JP MARKETING

PROMPT PACK

AI Prompts to Write SEO & AI Search Blogs

Copy-and-paste prompts for counselors & therapists

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What this pack does

These prompts help you write blog posts that rank on Google, get quoted by AI tools, and bring in clients. The secret: answer real questions clearly, and add your real-world experience.

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: Find blog topics people really search

Start with topics that bring leads.

```
Give me 40 blog topic ideas for a counseling practice in [CITY].
Group them into: cost questions, problem/symptom questions, compare
questions, "how to choose" questions, local and seasonal topics.
For each, add who is searching and how close they are to buying (high/
medium/low).
Examples of the style I want: "How to find a therapist in Plano who's a good
fit", "Simple grounding tricks for when worry spikes", "What does LPC, LMFT,
and LCSW mean?".
```

Prompt 2: Build the outline

A good outline makes a good post.

```
Create an outline for a blog post titled "[TITLE]" for [BUSINESS] in [CITY].
Include: a 2 to 3 sentence quick answer at the top, 5 to 7 headings (use
real questions as headings), a table or list idea, a "local tip" section, a
short FAQ (4 questions), and which service page to link to.
Target reader: [AUDIENCE].
```

Prompt 3: Write the full blog (SEO + AI friendly)

The main prompt.

```
Write a blog post for [BUSINESS], a counseling practice in [CITY], titled
"[TITLE]".
Rules:
- First 2 to 3 sentences = a direct answer to the title question.
- Use the question as a heading, and answer sub-questions under clear
headings.
- Include one helpful table or numbered list.
- Add a local section that mentions [CITY] and [AREAS] naturally (only real
local facts, or [ADD LOCAL FACT]).
- Add a section called "What we see every day" with placeholders for our
real experience: [ADD STORY OR TIP FROM OUR TEAM].
- End with a short FAQ (4 questions) and a call to action to book a free
consult call, linking to our [SERVICE PAGE].
- 1,000 to 1,500 words. 5th to 7th grade reading level. Tone: [TONE].
- Don't invent stats, studies, or quotes. If you mention a number, mark it
[CHECK THIS].
```

Prompt 4: Add your real experience

This is what makes your post better than AI copies.

```
Here is my blog draft: [PASTE].
Ask me 6 questions about my real experience with this topic (stories,
mistakes I see, tips, numbers). After I answer, rewrite the post to include
my answers in a natural way.
```

Prompt 5: Make it more AI-quotable

Help AI tools pull clean answers.

```
Here is my blog post: [PASTE].
Rewrite it so: the first paragraph answers the main question in 40 to 60
words, each heading is a clear question, each section starts with a 1-
sentence answer, and key facts are in a list or table.
Keep my voice and real stories. Don't add facts I didn't give you.
```

Prompt 6: Write titles and meta descriptions

Better titles = more clicks.

```
For a blog post about "[TOPIC]" for a business in [CITY], write 8 SEO titles
(under 60 characters) and 4 meta descriptions (under 155 characters).
Make them clear and click-worthy, not clickbait. Mark your top pick.
```

Prompt 7: Turn one blog into 10 pieces

Get more from every post.

```
Here is my blog post: [PASTE].
Turn it into: 3 Google Business Profile posts, 3 Instagram/Facebook
captions, 2 short video scripts (30 seconds), 1 email to past customers, and
1 FAQ entry for my website.
Keep the tone: [TONE].
```

Prompt 8: Refresh an old blog

Old posts can rank again.

```
Here is an old blog post from my site: [PASTE] It was published on [DATE].
Tell me what's outdated or missing. Then rewrite it with a new quick-answer
intro, updated sections, a new FAQ, and a note at the top: "Updated [MONTH
YEAR]".
```

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
- [ ] Quick answer at the top
- [ ] Links to a service page
- [ ] Includes our real experience
- [ ] 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.