



# Catch More Kudos

Your plan to increase your number of positive reviews and improve your overall rating, so you can rank higher and attract more local leads.

WRITTEN BY  
AYREA ONEAL

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# Your Roadmap to More Reviews

You've just taken the first step toward building a stronger, more trustworthy reputation for your business. This workbook is here to guide you step by step through setting clear review goals, creating a simple action plan, and tracking your progress along the way.

You don't need to be a marketing expert to make this work. Everything here is practical and easy to follow. Just work through each page, take consistent action, and come back to record your results.

Your effort will pay off. More reviews mean more trust, more visibility, and more opportunities to win new customers. Let's get started and make your review strategy something that works for you, not just something on your to-do list.

# Profile Snapshot

Filling out the Profile Snapshot is the first step to stronger local visibility, showing you exactly where you stand and where to focus for the biggest impact with the least effort.

**01. How many reviews do you have?**

**02. What is your average star rating?**

**03. How quickly do you respond to reviews?**

**04. What is your Google local pack rating?**

**05. What keyword do you want to rank for?**

**06. What are your search results rankings for those keywords?**

**Notes:**

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# Profile Insights

Your profile snapshot shows the basics. Now it's time to dig deeper. Use this SWOT framework to uncover what's working, what's holding you back, and where hidden opportunities lie.



S

## Strengths

Spot what's working well—positive reviews, high ratings, complete profile information—and note the areas where your business already shines.



W

## Weaknesses

Identify gaps in your profile, such as outdated info, missing review responses, or incomplete details, which could limit visibility or credibility.



O

## Opportunities

Notice potential areas for growth, including customer feedback trends, demand for new services, or fresh content that could strengthen your profile.



T

## Threats

Watch for risks like negative reviews, strong competitor profiles, or inconsistent information that could harm your reputation and lower rankings.

With these insights in hand, fill out your own SWOT chart on the next page. Seeing the full picture makes setting goals and planning your next moves much easier.

# SWOT Diagram

**Strengths:**

**Weaknesses:**

**Opportunities:**

**Threats:**

**Notes:**

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# Core Strategies

Now that you've analyzed your profile, it's time to turn insights into action. But before you set goals, it's helpful to understand what actually drives more and better reviews. These core strategies give you a clear starting point and help focus on actions you can consistently take.

01

## Make Asking a Habit

The most reliable way to grow reviews is to make asking part of your everyday process. Identify the moments when customers are happiest — after a job is complete or a problem is solved — and politely ask for a review.

03

## Respond to Every Review

Whether 5-star or critical, a timely, professional reply shows you value feedback. Responses also keep your profile active and can even turn a negative experience into a positive impression.

02

## Follow Up with Past Customers

Many happy customers just need a nudge. A friendly follow-up message is often all it takes to turn silent satisfaction into a public testimonial and kickstart your review count quickly.

04

## Watch for Trends

Reviews double as free customer research. Look for repeated praise to highlight in your marketing — and recurring complaints to address so future reviews are even better.

# Quick Reminders

## Do's

### **Do focus on what you can control**

You can't control where Google ranks you, but you can control how often you ask for reviews, how quickly you respond, and how you improve based on feedback.

### **Do keep it consistent**

Choose a process for requesting reviews and stick with it. Consistency builds momentum and keeps reviews flowing naturally.

### **Do make requests clear and polite**

Keep it simple: thank them for their business and let them know their feedback helps others choose you with confidence.

### **Do stay patient**

Review growth takes time, especially if you're just starting. A steady pace looks natural to Google and builds credibility.

## Don'ts

### **Don't offer incentives**

Discounts, gifts, or contests in exchange for reviews are against Google's policies and can lead to reviews being removed.

### **Don't create fake reviews**

Posting your own reviews or asking friends/family who weren't real customers risks suspension of your profile.

### **Don't panic over negative reviews**

A mix of reviews can actually make your profile look more trustworthy. A thoughtful reply can often turn a negative into a positive impression.

### **Don't spam customers**

Limit follow-ups to 2-3 gentle reminders at most, and space them out so they feel helpful rather than pushy.

# SMART Goals

You've explored what drives reviews and learned the key do's and don'ts . Now it's time to put it all together. SMART goals turn those insights into a clear action plan you can follow and measure.

S

## Specific

Define exactly what success looks like—like collecting five new Google reviews each month or responding to every review within 48 hours—so you know where to focus your effort.

