

Local Service Business Facebook Starter Pack

~ Copy-Paste Prompts That Turn Followers into Clients

~ 30 Done-For-You Prompts for Posts, Promos & DMs

How to Use Your Facebook Prompt Pack

1. **Open ChatGPT** (free or paid).
2. **Copy one prompt** from this pack.
3. Replace anything in **[BRACKETS]** with your details:
 - **[BUSINESS_NAME]** – your business name
 - **[SERVICE_BUSINESS_TYPE]** – “plumbing company,” “business coach,” “massage therapist,” etc.
 - **[CITY]** – your city/area
 - **[IDEAL_CLIENT]** – “busy moms,” “small business owners,” “homeowners,” etc.
 - **[CORE_SERVICE]** – your main service
 - **[OFFER]** – any special offer / package
4. **Paste** into ChatGPT and **hit enter**.
5. **Edit the result** so it sounds like you.
6. **Post it** on Facebook (your page, profile, or group).

Use 2–3 prompts a week so you stay visible, build trust, and turn followers into clients.

Content Planning & Strategy Prompts

Prompt 1: 7-Day Facebook Content Plan

Prompt text:

Act as a social media strategist for a local service business.

Create a **7-day Facebook content plan** for **[BUSINESS_NAME]**, a **[SERVICE_BUSINESS_TYPE]** based in **[CITY]** serving **[IDEAL_CLIENT]**.

Include in a table: Day, Post Type (story, tip, testimonial, behind-the-scenes, promo), Post Idea, Suggested Caption Hook.

Keep ideas simple, friendly, and easy to execute.

Prompt 2 – Month of Theme Ideas

Prompt text:

Act as a content planner.

Generate **30 Facebook post ideas** for **[BUSINESS_NAME]**, a **[SERVICE_BUSINESS_TYPE]**

helping **[IDEAL_CLIENT]** with **[CORE_SERVICE]**.

Organize ideas into 4 weekly themes (e.g., Education, Story, Social Proof, Offers).
Respond as a list grouped by week.

Brand Story & Relationship-Building Prompts

Prompt 3 – Origin Story Post

Prompt text:

Act as a brand storyteller.

Write a Facebook post where the owner of **[BUSINESS_NAME]** in **[CITY]** shares the story of **why they started** their **[SERVICE_BUSINESS_TYPE]** and who they love to help (**[IDEAL_CLIENT]**).

Include: a strong hook, 2–3 short paragraphs of story, and a gentle CTA to comment or message if the reader relates.

Prompt 4 – “Why We Do It This Way” Post

Prompt text:

Act as a messaging expert.

Write a Facebook post explaining **what makes [BUSINESS_NAME] different** from other **[SERVICE_BUSINESS_TYPE]** options in **[CITY]**.

Share 3–5 specific ways you work differently (process, communication, values).
End with a question inviting people to share what matters most to them when hiring a provider.

Prompt 5 – Meet the Founder / Team

Prompt text:

Act as a social media copywriter.

Write a Facebook post introducing **[FOUNDER_NAME]** from **[BUSINESS_NAME]**.

Include:

- Who they are and what they do
- 2–3 fun, human details (hobbies, family, quirks)
- Why they care about helping **[IDEAL_CLIENT]** with **[CORE_SERVICE]**
End with a CTA: “Say hi in the comments!”

Authority & Educational Content Prompts

Prompt 6 – “3 Mistakes to Avoid” Post

Prompt text:

Act as an expert educator in **[SERVICE_BUSINESS_TYPE]**.

Write a Facebook post titled “3 Common Mistakes **[IDEAL_CLIENT]** Make With **[TOPIC]** (and What to Do Instead).”

Use short paragraphs and clear bullets.

End with a soft CTA to message **[BUSINESS_NAME]** if they want help avoiding these mistakes.

Prompt 7 – Simple How-To Post

Prompt text:

Act as a teacher speaking to non-experts.

Write a Facebook post that explains, in simple terms, **how [IDEAL_CLIENT] can get a better result with [TOPIC RELATED TO CORE_SERVICE]** – even before hiring you.

Use:

- 1–2 lines of empathy about their struggle
- 3–5 easy steps or tips
- A closing line that positions **[BUSINESS_NAME]** as the “done-for-you” option.

Prompt 8 – Myth vs. Truth

Prompt text:

Act as a myth-busting expert.

