

PILATES BUSINESS TOOL

Pilates Review & Referral Request Scripts

Polite words for asking students to share honest feedback or introduce a suitable friend - without sounding like a clipboard has taken control of your personality.

ASK at a natural moment	MAKE IT EASY with one clear link	KEEP IT HONEST without incentives or pressure
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Fill these in before copying a script

RULE	PRACTICAL MEANING
[FIRST NAME]	The student's first name
[CLASS OR COURSE]	The class, course, workshop or service they experienced
[REVIEW LINK]	Your direct Google review link or another chosen review page
[BOOKING LINK]	A useful page a referred friend can open without pressure
[YOUR NAME]	The name students know you by

Four rules worth keeping

RULE	PRACTICAL MEANING
Ask neutrally	Invite an honest review. Do not ask only students you expect to give five stars.
Do not reward reviews	Google prohibits gifts, discounts, free services or prize entries in exchange for a review.
Protect privacy	Never reveal a student's health, attendance or personal details in a public reply.
Respect contact choices	Use details in a way consistent with what students were told. If a message includes promotion, check the electronic-marketing rules that apply.

SECTION 1

Honest review request scripts

Choose one natural moment. One clear request is usually enough; a second gentle reminder is plenty.

1. Short email after a positive milestone

Use when: a student has completed a block, course or workshop

Hi [FIRST NAME], thank you for joining [CLASS OR COURSE]. If you have a moment, would you be willing to leave an honest review about your experience? It may help another local student understand whether the class is right for them. Here is the link: [REVIEW LINK]. Thank you - [YOUR NAME]

2. Friendly WhatsApp or text

Use when: you already use that channel appropriately with the student

Hi [FIRST NAME]. I hope you enjoyed [CLASS OR COURSE]. If you would be happy to share an honest review, here is the direct link: [REVIEW LINK]. No pressure at all - and thank you for being part of the class. [YOUR NAME]

3. In-person request

Use when: the student has just offered positive feedback

Thank you - that is really useful to hear. If you ever feel comfortable putting that into an honest review, I can send you the direct link. It helps new students understand what the class is actually like.

Do not put the student on the spot by asking them to write it while you watch.

4. Workshop follow-up

Use when: the day after a one-off workshop

Hi [FIRST NAME], thank you for coming to yesterday's [CLASS OR COURSE]. I hope you found it useful. If you would like to leave an honest review, this link will take you straight there: [REVIEW LINK]. I read every piece of feedback, including the useful bits that help me improve. [YOUR NAME]

5. One gentle reminder

Use when: seven to fourteen days after the first request, if appropriate

Hi [FIRST NAME]. Just a quick reminder in case the review link disappeared underneath real life: [REVIEW LINK]. Please ignore this if you would rather not leave a review. Thank you again for joining [CLASS OR COURSE]. [YOUR NAME]

Do not keep chasing. A request is an invitation, not a new weekly class.

SECTION 2

Private feedback and testimonial scripts

A private feedback request is useful when you genuinely want to improve - not as a hidden audition for people allowed to see the review link.

6. Private class feedback

Use when: you want feedback from everyone

Hi [FIRST NAME], I am reviewing [CLASS OR COURSE] and would value your honest feedback. What felt most useful, and is there anything that would have made the experience clearer or more comfortable? You can reply privately to this message. Thank you - [YOUR NAME]

7. Testimonial permission request

Use when: a student has sent kind feedback privately

Thank you for those lovely words. Would you be comfortable if I used all or part of your message as a testimonial? I would show it as: "[INSERT EXACT WORDS]" and identify you as [FIRST NAME / INITIAL / ANONYMOUS - CHOOSE ONE]. Please feel completely free to say no or suggest an edit.

Keep a record of the wording and the permission given.

8. Permission to use a photo

Use when: you want to use a class or student image

Hi [FIRST NAME], I would like to use the attached photo on [WEBSITE / SOCIAL CHANNEL]. It would appear with the words: [CAPTION OR CONTEXT]. Are you happy for me to use it in that specific way? It is completely fine to say no.

A testimonial permission does not automatically include permission to use a photograph.

Do not review-gate

Review-gating means using private feedback to separate happy customers from unhappy ones, then sending only the happy group to a public review page. **Ask for honest reviews neutrally and consistently.**

SECTION 3

Referral request scripts

A referral works best when the student can think of one suitable person, rather than being asked to distribute your business like a slightly anxious leaflet.

9. Simple one-to-one referral request

Use when: a student clearly enjoys the class

I am glad [CLASS OR COURSE] is working well for you. If you know somebody who has been looking for a friendly Pilates class, you are welcome to send them this page: [BOOKING LINK]. There is no pressure - only pass it on if somebody suitable comes to mind.

10. Class announcement

Use when: you have appropriate availability

A quick practical note before we finish: I have [NUMBER] spaces available in [CLASS OR COURSE]. If you know somebody who would suit the class, you are welcome to send them [BOOKING LINK]. Please do not feel you need to become my unpaid marketing department.

