Review Card + Ask Script

Ask at the wow moment, make it take under a minute

LoftyBiz
loftybiz.net

Print the card below, add the QR code that opens your review box directly, and keep it where customers pay. Ask everyone for an honest review, every time, while they are still in front of you.

1 Printable review card (cut out, or use as a table stand)

Thank you for visiting [Business name]!

Reviews help other people find a business they can trust. Would you leave us a quick, honest review? It takes about thirty seconds.

[your QR code]

Scan the code with your phone camera.

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2 Find your wow moment

Salon	Car repair	Dentist	Restaurant
the client sees their hair in the mirror	the car starts smoothly after days of trouble	the first look at a clean, white smile	the plates are empty, people are relaxed

My wow moment: _____ That is when we ask. Not three days later by text.

3 The ask script (said as the customer pays)

Example from the video (Dr. Quispe's dental clinic, Lima; illustrative):

"Dr. Quispe was very happy with how today went. Reviews help other people find a dentist they can trust. Would you mind leaving us a quick review now? Just scan this, it takes thirty seconds." Then hand over the card and wait.

Make it Personal · say Why it helps · keep it Easy. My script:
"_____"

Before you ask: set up a free Google Business Profile with your correct name, location pin, phone number, opening hours and a few genuine photos. Then a short WhatsApp link to the review box, to send in one tap.

4 The important rule

DON'T Never pay customers or give discounts in exchange for reviews on Google or similar platforms.

DON'T Never ask only for five-star reviews.

DO Ask everyone for an honest review. If your work is good, honest reviews will be good.

Those platforms do not allow paid or filtered reviews; it can get reviews removed or your listing penalised.

5 Team ask tracker (one week)

Team member	Mon	Tue	Wed	Thu	Fri	Sat	Total asked
Rosa (example)	8	7	6	8	9	8	46
Diego (example)	6	5	7	6	7	7	38	

Recognise or reward the person who asks the most (for example a small weekly bonus for asking every customer), never for the stars customers give.

6 When a bad review comes: reply calmly and publicly within a day

1 Thank them
for taking the time to tell you

2 Apologise
for their experience

3 Offer to fix it
privately

Template: "Thank you for telling us, and we're sorry about your visit. We'd like to put this right. Please message us so we can fix it."

New customers read your replies to complaints. A calm, fair reply often builds more trust than another five-star review.

7 Ask these three questions

1 "What was it like before you came to us? What was the worst moment?"
The hook: the pain new customers recognise.

2 "What changed? Can you give me a specific example, or a number?"
Push gently for details: money saved, time saved, a moment that felt different.

3 "What would you tell someone who's unsure, like you were?"
Answers the doubts other customers have.

8 Weak vs strong

Weak: "Dr. Quispe is very good."

Strong: "I hadn't smiled in photos for five years because of my teeth. I was scared it would hurt and cost a fortune. After three visits, I smiled at my sister's wedding in every photo. If you're scared like I was, just go and talk to them."

It starts with a moment people feel, it is specific, and it answers a fear.

9 Format, permission and tips

[ ] Offer three options: a short video, a voice note on WhatsApp, or a written message (a voice note often works best).

[ ] Ask permission, and say exactly where you will use it.

[ ] Shortening a long message? Send them the final version and get their approval first. Never change the meaning or invent details.

[ ] Phone video, thirty to sixty seconds; natural light and a quiet room. Capture at wow moments, when the feeling is fresh.

10 Put proof everywhere customers decide

[ ] WhatsApp status, regularly [ ] Pinned at the top of your social profile [ ] Framed on your shop or clinic wall [ ] In the first messages to new enquiries [ ] In your adverts (open with the worst moment) [ ] In sales conversations: "What would you need to see to feel confident?"

Monthly target: 2 new video testimonials

Month _____ Recorded: ___ / 2 Approved: ___ Where used: _____

Dr. Quispe and her figures (12 to 150+ Google reviews in two months) are illustrative. These are examples, not promises. Results vary.