

# Service Pro Shorts System: Prompts to Turn Views into Booked Clients

Turn your expertise into a steady stream of clients with Service Pro Shorts System. Get 10 plug-and-play prompt frameworks that help any service business plan, script, and optimize YouTube Shorts that build trust, showcase results, and convert views into booked appointments.

Here's **a pack of prompts you can use for any service business** (coaches, agencies, cleaners, beauty, home services, consultants, etc.) **to create YouTube Shorts that attract clients.**

**Use brackets like this:**

- **[SERVICE\_TYPE]** – e.g., life coach, lash tech, plumber, copywriter
- **[NICHE]** – e.g., busy moms, small business owners, homeowners, brides-to-be
- **[CITY/COUNTRY]** – if local

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## Prompt 1: 30-Day YouTube Shorts Ideas for Any Service

**Prompt text:**

Act as a short-form video strategist.

Generate **30 YouTube Shorts ideas** for a **[SERVICE\_TYPE]** business that serves **[NICHE]** in **[CITY/COUNTRY or “online”]**.

Requirements:

- Mix of content types:
  - Quick tips / how-tos
  - Before/after or client transformation stories
  - Behind-the-scenes / day-in-the-life
  - FAQs and myths
  - Objection-busters (price, fear, trust, “I can do it myself”)
- For each idea include:
  - 3–5 word video title
  - Hook for the first 3 seconds
  - What to show on screen
  - Suggested call to action (CTA) that moves viewers toward **[goal: DM, booking, link click, etc.]**

Respond in a table:

# | Video Title | Hook | What to Show | CTA.

Use simple, conversational language at an 8th-grade reading level.

## Prompt 2: 30–45 Second “Book With Me” Promo Script

### **Prompt text:**

Act as a direct-response video copywriter.

Write a **30–45 second YouTube Short script** for a **[SERVICE\_TYPE]** who helps **[NICHE]** achieve **[RESULT – e.g., clearer skin, clean homes, grow their business, feel confident, etc.]**.

Structure the script:

1. **Hook (first 3 seconds):** Call out the main problem or desire of **[NICHE]** in their own words.
2. **Relatable moment (5–10 seconds):** Describe a real situation where they feel that problem or desire.
3. **Mini story (15–20 seconds):** Share a brief client story or transformation that shows what’s possible.
4. **Offer (5–7 seconds):** Clearly state what you offer and who it’s for.
5. **Call to action (last 5 seconds):** Tell them exactly what to do next (comment, DM, book a call, click link), and add urgency or scarcity if relevant.

Write the script as short, punchy lines that sound natural when spoken on camera.

### **Prompt 3: 10 Client Transformation Story Shorts**

#### **Prompt text:**

Act as a storytelling coach for **[SERVICE\_TYPE]** businesses.

Create **10 YouTube Shorts concepts** that each highlight a different client transformation or result for **[NICHE]**.

For each concept, include:

- Short title
- Hook that hints at the “before” situation (e.g., “This client almost gave up on...”).
- Simple 3-part story outline:
  - BEFORE: What life or business was like
  - PROCESS: What you did together
  - AFTER: The result / change
- Visual idea (what to show on screen – screenshots, clips, b-roll, talking head, etc.)
- CTA that invites similar people to reach out or book.

Respond in a table:

Title | Hook | Story Outline | Visual Idea | CTA.

### **Prompt 4 – Objection-Busting Shorts (Turn “Not Now” into “How Do I Book?”)**

#### **Prompt text:**

Act as a sales strategist for **[SERVICE\_TYPE]** businesses.

Step 1: List the **7 most common objections** that **[NICHE]** has before buying **[SERVICE/OFFER]** (for example: “too expensive,” “no time,” “I’m nervous,” “will it work for me,” “I had a bad experience before”).

Step 2: For each objection, write a **20–30 second YouTube Short script** that:

- Starts by stating the objection in the viewer’s own words
- Responds with empathy and understanding
- Offers a clear, reassuring answer or proof (policy, guarantee, story, evidence)
- Ends with a soft CTA (e.g., “Comment INFO,” “Send me the word READY,” “Tap the link to learn more”).

Respond in a table:

Objection | Hook | Script | CTA.

Keep the tone calm, respectful, and confidence-building.

### **Prompt 5 – Authority & Trust Builder Shorts**

#### **Prompt text:**

Act as a personal branding strategist.