M

## Measurable

Use metrics such as review count, average star rating, and response rate to track progress and celebrate wins. If you can't measure it, you can't improve it.

A

## Achievable

Set goals that match your resources and time. Also, set goals around actions that you can control. You can't directly control where Google ranks your profile, but you can take actions like asking customers for reviews, to increase your odds.

R

## Relevant

Align goals with business impact—improving your star rating to attract more clients or boosting visibility to get found more often.

T

## Time-bound

Give yourself deadlines, such as asking for 10 new reviews each week or improving average rating by 0.5 stars within three months. Focus on actions you can reliably take, not results you can't control. For example, "send a review request after every service" is actionable. "Get 20 reviews this week" isn't — you can't control whether customers respond.

Use the following pages to set 3 SMART goals that will help you grow the number and quality of reviews on your profile.

# Goal #1

What is your goal?

How will you measure success?

What resources will you use?

How will this goal help your business?

When will you achieve this goal?

# Goal #2

What is your goal?

How will you measure success?

What resources will you use?

How will this goal help your business?

When will you achieve this goal?

# Goal #3

What is your goal?

How will you measure success?

What resources will you use?

How will this goal help your business?

When will you achieve this goal?



LIMITED TIME OFFER

# Grow Your Review Profile Faster and Easier

You've set powerful goals for growing your reviews and improving your profile. If you'd rather skip the trial-and-error and see faster results, our done-for-you **GBP Optimization Package** can help.

## Here's What You'll Get

- ✓ **Google Business Profile Tune-Up**  
We optimize your Google Business Profile, update categories, services, links, and photos so you're set up for success.
- ✓ **Past-Client Review Campaign**  
We email and/or text message your previous customers to get more reviews quickly.
- ✓ **Review Monitoring & Responses**  
We watch your reviews and respond promptly, protecting your reputation.
- ✓ **Keyword-Targeted Weekly Posts**  
We keep your profile fresh and engaging with regular, keyword-focused updates.
- ✓ **Local Citations for Credibility**  
We clean up and build consistent business listings across the web so your business ranks better on Google.
- ✓ **Monthly Progress Reports**  
You know exactly how your profile is performing. We'll identify new trends and give you clear, actionable insights.

**Get your first 3 months  
for the price of 2**

Spots are limited so we can give each business personal attention. Lock in this special price of \$595 before June 1, 2026

[Yes - Optimize My Profile](#)

or go to [www.avlodigital.com/offers/90-day-jumpstart](http://www.avlodigital.com/offers/90-day-jumpstart)



# Create Your Action Plan

You've set your SMART goals. Now it's time to make them real. Action planning turns ideas into momentum, helping you follow through and see results from the effort you've already invested.

An action plan gives your goals structure and focus, keeping progress moving forward week by week. It helps clarify responsibility, maintain accountability, and keep you on track when challenges arise.

With a clear plan in place, taking consistent steps becomes easier and more manageable. On the next page, you'll find a simple list designed to guide your actions and turn your goals into measurable results.

# Action Plan Steps

## Setup

### 01. List Actions

Write down every task needed to reach your goal.

### 02. Order Steps

Put tasks in the most logical sequence.

### 03. Assign Owners

Give each step a responsible person.

### 04. Set Deadlines

Give each task a realistic completion date.

### 05. Gather Tools

Identify tools, templates, or support needed for success.

## Go Time

### 06. Track Progress

Check off tasks and measure your wins.

### 07. Spot Obstacles

Notice challenges before they slow you down.

### 08. Adjust Plan

Make tweaks if things aren't working.

### 09. Review Regularly

Reflect and plan your next moves.

### 10. Celebrate Wins

Recognize progress to stay motivated.

You've mapped your actions and assigned responsibilities. Now take the first step, stay consistent, and trust the process. Every small action brings your review goals closer.

# Tips for Asking

## How to ask for reviews

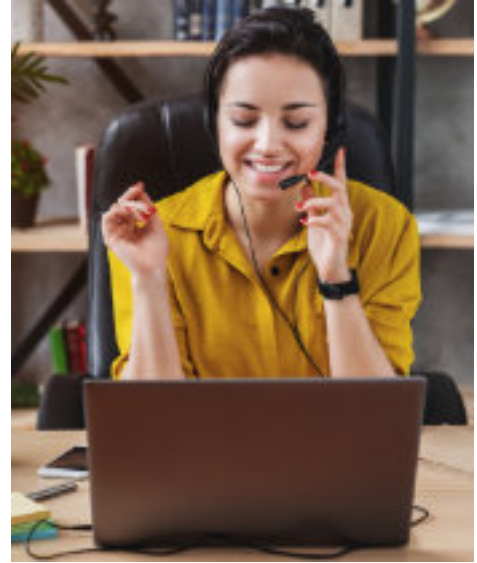
Asking for reviews doesn't have to feel awkward. It's simply inviting happy customers to share their experience. A quick "Thanks so much for choosing us! Your feedback helps others find us. Would you mind sharing your experience?" goes a long way. Always include a direct link or QR code to make leaving a review quick and easy.

