

Client Review Booster Kit - Get More Specific & Valuable Salon Reviews

As seen in [Episode 64](#) of Marketing 100 on [The Salon Business Show](#).

This kit provides templates and tips to encourage your clients to leave detailed online reviews that not only help future clients make decisions but also feed valuable keywords and information to AI search tools like ChatGPT.

Part 1: Review Request Templates

Key Principle: Gently guide clients to mention the specific service they received and what they loved about it. Customize the bracketed [placeholders]!

Email Templates

Option 1: Simple & Direct

Subject: How was your recent visit to [Your Salon Name]?

Hi [Client Name],

Thanks so much for visiting [Your Salon Name] recently! We hope you enjoyed your [Service Received, e.g., balayage, precision bob, gel manicure] with [Stylist/Technician Name].

We'd be thrilled if you could take a moment to share your experience online. Your feedback helps others discover us and tells us what we're doing well! If you loved your [Service Received] or the results, mentioning that specifically would be amazing.

You can leave a review here: [Link to Google Review Page] [Link to Yelp Page (Optional)] [Link to other relevant review site]

Thanks again for your support!

Warmly, The Team at [Your Salon Name] [Your Website]

Option 2: Focus on a Specific Aspect

Subject: Loved your [Service Received] at [Your Salon Name]? Tell us more!

Hi [Client Name],

It was a pleasure having you in for your [Service Received] with [Stylist/Technician Name]! We especially enjoyed [mention a brief positive detail if possible, e.g., achieving that perfect blonde tone, seeing how happy you were with the nail shape].

Online reviews are incredibly helpful for small businesses like ours. If you have a moment, could you share what you liked most about your [Service Received] or your overall experience? Whether it was the relaxing atmosphere, the attention to detail, or how [Stylist/Technician Name] nailed the look you wanted, we'd love to hear about it!

Leave your feedback here: [Link to Google Review Page] [Link to Yelp Page (Optional)]

We appreciate you!

Best, [Your Salon Name] [Your Website]

SMS Templates

(Keep these short and sweet! Always ensure you have permission to text clients.)

Option 1: Quick Link

> Hi [Client Name]! Thanks for visiting [Your Salon Name] today. Loved your [Service Received]? Share your experience here: [Short Link to Google Reviews]. We appreciate it!

Option 2: Service Prompt

> Hey [Client Name], hope you're loving your [Service Received] from [Stylist/Technician Name]! If you have a sec, we'd love a review mentioning your service: [Short Link to Google Reviews]. Thanks! - [Your Salon Name]

Option 3: Gentle Nudge

> Hi [Client Name], enjoyed your visit to [Your Salon Name]? We rely on reviews! Tell us about your experience: [Short Link to Google Reviews]. Thank you!

Part 2: Tips for Encouraging Specific Feedback

- **Ask at the Right Time:** The best time is often right after the service, while the positive feeling is fresh, or within 24-48 hours via email/SMS.

- **Make it Easy:** Provide direct links! Don't make them search for your review pages.
 - **Mention the Service:** As shown in the templates, specifically mentioning the service they received subtly prompts them to think (and hopefully write) about it.
 - **Guide Them (Gently):** In person, you might say, "If you loved the *balayage* we did today, we'd be so grateful if you mentioned that in a review!"
 - **Train Your Team:** Encourage stylists/techs who have built rapport to personally mention leaving a review about the specific service they provided.
 - **Display Signage:** A small, tasteful sign at checkout with a QR code linking to your Google Review page can be effective. You could add text like "Loved your precision bob? Tell the world!"
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Part 3: Responding to Reviews (The AI-Friendly Way)

Key Principle: Respond authentically while naturally reinforcing positive keywords and addressing concerns professionally. AI reads your responses too!

Responding to Positive Reviews:

- **Thank Them by Name:** Personalize the response.
- **Acknowledge Specifics:** If they mention loving their "vivid hair color" or the "meticulous cuticle work," repeat those keywords back naturally.
 - *Example:* "Hi [Client Name], thank you so much for the wonderful review! We're thrilled you love your **vivid hair color** – [Stylist Name] really enjoyed creating that look for you. We appreciate you mentioning the **great results** and hope to see you again soon!"
- **Mention Your Salon Name:** Reinforces your brand.
- **Invite Them Back:** Encourage repeat business.

Responding to Negative/Mixed Reviews:

- **Respond Promptly & Professionally:** Show you're attentive.
- **Acknowledge Their Experience:** Validate their feelings without necessarily agreeing with inaccurate statements. ("We're sorry to hear your experience didn't meet your expectations.")
- **Avoid Keyword Stuffing:** Don't unnaturally force keywords here. Focus on resolving the issue.
- **Take it Offline:** Offer to discuss the matter further privately. "Please call us at [Phone Number] or email [Email Address] so we can understand more and work towards a resolution."
- **Briefly Reiterate Standards (If Appropriate):** If a review mentions something contrary to your known strengths (e.g., "didn't like the shaping" when you're known for it), you might subtly reinforce your standard after addressing their concern.

- *Example:* "Hi [Client Name], thank you for your feedback. We're sorry the **nail shaping** wasn't exactly what you envisioned. We pride ourselves on **meticulous shaping** and would appreciate the opportunity to discuss this further offline..."

By consistently using these templates and tips, you can significantly boost the quality and detail of your online reviews, making your salon more attractive to both potential clients and AI-powered search tools. Good luck!