

FREE DOWNLOAD · COMMENT KEYWORD: HELP

The Review Engine

The ask, the timing, and the reply, running without you

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You commented HELP. Here it is.

Reviews are the cheapest lead source you own and the one most businesses handle worst. Not because owners do not care, but because asking is awkward and remembering is a job. This removes both.

Part 1: Why most review requests fail

Three reasons, in order of how much damage they do:

1. **Wrong moment.** Asked days later, once the feeling has faded. The single biggest factor is not what you say, it is when you say it.
2. **Too much friction.** "Search for us on Google and leave a review" is four steps. Every step loses people.
3. **Asked once.** One ask, no follow-up, and the ones who meant to do it simply forgot.

Fix the timing and the friction and the volume roughly triples without changing a word of the copy.

Part 2: The moment to ask

The window is when the value just landed and the customer is still holding the feeling. In practice:

Business type	The moment	Not this
Service call or job	Within an hour of completion	End of the month
Appointment based	Same day, after they leave	On the invoice
Project work	The day you deliver the win, not project close	The final invoice email
Anything recurring	After a visible result, not on a calendar	Quarterly blast

The trigger should be an event in your system, not a date. Job marked complete, appointment marked showed, invoice marked paid. Those are the moments.

Part 3: The two-step ask

Never send a review link cold. Ask a question first.

Step one, the temperature check. A short message asking how it went. One question, easy to answer.

Step two, branch on the answer. - Happy: send the direct link immediately, while they are typing - Unhappy: route it to a human, no link, no automation

That branch is the whole design. It gets you more reviews AND it catches the bad ones privately before they become public. Businesses that skip the branch are automating their own one-star reviews.

Part 4: The link

Send a direct link that opens the review box, not your profile page. Anything that requires searching, scrolling, or picking loses a third of the people.

Test it on your own phone, logged out. If it takes more than two taps to reach a text field, it is not ready.

Put it in the message body. Not behind a button, not in a signature, not as an attachment.

Part 5: The follow-up nobody sends

Most reviews come from the second message, not the first. One follow-up, two to three days later, to people who said they were happy and then did not leave one.

Keep it short and give them the out. "No worries if not" outperforms urgency here, because the people who need chasing are not resistant, they are busy.

Stop after the second message. There is no third.

Part 6: Replying, and why it matters more than you think

Every review gets a reply, including the good ones. Two reasons: it is visible to everyone reading later, and it materially affects whether the platform shows you.

Review	Reply within	What it must do
Five star	24 hours	Name the specific thing they mentioned
Three or four star	24 hours	Thank, acknowledge the gap, no excuses
One or two star	Same day	Own it, move it offline, never argue

The generic "Thanks for your feedback!" on every review is worse than not replying. It reads as automated because it is, and it tells every future reader that nobody is home.

If you automate replies, automate them so they reference something specific from the review. If it cannot do that, keep a human on it.

Part 7: The whole flow

```
Job marked complete
  |
  wait 45 minutes
  |
  "How did we do?"
  |
  +-----+-----+
  |         |         |
happy      unhappy
  |         |         |
send       alert
link       a human
  |
no review after 2 days
  |
one follow-up, then stop
```

Do it yourself checklist

- ☐ Pick the event that means value just landed
 - ☐ Set the delay from that event, in minutes not days
 - ☐ Write the one-question temperature check
 - ☐ Build the happy and unhappy branch, with unhappy going to a person
 - ☐ Get the direct review link and test it logged out on your phone
 - ☐ Write one follow-up for two days later, with a clear out
 - ☐ Cap it at two messages
 - ☐ Set a reply rule: 24 hours for good, same day for bad
 - ☐ Make replies reference something specific
 - ☐ Check the numbers after 30 days: sent, answered, left, average rating
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What good looks like

Somewhere between 15 and 30 percent of people asked at the right moment will leave one. If you are under 10 percent, it is almost always timing or link friction, not your copy.

Reply to the DM with your business type and how you currently ask, and I will tell you which of the three failure points is costing you the most.