Create **12 YouTube Shorts concepts** that position a **[SERVICE\_TYPE]** as a trusted expert for **[NICHE]**.

Include a mix of:

- “Hot take” or myth-busting videos (e.g., “3 myths about [TOPIC]”)
- “If I had to start over...” advice
- “1 thing I wish every client knew before **[WORKING WITH ME / HIRING A SERVICE]**”
- Rapid-fire tips (3 quick tips in 30 seconds)
- “I disagree with this common advice...”

For each concept, include:

- Hook
- Main point or lesson
- Example or mini-story to make it concrete
- Suggested CTA (comment, save, share, DM, click link).

Respond in bullet list format so it’s easy to scan.

### **Prompt 6 – 50 Hooks for Service-Based YouTube Shorts**

#### **Prompt text;**

Act as a viral hook copywriter.

Write **50 hook ideas** for YouTube Shorts for a **[SERVICE\_TYPE]** business that serves **[NICHE]**.

Include at least 10 of each style:

- Problem call-outs (e.g., “Tired of...”)
- POV hooks (e.g., “POV: You finally...” or “POV: Your [problem] is gone...”)
- Questions (e.g., “What if you never had to... again?”)
- Myths vs. facts (e.g., “Myth: ... Fact: ...”)
- “Before you **[DIY / book / decide]**, watch this.”

Rules:

- Each hook under 12 words
- Easy to say out loud
- At an 8th-grade reading level
- Focus on the core pain and desired outcome for **[NICHE]**.

Respond as a numbered list from 1 to 50.

### Prompt 7 – 7-Day “Fill Your Calendar” Shorts Campaign

**Prompt text:**

Act as a content campaign strategist for a **[SERVICE\_TYPE]** business.

Design a **7-day YouTube Shorts campaign** to help fill my calendar with **[IDEAL ACTION: discovery calls, bookings, consultations, etc.]** from **[NICHE]**.

For each of the 7 days, include:

- Video theme (tip, story, social proof, FAQ, offer, etc.)
- Hook for the first 3 seconds
- 3–4 bullet points for what to say
- What to show on screen (talking head, client clips, screenshots, b-roll)
- Specific CTA that mentions urgency, scarcity, or a deadline.

Respond in a table:

Day | Theme | Hook | Key Points | Visuals | CTA.

### Prompt 8 – FAQ & “Is This For Me?” Shorts Library

**Prompt text:**

Act as a customer success and marketing expert.

Step 1: List the **15 most common questions** or doubts **[NICHE]** has about working with a **[SERVICE\_TYPE]** like me.

Step 2: For each question, create a **YouTube Short outline** that includes:

- The question rewritten as a hook
- 2–3 key bullet points for the answer
- A suggestion for what to show on screen

- A closing CTA (e.g., “If you have more questions, comment below,” or “If that sounds like you, DM me the word **[WORD]**.”).

Respond in a table:

Question | Hook | Answer Key Points | Visual Idea | CTA.

### **Prompt 9 – Behind-the-Scenes & Process Shorts**

#### **Prompt text:**

Act as a content strategist focused on transparency and trust.

Create **15 YouTube Shorts ideas** that show the **behind-the-scenes process** of a **[SERVICE\_TYPE]** working with **[NICHE]**.

Mix in:

- “What happens after you book with me”
- “Here’s exactly what we do in your first session/visit”
- “A day in the life of a **[SERVICE\_TYPE]**”
- “Tools I use to get you results”
- “How I prepare before working with a client”

For each idea, include:

- Hook
- What to show (shots, angles, moments)
- 1-2 key talking points
- CTA that encourages viewers to imagine themselves as the next client.

Respond in bullet list form.

### **Prompt 10 – Offer-Specific Promo Shorts**

#### **Prompt text:**

Act as a launch strategist for a **[SERVICE\_TYPE]**.

I am promoting this offer: **[OFFER NAME + SHORT DESCRIPTION]** for **[NICHE]**.

Create **5 YouTube Shorts promo scripts**, each with a slightly different angle:

- 1 focused on urgency (limited spots / deadline)
- 1 focused on bonuses or what’s included
- 1 focused on the main transformation/result
- 1 focused on social proof / past clients
- 1 focused on “who this is perfect for”

For each script, include:

- Title

- Hook (first 3 seconds)
- 20–30 second script
- Suggested on-screen text emphasis
- CTA specific to this offer.

Keep the tone confident, friendly, and clear.

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**Remember:** These prompts are reusable.

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