11. Bring-a-friend invitation

Use when: you are running a clearly defined guest session

Hi [FIRST NAME]. I am opening [DATE / CLASS] to a small number of guests. If you know somebody who would enjoy a friendly introduction to Pilates, you can forward them this link: [BOOKING LINK]. They can read the details and decide for themselves.

12. Referral thank-you

Use when: a new student says who introduced them

Hi [FIRST NAME]. Thank you for introducing [NEW STUDENT'S FIRST NAME, ONLY IF APPROPRIATE]. I appreciate the trust behind the recommendation. I will make sure they receive the same clear information and space to decide whether the class is right for them.

13. Local partner introduction

Use when: contacting a venue or complementary professional with a relevant idea

Hello [NAME], I teach [TYPE OF PILATES] in [LOCATION]. I noticed that we both help [SPECIFIC GROUP OR NEED]. I wondered whether it would be useful to exchange clear information about our services, so we can signpost suitable people without making promises outside our expertise. If that sounds relevant, I would be happy to have a short conversation. Best wishes, [YOUR NAME]

Be clear about qualifications and scope. Do not imply a clinical partnership that does not exist.

SECTION 4

Review response scripts

Keep public replies short, warm and private-detail-free. The reply is for the reviewer and for the quiet stranger reading it six months later.

14. Positive review response

Use when: a student leaves a supportive review

Thank you for taking the time to leave this review. I am delighted that you found the classes welcoming and useful. It is a pleasure to have you as part of the Pilates community.

15. Brief factual response

Use when: the review is positive but mentions a specific feature

Thank you for your thoughtful review. I am pleased that the clear explanations and class structure have helped. Your feedback is genuinely appreciated.

16. Mixed review response

Use when: the review includes praise and a reasonable concern

Thank you for the honest feedback. I am pleased that you enjoyed [GENERAL POSITIVE POINT], and I appreciate you raising the concern. I will review it carefully. If you would like to discuss the detail privately, please contact me through [CONTACT ROUTE].

17. Negative review response**Use when: the reviewer is unhappy**

Thank you for sharing your experience. I am sorry that the class did not meet your expectations. I take feedback seriously, but I do not want to discuss personal details publicly. Please contact me through [CONTACT ROUTE] so I can understand the concern and respond appropriately.

18. Review you cannot identify**Use when: the account name does not match your records**

Thank you for the feedback. I cannot identify the booking from the information shown here, and I do not want to guess publicly. Please contact me through [CONTACT ROUTE] with the relevant details so I can look into it.

Before replying publicly

RULE	PRACTICAL MEANING
Pause	Do not reply while angry, defensive or wearing the emotional equivalent of ankle weights.
Check facts	Review the relevant dates, policies and messages without exposing them publicly.
Protect privacy	Do not confirm attendance, injuries, health conditions, payments or private conversations.
Move detail offline	Offer one clear private contact route when a longer discussion is needed.

SECTION 5**A simple monthly routine**

Use this routine once a month. It is deliberately less exciting than launching a seventeen-tab referral funnel, which is part of its charm.

1. Choose the moment

Identify genuine milestones: a completed course, workshop, block of classes or unsolicited positive comment.

2. Send one neutral request

Use the same fair approach rather than selecting only people likely to praise you.

3. Make the route easy

Use a direct review link or one clear booking page. Test it on a phone.

4. Record the action

Note the date, channel and whether a reply or referral arrived. Do not store unnecessary private detail.

5. Reply professionally

Thank reviewers, address reasonable issues and take personal detail offline.

6. Review the pattern

Look for repeated themes that can improve the class, booking information or welcome process.

Quick monthly record

RULE	PRACTICAL MEANING
Requests sent	_____
Reviews received	_____
Referrals received	_____
New students booked	_____
Useful feedback theme	_____ _____
One change to test	_____ _____

REFERENCE

Keep the requests honest and current

This pack is a practical writing aid, not legal advice. Platform rules and UK marketing requirements can change, so check the live guidance when you build or substantially change your process.

Google Business Profile - Tips to get more reviews

<https://support.google.com/business/answer/3474122?hl=en-GB>

Google Maps - Prohibited and restricted content

<https://support.google.com/contributionpolicy/answer/7400114?hl=en>

Google - Create a review link or QR code

<https://support.google.com/business/answer/16816815?hl=en-GB>

CMA - Fake reviews guidance

<https://www.gov.uk/government/publications/fake-reviews>

ICO - Electronic mail marketing

<https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/electronic-and-telephone-marketing/electronic-mail-marketing/>

Your one-sentence policy

We invite genuine students to share voluntary, honest feedback and never offer incentives in exchange for reviews.

PilatesLessonPlans.co.uk

Free resources for Pilates teachers and studio owners