

Service Businesses

Prompting guide for service businesses using Chirpy: captions, images, designs, image editing, AI video and video editing.

chirpy.me · Social Media Operating System

Introduction

Service businesses do not sell a product a customer can pick up and inspect. They sell trust: that the plumber will show up on time, that the landscaper will leave the garden better than they found it, that the salon will get the colour right. Every post either builds that trust or wastes the chance to.

This guide is written for landscapers, plumbers, electricians, cleaners, salons and beauty professionals, repair services, contractors, home improvement specialists, mobile services, consultants and any other business that runs on appointments, callouts and quotes. The prompts use placeholders such as **[service]**, **[trade]** and **[service area]** so they flex across all of these trades.

Instead of asking Chirpy to:

"Write a post about my business."

Tell Chirpy:

- What service or job the content is about
- Who you want to reach, and in which **[service area]**
- What problem the service solves for the customer
- What verified facts must appear (real qualifications, real availability, real prices if you share them)
- Where the content will be published
- What tone to use
- What action the reader should take (call, book, request a quote)
- What Chirpy must not invent

Chirpy's BrandKit stores your persistent brand information: your business name, brand voice, logo, colours, fonts, target audience, your list of services, the locations and areas you serve, your standard calls to action and your brand rules. Set it up once, and every prompt starts from an accurate foundation. Your prompt should then focus on the specific campaign, objective, offer, job or asset you want to create content about.

One rule sits above all others in this guide. Never let Chirpy invent certifications, guarantees, licences, prices, reviews or project results. If you are licensed, insured or certified, state it in your own words and let Chirpy repeat it exactly. And before-and-after content must show your real, unexaggerated work: nothing loses a local reputation faster than a transformation photo the finished job cannot live up to.

1. Post Captions and Written Content

What to include in a caption prompt

A strong service business caption prompt should include:

Content type + platform + service or job + customer problem + **[service area]** + verified details + tone + objective + call to action

Reusable formula

Create a **[content type]** for **[platform]** about **[service, job or topic]** .
The target audience is **[customer type]** in **[service area]** .
The problem this solves for them is **[customer problem]** .
Include these verified details exactly: **[availability, qualifications, offer or process details]** .
Use a **[tone]** tone.
The goal is to **[objective, such as quote requests or bookings]** .
End with a call to action asking readers to **[action]** .
Do not invent certifications, guarantees, prices, reviews or results.
Keep it **[length or format requirements]** .

WEAK PROMPT

Write a post about our plumbing services.

IMPROVED PROMPT

Create a Facebook and Instagram caption for Brightwater Plumbing about our drain-cleaning service. The target audience is homeowners in Ridgefield and the surrounding suburbs who have slow or recurring blocked drains. Explain in plain language why drains keep blocking and why repeated chemical cleaners often make the problem worse. Mention that we offer same-week appointments, which is verified and current. Use a helpful, straight-talking tone, like a tradesperson explaining something to a neighbour. The goal is quote requests. End by inviting readers to call **[phone number]** or send a message for a free quote. Do not invent prices, guarantees or customer stories. Keep it under 150 words.

Ready-to-use caption prompts

Service explanation post

Write a **[platform]** caption explaining our **[service]** in plain language for homeowners in **[service area]** . Cover what the service involves, when someone typically needs it and what happens if the problem is ignored. Avoid trade jargon, and where a technical term is unavoidable, explain it in one short phrase. Use a helpful, knowledgeable tone. End by inviting readers to **[call to action]** . Do not invent prices, timeframes or guarantees.

Before-and-after project post

Write a caption to accompany the real before-and-after photos of our recent **[job type]** in **[suburb or area]**. Use only these verified project details: **[what the problem was, what work was done, how long it took]**. Describe the work accurately and do not exaggerate the transformation or add results I have not stated. The audience is homeowners in **[service area]** with a similar problem. Use a proud but honest tone. End by inviting readers to request a quote for their own **[job type]**.

Common customer problem post

Write a **[platform]** post about one of the most common problems we see: [customer problem, such as a dripping tap, patchy lawn, flickering lights or split ends after box dye]. Explain what usually causes it, what the customer can safely check or do themselves, and at what point they should call a professional. Be genuinely useful rather than scaring the reader into booking. The audience is **[customer type]** in **[service area]**. End with an invitation to **[call to action]** if the problem sounds familiar.

Emergency service availability post

Write a short, clear post for **[platform]** reminding followers that we offer [emergency service, such as emergency plumbing or after-hours electrical callouts] in **[service area]**. Use only these verified details: [actual hours of availability, response arrangements and contact method]. Do not invent response times, coverage areas or availability we have not confirmed. Use a calm, reassuring tone rather than a dramatic one. Make the contact details the clearest element of the post.

Seasonal service reminder

Write a **[platform]** caption reminding **[customer type]** in **[service area]** that **[season]** is the right time for [seasonal service, such as gutter clearing before winter, irrigation checks before summer or a pre-holiday deep clean]. Explain briefly why timing matters and what happens when this job is left too late. Mention that our **[season]** schedule is filling and invite readers to book early, only if that is true: confirm with this verified detail: **[current booking status]**. End with **[call to action]**.

Customer review post

Turn the following real customer review into a polished **[platform]** caption: "**[paste exact review text]**". Preserve the customer's meaning and wording as closely as possible and do not add details, outcomes or praise the customer did not write. Add a short introduction thanking the customer, and a closing line inviting readers who need **[service]** in **[service area]** to **[call to action]**. Never generate or embellish reviews.

