

PARADIGM PLAYBOOK

Getting More Google **Reviews**

A simple, repeatable system to grow your practice's online reviews — starting tomorrow. No complex tools. No automation. Just consistency.

- 9 actionable steps
- Ready-to-use scripts
- Printable front desk tracker

— Why This Matters

88% of consumers trust online reviews as much as personal recommendations. Google Reviews directly impact your local search ranking — more reviews mean more visibility, more calls, and more new patients walking through the door.

The practices that win at reviews don't have a secret. They don't offer incentives. **They just ask. Consistently.**

This playbook gives your front desk team everything they need to start today — and stick with it for the long run.

1

The Golden Rule

Ask every patient at checkout. That's it. Not sometimes. Not when you remember. Not only when the visit seemed to go well.

Every patient. Every time.

Most practices already deliver great care. The gap between you and a 4.9-star rating isn't quality — it's asking. You're not being pushy. You're giving satisfied patients an easy way to share their experience.

PRINT THIS & POST IT AT THE FRONT DESK

"Ask every patient. Every time."

Pick Your Script

Choose **one** script and commit to it. Don't rotate. Don't improvise. Remove the thinking from the interaction entirely — it should feel as natural as saying "Have a great day."

OPTION A **RECOMMENDED**

"Would you be open to leaving us a quick Google review? I can text you the link — it takes about 30 seconds."

OPTION B — SHORT VERSION

"Can I text you our Google review link? It's super quick."

DO

- ✓ Sound casual and friendly
- ✓ Offer to text the link
- ✓ Keep the ask under 10 seconds
- ✓ Smile — tone matters more than words

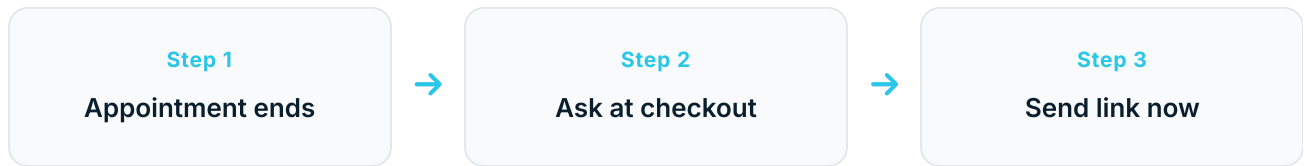
DON'T

- ✗ Say "only if you have time..."
 - ✗ Over-explain why you want reviews
 - ✗ Apologize for asking
 - ✗ Switch scripts day to day
-

3

The 3-Step Workflow

Three steps. Every time. No exceptions.



CRITICAL

No delays. No "I'll send it later." The link goes out while the patient is still in the building. Text messages have a 98% open rate — but only when you send them immediately.

Why text over email? Text messages are read within 3 minutes on average. Emails sit in inboxes. If you have the patient's mobile number, text wins every time.

4

QR Code Setup

Generate a QR code that links directly to your Google review page. Print it on a small stand or card and place it where patients can see it at checkout.

🖥️ Front desk display

🧾 Checkout counter

🪑 Waiting room table

📄 Sign-out area

Generate yours free at qrcode-monkey.com — paste your Google review URL and download the image. Print at least two copies.

SAY THIS

✓ "You can scan this right here — takes about 30 seconds."

NOT THIS

✗ "Scan this if you want to."
✗ "There's a QR code around here somewhere."

5

Daily Tracking

Set a simple daily target: **3 asks per day**, per front desk team member. Print the tracker below and keep it next to the monitor. Mark each ask. That's the entire system.

REVIEWS ASKED TODAY

Check a box each time you ask · Reset daily

Why 3? It's low enough to actually happen and high enough to compound fast:

3 asks/day × 5 days/week × 4 weeks

= 60 asks per month

At just 20% conversion → 12 new reviews every month

Nothing complicated. Everything stays the same. Just three checkboxes and a pen.

6 End-of-Day Check

Before anyone closes out for the day — 30 seconds, three questions:

- Did we ask every patient at checkout?
- Did we send the link right away each time?
- Did we hit our daily target of 3?

