**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.