

Your Lead Kit

Templates, Timings, and a Week-by-Week
Action Plan to Build a Five-Star Reputation

The 90-Day Google Review Growth Plan

How to Use This Plan

Step 1:

Work through Month 1 first. Set up the system before focusing on volume.

Step 2:

Use the SMS and email templates as your starting points — personalise them with your business name.

Step 3:

Track your progress using the 90-day tracker at the end of this document.

Before You Start — Your Current Position

METRIC	TODAY	90-DAY TARGET
Total Google review count		Current count + 15 minimum (aim for 30+)
Current Google star rating		4.5★ or above
Last review received (date)		Within the last 7 days
Do you respond to reviews?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Every review responded to within 24 hours
Automated review request in place?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Fully automated workflow running

The 90-Day Google Review Growth Plan

MONTH 1 — DAYS 1–30 — BUILD THE SYSTEM

Goal: Have your review request system fully set up and running by end of Day 30.

WEEK

1

Set Up Google Business Profile

- Log in to your Google Business Profile and check all information is complete: name, address, phone, website, hours, category.
- Upload a minimum of 5 photos: team, premises, work examples. Businesses with photos get 42% more direction requests.
- Copy your Google review link: go to your Google Business Profile, click 'Ask for reviews', and copy the short URL. You'll use this in all your templates.
- Note your current review count and star rating in the tracker on the last page of this document.

Complete

WEEK

2

Write Your Review Request Templates

- Personalise the SMS and email templates on the following pages with your business name, service, and sign-off.
- Test your review link: paste it into a browser and confirm it opens directly to the Google review box.
- Write a personalised version for your top 20 existing customers — these will be your first manual requests.

Complete

The 90-Day Google Review Growth Plan

WEEK

3

Build Your Automation Workflow

- In Your Lead Kit: go to Automation → Workflows → New Workflow.
- Set trigger: Pipeline Stage changed to 'Won' OR Tag Added = 'Project Complete'.
- Action 1: Wait 3 days.
- Action 2: Send SMS using your review request template.
- Action 3: Wait 4 days.
- Action 4: Send email follow-up if no review yet received.
- Test the workflow on a test contact before activating.

Complete

WEEK

4

Send Your First 20 Manual Requests

- Identify your 20 happiest existing customers from the last 12 months.
- Send each one a personal message – use the SMS template but adjust the opening to reference your specific relationship.
- Do not send more than 5 per day – a natural rate signals authenticity to Google.
- Track responses in the sheet below.

Complete

The 90-Day Google Review Growth Plan

MONTH 2 — DAYS 31–60 — BUILD VOLUME

Goal: Automation running on all new completions. First 10+ new reviews received.

WEEK 5

Activate Automation + Begin Responding

- Switch your review workflow from Draft to Active. It now runs on every new completion automatically.
- Respond to every existing review you haven't yet responded to. Use the positive response template (page 6).
- If you have any negative reviews, respond using the negative review framework (page 7).
- Set a weekly reminder: every Monday, spend 5 minutes checking for and responding to new reviews.

Complete

WEEK 6

GMB Profile Optimisation

- Publish your first Google Business Profile post using Your Lead Kit's Social Planner.
- A weekly GMB post signals to Google that your listing is active — this directly improves local search ranking.
- Post content: a completed job photo with a short description, or a helpful tip for your audience.
- Schedule 4 weekly posts for the rest of Month 2 in one sitting.

Complete

WEEK 7

Second Wave Manual Requests

- Identify 10 more past customers you haven't yet asked. Focus on customers from 12–24 months ago.
- Send personal requests at a rate of no more than 3 per day.
- For customers who opened your Week 4 message but didn't leave a review — send one gentle follow-up.

Complete

WEEK 8

Mid-Point Review

- Check your current review count and rating. Update the tracker on the last page.
- Calculate: how many new reviews have you received since starting this plan?
- Is the automation workflow firing correctly? Check the workflow activity log in Your Lead Kit.
- Identify: which customers gave the most detailed, useful reviews? Ask them for a video testimonial.

