

THE CALENDAR PROMPT

The full ChatGPT prompt, word for word, that writes 30 days of post ideas with hooks and first lines for a local business.

Paste the prompt below into ChatGPT (or Claude, or Gemini), fill the brackets, and you get thirty ideas with a hook and a first line each. You fill the rest in your own words. Check every idea before you post it: you know your trade, the AI does not.

THE PROMPT (COPY ALL OF IT)

PROMPT

You are a content planner for a local service business. Here is who I am: I am a [TRADE] in [TOWN, STATE], [YEARS] years in business. We mainly do [TOP 3 SERVICES]. Here is who I want as a customer: [DESCRIBE THEM: homeowners over forty with a roof older than fifteen years]. Give me thirty short-video post ideas, one per day for thirty days, spread evenly across five buckets:
1) Before and after. 2) A tip the customer can use. 3) A mistake customers make. 4) A price question answered honestly. 5) A story from a real job.
For each idea write: the day number, the bucket, a negative or curiosity hook for the first three seconds (no questions, no exclamation marks, under twelve words), and the first line I say after the hook.
Keep every idea specific to my trade and my town. No generic motivation. Plain words a customer would use. Format it as a numbered list I can paste into my notes.

THE 5 BUCKETS, EXPLAINED

- Before and after: show the change, no talking needed. One shot, then the other.
- A tip: something the customer can do today. Builds trust, costs you nothing.
- A mistake: what people do wrong before they call you. Hook writes itself: Stop doing this.
- A price question: answer the question you get every week with a real range. Honesty is the whole hook.
- A story: the 6 AM call, the job we turned down, the thing we found behind the wall.

FILMING BATCH PLAN

When	What	Time
Sunday night	Run the prompt, paste the thirty into your notes	10 min
Monday	Film ideas 1-3 in one sitting, same shirt, same spot	20 min
Thursday	Film ideas 4-6	20 min
Every day	Post one, reply for 30 minutes	35 min

10 EXAMPLE IDEAS (ROOFER, HERNANDO COUNTY)

1. Before and after: Stop guessing if your roof is done. Here is a twenty-year roof next to a new one.
2. Tip: Stop climbing a ladder to check your roof. Three things you can see from the driveway.
3. Mistake: Stop filing the insurance claim before you do this. A quick look saves the claim.
4. Price: Stop getting three quotes without knowing this. What a roof actually costs in Hernando County.
5. Story: The call we got at 6 AM after the storm, and what we found.
6. Before and after: Flashing around a chimney, the leak nobody could find.
7. Tip: Stop ignoring granules in the gutter. That is your roof wearing out.
8. Mistake: Stop letting the lowest bid win. Here is what was missing from one last month.
9. Price: Repair or replace, the number that decides it.
10. Story: The roof we turned down and why.

Educational only. AI tools change and make mistakes; check every idea against what you know. No results promised.

Calendar full. Now fill the inbox.

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- Find and verify the emails free: EmailClik.com