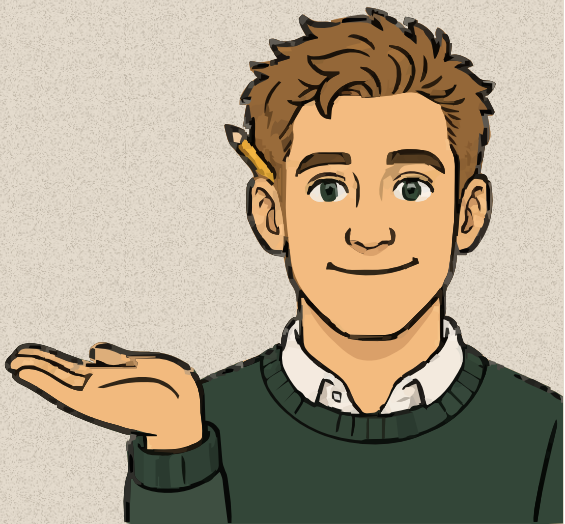


Your reviews, three ads
and where to post each

How to pick the lines a stranger can picture, the words to type to get each ad made, and the place each one works best.



From the reel:
Thirty reviews, one ad

What's inside

On 14 Nov 2026 we gave Claude 30 five-star reviews of an example barber. It threw out 16 that sell nothing, kept 14 a stranger can picture, and made a 12.6-second ad from three of them. Every shape here starts from that sort, so begin with page 3. Ask the customer before their words go in an ad (page 8).

1 Sort your reviews first

2 Shape 1: three lines and an ask

3 Making shape 1

4 Shape 2: one hero line

5 Shape 3: the worry, answered

6 Ask before you use their words

+ The text that gets better reviews

Sort your reviews first



From the reel: "Top service" sells nothing; "I drive past three barbers" is kept. Example reviews.

WHAT IT DOES

A line sells when a stranger can picture it: a number, a person, a scene, or an answer to what stops people booking. "Great cut, lovely lads" fits every barber in the country, so it goes.

SET IT UP

1. Copy your Google reviews into a document (screenshots work).
2. Attach it in Claude and type: `Sort these reviews: lines a stranger can picture, and praise that fits any business. Pick three that do different jobs, each cut to one line, word for word.`
3. If a pick only makes sense to you, ask for the next one. A second Claude in our run threw out the same 16.

Shape 1: three lines and an ask



Our example ad, 12.6 s. Its shop name and Book online sit where Instagram's buttons can cover them on a Reel: keep yours inside the safe area.

WHAT IT DOES

A 12-second video: three review lines, each on its own card over a photo, then your name and one button. Post it as a Reel or boost it as an ad. **Best for** places people choose between on one street: barbers, salons, cafes, dentists, garages.

SET IT UP

1. Pick three lines that do different jobs. Ours: why come here, not nearer; a worry settled; how fast you get in. With only one good line, use shape 2.
2. Keep each to about ten words. Nobody reads a paragraph in three seconds.
3. End on one ask a review backs up. Ours, Book online, came from the only review that says how to book.

Making shape 1



What we gave Claude: three example photos. What came back: the first card.

WHAT IT DOES

Our 6 min 59 s was in a studio already set up, photos made beforehand. A first run in the Code tab (Pro plan or above, USD 20 a month) also installs Node.js and Remotion (free up to 3 people).

SET IT UP

1. In the Code tab, open a folder with your photos and lines and type: `Make a 12-second 1080x1920 ad with Remotion: each line on its own card over a photo, five stars, the first name, then my shop name and a Book online button. All text out of the top 14% and bottom 35%. Stills first.`
2. Ask for fixes in plain words, then the video.
3. No Code tab (untested by us): ask Claude for the cards as pictures, then add them in Instagram's Reels editor.

Shape 2: one hero line



Left: the line, from its 1080x1920 Story frame. Right: the next Story, the ask. Example ad.

WHAT IT DOES

One line on one photo as a Story, your booking link on the next. Pick a line with a number or a comparison in it. **Best for** places people come back to: barbers, bakeries, gyms, nail bars.

