FREE GUIDE · ZERO TO 5 STARS

How I got more than 200 five-star reviews

And how you can get yours, step by step, even if you have zero today.

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BY

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BEFORE WE START

Your happy customers are your best ad.

Be honest: before you try a new restaurant, do you look it up on Google and read the reviews? Your customers do exactly the same before they buy from you.

My name is Valentina. More than ten years ago, my business partner and I opened Rincón Fitness Center in Rincón, Puerto Rico. We started on the beach, with very few clients and very little equipment. Today the gym has **more than 200 five-star reviews** on Google.

And those reviews gave us something we never imagined. The Travel and Hospitality Awards has named Rincón Fitness Center the best gym in Puerto Rico four years in a row: 2023, 2024, 2025 and 2026. To choose the winner, they consider what customers say.

What I learned

Reviews don't come on their own. Most satisfied customers don't leave reviews simply because it doesn't occur to them, not because they don't want to. If you ask at the right moment and make the process easy, you have a much better chance of getting a five-star review.

How we ask for reviews at RFC

- **In person:** as soon as a new client finishes their workout at the gym, we hand them a card with a QR code that goes straight to our Google page.
- **By email:** a few hours after their first visit, an email asking for their review goes out automatically.
- **By text message:** the same day, after their first class, we send them a text (with their permission) with a direct link to our Google page.

In this guide

- How to get your business to show up on Google.
- How to answer reviews, the good and the bad.
- Your 7-day plan to start this week.
- Your system for asking for reviews, with 3 messages ready to copy.
- What to do if your business is online only.

STEP 1

Show up on Google with a complete profile.

Your Google Business Profile is free, and it's the first thing people in your area see when they search for what you sell.

Does your business qualify?

Google only allows profiles for businesses that serve customers in person. You qualify if:

- You have a location where you see customers, **or**
- You go to your customers (home services, local delivery), **or**
- You see clients by appointment at home, during set hours. You can hide your address and show only your service area.

If your business is online only, skip to page 6.

Create it or claim it

First, search for your business name on Google Maps: sometimes Google creates the profile on its own, or a customer added it. If it shows up, tap “Own this business?" and claim it. If it doesn't, create it at **google.com/business**. Then Google will ask you to **verify it**, usually with a short video or a code. Until it's verified, your profile won't fully show up.

Fill in everything

- **Your real name**, exactly as it appears on your sign and social media. No extra keywords.
- **The category** that best describes what you do.
- **Description**: what you offer, who it's for and what makes you different.
- **10 or more photos**: your logo, your work, your space and you. Add new photos every month.
- **Up-to-date hours**, including holidays.
- **Phone, website** and your services with prices.

STEP 2

Your system for asking for reviews.

1

Copy your review link.

On a computer, open your profile, go to “Read reviews" and select “Get more reviews." On your phone it may show up as “Ask for reviews." Save it as a quick reply in WhatsApp Business: asking for a review will take you two clicks. Customers need a Google account to leave one, and they can create it with any email.

2

Download your QR code.

Google creates it in that same window. If you like, add it to a branded design in Canva. Put it on your counter, your packaging or your business cards.

3

Pick your moment.

When your customer is happiest: right after the service, when they receive their order or when they get a result. If you wait a week, they forget.

4

Ask everyone the same way.

All your customers, not just the ones you think will give you five stars. And without offering anything in return.

3 messages ready to copy

Right after the service

Hi, [name]! Thank you for coming in today, it was a pleasure. If you have a minute, could you help me by leaving an honest Google review about your experience? It helps other people find me so much: [link]

When they get their order or a result

Hi, [name]! I'm so happy you have your [product or result]. If you'd like to tell others how it went, you can leave your Google review here: [link]. Thank you for trusting me!

For past customers

Hi, [name]! I'm inviting all my customers to share their experience with [your business] on Google. If you have a minute, it would mean a lot: [link]. Thank you for being with me all this time.

STEP 3

Answer every review.

People who read your replies are watching how you treat your customers, especially when something goes wrong.

If the review is good

Thank them by name and mention something specific they said.

“Thank you, [name]! I'm so glad [what they mentioned]. See you soon. – [your name]"

If the review is negative

Reply within 48 hours and stay calm. Acknowledge their experience, don't argue and offer to fix it privately.

“Hi, [name]. Thank you for taking the time to write. I'm truly sorry your experience wasn't what you expected. I'd like to understand what happened and find a solution. Could you message me at [WhatsApp or email]? – [your name]"

Google rules you should never break

- **Don't** offer discounts, gifts or giveaways in exchange for a review.
- **Don't** ask for reviews only from customers you think will give you five stars.
- **Don't** write fake reviews or ask family to pretend to be customers.

Five stars can't be manufactured: you earn them with great service and receive them when you ask consistently.

IF YOUR BUSINESS IS ONLINE ONLY

Collect testimonials.

If you sell digital products or only ship by mail, you don't qualify for Google. But the principle is the same:

- One week after the purchase, ask for a testimonial by WhatsApp or text with 3 questions: What did you like? Would you recommend it to someone? Did you see any positive change after using the product or service?
- Ask for permission to post their answer and their name.
- Show them on your website and in an Instagram story highlight.

YOUR 7-DAY PLAN

Start this week.

1. **Search for your business on Google, create or claim your profile and verify it.**
2. **Complete it:** description, 10 photos, hours and services.
3. **Copy your link,** save it in WhatsApp Business and download your QR code.
4. **Pick your moment** and your message for asking for reviews.
5. **Send your link** to your last 5 customers.
6. **Answer every** review you already have, including the old ones.
7. **Put your QR code** where your customers will see it.

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ZERO TO 5 STARS COURSE · OPENING SOON

Reviews are just one star.

In **Zero to 5 Stars**, I teach you everything it took me ten years to learn, step by step and from your phone: who to sell to, your brand, your social media, your website, your emails and the numbers that tell you what works.

- Short videos you can watch whenever you can.
- AI prompts ready to copy and paste.
- For women just starting out and for those who already have a business.
- Lifetime access.

By downloading this guide, you're now one of my founding members:

30% off all my courses

Your founding member code will arrive in a separate email, a few days before the course opens.

I'LL EMAIL YOU THE DATE

See you in the course,
Valentina