How to Get More 5-Star Reviews

THE BIG IDEA

Most businesses are linear: pour in money and effort, get customers, repeat forever. Build a loop instead. Customers get results, results turn into reviews, and reviews bring the next customers without you pushing every one.

Why reviews run the loop

Word of mouth is the biggest source of sales in any market.

01 **Unshared results only pay once.**
A happy customer who says nothing doesn't bring the next one. A review does.

02 **Volume beats a perfect score.**
Shown a 5.0 with 20 reviews and a 4.6 with 1,000, Hormozi's wife picked the 4.6. Every extra review is worth real money.

03 **Early reviews are worth the most.**
A new business or location with few reviews gains far more from each one. Keep asking anyway.

04 **The bigger the purchase, the more proof matters.**
Nobody picks a realtor from an ad. They ask friends and check reviews. Trust decides the first sale.

05 **Show your reviews everywhere.**
Website, trucks, invoices, your lobby wall. Proof on display tells people you overdeliver before they buy.

How to get more of them

A simple system, and one that keeps you within the rules.

01 **Deliver first, then ask.**
Ask right after the job is done and the customer feels the result. A small thank-you is fine, as long as it never depends on a review.

02 **Have someone else make the ask.**
A manager stopping by for 20 seconds works. At 10 reviews a day, that's almost 4,000 in a year.

03 **Make it easy, right then.**
Put a QR code next to the check or invoice. Point it at one platform, then switch once that one is strong.

04 **Ask everyone. Reward no one.**
No discounts, gifts or bonuses for reviews, and don't only ask happy customers. Platform rules and the FTC forbid both.

05 **Track reviews per employee.**
It's a real measure of customer satisfaction. If one tech gets far more, find out what they do and teach the team.

> “You want the engine to run without you. You are lighter fluid, not the log.”
>
> Alex Hormozi

DO THIS WEEK

- ☐ Print a QR code to your Google review page and put it on every check, invoice or job sheet.
- ☐ Name one person to ask every customer for a review, right after the job.
- ☐ Start a simple tally of reviews earned per employee.

Ask weekly: How many reviews did we earn, and who earned them?

Source: Alex Hormozi, *YouTube*, “This Video Should be REQUIRED Viewing For Business Owners”