

Local Client Magnet Profile System (Google + Yelp)

Your website explains what you do. Your Google + Yelp profiles are what get you chosen. This system turns them into your best salesperson.

What it does (your sales promise)

A step-by-step setup that turns Google + Yelp into a **24/7 salesperson** by doing three things:

1. gets the business found in “near me” searches,
2. builds trust fast (reviews + proof + clarity),
3. makes booking the obvious next step.

“Where do I click?” (super simple)

Google: Go to your Business Profile → tap **Edit profile, Edit services, Add update/Promote,** and **Add photos** depending on the block. [Google Help+2](#)[Google Help+2](#)

Yelp: In Yelp for Business, use **Biz Info** → “From this business” (Specialties/History/Meet the owner). [Yelp Business+1](#)

How to use the Local Client Magnet Profile System (Google + Yelp)

This system is designed to help your Google Business Profile and Yelp page do most of the client-attraction work for you: getting found, building trust, and making booking easy.

Step 1: Gather your basics (5 minutes)

Before you paste the prompt, collect:

- Business name, phone, website, booking link
- City + state, and your service area (neighborhoods/cities/ZIPs)
- Hours, pricing approach (how estimates work), and policies (cancellations, deposits, etc.)
- Your top services (5–12) and add-ons (5–10)
- Trust proof (years in business, insurance, certifications, guarantee)

Tip: If you don’t have everything, that’s okay. The prompt will ask up to 10 questions to fill the gaps.

Step 2: Paste the master prompt into ChatGPT

1. Copy the full prompt.
2. Paste it into ChatGPT (or your AI tool).
3. Replace the bracketed fields (like [PHONE], [CITY], [BOOKING LINK]) with your details.

Step 3: Answer the clarifying questions

The AI will ask you a short set of questions (up to 10). Answer them in one message if possible.

This is important because it makes your profile accurate, consistent, and tailored to your service area.

Step 4: Copy/paste the outputs into Google and Yelp (30–60 minutes)

You'll receive "paste-ready" sections. Use them exactly where they belong:

Google Business Profile

- Categories (primary + secondary)
- Business description (short + long)
- Services list + "what's included"
- Q&A (add these proactively)
- Offers
- 4 weekly Google posts (you can schedule or post weekly)
- Photo plan (what to upload)

Yelp

- Bio (short + long)
- Specialties + History + Meet the Team
- Offers
- Review response templates (save these for fast replies)
- Photo captions

Step 5: Upload photos using the photo plan (this matters)

Profiles with strong photos convert better because people can "see" professionalism.

Follow the shot list and upload:

- Team/process photos (trust)
- Results photos (proof)
- Tools/vehicle/uniform (legitimacy)
- A clean, consistent look (no random blurry images)

Step 6: Do the 15-minute weekly maintenance (this is the secret)

To keep your profile working and improving:

- Post 1 Google update per week (use the provided posts)
- Add 2–4 photos per week
- Request reviews from completed jobs (use the review request script)
- Respond to new reviews within 24–48 hours (use templates)

What success looks like

You'll notice:

- More calls/messages from “near me” searches
- Better-quality leads (less price shopping, more booking intent)
- Easier sales conversations (your profile answers most questions)

Common mistakes to avoid

- Picking the wrong category (or too many irrelevant ones)
- A vague description (“We do great work”) instead of clear services + service area
- No “what’s included” list (creates uncertainty)
- No photos or inconsistent photos
- Not asking for reviews consistently
- Not answering reviews (especially negative ones)

Client Quick Start Guide

Local Client Magnet Profile System (Google + Yelp)

Print this page or keep it open while you set up your profiles. Check items off as you go.

