JP MARKETING

PROMPT PACK

AI Prompts for Google Business Profile Posts

Copy-and-paste prompts for counselors & therapists

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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 counseling practice.

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 (Counselors & Therapists)
[BUSINESS]	Your business name	Calm Path Counseling
[CITY]	Your main city	Plano, TX
[AREAS]	Nearby areas you serve	Frisco, Allen, Richardson, McKinney (plus online across Texas)
[SERVICES]	Your services	anxiety therapy, couples counseling, teen counseling, EMDR, grief counseling, online therapy
[AUDIENCE]	Who you help	stressed adults, couples, and parents of teens
[USP]	Why people pick you	evening hours, free 15-min consult, Gottman and EMDR trained, superbills
[TONE]	How you want to sound	warm, calm, plain words, no clinical 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: Calm Path Counseling
CITY: Plano, TX
AREAS: Frisco, Allen, Richardson, McKinney (plus online across Texas)
SERVICES: anxiety therapy, couples counseling, teen counseling, EMDR, grief
counseling, online therapy
AUDIENCE: stressed adults, couples, and parents of teens
USP: evening hours, free 15-min consult, Gottman and EMDR trained,
superbills
TONE: warm, calm, plain words, no clinical jargon
Industry: Counselors & Therapists
Rules: Never post about clients, even with names removed. Don't promise
results. Add crisis info (988) on posts about suicide or self-harm. Don't
give individual advice in comments.
```

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 counseling practice
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: Never post about clients, even
with names removed. Don't promise results. Add crisis info (988) on posts
about suicide or self-harm. Don't give individual advice in comments.
```

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 counseling practice in [CITY], one for each month, tied to the season or holidays.
Use these monthly themes as a guide: January: New Year goals + winter blues / February: Couples month (Valentine's) / March: Teen stress and spring testing / April: Stress Awareness Month / May: Mental Health Awareness Month (biggest month) / June: Summer routines, Pride (if you're affirming)...
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
- [ ] HIPAA: never post or reply with client info.
- [ ] Many ethics codes (ACA, AAMFT, NASW) limit asking current clients for testimonials. Check yours.

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.