

THE FIVE-STAR REVIEW SCRIPT PACK

Proven Scripts to Boost
Your Online Reputation

Pulled straight from [Phil's review playbook](#), this template pack offers copy-and-paste scripts for every review scenario—from asking in person to handling negative feedback professionally.

Whether you're new to [collecting reviews](#) or looking to boost your five-star streak, this pack includes:

- ✓ Simple review scripts you can start using today
- ✓ Guidance for asking in person, by phone, or over email
- ✓ Tools and ideas to keep reviews coming in consistently

HOW TO USE ↗

Copy the script that fits your situation and paste it into a new document. Personalize the names and details, then update the tone or language so it aligns with your business.

PRO TIP

Make it as easy as possible for customers to leave a review. Grab your review link and QR code from your [Google Business Profile](#), then share them in emails or on business cards. You could even set the QR code as your phone or tablet screensaver so customers can scan it on the spot.

You can also snap [before-and-after photos](#) of the job and send them to your customer, giving them great content to include with their review.

Asking for Reviews On-Site

Use the start of the job to plant the seed for a review. By mentioning “five-star service” upfront, you set the expectation early, making your review request at the end feel natural and earned.

In-Person Script (Start of Job)

Hi [Customer Name], my name is [Your Name], your [service (e.g., lawn care)] technician today. It's my job today to make sure I give you five-star service. If you have any questions or concerns, reach out to me, and I'll do my best to address them.

In-Person Script (End of Job)

Hey [Customer Name], I have two things for you as we close this out.

If you're happy with today's service, could you take a sec and leave me a review? Mentioning [Your Name] in your review also lets my boss know I'm doing a good job, and it gives me recognition back at the shop. If you're open to adding a photo of the finished service, that makes your review even more valuable. You can scan this QR code, or I can text/email you the review link.

(Let them speak)

Lastly, here's your invoice. How would you like to settle this today?



Following Up for Reviews Off-Site

If you didn't get a chance to ask for a review on-site, your customer service rep (or you) can still follow up afterward. But don't wait too long, as the best time to ask is right after the service is completed, while the experience is still fresh in the customer's mind.

Phone Call Script

Hi [Customer Name], we hope you're enjoying your [service completed (e.g., sparkling clean siding)]. I noticed we haven't seen your review come through yet. Do you mind leaving one? It gives [Technician Name] some good recognition on the back end and keeps our business growing. I can send you the review link or QR code.

PRO TIP

Short on time? Set up automatic review collection with Jobber. After an invoice is paid, Jobber automatically sends a text and/or email asking customers for feedback. They leave a glowing review, and you don't have to lift a finger.



Asking for Reviews at Season's End

For seasonal service providers (e.g., lawn care, snow removal), asking for reviews at the end of the season is your best shot. Customers are reflecting on the whole season, so they're more likely to take a minute to leave feedback.

Email Script

Subject line: How'd we do? Let us know!

Hi [Customer Name],

Thanks for trusting us with your [service (e.g., lawn care, snow removal)] this season.

Your feedback helps us improve and ensures future customers choose us with confidence.

Leave your review here: [Insert review link / QR code]

We appreciate your support and look forward to serving you again,
[Your Name / Company Name]



Winning Reviews on Low-Volume Work

For service providers with low-volume work (e.g., plumbing, home remodeling), a personal walkthrough at the end of the project is the perfect time to ask for a review. The face-to-face request feels genuine, and it also gives you a chance to address any feedback on the spot.

In-Person Script (Walkthrough)

Hey [Customer's Name], I want to make sure everything we talked about in the beginning is taken care of here.

(Let them answer)

Many of our customers find us by reading reviews. Would you mind sharing your experience? It helps future customers feel confident choosing us, and we'd really appreciate it. You can scan our QR code, or I can text/email you the review link.



Re-Engaging Past Customers

Follow up with past customers who had a great experience but haven't left a review. It's an easy way to gather more feedback, and even a small incentive can encourage them to leave one.

Email Script

Subject line: It's been a while!

Hi [Customer Name],

We loved working with you on your [service (e.g., garden landscaping)] back in [Month/Year]. Reviews mean a lot to our business, and we'd be grateful if you could share your experience.

To make it fun, we're giving away a [gift (e.g., \$100 Amazon Gift Card)]. Anyone who leaves a review this month will be entered into the raffle.