1) Prep checklist

- Business name (exact spelling you use everywhere)
- Phone number + website + booking link
- City + state + service area (cities/neighborhoods/ZIPs)
- Hours + holiday hours (if applicable)
- Top services (5–12) + add-ons (5–10)
- Pricing approach (how estimates work)
- Proof/trust items (years in business, licensed/insured, certifications, guarantee/warranty)
- Policies (cancellations, deposits, travel fees, arrival windows)
- 15–20 photos ready (or a plan to take them)

2) Use the prompt (the “engine”)

- Copy the master prompt into ChatGPT (or your AI tool)
- Paste your business info into the prompt fields
- Answer the AI’s clarifying questions (up to 10) in one message
- Save the output in a doc/notes app (you’ll copy/paste sections)

3) Google Business Profile setup order (do in this order)

Foundation

- Claim/verify the profile (if not already)
- Confirm business name + phone + website + hours are correct
- Choose **Primary category** (most important)
- Add 3–5 **Secondary categories** (only relevant ones)
- Add service area locations (cities/neighborhoods/ZIPs)

- Turn on relevant attributes (online estimates, on-site services, etc.)

Conversion content

- Paste the **Business description** (750-char or 350-char version)
- Add your **Services list** (10–15)
- Add “**What’s included**” bullets for top services (where allowed)
- Add your **Add-ons** (where appropriate in services/notes)
- Add the **Q&A pack** (15 Q&As)

Trust + activity

- Upload photos (start with 10–15): team/process, results, tools/vehicle, before/after when appropriate
- Add 1–2 **Offers** (from your offer pack)
- Post your first **Google Update Post** (Week 1)
- Add a simple booking path: “Call [PHONE]” + “Book: [LINK]” anywhere it fits

4) Yelp setup order (do in this order)

Foundation

- Claim/verify your Yelp page
- Confirm business info (phone, service area, hours, website/booking link)
- Choose the best categories (primary + secondary)

Conversion content

- Paste your **Yelp Bio** (long or short version)
- Add **Specialties** bullets
- Add **History** (short + human)
- Add **Meet the Owner/Team** (trust-building, simple)
- Add 1–2 **Special Offers** (from your offer pack)

Trust

- Upload 10–15 photos (use your shot list)
- Add photo captions (use the caption pack)
- Save your **review response templates** somewhere easy to access

5) 30-day activation checklist (simple momentum)

- Week 1: Post 1 Google update + upload 5 photos + request 3 reviews
- Week 2: Post 1 Google update + upload 3 photos + request 3 reviews
- Week 3: Post 1 Google update + upload 3 photos + request 3 reviews
- Week 4: Post 1 Google update + upload 3 photos + request 3 reviews
- Respond to every review within 24–48 hours (use templates)

Review request script (copy/paste)

Text/SMS:

“Hi **[Name]**—thanks again for choosing us. If you were happy with the service, would you mind leaving a quick review? It really helps local customers find us. Here’s the link: **[REVIEW LINK]**. Thank you!”

In-person:

“If everything looks great, would you be willing to leave us a quick review? It helps us a lot locally. I can text you the link.”

Quick quality check (before you call it “done”)

- Your service area is specific and accurate
- Your services are detailed (not vague)
- Your description clearly says who you help + where + what to do next
- You have real photos that show professionalism
- Your booking step is obvious (call/link)
- Your Q&A covers pricing approach, scheduling, what’s included, trust, and policies

Prompt text: Copy & Paste this in Chatgpt (or your favorite AI)

- Remember to Fill your info like business name, Service type, City + State, Service Area, Phone # + Website + booking link, etc.

You are a local-service growth marketer + conversion copywriter + local SEO specialist.

GOAL

Create a complete, paste-ready Google Business Profile and Yelp profile setup that:

- matches how customers search
- builds trust quickly
- removes friction to booking
- clearly differentiates the business
- is easy to maintain weekly (15 minutes/week)

IMPORTANT OUTPUT RULES (DO NOT BREAK THESE)

- 1) Output must be copy/paste blocks only.
- 2) Every block MUST start with:
 - "COPY THIS:" (what it is)

- "PASTE HERE:" (exact place inside Google or Yelp)

3) Put each block inside its own triple backticks (```).

4) Do NOT add extra commentary between blocks.

5) If you need missing info, ask up to 10 questions FIRST, then wait for my answers, then output the blocks.

BUSINESS INTAKE (ask up to 10 questions if anything is missing)

- Business name:

- Service type:

- City + state:

- Service area (cities/neighborhoods/ZIPs):

- Phone + website + booking link:

- Hours:

- Years in business:

- Licenses/insurance/certifications:

- Ideal customer types:

- Top services (5–12):

- Add-ons (5–10):

- Pricing approach (starting at / free estimates / by project):

- Differentiators (3–7):

- Guarantees/warranties:

- Policies (cancellations, deposits, travel fees):

- Tone (friendly / premium / straightforward):

WRITING RULES

- No keyword stuffing.

