

# Reels in a Box: For Service-Based Businesses

## What it is:

A bundle of **done-for-you ChatGPT prompts** that generate Instagram Reel scripts, hooks, and CTAs for *any* service business (coaches, consultants, designers, accountants, OBMs, etc.).

## How your “Reels in a Box” pack is structure:

1. **How to Use This Pack**
2. **Category 1: Authority & Education Reels (5 prompts)**
3. **Category 2: Trust & Social Proof Reels (5 prompts)**
4. **Category 3: Offer & Sales Reels (5 prompts)**
5. **Category 4: Personality & BTS Reels (5 prompts)**
6. **Bonus: 30-Day Reels Idea Generator Prompt**
7. **Bonus: Unlimited Reels Prompt Generator (so you can create your own)**

## How you will be using it:

1. Open ChatGPT.
2. Paste one of your reel prompts.
3. Fill in a few brackets like **[SERVICE\_TYPE]**, **[TARGET\_AUDIENCE]**, **[RESULT]**.
4. ChatGPT spits out a full reel script + hook + CTA tailored to their business.

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## Category 1: Authority & Education Reels

### Prompt 1 – One Simple Fix Reel

#### Prompt text:

Act as a short-form content strategist for service providers.

Your task is to write a 30–45 second Instagram Reel script for a **[SERVICE\_TYPE]** who helps **[TARGET\_AUDIENCE]** achieve **[RESULT]**.

Concept: “One simple mistake to avoid” style teaching reel.

Include in the script:

- 1 attention-grabbing hook in the first sentence
- A quick explanation of the common mistake
- 2–3 clear tips to fix it
- A confident CTA to **[NEXT\_STEP]** (for example: “DM me the word **[KEYWORD]** to fix this with me”).

Keep the tone friendly, expert, and easy to understand.

### Prompt 2: 3 Myths Reel

### Prompt text:

Act as an authority-building coach for service businesses.

Write a 45-second Instagram Reel script titled: “3 Myths About **[RESULT]** That Are Costing You Money.”

Details:

- **[SERVICE\_TYPE]** =
- **[TARGET\_AUDIENCE]** =
- **[RESULT]** =

Structure the script with:

- Bold hook that calls out the myths
- Myth 1, 2, and 3 with short, punchy explanations
- One line that reframes what’s actually true
- Soft CTA to follow for more tips or visit **[LINK\_TYPE]** (bio link, website, etc.).

Use clear, conversational language and short sentences.

### Prompt 3 – Before/After Mini Lesson

#### Prompt text:

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

Write a 30-second Reel script that shows a **before vs. after** of working with this service.

Include:

- Hook that starts with: “Before working with us vs. after...”
- 3 specific “before” problems in quick bullet-style lines
- 3 specific “after” outcomes that feel tangible and measurable
- On-screen text suggestions for each phase
- A CTA inviting viewers to **[NEXT\_STEP]** (book a call, apply, DM, etc.).

Make it simple enough to film speaking to camera or over B-roll.

### Prompt 4 – “I Wish I Knew This Sooner” Reel

#### Prompt text:

Act as a trusted advisor for **[TARGET\_AUDIENCE]**.

Write a 30–45 second Reel script where the **[SERVICE\_TYPE]** shares “what I wish I knew earlier about **[TOPIC]**.”

Script must include:

- Relatable opening line starting with “I wish I knew this sooner...”
- A short story (2–3 sentences) about their own experience

- 3 actionable lessons for the viewer
- A CTA inviting them to save the video and follow for more.

Tone: warm, honest, slightly storytelling.

## Prompt 5 – Mini Tutorial Reel

### Prompt text:

Act as an educator for busy service-based entrepreneurs.

Write a 45-second step-by-step tutorial Reel that teaches **[TARGET\_AUDIENCE]** how to **[MICRO\_RESULT]** in 3 simple steps.

Include:

- Pattern-interrupt hook in one line
- Step 1, Step 2, Step 3 with simple language
- Suggested on-screen text for each step
- A CTA encouraging them to screenshot or save the reel, plus one line inviting them to work with the **[SERVICE\_TYPE]** if they want help doing it faster.

Keep it punchy and high-energy.

## Category 2: Trust & Social Proof Reels

### Prompt 6 – Client Story Reel

### Prompt text:

Act as a storytelling copywriter for service businesses.

Write a 30–45 second Instagram Reel script that tells a quick client story for a **[SERVICE\_TYPE]** serving **[TARGET\_AUDIENCE]**.

Structure:

- Hook that names the client’s “before” situation (no names needed, e.g. “My client went from...”)
- 2–3 sentences describing the struggle
- 2–3 sentences describing what you did together
- 2–3 sentences describing the outcome with clear metrics or feelings
- One-line CTA inviting viewers to “be the next client story” and **[NEXT\_STEP]**.