Leave your review here: [Insert review link / QR code]

Thanks so much for your support,
[Your Name / Company Name]

It's been a while!

From: Service Provider <info@servicepro.com>

SP Service Provider

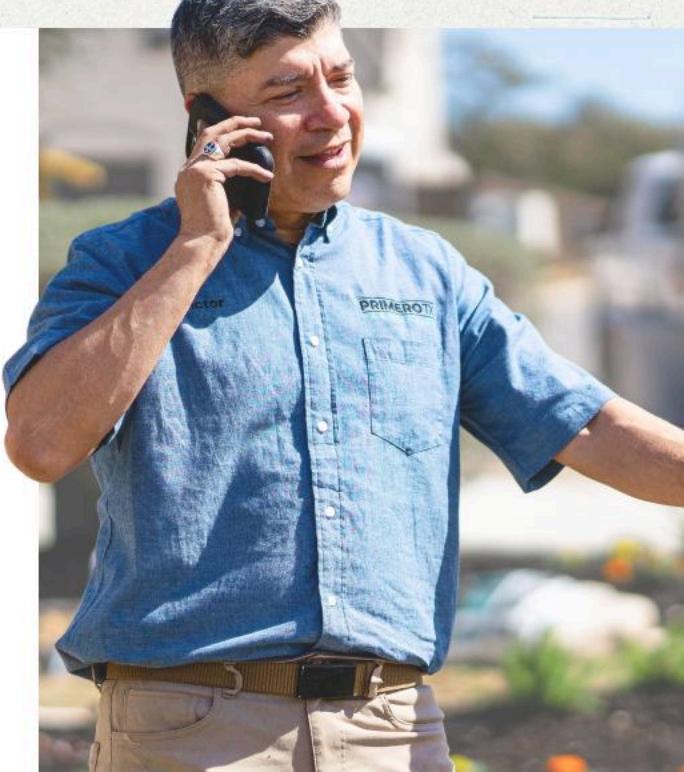
Tell us what you think for a chance to win \$100!

Asking Non-Customers for Reviews

Just getting started or only have a small client list? Ask suppliers, wholesalers, or manufacturers you've worked with to leave a review about their experience working with you. Only do this if the interaction was positive, or it could work against your reputation.

Phone Call Script

Hi [Customer Name], thanks again for [coordinating/supplying/partnering] with us. We're working on building our online reputation, and reviews are key for that. Do you mind leaving me a review about your experience working with me? You can scan a QR code, or I can text/email you the review link.



Handling Negative Reviews

Avoid getting defensive in your public [reply to negative reviews](#). Future customers will notice how you handle feedback, and that can influence their decision to hire you.

With [Jobber's reviews dashboard](#), you can keep tabs on your Google rating and new reviews all in one place—and respond in just two clicks.

GENUINE NEGATIVE CUSTOMER REVIEW ↗

Public Response Script (on Google Reviews)

Hi [Reviewer Username], we're sorry to hear your experience didn't match your expectations. This isn't the standard we strive for. We've already [list what you did to fix the issue] to try to remedy this situation, but we'd like to speak more about this to make things right. Please contact us at [your phone/email]. Thank you.

Phone Call Script

Hi [Customer Name], this is [Your Name] from [Your Company Name]. I saw your review and wanted to call personally. I understand you're upset, and I'm sorry we didn't meet your expectations. What can we do to make things right?

PRO Tip

Always try a phone call before (or right after) responding online. Reviewers will often update or remove their review after a personal conversation.

NON-CUSTOMER REVIEW ↘

Public Response Script (on Google Reviews)

Hi [Reviewer Username]. Sorry you had a bad experience with our services. We couldn't find you in our records, and believe this review may have been left by mistake. But I would be happy to help you solve this problem. Please contact us at [your phone/email] as this isn't how we do business. Thank you.

PRO Tip

If you think a non-customer review is malicious or spam, report it under Google's "Not a customer" option. This gives you the best chance of having the [review removed](#), so it won't hurt your reputation.

**Use these scripts and
watch the reviews roll in**

**Stay consistent, build momentum, and
soon those five-star reviews will turn
into more referrals—and more jobs.**

**GET MORE TIPS TO
GROW YOUR BUSINESS.**

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