



Reviews
Dominator

100% FREE GUIDE

★ THE FUN STEP-BY-STEP HANDBOOK ★

The Reviews Dominator Local Business Playbook

Get more **5-star Google reviews**, rank higher on Google, get recommended by AI, and win more customers — the easy way.



Hi! I'm Dom 🙋
I'll show you everything!

93%

read reviews before they
call you

3.4x

more revenue with 50+
reviews

#1

reviews = top local ranking
factor

7x

touches to capture one
review

Brought to you by  reviewsdominator.com • We build the system. You build the business.

HEY THERE, BUSINESS OWNER 🙌



Welcome! Let's get you flooded with 5-star reviews.

This handbook hands you the **exact system** the pros use — scripts, timing, QR codes, replies, team contests, and the rules. Do it yourself with this guide... or let us run it all for you. Either way, you win. 🏆

I'm **Dom** — your review coach. Look for my tips on every page! 📖

|| What's inside this playbook

01 Why reviews win

02 When & who to ask

03 Ask in person

04 Text & email scripts

05 The follow-up

06 QR codes

07 Reply like a pro

08 Reward your team

09 Google vs Yelp

10 Put it on autopilot

💡 How to use this

Each chapter = the manual way (do it yourself) **plus** the shortcut (let Dom's system do it). Skim the boxes, grab the scripts, win

more customers

📖 Look for the AI Shortcut

Every time you see this blue box, that's a step **Reviews Dominator automates for you** — no work required.

1 WHY REVIEWS WIN

Reviews are your #1 salesperson ⚡

Before anyone calls you, they Google you. Your reviews are your storefront, your sales pitch, and your reputation — all in one.

93%

read reviews before choosing a business

72%

won't call a business with no recent reviews

3.4x

more revenue with 50+ Google reviews

★ Your digital first impression

A business with 80 five-star reviews beats a better business with 10 — **every single time**. Customers can't see your work before they hire you, so your reviews do the convincing for you.

📊 The #1 local ranking signal

Google ranks you on review **count, freshness, and keywords**. More fresh 5-star reviews = higher Map Pack spot = more calls. Reviews beat website design, backlinks, and ad spend for local visibility.



💰 The Revenue Math (this'll wake you up)

If your average job is **\$450** and you're stuck in Map Pack spot 4–6 instead of the top 3, you're missing ~65% of leads. In a market with 500 monthly searches that's **325 missed calls**. At a 30% close rate, that's **\$43,875/month** walking to competitors who just collect more reviews than you.

🔗 AI Shortcut — never miss a review again

Reviews Dominator automatically asks every customer the moment a job is done, so your review count climbs on autopilot while you work. reviewsdominator.com

Get recommended by AI 🤖

Customers don't just Google anymore — they ask **ChatGPT, Gemini, Claude & Perplexity** for the best local business. Here's the secret: AI picks its answer straight from your reviews.

Someone asks AI: "Best plumber near Long Beach with fair prices?"

"Based on hundreds of local customer reviews, **[Your Business]** is highly recommended. Customers consistently mention their **fair pricing, professional technicians**, and prompt **emergency leak repair in Long Beach...**"

That answer was written entirely from review keywords. You can't buy it — only earn it.

🎯 How AI decides who wins

- AI **reads millions of reviews** for keywords & adjectives
- Ask "honest HVAC"? It scans reviews for "honest"
- It links your name **services + cities** in your reviews to the
- Zero fakery — only real, detailed reviews count

💡 Train reviews to name it

Coach happy customers to name the **service + city**, not just "great job." The difference is huge for AI:

Weak: "Great job, thank you!"

Strong: "Great AC installation in Pomona, CA!"



💡 Dom's Power Move

This is the new front line most businesses have never heard of. Own your review keywords now and you'll be the name AI recommends while competitors are invisible. First mover wins the whole market.

🤖 AI Shortcut — keyword-rich reviews on autopilot

Reviews Dominator prompts customers to mention the service & city, so every review feeds the AI engines exactly what they need to recommend you.

2 WHEN & WHO TO ASK

Timing is everything 🕒

Ask at the peak happy moment and **40–50% say yes**. Wait a day and it drops below 15%. The secret is simple: catch them while they're smiling.

The Golden Window: 90 minutes

- 🎯 The AC kicks on, the drain runs clear, the smile appears — **that's** your moment. A request sent within 90 minutes converts 3–4× higher than one sent tomorrow. Never leave a job without triggering the ask.

