

10 Free AI Prompts for Local Businesses

A free sample from the Local Business AI Prompt Pack.

Ten copy-and-paste prompts for Google review replies, review requests, Google Business Profile posts, an ad and a follow-up email.

How to use: fill in the Business Context block below once, paste it where each prompt says so, then add your details. Always read and check the output before you post or send it.

Your Business Context block

Fill this in once. Paste it at the top of every prompt in these prompts, where it says [PASTE YOUR BUSINESS CONTEXT BLOCK HERE].

Every prompt tells the AI to use only these facts, so the more accurate this block is, the better and safer the outputs.

If you only have rough notes, use prompt X1 to turn them into this block.

BUSINESS CONTEXT

Business name:

Type of business: [e.g. residential plumber, med spa, lawn care]

City and service area: [your city plus the towns you serve]

Services: [list what you actually do]

Current offers (real, approved): [only offers you are running now, written exactly as you advertise them; write 'none' if there are none]

Hours:

Phone:

Booking link:

Google review link:

Team (first names, shared with permission): [only people who agreed to be named]

What makes us different (facts only): [facts you can prove, not adjectives]

Tone: [three or four words, e.g. friendly, plain-spoken]

Words and claims to avoid: [words you never want used, e.g. 'cheapest', 'guaranteed', any statistic you can't back up]

Languages:

Industry rules: [rules for your trade, e.g. 'do not promise same-day service', 'no medical claims']

The rules every prompt includes

Rules: Use only the facts in the business context and the details I give you. Do not invent prices, numbers, statistics, ratings, awards, guarantees or customer stories. If something you need is missing, write [ADD: what is missing] instead of guessing. Write in the tone described in the context. Return only the finished text, with no notes or explanations.

If the AI writes [ADD: ...], it means a fact was missing. Fill it in yourself. Don't let the AI guess.

Reviews

Review rules: read this before you use this section.

These prompts follow the FTC's rule on consumer reviews and testimonials (16 CFR Part 465) and Google's review policies. Keep them that way when you edit them:

- **Ask every customer the same way.** Send the same request after every job. Don't ask only the customers you think are happy, and don't ask "how did we do?" first and then send only the happy ones to Google.
- **Never offer anything for a review.** That means no discounts, gifts, entries or freebies, whether the review is good or bad.
- **Never write reviews.** Don't write one for a customer, post one yourself or have staff post one, and don't give customers sample text to copy.
- **Never hide or bury honest reviews.** Don't ask anyone to change or remove a review, and don't report honest reviews as fake. Reply to them calmly in public instead.

This is a plain-English summary, not legal advice.

R1. Reply to a 5-star review

Use it when: A new happy review comes in and you want a warm reply that doesn't sound copy-pasted.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a public reply from the business to this Google review. Thank the reviewer by first name, mention one specific detail they wrote about, and keep it under 80 words. Sign off with the business name. Do not ask the reviewer to change, update or remove their review. Do not offer anything in return for the review. Do not mention any private details about the customer or the job beyond what the reviewer already wrote, and follow the industry rules in the context even when the reviewer mentioned the detail themselves (for example, a health business should not name the treatment in a public reply).

THE REVIEW:

[PASTE THE REVIEW HERE]

Example (FICTIONAL Sample Business #1: Barton Creek Plumbing Co.)

Input used: Reviewer: Jenny K. (5 stars) - Marcus came out on a Saturday for our leaking water heater, explained the options and the price before touching anything, and had it fixed before lunch. Super clean too.

Output:

Hi Jenny, thank you! We're glad Marcus could fix your leaking water heater on a Saturday and that he went over the options and the price before he started. Keeping your home clean while we work matters to us. Thanks for choosing us.

Barton Creek Plumbing Co.

R3. Calm reply to a 1- or 2-star review

Use it when: An unhappy customer posts a negative review and you need to respond without getting defensive.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a calm, public reply from the business to this negative Google review. Apologise for the experience without arguing, do not blame the customer, invite them to contact us directly using the phone number in the context so we can make it right, and keep it under 90 words. Do not ask the reviewer to change, update or remove their review. Do not offer anything in return for the review. Do not mention any private details about the customer or the job beyond what the reviewer already wrote, and follow the industry rules in the context even when the reviewer mentioned the detail themselves (for example, a health business should not name the treatment in a public reply).