Tone: grounded, confident, and non-hypey.

### Prompt 7 – Screenshot Reel Script

### Prompt text:

Act as a content repurposing assistant.

Write a 30-second Reel script that explains the story behind a screenshot (testimonial, Stripe payment, email, DM, etc.) for a **[SERVICE\_TYPE]**.

Include:

- Hook that teases the result shown in the screenshot
- 1–2 lines about what was happening before
- 2–3 lines about what changed and how the service helped
- A CTA telling viewers to DM **[KEYWORD]** or click the link in bio to get similar support.

Add suggestions for:

- On-screen text overlays
- Simple B-roll ideas (scrolling on phone, working at laptop, etc.).

### Prompt 8 – FAQ Reel

**Prompt text:**

Act as a customer success manager.

Write a 30-second Reel script where the **[SERVICE\_TYPE]** answers one common question from **[TARGET\_AUDIENCE]** about **[OFFER or PROCESS]**.

Script should include:

- Hook that calls out the question in the viewer’s mind
- Clear, friendly answer in 2–3 parts
- One line that removes a common fear or objection
- CTA: “If you’ve been wondering this too, send me a quick message with **[KEYWORD]** and I’ll walk you through your options.”

Keep it casual and reassuring.

### Prompt 9 – “Who This Is For / Not For” Reel

**Prompt text:**

Act as a positioning coach.

Write a 30–45 second Reel script that clearly explains who **[SERVICE\_TYPE]**’s main offer **is for** and **not for**.

Include:

- Hook: “This is for you if...”
- 3 quick bullets for who it *is* for
- 3 quick bullets for who it’s *not* for
- One grounding line about why this clarity matters
- CTA to check out **[OFFER\_NAME]** via bio link or DM.

Tone: clear, confident, a bit bold.

### Prompt 10 – Behind-the-Client-Win Reel

#### Prompt text:

Act as a behind-the-scenes storyteller.

Write a 30–45 second Reel script that shares “what most people don’t see” behind a big client win for a **[SERVICE\_TYPE]**.

Script includes:

- Hook that teases the unseen work
- 3 “behind-the-scenes” actions or habits that led to the result
- 1 line emphasizing partnership between client and provider
- CTA: “If you want this level of support, here’s your next step...” with a clear action.

Tone: honest, slightly vulnerable, still professional.

### Category 3: Offer & Sales Reels

#### Prompt 11 – Offer Breakdown Reel

#### Prompt text:

Act as a launch strategist for service businesses.

Write a 30–45 second Reel script that breaks down a core service called **[OFFER\_NAME]**.

Include:

- Hook that calls out the main problem it solves
- Short 1–2 sentence summary of what the offer is
- 3 bullet-style lines: “You get...” focusing on outcomes, not just deliverables
- 1 line about who gets the best results with this offer
- Time-sensitive CTA with a clear action (apply, book, DM, etc.).

Tone: confident and clear, not pushy.

#### Prompt 12 – “Why I Built This Offer” Reel

#### Prompt text:

Act as a brand storyteller.

Write a 45-second Reel script where a **[SERVICE\_TYPE]** shares why they created **[OFFER\_NAME]** for **[TARGET\_AUDIENCE]**.

Script must include:

- Relatable hook about a gap they noticed in the market
- Short story about the moment they knew this offer was needed

- 2–3 lines about what makes it different from typical options
- CTA inviting viewers who resonate to **[NEXT\_STEP]**.

Keep the tone personal and mission-driven.

### Prompt 13 – Objection Buster Reel

#### Prompt text:

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

Write a 30–45 second Reel script that addresses one key objection: “**[OBJECTION]**,” while staying kind and non-defensive.

Include:

- Hook that directly names the objection
- 2–3 lines validating why people feel that way
- 3 lines reframing the objection and offering a different perspective
- CTA to DM **[KEYWORD]** if they want to talk through whether it’s a fit.

Tone: empathetic, calm, confident.

### Prompt 14 – Limited-Time Offer Reel

#### Prompt text:

Act as a promotion strategist.

Write a 30-second Reel script announcing a limited-time bonus or incentive for **[OFFER\_NAME]**.

Script includes:

- High-energy hook announcing what’s new or special
- 2–3 lines describing the bonus/incentive and why it matters
- Clear deadline and what happens after it passes
- Urgent CTA with one simple action (no more than one link or one DM keyword).

Tone: energetic but still grounded.

### Prompt 15 – Price Reframe Reel

#### Prompt text:

Act as a value-focused copywriter.

