JP MARKETING

PROMPT PACK

# AI Prompts for Google Business Profile Posts

Copy-and-paste prompts for law firms

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# What this pack does

Use these prompts to write a month of Google Business Profile posts in minutes. Weekly posts keep your profile active and give people (and Google's AI) more reasons to choose your law firm.

# Words to know

| Word | What it means |
|---|---|
| Prompt | The instructions you type into an AI tool. |
| [Blank] | A spot you fill in with your real info. |
| Chat | One conversation with the AI. It remembers what you said earlier in the same chat. |
| Tone | How the writing sounds: friendly, serious, fun. |

# How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

# Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

| Blank | What it means | Example (Law Firms) |
|---|---|---|
| [BUSINESS] | Your business name | Garden State Law Group |
| [CITY] | Your main city | Edison, NJ |
| [AREAS] | Nearby areas you serve | New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex County |
| [SERVICES] | Your services | car accidents, truck accidents, construction injuries, wills, living trusts, power of attorney, probate |
| [AUDIENCE] | Who you help | injured workers, drivers, and families planning for the future |
| [USP] | Why people pick you | free consults 7 days a week, no fee unless we win, Spanish spoken, free estate planning workshops |
| [TONE] | How you want to sound | calm, clear, plain English, no legal jargon |

**Pro move:** Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Garden State Law Group
CITY: Edison, NJ
AREAS: New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex
County
SERVICES: car accidents, truck accidents, construction injuries, wills,
living trusts, power of attorney, probate
AUDIENCE: injured workers, drivers, and families planning for the future
USP: free consults 7 days a week, no fee unless we win, Spanish spoken, free
estate planning workshops
TONE: calm, clear, plain English, no legal jargon
Industry: Law Firms
Rules: Follow your state bar's advertising rules. No promises of results.
Add required disclaimers. Don't give individual legal advice in comments.
Never share client info.
```

# The prompts

## Prompt 1: Plan a month of Google posts

One post a week keeps your profile fresh.

```
Plan 8 Google Business Profile posts for [BUSINESS], a law firm in [CITY],
for [MONTH].
Mix: offers, tips, team, events, services, and proof.
For each: post type (Update, Offer, or Event), headline idea, the post text
(60 to 120 words), the button (Book, Call, Learn more, Sign up), and which
page to link.
No phone numbers in the text. Simple words.
```

## Prompt 2: Write an offer post

Offers get clicks.

```
Write 3 versions of a Google Business Profile offer post for [BUSINESS] in
[CITY].
Offer details: [PASTE REAL OFFER, PRICE, DATES, FINE PRINT].
Each under 100 words. Clear first line. Include the end date. Suggest a
button.
```

## Prompt 3: Write an event post

Perfect for open houses, workshops, and special days.

```
Write a Google Business Profile event post for [EVENT NAME] at [BUSINESS].
Details: [DATE, TIME, PLACE, WHO IT'S FOR, WHAT HAPPENS, HOW TO SIGN UP].
Write a short event title (under 58 characters) and the description (under
120 words).
```

## Prompt 4: Turn a service into a post

Spotlight one service each week.

```
Write a Google Business Profile post about our "[SERVICE]" service in
[CITY].
Include: a common problem or question, how we help, one trust fact ([USP]),
and a call to action.
Under 120 words. Mention [CITY] or one of [AREAS] once.
```

## Prompt 5: Turn a real job or story into a post

Real stories build trust.

```
Turn this real story into a Google Business Profile post: [PASTE WHAT
HAPPENED, WHERE (city/neighborhood only), RESULT].
Under 120 words. Follow these privacy rules: Follow your state bar's
advertising rules. No promises of results. Add required disclaimers. Don't
give individual legal advice in comments. Never share client info.
```

## Prompt 6: Write post ideas from reviews

Your reviews are content.

```
Here are recent reviews: [PASTE].
Find the 4 things people praise most. Write one Google post about each that
shows (not brags about) that strength. Don't quote private details.
```

## Prompt 7: Holiday and seasonal posts

Easy wins all year.

```
Write 12 Google Business Profile posts for a law firm in [CITY], one for each month, tied to the season or holidays.
Use these monthly themes as a guide: January: New Year estate planning push + winter driving / February: Estate seminars (great month) / March: Spring seminars + 'update your will' content / April: Distracted driving month / May: Motorcycle safety + Elder Law Month content / June: Summer travel and construction season...
Each under 100 words with a button suggestion.
```

### Prompt 8: Write photo captions

Photos with good descriptions help.

```
I'm uploading these photos to my Google profile: [DESCRIBE EACH PHOTO].
Write a short, natural description for each (1 to 2 sentences) that says what it shows and where (city), without keyword stuffing.
Also suggest a good file name for each photo (like teamname-service-city.jpg).
```

## Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right
- [ ] Clear next step for the reader
- [ ] No phone numbers in post text
- [ ] Offer dates and prices are real
- [ ] State bar advertising rules (ABA Model Rules 7.1-7.3 and your state's version).
- [ ] 'Attorney Advertising' labels where your state requires them.

# How to tell if the AI did a good job

| Good answer | Bad answer |
|---|---|
| Short sentences, plain words | Big fancy words |
| Uses YOUR facts | Makes up prices, reviews, or awards |
| Sounds like a real person | Sounds like an ad robot |
| Answers the question first | Long intro before the point |
| Mentions your city naturally | Says the city 20 times |

# How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

## Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

**Book a free strategy call at jpmarketing.co.** We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

*Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.*