

Nextdoor Prompt Pack for Service Businesses

Plug-and-Play AI Prompts for Winning Clients on Nextdoor

About This Pack

This pack is designed for **local service businesses** who want to use **Nextdoor** to:

- Introduce their services to neighbors
- Share helpful, non-spammy content
- Turn comments and conversations into paying clients

Use these prompts with ChatGPT (or other AI tools) to quickly generate posts and messages tailored to your business, neighborhood, and ideal clients.

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1. How to Use This Prompt Pack

You will use this pack with ChatGPT (or another AI assistant).

Basic flow:

1. **Fill in your business details** (page 4).
2. **Copy one prompt** from this pack.
3. **Paste it into ChatGPT**, and replace the placeholders like **[SERVICE_TYPE]**, **[CITY/AREA]**, etc.
4. **Read and lightly edit** the AI’s output so it sounds like you.

5. Post it on Nextdoor.

Recommended rhythm:

- 2–3 posts per week on Nextdoor
- Mix of:
 - Introduction / story posts
 - Helpful tips posts
 - Occasional offer, testimonial, or seasonal post

Over time, save your best posts and reuse them in a rotation.

2. Step 1: Fill In Your Business Details

Fill this in once. You'll reuse these details in multiple prompts.

You can print this page or copy it into a document for your records.

Business Details Worksheet

- Service type:
[SERVICE_TYPE]
(Example: dog walker, home cleaner, lawn care, tax preparer, electrician)
- Business name:
[BUSINESS_NAME]
- Owner name:
[OWNER_NAME]
- City / area:
[CITY/AREA]
(Example: “North Austin,” “West Seattle,” “Buckhead”)
- Main neighborhoods you serve:
[TARGET_NEIGHBORHOODS]
- Ideal clients (who you want to work with most):
[IDEAL_CLIENT_DESCRIPTION]
(Example: “busy parents with young kids,” “retired homeowners,” etc.)
- Your main offer:
[MAIN_OFFER]
(Example: “monthly lawn care plan,” “deep clean special,” “15-point AC tune-up”)
- Introductory offer / promotion (optional):
[INTRO_OFFER]
(Example: “10% off first visit,” “free estimate,” “\$50 off first service”)
- Your brand tone (how you want to sound):
[BRAND_TONE]
(Examples: “friendly and warm,” “calm and professional,” “upbeat and energetic”)
- Social proof / credibility:
[SOCIAL_PROOF]
(Examples: “5 years serving this area,” “over 100 5-star reviews,” “licensed & insured”)

3. Step 2: Master “Nextdoor Prompt Generator”

Use this when you want **ChatGPT to create more custom prompts** for you.

Master Meta-Prompt

Copy–paste into ChatGPT and fill in the brackets:

Prompt text:

Act as a prompt engineer and local marketing strategist for service businesses that advertise on Nextdoor.

Your goal is to generate **[NUMBER]** high-quality prompts that help a local **[SERVICE_TYPE]** in **[CITY/AREA]** attract more clients through Nextdoor posts, comments, and private messages.

Each prompt you generate should:

1. Start with a clear role (“Act as a...”)
2. Include a goal or task (what the Nextdoor post / reply should achieve)
3. Give context about the business, ideal clients, and neighborhood
4. Specify the output format (short post, longer story, bullet list, DM script, etc.)
5. Use a **[BRAND_TONE]** tone that fits a helpful, trustworthy local neighbor (not spammy).

Respond in a table with columns:

Prompt Name | Purpose | Full Prompt Text | Suggested Post Length | Tone | Tags

Business details:

- Service type: **[SERVICE_TYPE]**
- Business name: **[BUSINESS_NAME]**
- Owner name: **[OWNER_NAME]**
- Main offer: **[MAIN_OFFER]**
- Ideal clients: **[IDEAL_CLIENT_DESCRIPTION]**
- Main neighborhoods: **[TARGET_NEIGHBORHOODS]**
- Brand tone: **[BRAND_TONE]**

Now generate **[NUMBER]** prompts.

4. Step 3: Ready-to-Use Nextdoor Post Prompts

These are done-for-you prompts to generate actual Nextdoor posts.