Write a 30–45 second Reel script that helps **[TARGET\_AUDIENCE]** understand the value of **[OFFER\_NAME]** at **[PRICE\_POINT]** without sounding defensive.

Include:

- Hook that contrasts the cost of staying stuck vs. investing

- 3 value points tying the price to outcomes, time saved, or long-term gains
- Simple comparison to something they already spend on (coffee, tools, etc.) without shaming
- CTA inviting them to explore if it's the right time instead of pressuring them.

Tone: respectful, grounded, empowering.

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

### Prompt 16 – Day-in-the-Life Reel

#### Prompt text:

Act as a content director for personal brands.

Write a 30–45 second Reel concept and script outline for a “day in the life” of a **[SERVICE\_TYPE]** serving **[TARGET\_AUDIENCE]**.

Include:

- Hook line in text and audio
- 5–7 quick moment ideas (morning, client work, behind-the-scenes, CEO time, etc.)
- A few suggested on-screen text phrases
- Closing line that ties it back to how you help clients.

Tone: casual, human, relatable.

### Prompt 17 – Origin Story Reel

#### Prompt text:

Act as a brand story coach.

Write a 45-second Reel script where the **[SERVICE\_TYPE]** shares the short version of “how I started this business.”

Script should include:

- Opening line that hints at an interesting or unexpected beginning
- 3–5 sentences about the journey (struggle, pivot, decision)
- 2–3 sentences about who they help now and why it matters
- CTA inviting viewers to follow for more story and strategy.

Tone: personal, inspiring, not overly polished.

### Prompt 18 – Hot Take Reel

#### Prompt text:

Act as a thought leadership coach.

Write a 30-second Reel script where a **[SERVICE\_TYPE]** shares a “hot take” or unpopular

opinion about how their industry usually does **[TOPIC]**.

Include:

- Spicy but respectful hook
- 2–3 lines explaining the opinion
- 2–3 lines showing what they do differently with clients
- Soft CTA: “If this resonates, you’re probably my kind of client. Here’s how to connect...”

Tone: bold, confident, still kind.

### Prompt 19 – Tools & Apps Reel

#### Prompt text:

Act as a productivity consultant.

Write a 30-second Reel script where a **[SERVICE\_TYPE]** shares “3 tools I use daily to run my business.”

Script includes:

- Hook naming the hook (“Here are 3 tools I swear by as a **[SERVICE\_TYPE]**”)
- 3 tools with one-line explanation each
- CTA encouraging viewers to save the reel and comment which tool they’ll try.

Tone: practical and helpful.

### Prompt 20 – “Say This Instead” Reel

#### Prompt text:

Act as a communication coach.

Write a 30-second Reel script where the **[SERVICE\_TYPE]** shows “what most people say” vs. “what to say instead” for **[SCENARIO]** relevant to their service (sales calls, client boundaries, etc.).

Include:

- Hook line introducing the scenario
- 2–3 “don’t say this / say this instead” examples
- 1–2 lines summarizing the overall principle
- CTA to follow for more scripts or to get help implementing.

Tone: playful, clear, and confident.

## 4. Bonus: 30-day Reels Content Generator Prompt

### 30-Day Reels Calendar Prompt

### Prompt text:

Act as a content strategist for service-based businesses.

Your task is to create a 30-day Instagram Reels content plan for a **[SERVICE\_TYPE]** who serves **[TARGET\_AUDIENCE]** and helps them achieve **[RESULT]**.

Requirements:

- 30 ideas (1 per day)
- Mix of content types: education, storytelling, social proof, offers, and behind-the-scenes
- For each idea, include:
  - Working title
  - Content type (talking head, B-roll with voiceover, text-on-screen, etc.)
  - One-sentence hook
  - Suggested CTA

Respond in a table with columns: Day, Title, Content Type, Hook, CTA.

## 5. Meta-Bonus: “Unlimited Reels Prompt Generator”

**Unlimited Reels Prompt Generator:** This is a “power user” bonus.

### Prompt text:

Act as a prompt engineer for service-based businesses using Instagram Reels to attract clients.

Generate **[NUMBER]** new ChatGPT prompts that help **[TARGET\_AUDIENCE]** create high-converting Reels to promote their **[SERVICE\_TYPE]** and sell **[OFFER\_TYPE]**.

Each prompt you generate should:

1. Start with a clear role (“Act as...”).
2. Define the goal or task (“Your task is to...”).
3. Include context or audience details.
4. Specify the output format (script, table, outline, etc.).
5. Set the tone (friendly, bold, expert, etc.).

Respond in a table with columns:

Prompt Name | Full Prompt Text | Best Use Case | Tone | Tags.

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