✓ Best times to ask

- ✓ Right after the job is done
- ✓ Within 90 minutes by text
- ✓ When they say "great job!"
- ✓ At happy checkout or final walkthrough

✗ Worst times to ask

- ✗ 3+ days after the job
- ✗ Mid-job, before results show
- ✗ After any complaint or dispute
- ✗ Buried inside an invoice

🏆 Who to ask first (priority order)



- | | |
|---------------------------------------|------------------------------------|
| 1 Anyone who gave a compliment | 2 Repeat customers (they love you) |
| 3 Customers who referred you | 4 Every new customer at completion |
| 5 Happy past customers (last 60 days) | 6 Positive social-media commenters |

🔗 AI Shortcut — perfect timing, automatically

Our AI detects the second a job or sale is complete and fires the request inside the golden window — every time, for every customer. You never have to remember.

3 ASK IN PERSON

Word-for-word scripts

The in-person ask is your highest-converting moment. Say it naturally, then **text the link immediately** — never rely on them remembering. Steal these:

SCRIPT 1 • STANDARD

"[Name], really appreciate you choosing us today! If you're happy with the work, would you mind leaving us a quick Google review? Takes about 30 seconds and really helps our small business. I'll text you the link right now."

SCRIPT 2 • AFTER A COMPLIMENT

"That means a lot, thank you! Honestly, the best thing you could do for us is a quick Google review. Would you be up for that? I'll send the link right now — only takes 30 seconds."

SCRIPT 3 • SHOW THE QR CARD

"Before I head out — if you have 30 seconds, could you scan this and leave us a Google review? It goes a long way for our business."

👉 [hold up your QR code card or phone]

SCRIPT 4 • SOFT ASK (SHY CUSTOMER)

"No pressure at all — but if you ever get a minute this week, a quick Google review would mean the world to us. I'll text you the link just in case."

🎯 DO say this

"30 seconds" · "small business" · use their first name · "Google review" (be specific) · send the link right away.

✗ DON'T do this

Never say "5-star review" · never offer gifts or discounts (FTC violation!) · never ask twice if they decline.



🔑 Dom's Pro Tip: The magic combo is **ask out loud + text the link instantly**. Verbal alone gets forgotten by dinner!

🔑 AI Shortcut — the link sends itself

Reviews Dominator texts, emails, and even voice-calls the review link the moment the job's done — so your team just does great work and we handle the ask.

4 TEXT & EMAIL SCRIPTS

Copy-paste texts & emails

SMS is your #1 channel — **35–45% action rate**. Replace the brackets and send. Always include the direct link — never make them search!

📞 The 4-text sequence

📱 **TOUCH 1 — within 90 min:** Hi [Name], thanks so much for letting us help today! If you're happy, a quick Google review would mean a lot — 30 seconds: [LINK] ★

📱 **TOUCH 2 — day 3:** Hey [Name], just following up! A Google review really helps our small business: [LINK] — no worries if you're busy! ★

📱 **TOUCH 3 — day 7:** Hi [Name], one more try ★ a quick review would mean a lot to our team: [LINK]. Thank you either way! ★

📱 **TOUCH 4 — day 12:** Last time asking — if you get a minute, a review would make our week: [LINK]. Thanks for your business! ★

✓ Text rules that work

First name · direct link · under 160 characters
· space follow-ups 3+ days · **stop the second they review.**

✉ Email (best as a follow-up)

Subject: Quick favor, [Name]? ★

Hi [Name], thanks for choosing [Business]! If you were happy with the service, it'd mean a lot if you could take 30 seconds to leave a Google review — it helps neighbors find us.

👉 **[Leave a Google review]**

Thanks for your trust,
[Your Name]

💡 Subject lines that get opens

"Did we earn 5 stars?" · "30 seconds to help us out?" · "How did we do, [Name]?"

.. AI Shortcut



We send SMS + email + voice, track who clicked, and auto-stop the moment they leave a review. Zero manual work.

5 THE FOLLOW-UP

The magic is in the follow-up ↻

It takes an average of **7 touches** before a happy customer actually leaves a review. Life gets busy! Most businesses quit after one ask — that's why their count never grows. Not you.

🕒 Your 2-week follow-up flow



Text #1
90 min



Email
Day 1



Text #2
Day 3



Text #3
Day 7



Final text
Day 12

📞 The "Happy Check" call

For your best customers, call 2–3 days later:
"Just checking everything's still working great!"
When they say yes — **that's** your moment. Text the link while you're on the phone. This one habit doubles reviews from top clients.

✗ When to stop

The moment they leave a review, **stop all follow-ups** immediately. Nothing annoys a customer more than being asked for something they already did. Track who's reviewed so you never double-ask.



🏆 The businesses dominating Google in 2026...

...hit all 7 touches — every time, without fail. Consistency beats intensity. Ten reviews every month reliably beats 120 in one month and none after.

🤖 AI Shortcut — the whole sequence runs itself

Reviews Dominator runs all 7 touches across text, email, and voice, tracks link clicks, and stops automatically when the review lands. You literally do nothing.