Use them one at a time in ChatGPT.

Prompt 1 – Neighborly Introduction Post

Prompt text:

Act as a friendly local business owner writing an introduction post on Nextdoor.

Goal: Introduce **[BUSINESS_NAME]**, a **[SERVICE_TYPE]** serving **[CITY/AREA]** and **[TARGET_NEIGHBORHOODS]**, and start warm conversations with neighbors (not a hard sales pitch).

Context:

- Owner name: **[OWNER_NAME]**
- Years in business / experience: **[YEARS_EXPERIENCE]**
- Ideal clients: **[IDEAL_CLIENT_DESCRIPTION]**
- What makes us different: **[UNIQUE_ANGLE – e.g., “family-owned,” “eco-friendly products,” “evening and weekend availability”]**

Output:

- A 150–200 word Nextdoor post in a **[BRAND_TONE]** tone
- Start with a friendly “Hi neighbors” style opening
- Include 1–2 specific examples of how we help people in the neighborhood
- Invite neighbors to comment with questions or to ask for quick advice
- End with a soft call to action to message or comment if they’d like more info

Avoid sounding corporate or spammy. Make it sound like a real neighbor who happens to run a **[SERVICE_TYPE]** business.

Prompt 2 – Helpful Tips (Value-First) Post

Prompt text:

Act as a helpful neighbor who is also a professional **[SERVICE_TYPE]**.

Goal: Share practical tips that solve a small problem for **[IDEAL_CLIENT_DESCRIPTION]** and position **[BUSINESS_NAME]** as the go-to local expert on Nextdoor.

Context:

- City/area: **[CITY/AREA]**
- Common seasonal or local problem your ideal clients face: **[LOCAL_PROBLEM – e.g., “dusty homes during construction,” “lawns drying out in summer,” “tax time confusion”]**

Output:

- A 120–180 word Nextdoor post
- Start with a relatable situation many neighbors are experiencing
- Share 3–5 simple, do-it-yourself tips they can try today
- Briefly mention that **[BUSINESS_NAME]** can step in if they want help, without pushing a sale
- End with a question to encourage comments (e.g., “What other questions do you have about **[TOPIC]**?”)

Tone: **[BRAND_TONE]** – friendly, helpful, and non-salesy.

Prompt 3 – Limited-Time Intro Offer (Without Feeling Spammy)

Prompt text:

Act as a local marketing strategist writing a limited-time offer post for Nextdoor that feels generous, not pushy.

Goal: Promote **[INTRO_OFFER]** for **[BUSINESS_NAME]** to neighbors in **[TARGET_NEIGHBORHOODS]** and generate inquiries from **[IDEAL_CLIENT_DESCRIPTION]**.

Context:

- Service type: **[SERVICE_TYPE]**
- Main benefit: **[MAIN_BENEFIT – e.g., “free up your weekends,” “keep your home cooler,” “keep pets safer”]**
- Limit on number of people: **[SPOTS_LIMIT – e.g., “first 10 neighbors”]**
- Deadline: **[OFFER_DEADLINE]**

Output:

- A clear, 150-word Nextdoor post
- Start with a neighborly hook (e.g., “If you’ve been meaning to...”)
- Explain the offer, what’s included, and who it’s perfect for
- Mention any social proof: reviews, years in business, or guarantees
- Include urgency ethically (limited spots or deadline)
- End with a simple call to action: “Comment ‘INFO’ or send me a quick message and I’ll share details.”

Tone: **[BRAND_TONE]**, neighbor-to-neighbor, not hype-y.

Prompt 4 – Before & After Story Post

Prompt text:

Act as a storytelling copywriter for a local **[SERVICE_TYPE]** promoting results on Nextdoor.

Goal: Share a short before-and-after story about a recent client in **[CITY/AREA]** to build trust and show clear results.

Context:

- Client type: **[CLIENT_TYPE – e.g., “busy family of 4,” “retired couple,” “new homeowner”]**
- Main problem: **[CLIENT_PROBLEM]**
- What you did: **[SERVICE_STEPS – short summary]**
- End result: **[RESULT – e.g., time saved, money saved, reduced stress, improved home]**

Output:

- A 150–200 word story-style Nextdoor post
- Clear “Before → After” structure
- Add 1–2 emotional details (relief, pride, feeling organized, etc.)

