

# Reels in a Box For House Cleaners

Subtitle: Done - For - You Reels Prompts to get Seen, Liked & Hired in your Local Area.

## How to Use Your Instagram Reels Prompt Pack

1. **Open Instagram and ChatGPT.**
2. Pick **one** prompt from this pack.
3. **Copy it into ChatGPT** and fill in the **[BRACKETS]** with your details:
  - **[BUSINESS\_NAME]**
  - **[CITY]**
  - **[IDEAL\_CLIENT]** (busy families, renters, Airbnb hosts, etc.)
  - **[SERVICE]** (deep clean, move-out clean, weekly maintenance, etc.)
4. ChatGPT will write a Reels script and/or caption for you.
5. Film the clip with your phone, add the caption, post it — done.

Use 2–3 prompts a week so your ideal clients constantly see you in their feed and stories.

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## Category 1: Reels Content Planner & Hooks

### Prompt 1: 7-Day Reels Content Plan

#### Prompt text:

Act as a short-form content strategist for a house cleaning business.

Create a **7-day Instagram Reels** plan for **[BUSINESS\_NAME]**, a residential cleaner in **[CITY]** serving **[IDEAL\_CLIENT]**.

Include in your plan:

- Topic for each day
- Short on-screen hook line
- Simple filming idea (e.g., time-lapse, talking head, point-of-view, before/after)

Respond as a table with columns: Day, Topic, Hook, Filming Idea.

### Prompt 2: 20 Hook Ideas for Cleaning Reels

#### Prompt text:

Act as a hook writer for viral Instagram Reels.

Generate **20 hook ideas** for Reels for **[BUSINESS\_NAME]**, a house cleaner in **[CITY]**.

Hooks should:

- Be 1 sentence each
- Call out **[IDEAL\_CLIENT]** and their cleaning struggles

- Be designed for on-screen text and spoken hooks

Return them as a numbered list.

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## Category 2: Transformation & Satisfying Reels

### Prompt 3 – Mess-to-Magical Transformation Script

#### Prompt text:

Act as a Reels scriptwriter.

Write a 30-second Instagram Reels script for **[BUSINESS\_NAME]** in **[CITY]** showing a **messy [ROOM\_TYPE] transforming into spotless.**

Include:

- Hook line (spoken + on-screen text)
- 3–4 short narration lines to say over the time-lapse
- A closing line that invites viewers to follow and DM you for a quote.

Tone: satisfying, friendly, non-judgmental.

### Prompt 4 – Deep Clean Satisfaction Reel

#### Prompt text:

Act as a content creator for satisfying cleaning content.

Write a Reels script + caption for a **deep clean** of a **[SPACE: oven, fridge, bathroom, shower].**

Script should include:

- On-screen text ideas at the start, middle, and end
- 2–3 short lines that can be recorded as a voiceover

Caption should include:

- A 2–3 sentence story about why this clean was needed
- A CTA: “Comment SATISFYING if you love transformations like this.”

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## Category 3: Educational/Reassuring Reels

### Prompt 5 – 3 Easy Tips Reel

#### Prompt text:

Act as a cleaning educator for busy **[IDEAL\_CLIENT]**.

Write a 30-second Reel script for **[BUSINESS\_NAME]** sharing **3 quick tips** to keep a **[ROOM\_TYPE]** cleaner between professional cleans.

Include:

- Hook calling out the problem (no time, constant mess)
- 3 tips in short, easy-to-say lines
- A closing CTA to save the Reel and DM for help with deeper cleans.

### Prompt 6 – Myth-Busting Reel

**Prompt text:**

Act as a myth-busting content creator.

Write a 30–45 second Instagram Reel script where **[BUSINESS\_NAME]** busts 3 myths about hiring a cleaner.

Use this structure:

- Hook: “3 myths about hiring a cleaner that might be stopping you”
- Myth 1 vs Truth 1
- Myth 2 vs Truth 2
- Myth 3 vs Truth 3
- Gentle CTA to ask questions in the comments.

Include a caption summarizing the myths and inviting viewers to DM you the word “MYTH” if they’re curious about booking.

### Prompt 7 – “You’re Not Dirty, You’re Busy” Reel

**Prompt text:**

Act as a compassionate storyteller.

Write a 30-second Reel script for **[BUSINESS\_NAME]** in **[CITY]** reassuring overwhelmed **[IDEAL\_CLIENT]** that they’re not “lazy” – they’re just busy, and it’s okay to get help.

Include:

- A hook that calls out the shame people feel about a messy home
- 3 empathetic lines normalizing their situation
- A closing line that positions cleaning as support, not judgment.

Caption:

- Short, heartfelt paragraph
- CTA to share with someone who needs to hear this.

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## Category 4: Behind-the-Scenes & Personality Reels

### Prompt 8 – Day-in-the-Life Reel

#### Prompt text:

Act as a content creator for a local service brand.

Write a 30-second “day in the life of a house cleaner” Reel outline for **[BUSINESS\_NAME]**.

Include:

- 5–7 short shot ideas (arriving at home, gear, favorite moment, most satisfying part, end-of-day feeling)
- 1 sentence to say over the video
- On-screen text ideas for each scene.

Caption:

- 2–3 sentences about what you love about your job
- CTA to comment with a question about professional cleaning.

### Prompt 9 – Meet the Cleaner Reel

#### Prompt text:

Act as a personal brand storyteller.

Write a Reel script where the owner of **[BUSINESS\_NAME]** introduces themselves on camera.