All yes? Done. Go home. **Any no?** No guilt — just fix it tomorrow.

WEEKLY PULSE — EVERY FRIDAY

Five-minute check-in: How many total asks this week? Any patterns? Any blockers? This is a quick huddle, not a meeting. Keep it standing and keep it short.

7 Common Mistakes

Most review programs don't fail because of a bad system. They fail because of over-engineering. Here's what trips people up:

- Waiting for the "perfect patient" — almost all of them are happy
- Over-explaining why you want a review
- Building a complex system before building the habit
- Sending the link hours later, or the next day
- Only asking when you "remember" instead of every single time
- Giving up after one slow week

The rule that matters most: Consistency beats perfection. Every single time.

What to Expect

Not everyone will leave a review. That's completely normal and expected. Here's what realistic results look like:

TYPICAL CONVERSION

10 – 30%

of patients asked

FIRST RESULTS IN

2 – 3 weeks

of consistent asking

Don't track conversion rate — track **volume of asks**. You can't control who leaves a review, but you can control how often you ask. Focus on the input, not the output.

Momentum builds. The first week feels a little awkward. By week three, it's muscle memory.

Your Week 1 Launch Plan

Don't overthink the start. Pick one person, hand them this playbook, and begin.

Monday Pick one front desk team member as the **owner**. Give them the script, the printed QR code, and the daily tracker. Do a 2-minute briefing — that's all they need.

Tue – Thu Ask every patient at checkout. Mark the tracker after each ask. Send the review link immediately — no exceptions, no "I'll do it later."

Friday Quick debrief: How many asks total? What felt natural? What felt awkward? **Don't change anything yet** — the goal is reps, not optimization.

