The Review Engine Starter

Who it's for: Businesses that do great work but do not collect proof
What you'll get: A simple system to get more reviews without begging

1) The Goal

Turn happy customers into public proof.

2) The Checklist

- Pick one platform to focus on first (Google is usually the move)
- Choose the ask moment (right after the win)
- Create a short request script (text plus email)
- Make the link one tap away
- Assign an owner: who sends it, when, every time
- Reply to every review
- Use your best reviews in your marketing (site, ads, social)

3) Quick Wins

- Write a 2-sentence text request and use it today
- Send 10 requests to your last 10 happy customers
- Screenshot 3 reviews and add them to your homepage

4) Common Mistakes

- Waiting for reviews to happen
- Asking at the wrong time
- Not responding so trust stalls

5) Next Move

We build proof into the system so marketing stops feeling like guesswork.