Include:

- Hook: “If we haven’t met yet, I’m **[NAME]**...”
- 3–4 quick facts (how long cleaning, favorite thing to clean, what clients they love to help)
- A closing line inviting viewers to follow and DM if they’re in **[CITY]**.

Caption:

- Short bio
- CTA to say hi in the comments.

### Prompt 10 – Tools of the Trade Reel

#### Prompt text:

Act as a creative social media strategist.

Write a Reel idea + script where **[BUSINESS\_NAME]** shows their **favorite cleaning products or tools**.

Include:

- Hook about “my must-have cleaning tools”

- 3–5 bullet-style lines explaining each tool in a fun, quick way
- A closing CTA to comment with their own favorite cleaning product.

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## Category 5: Offer & Booking Reels

### Prompt 11 – Limited Spots Reel

#### Prompt text:

Act as a short-form sales copywriter.

Write a 20–30 second Reel script announcing that **[BUSINESS\_NAME]** has **only [NUMBER] spots left** this **[WEEK/MONTH]** in **[CITY]**.

Include:

- A strong first line about limited slots
- 3 bullet-style spoken lines about who it's perfect for
- Clear CTA to DM a specific word to claim a spot.

Include a caption summarizing the offer + deadline.

### Prompt 12 – New Client Special Reel

#### Prompt text:

Act as a local marketing expert.

Write a Reel script showcasing a “**new client special**” for **[BUSINESS\_NAME]**.

Include:

- Hook introducing the special
- What's included + who qualifies
- A deadline or reason to act now
- CTA to tap the link in bio or send a DM.

Caption should highlight the offer in 3–5 bullet points.

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## Category 6: FAQ & Objection Handling Reels

### Prompt 13 – “Is It Worth It?” Reel

#### Prompt text:

Act as an objection-busting copywriter.

Write a 30-second Reel script answering the question: “Is hiring a cleaner really worth the money?” for **[BUSINESS\_NAME]**.

Include:

- Hook asking the question directly
- 3 quick comparisons (time saved, stress reduced, quality of life)
- A simple example scenario for a busy **[IDEAL\_CLIENT]**
- CTA to comment “WORTH IT?” if they agree.

### **Prompt 14 – FAQ Carousel-Style Reel**

#### **Prompt text:**

Act as a customer support rep.

Write a script for a Reel where on-screen text cycles through **5 FAQs** about hiring **[BUSINESS\_NAME]**, such as:

- “Do I need to be home?”
- “Do you bring your own supplies?”
- “Are you insured?”
- etc.

Include a short voiceover script and a caption that lists all FAQs with quick answers, plus a CTA to DM more questions.

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## **Category 7: Trend & Audio-Based Reels**

### **Prompt 15 – Turn a Trend into a Cleaning Reel**

#### **Prompt text:**

Act as a trend-adaptation expert for short-form video.

I will paste in the concept of a trending audio: **[TRENDING\_AUDIO\_THEME]**.

Your task:

- Suggest 3 creative ways **[BUSINESS\_NAME]** in **[CITY]** could use this trend to talk about house cleaning
- For each idea, write a one-sentence on-screen text and a short caption.

Tone: fun but still professional.

### **Prompt 16 – Pointing-to-Text Reel**

#### **Prompt text:**

Act as a Reels ideas generator.

Create 5 concepts for a “pointing to text” Reel for **[BUSINESS\_NAME]** where the cleaner points to different on-screen phrases like “Busy mom,” “Working late,” “Hosting guests,” etc.

For each concept, include:

- The on-screen text sequence
- A suggested caption with a call to action.

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## Category 8: Captions & Hashtags for Reels

### Prompt 17 – Caption & Hashtag Generator

#### Prompt text:

Act as a social media caption writer.

For **[BUSINESS\_NAME]** in **[CITY]** serving **[IDEAL\_CLIENT]**, generate **10 short captions** that work well for Instagram Reels.

Each caption should:

- Be 1–3 sentences
- Include a simple CTA (save, share, follow, DM)
- Come with 8–12 relevant hashtag ideas focused on local and cleaning keywords.

Return in a table: Caption | CTA | Hashtag Ideas.

### Prompt 18 – Caption for Time-Lapse Reels

#### Prompt text:

Act as a storyteller.

Write 5 different captions specifically for **time-lapse cleaning Reels** for **[BUSINESS\_NAME]**.

Include:

- A 1-sentence hook
- 1–2 sentences of context
- A CTA tailored to **[IDEAL\_CLIENT]** (busy parents, professionals, hosts, etc.).

Category 9: Reels to DM / Lead Funnel

### Prompt 19 – Reel-to-DM Script

#### Prompt text:

Act as a short-form funnel strategist.

Write a 30-second Reel script designed to get viewers to send a DM for a cleaning quote.

Include:

- Hook addressing a specific pain point (no time to clean, embarrassing mess before guests, etc.)
- 3–4 lines explaining how **[BUSINESS\_NAME]** solves that pain
- A clear CTA: “DM me the word **[TRIGGER\_WORD]** for a custom quote.”

Caption should restate the CTA and remind them who you serve in [CITY].

## Prompt 20 – Re-Engagement Reel for Old Followers

### Prompt text:

Act as a retention marketer.

Write a Reel script aimed at followers who haven’t seen **[BUSINESS\_NAME]** in a while.

Include:

- A fun hook like “If you forgot I clean houses in **[CITY]**...”
- 2–3 quick updates about your services or availability
- CTA to comment or DM if they want updated pricing.

Caption:

- Short, friendly re-introduction
- Reminder of your main services.

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