## When to ask for reviews

Timing matters. Ask right after a successful service or interaction — when your customer is happiest and the experience is still fresh. For in-person businesses, this might be at checkout or as they're leaving. If you missed the moment, don't skip it. A quick email or text later is still valuable.

## Quick Scripts

Here are a few quick scripts to make asking simple and natural, no overthinking required.



### ✔ Quick & Friendly

[Name], thanks again for coming by! Mind dropping us a quick review?

### ✔ Personal Gratitude

It was great working with you. If you've got a sec, a review would mean a lot.

### ✔ Service-Specific

Glad we could help with [specific thing]! Would you tell folks about it in a quick review?

### ✔ Boost the Team

Our crew loves hearing how they did. Can you give them a shout-out on [review site]?

### ✔ After Fixing an Issue

Thanks for letting us make things right. Mind letting others know how it turned out?

### ✔ Quick-Click

Got 60 seconds? Tap this link and leave a quick review — it means the world to us

## Notes:

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# Keep Going

Results don't always appear immediately. Building a strong review profile takes time and consistent effort. Even when progress seems slow, every action you take contributes to long-term growth and strengthens habits that will pay off over weeks and months.

Temporary plateaus are normal. Don't get discouraged if metrics don't change right away. Subtle improvements accumulate and compound. Focusing on controllable actions, like asking for reviews consistently, keeps you moving forward, even when the outcome isn't instantly visible.

Tracking progress helps reveal trends you might otherwise miss. Small wins matter. Celebrate them, learn from challenges, and stay committed. Perseverance is what turns repeated actions into tangible results, making your review strategy stronger and more effective over time.

Remember to come back to this workbook once you've reached your goals.

The next page is designed for recording your final metrics, letting you compare them to your starting point and see the tangible results of your consistent effort.



# Progress Snapshot

Congratulations! You've completed your action plan. Now fill out your Progress Snapshot and compare it to your first snapshot.

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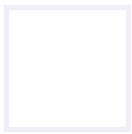
# Recap

Growing and managing a review profile is a continuous job. Here's a handy recap of the steps you took to improve your profile.



## 01. Capture Your Snapshot

Write down your current review numbers and profile details. This gives you a starting point to see progress later.



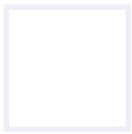
## 02. Analyze Your Insights

Look at strengths, weaknesses, opportunities, and threats. Find which areas need work and which will give the biggest impact.



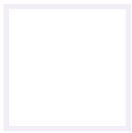
## 03. Set SMART Goals

Pick clear, measurable, and realistic goals. Make them relevant and set a deadline to track progress.



## 04. Plan Your Actions

List what you need to do, who will do it, and in what order. This makes your plan easier to follow.



## 05. Execute the Plan

Take action consistently. Check results often and adjust if things aren't working. Keep momentum going.



## 06. Update Your Snapshot

Write down new metrics and compare them to your starting point. See how much you've improved.



## 07. Review Your Results

Think about what worked and what didn't. Use these lessons to improve your next review cycle and celebrate wins.



“

The more people we have living their best lives – lives filled with love, abundance, health, wellness, and dignity – the brighter the world becomes. By serving you, I'm helping the world be a better place for all of us.



## You Did It!

Thank you for putting in the time and effort to work through this workbook. Taking consistent steps toward more reviews isn't always easy but you've built a strong foundation for long-term success.

Celebrate the progress you've made and the habits you've built. Whether your numbers jumped dramatically or grew little by little, every review you've earned represents a real customer who trusted you and wanted to share their experience.

Keep using what you've learned here to ask, track, and refine. Your review strategy will only get stronger from here.

Sincerely,

*Ayrea Oneal*

*P.S. Shoot me an email at [ayrea@avlodigital.com](mailto:ayrea@avlodigital.com) so I can celebrate your wins with you!*