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REVIEW

FREE GUIDE

The 48 Hour Rule

What to reply to a bad review, a good one, and the silent majority who never write anything.

Who you are actually writing to

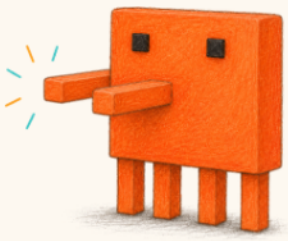
You are not replying to the reviewer. That conversation is mostly over.

You are writing to the **next hundred people** who read it while deciding whether to use you. They will read the review and then, immediately, your reply. What they are measuring is not whether the complaint was fair — it is how you behave when something goes wrong.

> ***Forty-eight hours. After that the exchange reads as an argument you lost interest in.***

Why a perfect page hurts you

A wall of five stars with no dissent reads as fake, and buyers know it. One handled complaint does more for trust than ten more compliments.



The bad review — four moves

1. Name the specific thing

Not «we are sorry you had a bad experience». Name it: «you waited forty minutes for a table you had booked». Specificity proves you read it.

2. Do not explain

Every reason reads as an excuse to the person deciding. The staffing, the supplier, the system being down — all true, all irrelevant to them. One clause maximum.

3. Say what changed

The move almost nobody makes, and the one that converts. «We now hold booked tables for fifteen minutes and there is someone on the door at seven.»

4. Move the rest off the platform

A name and a direct line. Not «DM us», which reads as a brush-off. «I am Ana, I own the place, write to me at ana@... and I will sort it.»

What sinks you

- Arguing the facts, even when you are right
- Suggesting the reviewer misremembers
- A reply longer than the review
- Copy-pasting the same apology under every complaint — readers scroll, they notice
- Replying angry at midnight

If you are annoyed, write it, save it, send it in the morning. The 48-hour rule has room for a night's sleep.

The good review

Someone just told the world you are worth using — for free, unprompted. «Thanks!» wastes it.

1. **Repeat the specific thing** they praised, framed as something you do deliberately
2. **Leave a door open**: «see you in the spring for the second half»

Keep it to two sentences. The good review is the star; you are the supporting line.

The silent majority

Here is the part most businesses never address:

1 in 10 satisfied customers leaves a review unprompted. Unhappy ones write at several times that rate.

Which means the average public rating of a well-run business is **systematically worse** than its actual service — not because anyone lied, but because of who bothers to type.

The fix is not to chase reviews. It is to ask at the right moment.

Ask when	Never ask
The job is finished and they said something nice out loud	In the same message as an invoice
The problem they came with is measurably gone	Before the outcome is clear
They just booked again	More than once, or with an incentive

How to ask

Short, personal, one link, and **name the platform**. Asking for «a review» gets nothing; asking for «a line on Google, it takes thirty seconds» gets a response.

If a person can send it, better than a system — and if a system sends it, make sure it does not fire at someone who just complained.

The one number to watch

Not the star average. **Response rate within 48 hours**, across every review, good and bad.

> It is fully in your control, it is visible to every reader, and it is the only review metric you can move this week.

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Want the reply templates?

We do a free Process Diagnosis, and reviews are part of it: we look at what people actually say about you, what is going unanswered, and where in your process the ask should sit. No cost, no commitment.

Comment REVIEW

on any of our posts, or send us MAP by direct message.

Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

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WHO WE ARE

Sinsajo Creators

ARCHITECTS OF BUSINESS

We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

AI Agents

Systems that answer, book, quote and follow up — you approve before anything ships.

Content & Brand

Video, carousels and guides that bring the right customers to the door.

Send us MAP by direct message for a free Process Diagnosis.

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