THE REVIEW:

[PASTE THE REVIEW HERE]

Example (FICTIONAL Sample Business #3: Greenline Lawn & Landscape)

Input used: Reviewer: Dave H. (1 star) - Requested an estimate two weeks ago and still haven't heard back.

Output:

Dave, we're sorry you haven't heard back about your estimate request. Two weeks is too long to wait. We'd like to make this right. Please call us at (614) 555-0119 and we'll get it sorted.

Greenline Lawn & Landscape

R4. Reply to a review you can't match to a customer

Use it when: A negative review comes from a name you can't find in your records.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a short, polite public reply to this Google review. We can't find this person in our records. Do not accuse them of lying and do not argue. Say we take every review seriously, that we couldn't find their visit, and invite them to call the phone number in the context so we can look into it. Under 70 words. Do not ask the reviewer to change, update or remove their review. Do not offer anything in return for the review. Do not mention any private details about the customer or the job beyond what the reviewer already wrote, and follow the industry rules in the context even when the reviewer mentioned the detail themselves (for example, a health business should not name the treatment in a public reply).

THE REVIEW:

[PASTE THE REVIEW HERE]

Example (FICTIONAL Sample Business #1: Barton Creek Plumbing Co.)

Input used: Reviewer: Big Dog 77 (1 star) - Worst plumber in Austin. Ripped me off.

Output:

Thank you for your feedback. We take every review seriously, but we couldn't find a visit that matches this review in our records. We'd like to understand what happened. Please call us at (512) 555-0142 so we can look into it.

Barton Creek Plumbing Co.

R7. Review request sent the same way to every customer

Use it when: After every completed job, send one review request by text and email. Every customer gets the same message.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a review request the business sends to every customer after every completed job, with exactly the same wording for everyone. Write two versions: first a text message under 300 characters, labelled 'SMS:', then a short email under 100 words, labelled 'EMAIL:' with a subject line. Ask for an honest review and include the Google review link from the context. Do not offer any discount, gift, entry or reward. Do not ask only happy customers, do not ask for a 5-star or positive review, and do not ask how the job went first before sending the link. Do not write the review for them.

HOW WE SEND REVIEW REQUESTS:

[PASTE HOW WE SEND REVIEW REQUESTS HERE]

Example (FICTIONAL Sample Business #1: Barton Creek Plumbing Co.)

Input used: Our Google review link is g.example/bcp-review. We send this after every completed job.

Output:

SMS: Hi, this is Barton Creek Plumbing Co. Thanks for choosing us today. If you have a minute, we'd appreciate an honest review on Google: g.example/bcp-review. Thank you!

EMAIL:

Subject: Thanks from Barton Creek Plumbing Co.

Hi,

Thank you for having us out today. We send this note to every customer after every job.

If you have a minute, we'd appreciate an honest review of your experience on Google. It helps neighbors in Austin, Round Rock and Pflugerville decide who to call:
g.example/bcp-review

If anything about the work isn't right, call us any time at (512) 555-0142.

Thanks,

Dana and the Barton Creek Plumbing Co. team

Google Business Profile

G1. Weekly update post

Use it when: A quick weekly post so your profile stays active.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a Google Business Profile 'update' post about this week's news. Keep it under 1,500 characters (the Google Business Profile post limit) and ideally under 150 words. End with one clear call to action using the phone number or booking link in the context.

THIS WEEK'S NEWS:

[PASTE THIS WEEK'S NEWS HERE]

Example (FICTIONAL Sample Business #2: Palm Harbor Aesthetics)

Input used: This week we added Saturday evening appointments until 7pm and welcomed a new front-desk coordinator.

Output:

Now open Saturday evenings

This week Palm Harbor Aesthetics added Saturday evening appointments until 7pm, and we welcomed a new front-desk coordinator to our South Tampa studio. Our bilingual front desk is happy to help you in English or Spanish.

Every injectable treatment starts with a consultation with a licensed provider, so you can ask all your questions first.

Book your visit at palmharboraesthetics.example/book or call (813) 555-0187.