- Invite readers to comment “BEFORE/AFTER” if they’d like to see photos or hear how it might work for them

Do not use the client’s real name unless replaced with **[FIRST_NAME]** or “a neighbor in **[NEIGHBORHOOD]**.”

Prompt 5 – Testimonial Highlight Post

Act as a community-minded marketer for a local **[SERVICE_TYPE]**.

Goal: Highlight a real client testimonial in a way that thanks the client and builds trust with neighbors on Nextdoor.

Context:

- Business name: **[BUSINESS_NAME]**
- Service: **[SERVICE_TYPE]**
- Short testimonial text: “**[PASTE_TESTIMONIAL]**”
- Neighborhood or area: **[CLIENT_NEIGHBORHOOD]**

Output:

- A 120–160 word Nextdoor post
- Start by thanking the neighbor (first name or “a neighbor in **[CLIENT_NEIGHBORHOOD]**”)
- Paraphrase the situation in your own words, then share a short quote from the testimonial
- Briefly explain what you did to help
- End by inviting neighbors who have similar challenges to message or comment questions

Tone: Gratitude-driven, humble, **[BRAND_TONE]**; no over-the-top hype.

Prompt 6 – Neighbor Q&A Post (Conversation Starter)

Prompt text:

Act as a local neighbor who wants to start a useful conversation related to **[SERVICE_TYPE]** on Nextdoor.

Goal: Start a Q&A style thread that invites neighbors to ask questions you can answer as an expert, while softly positioning **[BUSINESS_NAME]**.

Context:

- Topic: **[TOPIC – e.g., “keeping homes cool,” “choosing the right dog walker,” “getting ready to sell your home”]**
- Ideal client: **[IDEAL_CLIENT_DESCRIPTION]**

Output:

- A short 80–120 word Nextdoor post
- Open with a question most neighbors might be wondering about
- Share 1–2 quick tips or myths you see often

- Invite neighbors to drop their questions in the comments, promising you'll reply
- Light mention of your business at the end (one sentence)

Tone: Curious, approachable, **[BRAND_TONE]**.

Prompt 7 – Seasonal / Weather-Based Post

Prompt text:

Act as a local **[SERVICE_TYPE]** who understands seasonal issues in **[CITY/AREA]**.

Goal: Create a seasonal Nextdoor post that ties into the current month or weather and naturally leads into your services.

Context:

- Season or upcoming event: **[SEASON_OR_EVENT – e.g., “spring cleaning,” “back to school,” “holiday season,” “summer heat wave”]**
- Common seasonal problem: **[SEASONAL_PROBLEM]**
- Related service/offer: **[SEASONAL_SERVICE_OR_PACKAGE]**

Output:

- A 130–170 word Nextdoor post
- Connect the season/event to a real neighbor problem
- Share 2–3 quick tips or reminders
- Mention how **[BUSINESS_NAME]** can help with **[SEASONAL_SERVICE_OR_PACKAGE]**
- End with a soft CTA to message or comment if they'd like seasonal help

Tone: Timely, practical, neighborly.

Prompt 8 – Community-Focused / Giveback Post

Prompt text:

Act as a community-focused business owner on Nextdoor.

Goal: Share how **[BUSINESS_NAME]** gives back to the community and invite neighbors to participate or suggest ideas.

Context:

- Service type: **[SERVICE_TYPE]**
- City/area: **[CITY/AREA]**
- Giveback idea: **[GIVEBACK_INITIATIVE – e.g., “discount for seniors,” “free service for one family in need each month,” “donation to local shelter for each new client”]**

Output:

- A 120–180 word Nextdoor post
- Explain why community matters to you personally

- Describe the giveback program simply and clearly
- Invite neighbors to nominate people or causes in the comments
- Encourage suggestions for future community support

Tone: Sincere, warm, **[BRAND_TONE]**; the focus is on community, not just business.

Prompt 9 – Referral Request Post

Prompt text:

Act as a polite, grateful local business owner asking for referrals on Nextdoor.

