you for choosing us!

Hi [Name],

Thank you for your recent [purchase/visit/service]!
We hope everything exceeded your expectations.

If you have a moment, we'd love to hear about your experience:

[Leave a Review Button]

Your review takes less than a minute and means the world
to our small team.

Warmly,
[Your Name]
[Business Name]

Template 3: The Feedback First

Subject: How did we do, [Name]?

Hi [Name],

Your opinion matters to us!

On a scale of 1-10, how would you rate your
recent experience with [Business Name]?

[1] [2] [3] [4] [5] [6] [7] [8] [9] [10]

Based on your rating, we'll either:

- Ask how we can improve (if under 8)
- Invite you to share your experience publicly (if 8+)

Thanks for helping us get better!
[Your Name]

Template 4: The Story Request

Subject: We'd love to share your story

Hi [Name],

We noticed you've been a customer for [time period],
and we're so grateful for your loyalty!

Would you be willing to share your experience
with others who are considering [product/service]?

[Share Your Story Button]

Your story could help someone make a decision
that changes their [life/business/day].

Thank you for being part of our community!
[Your Name]

Template 5: The Follow-Up (If No Response)

Subject: Did we miss you, [Name]?

Hi [Name],

A few days ago, we asked if you'd share your feedback about your recent [purchase/experience].

We haven't heard back yet, and we wanted to make sure our message reached you!

If you have 30 seconds, we'd really appreciate hearing about your experience:

[Leave a Review Button]

If there's anything we could have done better, please let us know by replying to this email instead.

Thanks!
[Your Name]

Template 6: The Photo Request

Subject: Show us your [product]!

Hi [Name],

We love seeing our [products] in action!

Would you mind sharing a photo of your [product] along with a quick review?

[Upload Photo & Review Button]

Reviews with photos help other customers see exactly what they're getting.

As a thank you, we'll [enter into monthly giveaway/ give you 10% off your next order].

[Your Name]

Template 7: The Specific Question

Subject: Quick question about your [product]

Hi [Name],

We're curious – what's your favorite thing about your [product]?

We'd love for you to share your answer in a quick review:

[Leave a Review Button]

Whether it's [specific feature], [specific benefit], or something else entirely – we want to hear it!

Thanks,
[Your Name]

Template 8: The Milestone Celebration

Subject: You've been with us [X months]!

Hi [Name],

Can you believe it's been [X months/years] since you first [purchased from us/became a customer]?

We're so grateful to have you in our community.

To celebrate, would you mind sharing what keeps you coming back?

[Share Your Experience Button]

Your words help others discover what makes [Business Name] special.

Here's to many more [months/years]!
[Your Name]

Template 9: The Results Request

Subject: Have you seen results from [product]?

Hi [Name],

It's been [X weeks] since you started using [product].

We're curious – have you noticed any changes?

If you're seeing results, we'd love for you to share your experience:

[Share Your Results Button]

Your review could inspire someone else who's considering making a change.

Best,
[Your Name]

Template 10: The Personal Touch

Subject: A quick note from [CEO/Founder Name]

Hi [Name],

I'm [CEO Name], founder of [Business Name].

I personally review every piece of customer feedback that comes in, and I wanted to ask you directly:

How was your experience with us?

[Share Feedback Button]

Whether it's praise, criticism, or suggestions – I read every word and use it to make [Business Name] better.

Thank you for being a customer.

Warmly,
[CEO Name]

Part 2: SMS Templates

Template 11: The Quick Ask

Hi [Name]! Thanks for choosing [Business].
Would you take 30 sec to leave us a review?
[Link] – Your feedback means a lot! 🙏

Characters: ~145

Template 12: The Check-In

Hey [Name]! How's everything going with your [product]? If you're loving it, we'd appreciate a quick review: [Link] Thanks!

Characters: ~130

Template 13: The Thank You

[Name], THANK YOU for your purchase!
If you have a moment, please share your

experience: [Link] – We read every review! ★

Characters: ~125

Template 14: The Gentle Reminder

Hi [Name]! Quick reminder – we'd love to hear about your experience. Leave a review? [Link] Takes less than a minute!

Characters: ~120

Template 15: The Photo Ask

Loving your [product]? Share a photo review and help others see what they're getting! [Link] 📷 Thanks [Name]!

Characters: ~115

Part 3: In-Person/Receipt Templates

Template 16: Receipt Footer

Enjoyed your visit?

We'd love to hear about it!

Scan to leave a review:

[QR Code]

Or visit: [Short URL]

Your feedback helps us serve you better.

Template 17: Business Card Insert

THANK YOU!

We hope you loved your [product/experience].

Please take a moment to share your thoughts:

[QR Code]

Your review helps small businesses like ours thrive. ❤️

Template 18: Package Insert

YOU'RE AWESOME! 🎉

Thanks for supporting [Business Name].

If you love your [product], would you share a quick review?

[QR Code]

Scan to review
(Takes 30 seconds)

Not happy? Email us at [email]
and we'll make it right.

Part 4: Incentive-Based Templates

Template 19: Discount for Review

Subject: Get 10% off your next order

Hi [Name],

Thanks for your recent purchase!

As a thank you for taking time to share your experience, we'd like to offer you 10% off your next order.

Just leave a review and reply to this email with your order number to claim your discount:

[Leave a Review Button]

Important: We're not asking for a positive review – just an honest one. Your genuine feedback helps us and helps other customers.

Thanks!
[Your Name]

(Discount code will be sent within 24 hours of your review being posted.)

Template 20: Entry Into Giveaway

Subject: Win a \$100 gift card — share your experience

Hi [Name],

Want a chance to win a \$100 [Business Name] gift card?

Simply leave a review sharing your experience:

[Leave a Review Button]

Every review (positive or constructive) enters you into our monthly drawing.

Winner announced on [Date].

Good luck!
[Your Name]

(No purchase necessary. Review must be genuine and comply with platform guidelines.)

Best Practices

Do's

- **Timing matters** — Ask when experience is fresh
- **Make it easy** — Direct link to review page
- **Be personal** — Use their name
- **Be specific** — Ask about the product they bought
- **Follow up once** — If no response after 5-7 days

Don'ts

- **Don't bribe for positive reviews** — Unethical and often against TOS
- **Don't review-gate** — Asking for negative feedback privately is fine, but don't block negative public reviews
- **Don't spam** — Maximum 2 asks per transaction
- **Don't fake urgency** — "Review within 24 hours!" turns people off
- **Don't ignore negative feedback** — Address it promptly

Platform-Specific Tips

Platform	Best Practice
Google	Link directly to review form
Yelp	Don't explicitly ask (against TOS)
Amazon	Follow strict guidelines
Facebook	Link to reviews tab

Trustpilot

Use their invitation system

Track Your Reviews with GetReviews

GetReviews automates review collection:

- Send perfectly-timed requests
- Smart follow-up sequences
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