JP MARKETING

PROMPT PACK

AI Prompts for Social Media Content

Copy-and-paste prompts for home service contractors

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

What this pack does

These prompts help you plan and write a month of social posts, video scripts, and replies for your home service company in about an hour.

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 (Home Service Contractors)
[BUSINESS]	Your business name	Lone Star Air & Plumbing
[CITY]	Your main city	Cypress, TX
[AREAS]	Nearby areas you serve	Katy, Tomball, Jersey Village, Spring, NW Houston
[SERVICES]	Your services	AC repair, AC replacement, heating, water heaters, tankless, drain cleaning, leak detection, sewer repair, 24/7 emergency
[AUDIENCE]	Who you help	homeowners in NW Houston suburbs
[USP]	Why people pick you	family-owned, 24/7 real people, upfront pricing, financing, 1,200+ reviews
[TONE]	How you want to sound	friendly, straight-talking, Texas local

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: Lone Star Air & Plumbing
CITY: Cypress, TX
AREAS: Katy, Tomball, Jersey Village, Spring, NW Houston
SERVICES: AC repair, AC replacement, heating, water heaters, tankless, drain
cleaning, leak detection, sewer repair, 24/7 emergency
AUDIENCE: homeowners in NW Houston suburbs
USP: family-owned, 24/7 real people, upfront pricing, financing, 1,200+
reviews
TONE: friendly, straight-talking, Texas local
Industry: Home Service Contractors
Rules: Get permission before showing a customer's home, face, or address.
Blur house numbers and license plates.
```

The prompts

Prompt 1: Make a 30-day content plan

Never wonder what to post again.

```
Make a 30-day social media plan for [BUSINESS], a home service company in
[CITY].
Use these content buckets: Job sites, Tips, Team, Offers, Local.
For each day give: format (reel, photo, carousel, story), the idea, a hook
(first line), and a call to action.
Rules: Get permission before showing a customer's home, face, or address.
Blur house numbers and license plates.
Put it in a table.
```

Prompt 2: Write captions

Turn ideas into posts.

```
Write 10 social media captions for [BUSINESS] about: [TOPICS].
Each caption: a strong first line, 2 to 4 short sentences, one call to
action, and 3 to 5 hashtags (mix local and topic tags).
Tone: [TONE]. No emojis overload (2 max).
```

Prompt 3: Write short video scripts

Short videos get the most reach.

```
Write 5 short video scripts (20 to 40 seconds) for [BUSINESS], a home
service company in [CITY].
Topics: [TOPICS] (or pick the questions customers ask most).
For each: hook (first 2 seconds), what to say (in simple talking words),
what to show on screen, on-screen text, and the ending call to action.
Make them easy to film on a phone with no editing skills.
```

Prompt 4: Myth-busting series

Myths are great for engagement.

```
List 10 common myths people believe about contractors or [SERVICE].
For each: the myth, the truth in 1 to 2 sentences, and a carousel layout (5 slides).
Keep it friendly, not preachy.
```

Prompt 5: Team spotlight posts

People trust people.

```
Write a team spotlight post for [NAME], [ROLE] at [BUSINESS].
Facts: [PASTE: years, training, what they love, fun facts].
Write: 1 Instagram caption, 1 Facebook post, and a 30-second video script where they introduce themselves.
```

Prompt 6: Turn reviews into posts

Social proof that's easy to make.

```
Here are 5 real reviews: [PASTE].
Turn each into a short social post that thanks the reviewer (first name only, if they're OK with it), pulls out the best line, and ends with a soft call to action.
Follow these rules: Get permission before showing a customer's home, face, or address. Blur house numbers and license plates.
```

Prompt 7: Seasonal and local ideas

Stay timely.

```
Give me 20 social post ideas for a home service company in [CITY] for
[MONTH], tied to local events, weather, school calendars, and holidays.
Add a hook for each.
```

Prompt 8: Reply to comments and DMs

Fast, kind replies win.

```
Write friendly reply templates for [BUSINESS] for these situations: someone
asks about price, someone asks if we have openings, someone leaves a happy
comment, someone leaves an angry comment, someone asks a personal question
about their situation in public.
Keep replies short. Move private stuff to DMs or a phone call. Follow
privacy rules for home service companies.
```

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
- [ ] Photo/video permission for anyone shown
- [ ] No private info in posts or replies
- [ ] License numbers where your state requires them.
- [ ] No virtual offices for Google profiles.

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.