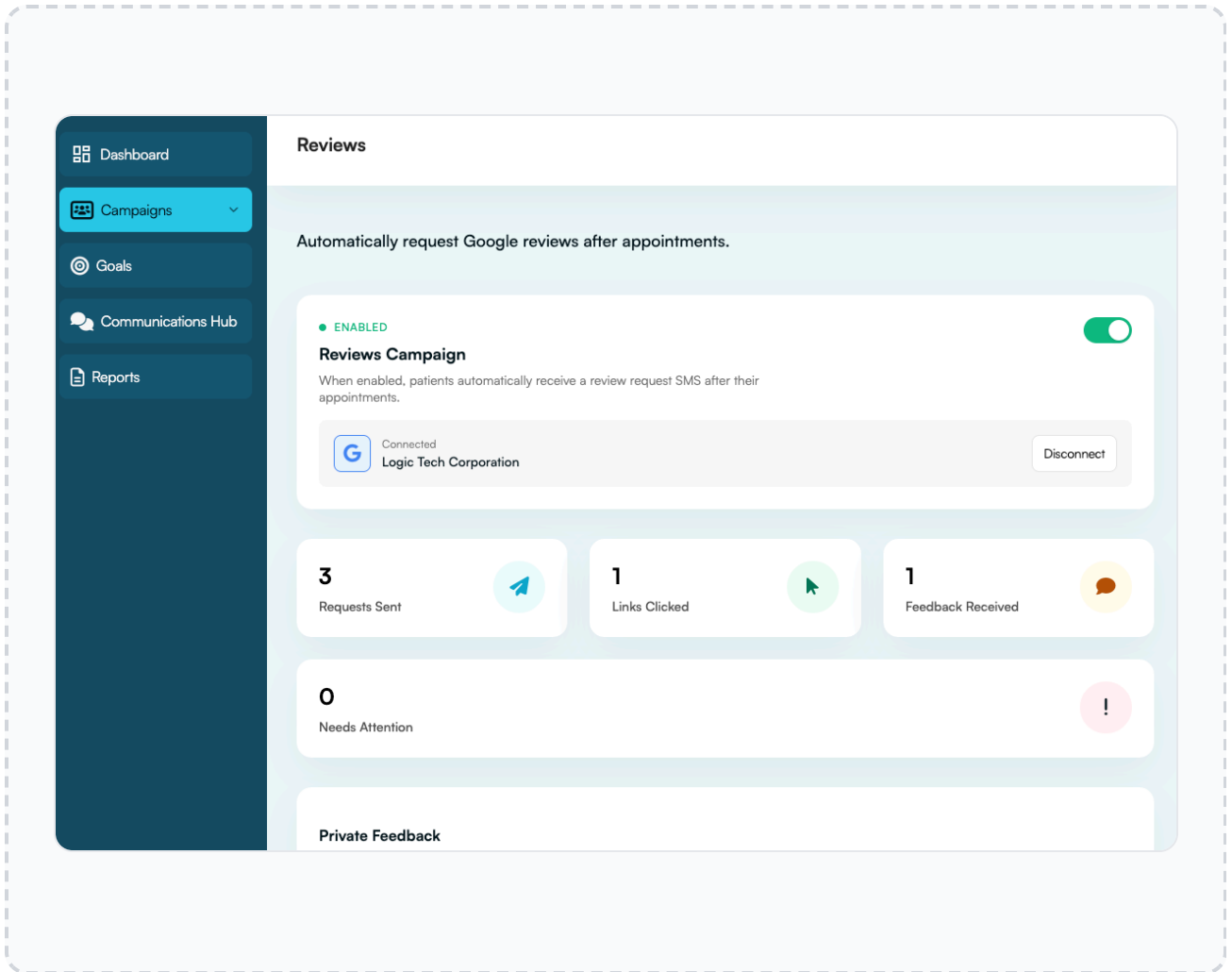
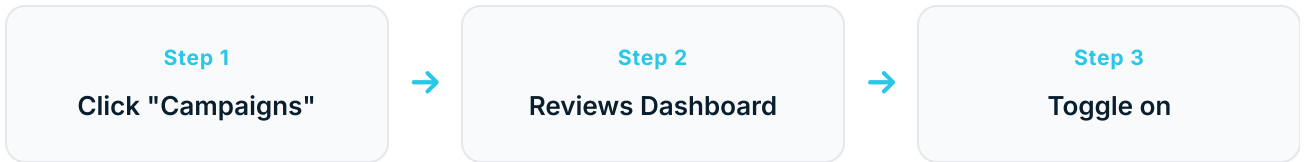
Week 2 + Repeat exactly the same process. The system works through consistency, not tweaking. Once the habit is automatic (usually 2–3 weeks), consider expanding to additional team members.

REMEMBER

You're not launching a marketing campaign. You're building a 10-second habit. Start small. Stay consistent. The reviews will follow.

P Automate It With Paradigm

Everything above works manually. But if you're already on **Paradigm**, you can automate the entire review workflow in about 60 seconds — no setup calls, no integrations, no waiting.



That's it. Once the toggle is on, Paradigm handles the rest:



Automatic send after 2 hours

Every completed appointment triggers a message — no manual follow-up needed.



Smart routing by rating

4-5 stars → Patient is directed to leave a public Google review.

1-3 stars → Feedback stays private so you can follow up directly.



One link, zero friction

Patients get a single link. They tap a star rating and they're either writing a Google review or sending you private notes. No app downloads, no logins.

MANUAL + AUTO = BEST RESULTS

The front desk ask and Paradigm's automated follow-up aren't competing strategies — they're complementary. Ask in person, and let Paradigm catch anyone who didn't scan the QR code.

✂ Cut here — place at front desk

Quick Reference — Front Desk

Print this page and keep it at the checkout counter

THE SCRIPT

"Would you be open to leaving us a quick Google review? I can text you the link — it takes 30 seconds."

THE RULES

Ask every patient
Send the link *right away*
Don't overthink it

THE WORKFLOW

1. Appointment ends
2. Ask at checkout
3. Send link immediately

QR CODE PROMPT

Point to it and say:
"You can scan this right here — it's quick."

DAILY TARGET

Want to automate this? logitechcorp.com · (905) 946-1477

READY TO AUTOMATE YOUR REVIEWS?

See Paradigm in action

Talk to our team or explore the platform on your own.



logitechcorp.com



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