



GOOGLE REVIEW SCRIPTS + RESPONSE TEMPLATES

Word-for-word asks for after class, by text, by email, and on promotion night, plus replies for every kind of review. Swap in your school's details and keep a copy at the front desk.

Review link: _____

Who replies: _____

Reply within: _____ days

1 · Set up once ten minutes, then you're done

- ☐ **Get your review link and QR code from Google.** In your Business Profile, open Read reviews, then Get more reviews. The QR code only downloads in a computer browser.
- ☐ **Print the QR code** for the front desk and next to the water fountain. Save the link as a text shortcut on your phone.
- ☐ **Write your link at the top of this sheet** so every coach sends the same one.
- ☐ **Decide who replies to reviews, and how fast.** Google's advice: reply promptly, keep it short, and sign it with your name.

2 · Ask scripts say it once, send the link, move on

IN PERSON after class, while they pack up

Parents

Hey, if you have 30 seconds tonight, a Google review would really help other families find us. I'll text you the link.

Adult beginners

You've been at it a few weeks now. When you get a minute at home, would you leave us a Google review? Whatever you honestly think. I'll text you the link.

Competitors

If you get a minute this week, a Google review would help us a lot. I'll send you the link.

Ask, then let them go. Don't hand them your phone or the front-desk tablet to write it on the spot.

TEXT send it the same day

Parents

Hi [Name], it's [Coach] from [School]. If you have 30 seconds, a Google review would really help other families find us: [link]. Thanks either way!

Adults

Hi [Name], [Coach] at [School] here. Would you leave us a Google review when you get a minute? [link]

One text. If they don't get to it, let it go.

EMAIL for members you don't see every week

Subject

A quick favor from [School]

Body

Hi [Name], thanks for training with us. Reviews are what new families read before they book a trial class here. If you have a couple of minutes, would you add yours? Good or bad, it helps the next person decide. [link] Thanks, [Your name]

PROMOTION NIGHT + MILESTONES the best moment to ask

Belt promotion (to the parent, that evening)

Congrats on [Student]'s new belt. They worked hard for it. If you have 30 seconds, a Google review would really help other families find us: [link]

100th class, first competition, one year

Hi [Name], [100 classes] at [School]. That's a lot of rounds. If you have a minute, would you leave us a Google review? [link]

Send it to every family at the promotion, including the ones you're not sure about.

3 · Timing and frequency

- ☐ **Ask the same day.** Right after the good moment: promotion night, a first stripe, the class where something clicked, a problem you fixed well.
- ☐ **Ask everyone who hits the moment.** Every family at the promotion, every member at 100 classes. Asking only the members you think are happy is selective solicitation, and Google's policy bans it.
- ☐ **One ask per person per moment.** No chasing. A new belt six months later is a new moment.
- ☐ **Spread it out.** Google's policy flags unusual volumes or patterns of reviews. A few asks every week beats 80 texts on one Saturday.
- ☐ **Know your number.** Local Falcon found the median business in Google's 3-pack has 47 reviews. Under 20, asking comes first.



4 · Response templates short, signed, specific. Replace every bracket.

5 STARS thank them for the specific thing

Parent

Thanks, [Name]! We're glad the kids [BJJ] program has been a great fit for your family. See you on the mat. [Your name]

Adult beginner

Thanks, [Name]. Glad the beginner classes have been a good start. See you [Thursday]. [Your name]

Competitor

Thanks, [Name], and good luck at [event]. We'll be in your corner. [Your name]

Mention one thing they mentioned. Don't add details they didn't share, like a child's name, age, or belt, and keep offers and promos out of replies.

MIXED 3 or 4 stars, praise plus a complaint

Thanks for the honest review, [Name]. Glad [the thing they liked]. You're right about [the problem]. [What you've changed, or what you can and can't do about it.] If you want to talk it over, call me at [number]. [Your name], owner

Own what was yours, and explain what wasn't (a full mat, a class you had to cancel).

NEGATIVE 1 or 2 stars

[Name], I'm sorry [the class / the billing issue] went that way. [One line on what you're doing about it.] I'd like to sort this out properly, so please call me at [number] or email [email]. [Your name], owner

Never argue in public, and never mention their attendance, account, contract, or kids. Don't offer a refund or a free month to change or remove the review. Google tells them you replied, and they can update it on their own once it's sorted.

FAKE OR COMPETITOR REVIEW reply once, then report it

Reply

We can't find a record of anyone by this name training at [School], and we'd like to understand what happened. Please call me at [number]. [Your name], owner

Report

In your Business Profile, open Read reviews, select Report next to the review, pick the reason, and send. Track it in Google's Reviews Management Tool. A decision typically takes several days, and you get one appeal if the review stays up.

Report reviews that break Google's rules: fake, from a competitor or an ex-employee, spam. Don't report one because it stings. And never post reviews on a competitor's listing.

5 · Google's rules for asking break these and Google can remove reviews

- ☐ **No incentives.** No free class, private lesson, gear, discount, raffle entry, or waived testing fee for a review, or for changing or removing one.
- ☐ **No gating.** Don't check who's happy first and send the Google link only to them. Ask everyone, and never discourage a bad review.
- ☐ **No pressure in the building.** Nobody writes a review at the desk because you're standing there.
- ☐ **No scripted content.** Don't ask them to mention a coach, a program, or a keyword. Keywords go in your replies.
- ☐ **No quotas, no insiders.** Don't give staff a review target. Staff, family, and ex-employees don't review your school.

Checked against Google's own pages on 2026-10-15: [Google Maps User Contributed Content Policy: Prohibited & restricted content](#); [Google Business Profile Help: Tips to get more reviews](#); [Google Business Profile Help: Create a Google link or QR code to request reviews](#); [Google Business Profile Help: Manage customer reviews](#); [Google Business Profile Help: Report inappropriate reviews on your Business Profile](#).