G2. Offer post

Use it when: You have a real, approved offer to promote.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a Google Business Profile 'offer' post for this offer. Include the offer exactly as written, including any end date or conditions, and do not add any other discount. Include a short title line. Keep it under 1,500 characters (the Google Business Profile post limit) and ideally under 150 words. End with one clear call to action using the phone number or booking link in the context.

THE OFFER:

[PASTE THE OFFER HERE]

Example (FICTIONAL Sample Business #3: Greenline Lawn & Landscape)

Input used: Free estimates for landscape design projects, booked through our estimate page.

Output:

Free estimates for landscape design projects

Thinking about new beds, plantings or a fresh look for your yard? Greenline Lawn & Landscape offers free estimates for landscape design projects, booked through our estimate page.

We're family-owned and serve Columbus, Dublin, Westerville and Hilliard.

Book your free estimate at greenlinelawn.example/estimate or call (614) 555-0119.

G7. FAQ answers in the business's own name

Use it when: Write clear answers to common questions for your profile, website or posts, in the business's own name.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write short answers, in the business's own voice, to each of these common customer questions. Format each as 'Q:' then 'A:'. Answer only from the context; if the context doesn't answer a question, write [ADD: answer]. Do not write them as if a customer asked them on Google, and do not invent customer names.

THE QUESTIONS:

[PASTE THE QUESTIONS HERE]

Example (FICTIONAL Sample Business #2: Palm Harbor Aesthetics)

Input used: Do you offer consultations? Who performs injections? Do you have Spanish-speaking staff? How do I book?

Output:

Q: Do you offer consultations?

A: Yes. Every injectable treatment starts with a consultation, and you can book one at palmharboraesthetics.example/book.

Q: Who performs injections?

A: Treatments are performed by licensed providers. Dr. Lena is our medical director.

Q: Do you have Spanish-speaking staff?

A: Yes. Our front desk is bilingual in English and Spanish.

Q: How do I book?

A: Book online at palmharboraesthetics.example/book or call (813) 555-0187.

Ads, email and fact-checking

A1. Google Search ad headlines and descriptions

Use it when: Build a responsive search ad for one service.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a Google Search responsive ad for this goal. Give 10 headlines, each on its own line starting with 'H:', each 30 characters or fewer (count carefully, including spaces). Then give 4 descriptions, each on its own line starting with 'D:', each 90 characters or fewer. Use the city name in at least two headlines. Do not include star ratings, review counts, testimonials, awards, guarantees or statistics unless they are in the context.

THE AD GOAL:

[PASTE THE AD GOAL HERE]

Example (FICTIONAL Sample Business #3: Greenline Lawn & Landscape)

Input used: Get estimate requests for landscape design in Columbus suburbs.

Output:

H: Landscape Design Columbus

H: Free Design Estimates

H: Dublin Landscape Design

H: Westerville & Hilliard Yards

H: Family-Owned Landscapers

H: Same Crew Every Visit

H: We Text Before We Arrive

H: Greenline Lawn & Landscape

H: New Beds and Plantings

H: Request Your Free Estimate

D: Free estimates for landscape design projects in Columbus, Dublin, Westerville, Hilliard.

D: Family-owned. The same crew visits each week, and we text before we arrive.

D: Landscape design and planting from Greenline Lawn & Landscape. Book your free estimate.

D: Request your free design estimate at greenlinelawn.example/estimate or call us.

E1. New-lead follow-up (3 emails)

Use it when: Someone filled in your form but didn't book.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Write a 3-email follow-up sequence for this lead: email 1 the same day, email 2 two days later, email 3 a week later. Label them 'Email 1', 'Email 2', 'Email 3'. Helpful, not pushy; each ends with the booking link or phone number. Start each email with 'Subject:'. Sign off with the business name. Keep each email under 150 words.

THE LEAD:

[PASTE THE LEAD HERE]

Example (FICTIONAL Sample Business #1: Barton Creek Plumbing Co.)

Input used: Lead: Priya, filled out the quote form for a slow kitchen drain, did not book.

Output:

Email 1

Subject: Your slow kitchen drain

Hi Priya,

Thanks for reaching out about your slow kitchen drain. We'd be glad to take a look. We offer a \$49 drain inspection, waived if we do the repair, and we'll always give you the price before we start the work.