- No unrealistic claims.

- Write for skimmers: short paragraphs + bullets.

- Include clear CTAs: Call **[PHONE]** + Book **[BOOKING LINK]**.

OUTPUT BLOCKS (in this EXACT order)

BLOCK 1 – POSITIONING (internal notes)

- COPY THIS: Positioning Snapshot (1 sentence + 5 proof points + 10 search phrases)

- PASTE HERE: Nowhere (keep for reference)

BLOCK 2 – GOOGLE BUSINESS PROFILE (GBP)

2A) Categories

- COPY THIS: Category recommendations

- PASTE HERE: Google Business Profile → Edit profile → Business category

2B) Description (750 characters)

- COPY THIS: Google business description (max 750 chars)

- PASTE HERE: Google Business Profile → Edit profile → About → Business description

2C) Description (350 characters)

- COPY THIS: Google short description (max 350 chars)

- PASTE HERE: Google Business Profile → Edit profile → About → Business description (use if you want shorter)

2D) Services list (10–15)

- COPY THIS: GBP Services list (10–15 items)

- PASTE HERE: Google Business Profile → Edit services → Add more services (or Add custom service)

2E) “What’s included” bullets for top 5 services

- COPY THIS: “What’s included” bullets for top 5 services

- PASTE HERE: Put these inside each matching service description (where Google allows). If no field exists, use them inside Google Posts (Block 2G) and your website services page.

2F) Q&A (15 pairs)

- COPY THIS: Google Q&A / FAQs (15 Q&A pairs)

- PASTE HERE: If your listing shows “Questions & answers,” paste Q’s/ A’s there. If you do NOT see Q&A, paste the top 10 into Google Posts over time and keep the full set as an FAQ on your website.

2G) 6 offers

- COPY THIS: 6 Google-ready offers (title + details + terms + CTA)

- PASTE HERE: Google Business Profile → Add update / Promote → Offer (or use as a regular Update if Offer isn’t available)

2H) 4 weekly Google posts

- COPY THIS: Week 1–Week 4 Google posts

- PASTE HERE: Google Business Profile → Add update / Promote → Update

2I) 20-photo shot list + caption ideas

- COPY THIS: Photo shot list + captions

- PASTE HERE: Google Business Profile → Add photos

BLOCK 3 – YELP

3A) Yelp Bio (long)

- COPY THIS: Yelp bio (long)

- PASTE HERE: Yelp for Business → Biz Info → From this business → Specialties (or main description area if shown)

3B) Yelp Bio (short)

- COPY THIS: Yelp bio (short)

- PASTE HERE: Yelp for Business → Biz Info → From this business → Specialties (use if you want shorter)

3C) Specialties + History + Meet the Team

- COPY THIS: Yelp “From this business” sections

- PASTE HERE:

- Yelp → Biz Info → From this business → Specialties

- Yelp → Biz Info → From this business → History

- Yelp → Biz Info → From this business → Meet the owner/manager

3D) 5 Yelp offers

- COPY THIS: 5 Yelp special offers (with terms + CTA)
- PASTE HERE: Yelp for Business → Special Offers (or Deals/Offer section if shown)

3E) Review response templates (8)

- COPY THIS: Yelp review response templates
- PASTE HERE: Yelp reviews → Respond to review (save templates in your notes)

3F) 25 Yelp photo captions

- COPY THIS: Yelp photo captions (25)
- PASTE HERE: Yelp photos → Add captions/descriptions when uploading

BLOCK 4 – IMPLEMENTATION CHECKLISTS

- COPY THIS: GBP 12-step setup order + Yelp 10-step setup order + 10 mistakes to avoid
- PASTE HERE: Nowhere (use as your checklist)

BLOCK 5 – 30-DAY ACTIVATION PLAN

- COPY THIS: 30-day plan (15 minutes/week)
- PASTE HERE: Nowhere (use as your weekly plan)