

5-Star Review System

Get 20+ Google Reviews Every Month on Autopilot

CloneYourself for Psychologists

Premium Members Resource

Why Reviews Matter for Therapists

87% of potential clients read reviews before booking a therapy appointment. A strong Google presence with 50+ reviews and a 4.8+ rating can be the difference between a full caseload and constant marketing struggles. This system helps you build that presence ethically.

The Ethical Framework

Before we dive in: never incentivize reviews, never ask for 'positive' reviews specifically, and always protect client confidentiality. We ask clients to share their experience—not to lie or exaggerate.

The Review Request System

Step 1: Identify the Right Moment

The best time to ask is after a breakthrough moment or when a client expresses gratitude spontaneously. Never ask during difficult sessions or when a client is vulnerable.

Step 2: The Ask Script

"I'm so glad to hear you're feeling that shift. Can I ask you something? Reviews really help other people find the right therapist, and I'd be honored if you'd consider leaving one. I'll send you a link after our session—it only takes about 2 minutes. Only if you feel comfortable, of course."

Step 3: The Follow-Up Email

Subject: A quick favor (2 min) Hi [Name], Thank you again for what you shared in our session today. Moments like that remind me why I love this work. If you have 2 minutes, I'd be grateful if you'd share your experience on Google. Reviews help others who are searching for support find their way to help. Here's the direct link: [Your Google Review Link] No pressure at all—and as always, please protect your own privacy in anything you write. Warmly, [Your Name]

Maximizing Review Collection

- ✓ Ask 20-30% of clients strategically, not everyone
- ✓ Create a simple 1-click review link (Google provides this)
- ✓ Time your emails to arrive 1-2 hours after session
- ✓ Send one reminder 3 days later if no review
- ✓ Thank clients who leave reviews (don't comment publicly)
- ✓ Display reviews prominently on your website
- ✓ Never argue with negative reviews—respond professionally
- ✓ Report fake or inappropriate reviews to Google

What to Do With Negative Reviews

Response template: "Thank you for sharing your feedback. I take all client experiences seriously. Due to confidentiality, I can't discuss specifics publicly, but I welcome you to reach out directly so we can address your concerns. [email/phone]"