Book a time that suits you at bartoncreekplumbing.example/book or call (512) 555-0142.

Barton Creek Plumbing Co.

Email 2

Subject: Still dealing with that drain?

Hi Priya,

Just checking in. Slow drains usually don't fix themselves, and we're happy to help whenever you're ready. We're open Monday to Friday 7am to 6pm and Saturday 8am to 2pm.

Book at bartoncreekplumbing.example/book or call (512) 555-0142.

Barton Creek Plumbing Co.

Email 3

Subject: Here when you need us

Hi Priya,

We won't keep filling your inbox. If your kitchen drain is still slow, or anything else comes up, we're a call away. Our \$49 drain inspection is waived if we do the repair.

Call (512) 555-0142 or book at bartoncreekplumbing.example/book.

Barton Creek Plumbing Co.

X4. Fact-check a draft against your context

Use it when: Catch made-up claims before anything goes public.

[PASTE YOUR BUSINESS CONTEXT BLOCK HERE]

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TASK: Check this draft against the business context. List every claim in the draft that is not supported by the context (numbers, rankings, guarantees, promises), one per line starting with 'UNSUPPORTED:'. Then write 'REWRITE:' and a corrected version that uses only supported facts. Do not add new claims.

THE DRAFT TO CHECK:

[PASTE THE DRAFT TO CHECK HERE]

Example (FICTIONAL Sample Business #3: Greenline Lawn & Landscape)

Input used: Greenline is the best landscaper in Columbus, with over 2,000 happy lawns and a 100% satisfaction guarantee. We arrive at 8am sharp, every time!

Output:

UNSUPPORTED: "the best landscaper in Columbus" (on the avoid list)

UNSUPPORTED: "over 2,000 happy lawns" (number not in the context)

UNSUPPORTED: "100% satisfaction guarantee" (statistic and guarantee not in the context)

UNSUPPORTED: "We arrive at 8am sharp, every time" (industry rules say do not promise a specific arrival time)

REWRITE: Greenline Lawn & Landscape is a family-owned lawn care and landscaping company in Columbus, Dublin, Westerville and Hilliard. The same crew visits your property each week, and we text before we arrive.

How these were tested: each prompt was run in-house (self-run by our AI assistant) against three fictional sample businesses and checked against a written checklist. The examples are about fictional businesses

(555 phone numbers, .example links). This was not independent testing, so always check the output yourself.

The full pack has 40 prompts across reviews, Google Business Profile, ads, emails, social and setup.

Want this done for you?

Reviews, handled the right way

Reviews and reputation setup (Build first): **350** USD one-time

The same review link for every customer (short link, QR card, request page), SMS and email request templates, a staff script and reply templates. No fake reviews, no gating.

Review care (Monthly): **150** USD a month

A drafted reply to every new Google review within 1 business day. You approve the 1 to 3-star replies before they're posted. Monthly summary.

Get found on Google

Google Business Profile setup or optimisation (Needs your access): **350** USD one-time

Categories, description, services, photos, 4 starter posts and tracked links. You verify the profile with Google and add us as a manager. 3 business days.

See the full menu: <https://digidle.com/studio/local/>

See sample work: <https://digidle.com/studio/work/>

Email studio@digidle.com

Need a website? We build it first.

We build your site (and forms, review setup, content) first; you only pay if you keep it.

One-page website (Build first): **650** USD one-time

Up to 8 sections, click-to-call, quote form, service area, FAQ, map and hours. Fast on phones, with local search basics built in. Preview in 4 business days.

Multi-page website (Build first): **1,450** USD one-time

Up to 6 pages plus a service-area page, a page per service, quote form on every page, Analytics and Search Console. Extra pages 150 USD. Preview in 7 business days.

For build items: no deposit, no card, nothing to sign. We agree the scope and price with you by email, build a private preview at preview.digidle.com, and you have 7 days to decide. Say yes and pay the Stripe Payment Link for your job to get your files and go live. Say no, or say nothing, and we take the preview down and you owe nothing.

Build first is available once per business, for one menu item or one bundle. Google Business Profile, local SEO and citations are paid when you order. Monthly services are billed monthly.

Full terms: <https://digidle.com/studio/build-first/>