6 QR CODES

Free QR codes = easy reviews 📱

A QR code that jumps straight to your Google review form is the easiest upgrade you can make. **Zero cost, 5 minutes, works everywhere.**

1 Get your Google review link

Go to business.google.com → your business → "Get more reviews" → copy the short link (looks like g.page/YourBiz/review).

2 Make a free QR code

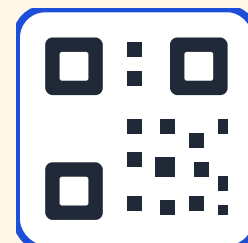
Paste it into qr-code-generator.com (free), match your brand colors, download the high-res PNG. Done in 3 minutes.

3 Put it EVERYWHERE

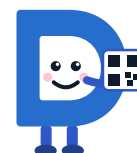
Business cards · invoices · a card techs carry · truck window · door hanger · front desk.

4 Go digital too

Email signature · thank-you texts · Facebook & Instagram · website footer.



Scan → Review!



So easy!

Power move: a QR code per technician



Give each tech their own tracked QR code. Now you see exactly who drives reviews — and you can build a leaderboard. The first time techs see the rankings, behavior changes overnight. (More on that in Chapter 8!)



AI Shortcut — smart links that track everything

We generate per-tech links, track every scan and click, and know exactly who reviewed — so your leaderboard updates itself.

7 REPLY LIKE A PRO

Reply to **every** review

Every reply is read by your **next** customer. Replies to 5-stars build trust; replies to bad ones win people over. Bonus: replies are free local SEO!

★ REPLY TO A 5-STAR

Thank you so much, [Name]! We're thrilled everything went smoothly with your [service] in [City]. [Tech] takes real pride in his work — we look forward to serving you again! — [Your Name]

⚠️ REPLY TO A 1-3 STAR

Hi [Name], thank you for sharing this — we take it seriously. We're sorry we fell short of our standard. We'd love to make it right — please reach out at [phone] and I'll personally handle it. — [Your Name]

✓ Reply best practices

- ✓ Reply within 48 hours
- ✓ Use their first name
- ✓ Mention the service + city (free SEO!)
- ✓ Sound human, not robotic
- ✓ Sign with your real name

✗ Never do this

- ✗ Argue or get defensive publicly
- ✗ Paste the identical reply everywhere
- ✗ Share private customer details
- ✗ Ignore reviews (silence = "we don't care")



💡 Pro tip: bake in keywords

Naturally mention the job + city: "Thanks for trusting us with your water-heater repair in Tustin!" Google indexes your replies as fresh local content — this compounds into real ranking gains.

🤖 AI Shortcut — every review answered, on-brand

Our AI writes a personalized, keyword-rich reply to every review in your voice, 24/7 — so your profile always looks active and cared-for.



VIDEO TESTIMONIALS

Video = the trust multiplier ★

A written review is great. A **video** of a smiling local customer showing off your work? That's worth a thousand of them. Video is the king of modern trust.

3–5×

better conversion than text reviews on your site

30%

of 5-star reviewers will record a video if asked right away

20s

all it takes — a quick clip from their own phone

🗨 The video ask (right after their 5-star review)

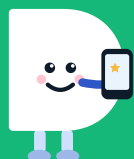
"Thank you so much, [Name]! Since you had such a great experience, would you do our small crew a huge favor? Could we grab a quick **20-second video** of you saying what you liked? It helps other neighbors see we're real people!"

🔊 What they should say

Keep it simple! Coach them: "Hi, I'm [Name] from [City], and [Company] did an amazing job fixing our [issue] — on time, professional, highly recommend!" Service + city again = SEO + AI gold.

✓ Where to use the videos

- ✓ Website homepage (biggest lift)
- ✓ Google Business Profile
- ✓ Facebook & Instagram
- ✓ Paid ads — for years



⚡ No app. No awkwardness.

Every 10 written reviews ≈ 3 video testimonials. That's marketing gold you already earned — just by doing the work you were already doing.



AI Shortcut — the video captures itself

We text a link, the customer taps it, records a 30-second clip on their phone, and it uploads straight to your dashboard. No recording, no editing, no app.



8 REWARD YOUR TEAM

Turn your team into a review machine 🏆

Your techs meet happy customers every day. Reward them for asking and watch reviews explode. A little friendly competition works like magic.

🎯 Build your contest in 4 steps

1 Give each tech a tracked QR/link

So every review is credited to the person who earned it.

2 Set a fun reward

\$25 gift card per review, \$100 for monthly winner, free lunch Fridays — pick what fires up your crew.

3 Put the leaderboard on the office TV

Visible = competitive. The bottom folks start climbing the day they see it.

4 Celebrate the wins 🎉

Announce winners, hand out trophies, screenshot the board. Recognition drives behavior.

