

money play: reviews...

REVIEW REPLY

templates

Four copy and paste replies for Google reviews, plus the short script that gets a shop more reviews in the first place.

start here...

WHY REPLIES *matter*

A Google review is the short rating and comment a customer leaves on a shop listing in Google Search and Google Maps. Most people read those reviews before they call, visit, or order. When a shop replies to every one, a new customer sees an owner who is present and paying attention. When a shop never replies, the bad reviews are the last word.

You do not need to write these from scratch. Copy a template, fill in the **yellow parts**, and post it. Each reply takes about two minutes once you have done a few.

HOW TO USE *this kit*

- 1 Find the review type below that matches what came in.
- 2 Copy the template and replace every highlighted blank with the real detail.
- 3 Read it once out loud. If it sounds like a robot wrote it, change one line in your own words and post it.
- 4 Reply within one day when you can. A fast reply matters more than a perfect reply.

The four situations covered: a glowing 5-star review, a neutral 3 to 4 star review, an angry 1 to 2 star review, and a fake or unfair review. Every template comes with a worked example for a made up pizza shop called Tony Slice Pizza, so you can see exactly how the blanks get filled.

A note on tools: you can polish any reply with an AI writing tool, meaning a program that rewrites text you paste into it. Paste your draft, ask it to make the reply warmer and shorter, then check it yourself before posting. Never let the tool invent facts about a visit that did not happen.

template 1 of 4...

A GLOWING 5-STAR *review*

Your job here is simple. Thank the person by name, repeat the specific thing they praised so they know you read it, and give them a reason to come back. Do not paste the same thank you under every 5-star review. Google readers can spot that fast.

COPY AND PASTE TEMPLATE

Thank you, **[first name]**. We are glad you liked **[specific thing they named]**. **[Name of staff member or detail]** works hard on that, and your note means a lot to the whole team at **[shop name]**. We hope to see you again soon, and bring **[friend, family, or coworkers]** next time if you like.

WORKED EXAMPLE - TONY SLICE PIZZA

Thank you, Maria. We are glad you liked the garlic knots and the quick service on a Friday night. Luis works hard on that dough every morning, and your note means a lot to the whole team at Tony Slice Pizza. We hope to see you again soon, and bring your family next time if you like.

MAKE IT *land*

- **Do** name one real detail from their review, like a dish, a staff member, or the wait time.
- **Do** keep it to three or four short sentences.
- **Do not** add a sales pitch, a coupon, or a link. A thank you is enough.

template 2 of 4...

A NEUTRAL 3 TO 4 STAR *review*

A mixed review is not a problem. It is a chance to learn in public. Thank them for the honest feedback, name what went right, own what fell short, and say what you changed. The next person reading will trust a shop that listens more than a shop with only perfect scores.

COPY AND PASTE TEMPLATE

Thanks for the honest feedback, **[first name]**. We are glad **[what they liked]** worked for you. You are right that **[what fell short]** should have been better. We have **[specific change you made]** so it does not happen again. We would value a second chance at **[shop name]** whenever you are ready.

WORKED EXAMPLE - TONY SLICE PIZZA

Thanks for the honest feedback, James. We are glad the pepperoni pie worked for you. You are right that a 40 minute wait on a Tuesday should have been better. We have added a second oven hand on weekday nights so it does not happen again. We would value a second chance at Tony Slice Pizza whenever you are ready.

MAKE IT *land*

- **Do** repeat their complaint in plain words. It shows you actually read it.
- **Do** name one real change, even a small one like a new checklist or extra staff at busy hours.
- **Do not** make excuses about being busy, short staffed, or having a bad day.

template 3 of 4...

AN ANGRY 1 TO 2 STAR *review*

Slow down before you reply to this one. The person is upset, and everyone who reads the thread later is watching how you handle it. Stay calm, say sorry for their experience, own the part that is true, and move the fix off the public page and into a real conversation.

COPY AND PASTE TEMPLATE

[First name], I am sorry your visit on [day or date] went this way. That is not the standard we hold at [shop name]. I want to make this right. Please call me, [owner or manager name], at [phone number] or write to [email address], and I will sort it out with you directly.

