ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · SET UP A REVIEW-GENERATION HABIT

Review request templates

A ready email and SMS you can adapt, built around asking right after you deliver a win.

01 The trigger

The best moment to ask is right after you deliver a win, while the relief and goodwill are fresh. Build the ask into that moment, not into a "someday" pile.

Which delivery moments are your natural triggers (a filed return, a rebate landing, year-end signed off)?

Who sends the ask, and how soon after the win?

02 Email template

Keep it short and warm. Paste your review link where it says [link].

Your email wording

e.g. "Hi [name], glad we got your return filed and sorted. If you have a minute, a short Google review really helps a young practice like ours: [link]. No pressure at all, and thank you either way."

03 SMS template

Even shorter. One line, the link, and a genuine thank-you.

Your SMS wording

e.g. "Hi [name], thanks for trusting us with your accounts. A quick Google review would mean a lot: [link]. No worries if not."

04 Stay honest

Are you only ever asking real clients, with nothing offered in return?

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Talk to us

What is your rough target for genuine reviews a month?

A steady few beats a one-off burst.

WE CAN DO THIS FOR YOU

Never incentivise, buy or fabricate reviews. It breaches Google's rules and your professional body's conduct standards, and it destroys the trust that makes a review worth having. Only ever ask real clients, with nothing offered in return. **digitalroyalty.co.uk**

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