🤖 AI Shortcut — the leaderboard runs itself

Reviews Dominator tracks every tech's reviews automatically and displays a live leaderboard — no spreadsheets, no manual counting.

📺 Team Leaderboard

This Month

🏆	Mike R.	28 ★
🏆	Sarah T.	24
🏆	Dave L.	19
4	Jenny K.	15

🏆 Mike wins lunch on the house!



Go team! 🎉

9 GOOGLE VS YELP

Know the rules ⚠️

Google and Yelp have **opposite** policies. Break Yelp's rules and you get a public red "Consumer Alert" on your profile for 90 days. Here's how to stay safe.



Google

ASK FREELY

Text, email, QR, in person. Follow up. Use automation. Just never gate by rating or offer bribes.



Yelp

NEVER ASK

Yelp bans ALL asking — no texts, emails, or QR codes. You CAN add "Find us on Yelp" signage & reply organically.



Facebook

OK TO ASK ✓

Allowed! Great secondary platform for social proof that supports your ads and community trust.

✓ Google — go for it

- ✓ Ask by text, email, QR, or in person
- ✓ Follow up 3–4 times over 2 weeks
- ✓ Email past customers
- ✓ Use automation tools
- ✓ Reply to every review

✗ These get you penalized

- ✗ Offering gifts/cash/discounts (FTC!)
- ✗ Review gating (filtering unhappy first)
- ✗ Soliciting on Yelp any way
- ✗ Asking staff/family to post
- ✗ Posting from your business IP

The Yelp Consumer Alert — don't risk it



Yelp auto-detects review spikes and solicitation. If flagged, a bold red warning sits on your profile for 90+ days for everyone to see. Most businesses never fully recover. **Focus your active asking on Google, let Yelp grow naturally.**

🔧 AI Shortcut — always compliant

Reviews Dominator routes requests to the right platform the right way, so you stay 100% within the rules automatically.

10 PUT IT ON AUTOPILOT

Imagine **never asking again** ⚡ ★

You just learned the whole manual system. It works — but it's a lot to run every day. Here's what happens when **Reviews Dominator** does all of it for you, automatically:

The Reviews Dominator Flywheel — it never stops spinning



The flywheel spins itself

Every review makes the next one easier. More reviews → higher rankings → more calls → more customers → more reviews. Once it's spinning, it never stops. You just do great work — we handle the rest.



MISSION COMPLETE!

Your 5-Star Game Plan ✓

Print this page, stick it on the wall, and check off each step. Do these and the reviews will roll in!



Claim & polish your Google Business Profile



Grab your review link + make a free QR code



Ask every happy customer within 90 minutes



Use the text + email scripts (link included!)



Follow up 7 times over 2 weeks



Reply to every review — good and bad



Put QR codes everywhere (cards, trucks, invoices)



Launch a team contest + office leaderboard



Ask on Google — never on Yelp



Share your best reviews on social weekly



You've got this! ⚡

...or let me do it all for you. Turn the page 🙌

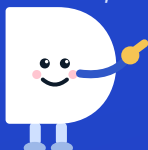
Stick with it for 12 months...

Start at 20 reviews, add 10/month, and you'll have 140 recent, keyword-rich reviews — enough to rank top-3 on Google Maps in most local markets. Customers arrive already trusting you. That's the compound effect.

🤖 DONE-FOR-YOU AUTOMATION

Let Dom do it **all** for you

You could run everything in this playbook yourself... or flip it on and never think about reviews again. Requests, follow-ups, replies, social sharing — all automatic, 24/7.



STARTER

\$199 /mo

+ \$49 one-time setup

- ✓ Automated SMS & email requests
- ✓ AI-powered review responses
- ✓ Google review management
- ✓ Custom review request link
- ✓ Dashboard & analytics

MOST POPULAR

DOMINATOR

\$499 /mo

No setup fee · month-to-month

- ✓ Everything in Starter, plus:
- ✓ Full CRM integration & automation
- ✓ SMS + email + voice sequences
- ✓ Automated video testimonials
- ✓ Social remarketing & sharing
- ✓ Built-in local SEO boost

✗ The manual grind (15+ hrs/week)

- ✗ Text & email every client by hand
- ✗ Remember every follow-up
- ✗ Track tech stats in a spreadsheet
- ✗ Write every keyword response yourself
- ✗ Miss video testimonials entirely

✓ The Reviews Dominator autopilot

- ✓ CRM sync fires requests automatically
- ✓ 7-touch SMS + email + voice
- ✓ Tech QR tracking + live TV leaderboard
- ✓ AI drafts keyword-rich responses
- ✓ Frictionless video capture portal

Start Free → reviewsdominator.com

We build the system. You build the business. ★