

Subject: A Simple Framework for Getting More 5-Star Reviews

Hi [Client Name],

Getting a consistent flow of positive reviews is one of the highest-leverage activities for any business. It builds trust, provides social proof, and makes acquiring new customers easier.

Many businesses just "hope" for reviews. We're going to build a system. Here's a framework based on the principles of Alex Hormozi, focused on making the process seamless, systematic, and effective.

The Foundation: Deliver a "Wow" Experience

Before asking for anything, you must deliver a product or service so good that people *want* to talk about it. This is non-negotiable. Hormozi's core philosophy is that the best marketing is a product that delivers an outsized result. A 5-star experience is the prerequisite for a 5-star review.

The 5-Step System to Systematize Reviews

Step 1: Identify the "Magic Moment"

The "ask" for a review must be timed perfectly. Don't ask randomly. Ask when the customer's excitement and perceived value are at their absolute peak.

- **For a product:** This could be a few days after delivery when they've had a chance to experience it.
- **For a service/coaching:** This is immediately after they achieve a specific win or milestone. For example, the moment a client says, "This was so helpful!" or "I just closed a deal using your method!"
- **The Rule:** Ask for the review when they are happiest with you. Capture that positive energy.

Step 2: Make It Effortless

Never make the customer think or work hard. The easier it is to leave a review, the higher the completion rate.

- **Wrong way:** "Leave us a review on Google!" (This requires them to search for your business, find the link, etc. Too much friction.)
- **Right way:** "So glad you got that result! Would you be open to sharing your experience on Google? It would mean the world to us. **Here is the direct link:** [Your Direct Google Review Link]"
- **Key Action:** Always provide a direct link that takes them exactly where they need to go in a single click.

Step 3: Guide, Don't Script

Many people are willing to leave a review but freeze up because they don't know what to write. You can guide them without putting words in their mouths.

Instead of just saying, "Leave us a review," frame the ask with guiding questions:

- "Could you share what your biggest hesitation was before buying/joining?"
- "What has been the single biggest result or 'aha' moment you've had so far?"
- "What would you tell someone who was on the fence about working with us?"

These prompts help them structure a story, which is far more powerful than a generic "They were great!" review.

Step 4: Use an Ethical Incentive (Optional, but powerful)

This is not about "buying" reviews, which is unethical and against the terms of service of most platforms. This is about rewarding the customer for their *time*.

- **The Frame:** Position it as a "thank you" gift for taking a moment to provide feedback, regardless of what they write.
- **Example:** "As a small thank you for taking 30 seconds to share your thoughts, we'd love to send you our [Bonus Checklist, Mini-Course, Discount Code, etc.]. Just reply to this email once you've submitted your review, and we'll send it right over."

This reciprocity encourages action without compromising the integrity of the review.

Step 5: Systematize the Process

Don't let this rely on your memory. Build it into your customer fulfillment process.

- **Automation:** Create an automated email or text message that triggers after a key customer event (e.g., 14 days after purchase, after a module completion, etc.).
- **Manual Trigger:** In your CRM or notes, have a checkbox for "Asked for Review." When a client gives you verbal positive feedback on a call, that's your trigger to send your review request template immediately after.

Putting It All Together: A Sample Script

Context: Your client just told you they achieved a great result.

You: "That's incredible news, [Client Name]! I'm so thrilled for you. That's exactly the kind of result we love to see."

You (in a follow-up email/message):

Subject: Amazing!

"Hey [Client Name],

Still so pumped about the win you shared today.

You know, stories like yours are the reason I do this, and they can be incredibly inspiring for others who are in the same position you were in just a few weeks ago.

Would you be open to taking 60 seconds to share your experience on [Platform]? To make it easy, here are a few prompts:

- What was your situation like before we started working together?
- What has been the most significant result you've achieved so far?

Here is the direct link: [Insert Your Direct Review Link]

As a small thank you for your time, just let me know once you've posted it, and I'll send over my [Bonus Gift] as a token of my appreciation.

Thanks again for being an amazing client!

Best,

[Your Name]"

Key Takeaways:

1. **Product is King:** Your service must be exceptional first.
2. **Timing is Everything:** Ask at the moment of peak happiness.
3. **Reduce Friction:** Use direct links. Make it brain-dead simple.
4. **Guide the Story:** Use prompts to get better, more detailed reviews.
5. **Build a System:** Automate or checklist the process so it happens every time.

Implement this system, and you'll move from *hoping* for reviews to *generating* them consistently.

Let me know if you have any questions.