SET IT UP

1. Ask Claude: `Which one line would make a stranger book if it was all they read? It needs a number, a comparison or a scene. Give me five.`
2. Ask for it as a 1080×1920 still over your photo, or type it on with Instagram's text tool.
3. Next Story: sticker tool, Link, your booking page, Done. New accounts may not have the Link sticker yet.

Shape 3: the worry, answered



Card 2 of our example ad, and the same card cut square for a Google post.

WHAT IT DOES

Someone on your Google profile is close to booking, but one worry stops them. Put the worry small and the answer big. **Best for** risky first visits: dentists, kids' cuts, garages, vets.

SET IT UP

1. Ask Claude: `List five worries that stop a first booking at a [barber], and the review line that answers each, word for word.`
2. Ask for the best one as a 1080×1080 still: the worry small and grey, the answer big, five stars, the first name.
3. On your Business Profile: Posts, Add post, Update. Add the picture, the line and a Button to your booking page.

Ask before you use their words



Two lines from our example ad, word for word, first names only. Examples.

WHAT IT DOES

Asking first is the safe course. The UK ad code expects permission (CAP Code 3.50, except accurate quotes from a published source), proof it's genuine (3.47), and no making reviews look better than they are (3.46): pick true, typical lines. India's CCPA has 2022 guidelines on misleading endorsements; elsewhere, check your rules.

SET IT UP

1. Send: `Hi [name], thanks for your review. Could we use one line from it in a short ad, first name only? "[line]" No problem if not.`
2. Keep a screenshot of their yes, with their number or email.
3. Use their words as written. No reply means no.

The text that gets better reviews

16 of our 30 example reviews sold nothing: "Top service", "Superb!". A review request that asks one question with a picture in the answer gets lines a stranger can see. Send it on the day, while the visit is fresh.

HOW

1. Get your link: on a computer, open your Business Profile, choose Read reviews, then Get more reviews, and copy the link.
2. Ask Claude: `Write a text asking a customer for a Google review after a visit. Ask one question that gets a detail: what they were worried about, or what surprised them. Under 300 characters, friendly, ending with [link].`
3. What comes back looks like this example: "Thanks for coming in today, Sam. If you've got a minute, a Google review helps us a lot: what were you worried about before, and how did it go? [link]"
4. Send it to every customer, happy or not. Google bans asking only the happy ones, and bans offering anything in return for a review.
5. Google makes a QR code of the same link on that screen (on a computer only). Print it for the counter.

Where this comes from

– Our run, 14 Nov 2026 (reel folder, craft/run.md and craft/run/picks.md): 30 example reviews; a fresh Claude kept 14 and threw out 16; the three lines and the ask; 6 min 59 s of work over two passes.

– The ad's timings (cards at 0, 3.2 and 6.4 s, the ask at 9.6 s, 12.6 s long): the ad's code, apps/reel-studio/src/print/Am17.tsx.

– Meta Ads Guide, Instagram Reels and Stories specs: 9:16; keep text out of the top 14%, bottom 35% and 6% each side (facebook.com/business/ads-guide, read 15 Nov 2026).

– Instagram, Share Links in Instagram Stories to Everyone, 27 Oct 2021: Link sticker steps; new accounts excluded (about.instagram.com, read 15 Nov 2026).

– Google Business Profile Help: Create & manage posts; Create a link or QR code to request reviews (support.google.com/business, read 15 Nov 2026).

– Google, Prohibited & restricted content: no incentives for reviews, no asking only for positive ones (support.google.com/contributionpolicy, read 15 Nov 2026).

– ASA, UK Code of Non-broadcast Advertising, section 3, rules 3.46, 3.47 and 3.50 (asa.org.uk, read 15 Nov 2026).

– India: CCPA, Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 (listed at ccpa.doca.gov.in/guidelines.php, read 15 Nov 2026).

– Claude: the Code tab on Pro, Max, Team and Enterprise (academy.claude.com); Pro is USD 20 a month billed monthly (claude.com/pricing); both read 15 Nov 2026.

– Remotion licence: free for individuals and companies of up to 3 people (remotion.dev/license, read 15 Nov 2026).

– THE CHAIR, its reviews, names and messages are examples. The shop photos are generated stand-ins for your own.

Made by @automindly. Follow us for the next one.

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