Complete

The 90-Day Google Review Growth Plan

MONTH 3 — DAYS 61–90 — COMPOUND & SHOWCASE

Goal: Consistent review velocity established. Reputation visible across all marketing channels.

WEEK 9

Segmentation and Quality

- Use CRM tags to identify your highest-value customers. Ensure these contacts are receiving review requests promptly.
- Review the quality of reviews received. Are they specific and detailed? If not, refine your SMS template to ask a more specific question.
- Revised template option: “Could you leave a Google review mentioning [specific service]? It helps customers like you find us.”

Complete

WEEK 10

Showcase Your Reviews

- Pull your 3 best reviews into a graphic using Canva. Share on social media.
- Add your best review to the homepage of your website and your main landing page.
- Create an email campaign to your existing customer list featuring your improved Google rating.
- Consider adding a “What Our Customers Say” section to your email signature.

Complete

WEEK 11

Video Testimonials

- Contact your 3 happiest customers and ask if they'd record a 60-second video testimonial.
- Keep the ask simple: “Would you mind doing a short video just explaining what your experience with us was like?”
- Video testimonials can be recorded on a smartphone and shared on social media, your website, and in email campaigns.

Complete

WEEK 12

90-Day Review

- Complete the 90-Day Tracker on the final page of this document.
- Compare your starting review count and rating to your current position.
- Is your automation running consistently? If not, identify and fix the gap.
- Plan Month 4: how will you maintain this velocity and continue building your reputation?

Complete

The Review Request SMS Template

REVIEW REQUEST — SMS (Send Day 3 after completion)

Hi [First Name],
It was really great working with you on [brief description of job]. I hope you're pleased with how it turned out.
If you have a couple of minutes, a Google review would mean a huge amount to us — it helps other customers find us and genuinely makes a difference.
Here's the link — it takes less than two minutes: [YOUR GOOGLE REVIEW LINK]
Thank you so much.

REVIEW FOLLOW-UP — EMAIL (Send Day 7 if no review yet)

Subject: Did you get my message, [First Name]?
Hi [First Name],
I dropped you a message a few days ago about leaving us a Google review — I just wanted to follow up in case it didn't reach you.
It would genuinely mean a lot to the team, and it only takes a moment: [YOUR GOOGLE REVIEW LINK]
No pressure at all — and either way, thank you for your custom. It was a pleasure.
[Your name], [Business name]

HOW TO RESPOND TO NEGATIVE REVIEWS

Never respond defensively. Every response is read by potential future customers.

The goal is not to win the argument — it is to demonstrate professionalism to everyone who reads it.

Response framework (keep under 80 words):

1. Thank them for taking the time to share their feedback.
2. Acknowledge their experience genuinely, without being defensive or dismissive.
3. Take the conversation offline: invite them to contact you directly to resolve it.
4. Keep it brief and professional. Never argue in a public response.

EXAMPLE RESPONSE:

"Thank you for taking the time to leave your feedback, [Name]. We're sorry to hear your experience didn't meet expectations — this is not the standard we hold ourselves to. We'd welcome the opportunity to make things right. Please do get in touch with us directly at [email/phone] and we'll do everything we can to resolve this for you."

Your 90-Day Progress Tracker

METRIC	START	DAY 30	DAY 60	DAY 90
Total review count				
Google star rating				
New reviews this month				
Automation: firing correctly?				
Reviews responded to (%)				
GMB posts published this month				

You've completed the audit. Now close the gaps.

Ready to build your growth system?

Every day without a system is a lead that found someone else instead.

DO IT YOURSELF

Your Lead Kit

Full platform – one system

- CRM & pipeline management
- Automation workflows
- Reputation management
- From £34.99/month

yourleadkit.co.uk

DONE FOR YOU

Specialist Support

Experts build & run it for you

- Full platform setup & management
- Multi-channel marketing campaigns
- Outsourced marketing dept.
- South Hampshire specialists

yourleadkit.co.uk/doneforyou

Or book a free 30-minute strategy call

We'll review your audit score and build your 90-day growth plan together.

"Within a month we were set up, confident, and in control."

— Toca Salon Group

Your Lead Kit

MARKET SMARTER. GROW FASTER.