Goal: Encourage happy neighbors to recommend **[BUSINESS_NAME]** when they see posts asking for **[SERVICE_TYPE]**, and invite existing clients to leave quick recommendations.

Context:

- Business name: **[BUSINESS_NAME]**
- Service type: **[SERVICE_TYPE]**
- Time in business or client results: **[CREDIBILITY_POINT – e.g., “serving the area for 5 years,” “over 100 happy clients”]**

Output:

- A 100–140 word Nextdoor post
- Open by thanking neighbors for past support and trust
- Briefly restate what you do and who you help
- Ask kindly: if they see someone asking for **[SERVICE_TYPE]**, you’d be grateful if they mentioned **[BUSINESS_NAME]**
- Optionally invite past clients to leave a short recommendation on your Nextdoor profile

Tone: Grateful, respectful, never demanding.

Prompt 10 – Re-Engagement / “We’re Still Here” Post

Prompt text:

Act as a local **[SERVICE_TYPE]** reconnecting with neighbors on Nextdoor after a quiet period.

Goal: Remind neighbors that **[BUSINESS_NAME]** is still serving **[CITY/AREA]**, share any updates, and invite them to reach out.

Context:

- Reason for being quieter lately: **[REASON – e.g., “behind the scenes improvements,” “busy season,” “family updates”]**
- New services, updates, or improvements: **[UPDATES]**
- Ideal clients: **[IDEAL_CLIENT_DESCRIPTION]**

Output:

- A 130–180 word Nextdoor post
- Friendly “long time no see” style opening
- Briefly explain what’s new or improved
- Remind neighbors what you specialize in and who you serve
- End with an invitation to message you with questions or to get a no-pressure quote

Tone: Warm, conversational, **[BRAND_TONE]**; sound like a neighbor catching up.

5. Bonus: Reply & DM Prompts for Leads

Use these when people **comment on your posts** or **message you privately** on Nextdoor.

Bonus Prompt A – Replying to Comments Publicly

Prompt text:

Act as a friendly local **[SERVICE_TYPE]** replying to a comment on my Nextdoor post.

Goal: Respond in a way that is kind, clear, and encourages either more conversation or a private message, while staying very neighborly.

Context:

- My original post summary: **[POST_SUMMARY]**
- Commenter’s question or concern: “**[COMMENT_TEXT]**”
- Business details: **[BUSINESS_NAME]**, **[CITY/AREA]**, **[SERVICE_TYPE]**

Output:

- A public reply of 40–80 words
- Address the neighbor by name if available
- Answer their question simply
- If appropriate, invite them to DM you for more specific details or scheduling

Tone: Respectful, warm, **[BRAND_TONE]**.

Bonus Prompt B – Turning a Comment into a Private Message

Prompt text:

Act as a local business owner writing a private Nextdoor message to a neighbor who commented on my post.

Goal: Move the conversation from public comments into a friendly, low-pressure DM that can lead to booking a service.

Context:

- Neighbor’s name: **[NEIGHBOR_NAME]**

- What they commented about: **[COMMENT_SUMMARY]**
- Service they're interested in: **[SERVICE_OF_INTEREST]**
- Business: **[BUSINESS_NAME], [SERVICE_TYPE], [CITY/AREA]**

Output:

- A short DM (60–90 words)
- Thank them for commenting and restate their concern/goal
- Ask 1–2 simple questions to understand their situation
- Offer a clear next step (quick estimate, short call, or suggested time)

Tone: Friendly, non-pushy, **[BRAND_TONE]**.

Bonus Prompt C – Follow-Up Message if They Don't Reply

Prompt text:

Act as a polite local **[SERVICE_TYPE]** following up with a neighbor who hasn't replied to my last Nextdoor message.

Goal: Send one gentle follow-up that keeps the door open without feeling like pressure.

Context:

- Neighbor's name: **[NEIGHBOR_NAME]**
- Original message purpose: **[ORIGINAL_PURPOSE]**
- Time since last message: **[TIME_PASSED]**

Output:

- A 40–70 word DM
- Acknowledge that people get busy
- Ask if they're still interested or if timing isn't right, and let them know they're welcome to reach out anytime

Tone: Light, respectful, **[BRAND_TONE]**.

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