Write a Facebook post that shares **3 myths vs. truths** about working with a **[SERVICE_BUSINESS_TYPE]** like **[BUSINESS_NAME]**.

Format:

Myth #1: ...

Truth: ...

Repeat for 3 myths.

End with a CTA: “Which myth have you heard the most?”

Prompt 9 – Mini FAQ Post

Prompt text:

Act as a customer support rep.

Write a Facebook post answering **5 common questions [IDEAL_CLIENT]** ask before hiring

[BUSINESS_NAME] for [CORE_SERVICE].

Use Q&A bullet format.

Close with: “Got another question? Drop it in the comments or send us a message.”

Prompt 10 – “Before You Hire Anyone” Checklist

Prompt text:

Act as a consumer advocate.

Write a Facebook post titled: “Before You Hire a [SERVICE_BUSINESS_TYPE] in [CITY], Ask These 5 Questions.”

Share 5 short, practical questions readers can ask any provider.

Position [BUSINESS_NAME] as a company that welcomes those questions.

Social Proof & Testimonial Prompts

Prompt 11 – Client Transformation Story

Prompt text:

Act as a social proof specialist.

Write a Facebook post telling the story of a client of [BUSINESS_NAME] who went from [BEFORE_STATE] to [AFTER_STATE] thanks to [CORE_SERVICE].

Include:

- A hook about their struggle
- A short narrative of what you did
- The outcome in concrete terms
- A subtle CTA for readers in a similar situation.

Prompt 12 – Screenshot / Review Highlight

Prompt text:

Act as a copywriter for reviews.

Write a Facebook post that spotlights a 1–2 sentence client review for [BUSINESS_NAME].

Structure:

- Hook line
- The quoted review
- 2–3 sentences explaining the context (who the client was, what they needed)
- CTA: “Comment INFO if you’d like similar results.”

Prompt 13 – “Client Wins of the Week” Roundup

Prompt text:

Act as a community-focused content creator.

Write a Facebook post recapping **3 client wins** from this week for **[BUSINESS_NAME]**.

Each win: 1–2 sentences describing the challenge and result.

Tone: proud of clients, not boastful about yourself.

Behind-the-Scenes & Values Prompts

Prompt 14 – Day in the Life

Prompt text:

Act as a storyteller.

Write a Facebook post that walks readers through **a day in the life** at **[BUSINESS_NAME]** delivering **[CORE_SERVICE]**.

Include 4–6 short moments (morning routine, client interactions, favorite part of the day).

End with a line about why this work matters to you.

Prompt 15 – Process Peek

Prompt text:

Act as a process explainer.

Write a Facebook post that explains the **3–5 steps** of your typical process when a new client works with **[BUSINESS_NAME]** for **[CORE_SERVICE]**.

Keep it simple and reassuring.

Make it clear what happens first, second, and next.

Prompt 16 – Core Values Post

Prompt text:

Act as a branding copywriter.

Write a Facebook post sharing **the top 3 values** of **[BUSINESS_NAME]** (e.g., communication, reliability, integrity, results).

For each value, include a 1–2 sentence explanation and a real example of how you live it out.

End with: “These matter to us because...”

Offer & Promotion Prompts (Facebook Posts, Not Ad Manager)

Prompt 17 – New Client Special

Prompt text:

Act as a local marketing strategist.

Write a Facebook post announcing a **New Client Special** for **[BUSINESS_NAME]** in **[CITY]**.

Include:

- Who it's for (**[IDEAL_CLIENT]**)
- What's included
- Price or how to get the price
- Deadline or limited spots
- Exactly what to do next (comment, DM, link).

Prompt 18 – Limited Spots / Scarcity Post

Prompt text:

Act as a conversion-focused copywriter.

Write a short Facebook post announcing that **[BUSINESS_NAME]** only has **[NUMBER]** spots left for **[CORE_SERVICE]** this **[TIMEFRAME]** in **[CITY]**.

Include 2–3 bullets about who this is perfect for.

CTA: “Send us a message with the word **[KEYWORD]** to grab a spot.”

Prompt 19 – Service Menu Overview

Prompt text:

Act as a service designer.

Write a Facebook post that clearly explains the main **services or packages** offered by **[BUSINESS_NAME]** as a **[SERVICE_BUSINESS_TYPE]**.

Use a clean list: Service Name – Who it's for – Main benefit.