WORKED EXAMPLE - TONY SLICE PIZZA

Daniel, I am sorry your visit on Saturday went this way. Cold pizza and a wrong order are not the standard we hold at Tony Slice Pizza. I want to make this right. Please call me, Tony, at 555-0142 or write to tony at tonyslicepizza dot com, and I will sort it out with you directly.

MAKE IT *land*

- **Do** have the owner or manager sign it with a real name and a real way to reach them.
- **Do** wait an hour if you feel defensive. Post calm, not fast and heated.
- **Do not** argue about facts in public, blame the customer, or offer a refund in the reply itself. Handle money in private.

template 4 of 4...

A FAKE OR UNFAIR *review*

Sometimes a review is from someone who never came in, or it names the wrong shop. You still reply, but you are really writing for the next reader. Stay factual, keep it short, and do not accuse the person of lying. After you reply, you can flag the review in Google Business Profile, which is the free Google tool a shop uses to manage its listing, and ask Google to check it against its rules. Google may or may not remove it, so the calm public reply is the part you control.

COPY AND PASTE TEMPLATE

Hello, **[name on the review]**. We have checked our records at **[shop name]** and we cannot find a visit, order, or booking under this name on **[date in the review]**. If we have the wrong end of this, please call us at **[phone number]** and we will look into it right away. We take every real customer visit seriously.

WORKED EXAMPLE - TONY SLICE PIZZA

Hello, R. Thompson. We have checked our records at Tony Slice Pizza and we cannot find a visit, order, or booking under this name on March 8. If we have the wrong end of this, please call us at 555-0142 and we will look into it right away. We take every real customer visit seriously.

MAKE IT *land*

- Do state only what you checked, like records, orders, or bookings.
- Do flag it in Google Business Profile after you post the reply, with a short note on why it looks fake.
- Do not call the reviewer a liar, a scammer, or a competitor in public, even if you suspect it.

If the review is unfair but real, use Template 3 instead. A real customer with a harsh view still gets the calm, make it right reply.

get more reviews...

THE REVIEW-ASK *script*

Replies help, but a shop also needs a steady flow of new reviews. The best moment to ask is right after a good moment, when the customer is still smiling. The owner or staff can say this out loud, or text the short version below.

SAY IT IN PERSON

Thanks for coming in today. If you have 30 seconds, a Google review really helps a small shop like ours. I can text you the link so it is one tap. Would that be okay?

TEXT IT AFTER THE VISIT

Hi **[first name]**, this is **[your name]** from **[shop name]**. Thanks for stopping in today. If you liked it, would you leave us a quick Google review here: **[your Google review link]**. It takes under a minute and it helps us a lot.

To get that link: open Google Business Profile, look for the share review form option, and copy the short link it gives you. Save it in your phone so you never have to hunt for it at the counter.

Ask once. If they do not do it, let it go. **Never offer a discount, a free item, or a gift in trade for a review.** Google can remove reviews earned that way, and it puts the listing at risk.

why a shop pays for this...

THE SERVICE *math*

This is the offer behind the templates. You reply to every new review for a local shop, you run the review-ask system above, and you send the owner a short summary once a month. The work is light because a small shop only gets a handful of new reviews in a typical week.

\$200

PER MONTH, PER SHOP

x5

SHOPS ON THE SERVICE

\$1,000

PER MONTH, RECURRING

The arithmetic: $\$200 \times 5 \text{ shops} = \$1,000$ per month. That money comes back every month for as long as the shops stay on, not as a one time job.

The time: about 30 minutes a week per shop once your templates are set. That is roughly 2.5 hours a week across all five shops, most of it spent pasting a template, filling the blanks, and sending one ask text when the owner flags a happy customer.

Where to start: pick one shop you already know, offer to handle their reviews free for two weeks so they can see the replies live on their listing, then move them to the \$200 a month plan if they like it. One happy shop owner talking to the shop next door is worth more than any ad.

your next step...

WHERE TO *find me*

If you want the full playbook for landing shops, pricing the service, and running it week to week, that is what we work through inside the Momentum AI Skool community.

Join Erick on Skool →

SKOOL COMMUNITY

Join Erick on Skool →

Step-by-step AI systems and real builds you can follow.

skool.com/momentum-ai/about

INSTAGRAM

@erick.killmonger →

New carousels and free guides like this one.

instagram.com/erick.killmonger

FREE NEWSLETTER

Two Steps Ahead →

AI news, useful tools, and security stories worth your time.

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