Keep it under 200 words with a CTA to ask which one fits best.

Prompt 20 – Time-Sensitive Reminder

Prompt text:

Act as a promotions expert.

Write a Facebook post reminding followers that **[OFFER]** from **[BUSINESS_NAME]** in **[CITY]** ends on **[DATE]**.

Mention:

- Who should jump on it
 - What they get
 - What happens if they miss it
- Include a clear, single CTA.

Facebook Ad Copy Style Prompts (Still Organic-Friendly)

Prompt 21 – Primary Text Variations

Prompt text:

Act as a Facebook ads copywriter.

Write **3 variations** of Facebook post copy for **[BUSINESS_NAME]**, a **[SERVICE_BUSINESS_TYPE]** in **[CITY]** helping **[IDEAL_CLIENT]** with **[CORE_SERVICE]**.

Each variation should have:

- A strong first line calling out the main pain point
- 3 bullet benefits of hiring you
- A clear CTA to message or click.

Prompt 22 – Headline / Hook Ideas

Prompt text:

Act as a headline generator.

Generate **15 short headline or first-line hooks** for Facebook posts promoting **[CORE_SERVICE]** from **[BUSINESS_NAME]**.

Each should be under 12 words and speak directly to **[IDEAL_CLIENT]** and their desired outcome.

Facebook DM & Follow-Up Prompts

Prompt 23 – First Reply to New Inquiry

Prompt text:

Act as a friendly customer service rep.

Write **3 variations** of a Facebook DM response to someone who messages **[BUSINESS_NAME]** asking about **[CORE_SERVICE]** in **[CITY]**.

Each version should:

- Thank them for reaching out

- Ask 2–3 simple qualifying questions
- Explain what happens next and how soon they’ll hear back.

Prompt 24 – Follow-Up for Quiet Leads

Prompt text:

Act as a polite follow-up specialist.

Write a short, friendly Facebook message that **[BUSINESS_NAME]** can send to someone who received a quote but hasn’t replied in 3 days.

Include:

- A check-in
 - An invitation to ask questions
 - An easy way to say yes or no.
- Keep it under 80 words.

Prompt 25 – Requesting Reviews / Testimonials

Prompt text:

Act as a community manager.

Write **3 versions** of a Facebook message **[BUSINESS_NAME]** can send to happy clients asking for a short review or testimonial.

Include:

- A genuine thank-you
- A simple, specific ask (“1–2 sentences about your experience”)
- A placeholder **[REVIEW_LINK]**.

Prompt 26 – Re-Engaging Past Clients

Prompt text:

Act as a retention marketer.

Write a Facebook message template **[BUSINESS_NAME]** can send to **past clients who haven’t worked with you in 3+ months**.

Include:

- A warm check-in
- A reminder of what you helped them with
- A gentle invitation to work together again
- Any current offer or bonus (optional).

Engagement & Community Prompts

Prompt 27 – Opinion / Poll Post

Prompt text:

Act as a community builder.

Write a Facebook post that asks **[IDEAL_CLIENT]** in **[CITY]** for their opinion about **[TOPIC RELATED TO CORE_SERVICE]**.

Goal: start a conversation, not sell.

Include 3–4 multiple-choice style options and a question at the end.

Prompt 28 – “This or That” Post

Prompt text:

Act as a social content creator.

Write a playful “This or That” style Facebook post related to **[SERVICE_BUSINESS_TYPE]**.

Give 5 pairs of choices (Option A vs Option B) that tie back to your work or your clients’ preferences.

End with: “Tell me your picks in the comments!”

Prompt 29 – “Ask Me Anything” Post

Prompt text:

Act as a trusted advisor.

Write a Facebook post inviting **[IDEAL_CLIENT]** to ask **any question** they have about **[TOPIC RELATED TO CORE_SERVICE]**.

Include:

- A reassurance that no question is too small
- 3 example questions to get them started
- A commitment to answering in comments or future posts.

Prompt 30 – “Save This for Later” Tip Sheet

Prompt text:

Act as an educator.

Write a Facebook post sharing a **short checklist or tip sheet** for **[IDEAL_CLIENT]** who want to **[DESIRED_OUTCOME]** related to **[CORE_SERVICE]**.

Format as bullet points.

Encourage readers to save or share the post and message **[BUSINESS_NAME]** for help

implementing it.

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