Quote request lead post

Write a lead-generation post for **[platform]** aimed at **[customer type]** in **[service area]** who have been putting off **[job type]**. Address the two most common hesitations: **[hesitation one, such as fear of cost]** and **[hesitation two, such as not knowing who to trust]**. Explain how our quote process works using only these verified details: [how quotes work, whether they are free, what the customer receives]. Use a low-pressure, helpful tone. End with an invitation to request a quote.

Meet the team post

Write a **[platform]** post introducing **[team member name]**, our **[role]**. Use only these verified details: [years in the trade, real qualifications or licences, specialities, one personal detail they are happy to share]. Do not invent credentials, certifications or experience. Use a warm, human tone that shows the person behind the work. End by mentioning the services **[name]** handles and inviting readers to **[call to action]**.

Process explanation post

Write a caption for **[platform]** walking readers through what happens when they book our **[service]**, step by step: **[step one, such as the initial call or site visit]**, **[step two]**, **[step three]** and **[step four]**. The goal is to remove uncertainty for first-time customers who have never hired a **[trade]** before. Use a clear, reassuring tone. End by inviting readers to start with step one: **[call to action]**.

Service package announcement

Write a **[platform]** post announcing our **[package name]** package for **[customer type]** in **[service area]**. Use this supplied wording for the inclusions and price exactly, without changing, adding or removing anything: **[exact package details and price]**. Explain who the package suits best. Create gentle urgency only from verified facts such as **[real limit, such as available slots this month]**. End with **[call to action]**.

Areas served post

Write a **[platform]** post confirming the areas we serve: **[list of suburbs, towns or postcodes]**. Frame it around the customer: readers in these areas can book **[services]** with **[realistic availability detail]**. Mention two or three of the areas naturally in sentences rather than only as a list, to help local discovery. Use a friendly, local tone. End by inviting readers in these areas to **[call to action]**, and readers just outside them to message and ask.

SERVICE BUSINESS WRITING TIPS

- Never invent certifications, licences, insurance status, guarantees, prices, reviews or project results. Paste the real details into the prompt and tell Chirpy to use them exactly.
- Name your **[service area]** in most posts. "Blocked drain?" is generic; "Blocked drain in Ridgefield?" is local, and local is what search and neighbourhood feeds reward.
- Educational posts about common problems build more trust than promotional posts. Aim for a majority of helpful content.
- Write like the person who does the work, not like a corporate brochure. Customers hire people, not slogans.
- Make the next step effortless: one phone number, one booking link or one clear instruction per post.
- Emergency-service posts must be calm and factual. Panic-flavoured marketing reads as manipulative.
- Before-and-after captions should state what was actually done. The photos carry the drama; the words carry the honesty.

2. Image Generation

What to include in an image prompt

A strong image prompt should include:

Subject + trade context + setting + composition + visual style + lighting + camera angle + mood + negative space + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** in **[setting]** .

Use a **[visual style]** style with **[lighting]** .

Show the scene from **[camera angle or perspective]** .

The image should feel **[mood]** , appropriate for a trusted local **[trade]** business.

Include [important visual details, such as tidy tools, protective equipment or a clean work area].

Leave clear space in **[location]** for **[headline, logo or offer]** .

Format it as **[aspect ratio]** .

Do not include **[unwanted elements]** , visible brand logos or generated text.

WEAK PROMPT

Make an image of a plumber.

IMPROVED PROMPT

Create a photorealistic image for Brightwater Plumbing showing a professional plumber in clean workwear kneeling beside a kitchen sink cabinet, checking pipework with a torch, in a bright modern family kitchen. Use natural window light and an authentic editorial photography style, not a stock-photo look. Shoot from a slightly low angle at the plumber's level so the viewer feels present in the room. The mood should feel competent, calm and trustworthy. Show tidy tools on a drop cloth to signal respect for the customer's home. Leave negative space in the upper third for a headline. Format it as 4:5 for Instagram. Do not include visible brand logos, faces in sharp close-up or generated text.

Ready-to-use image prompts

Tradesperson at work

Create a photorealistic image of a **[trade professional]** performing **[task]** in [setting, such as a family home, garden, commercial kitchen or salon]. Show clean workwear, appropriate safety equipment and an organised work area. Use natural light and an authentic documentary-photography style rather than a posed stock look. The mood should feel skilled and trustworthy. Leave negative space at the **[position]** for a headline. Format it as **[aspect ratio]**. Do not include brand logos or generated text.

Finished workmanship detail

Create a photorealistic close-up image representing high-quality **[trade]** workmanship, such as [detail, such as neatly soldered pipework, crisp lawn edging, a precise paint line or a flawless balayage blend]. Use shallow depth of field, soft directional light and a premium editorial style. The image should communicate care and precision without any people in frame. Format it as 1:1. This is an illustrative image, not a photo of our actual work, so it must not be captioned as a real project.

Seasonal service campaign image

Create a photorealistic image for a **[season] [service]** campaign. Show [seasonal scene, such as leaves gathering in gutters, a frost-covered garden, a sun-drenched patio or festive-season home prep] in **[setting]**. Use **[lighting matched to the season]** and a warm editorial style. Keep the scene relatable to an ordinary home in **[region type]**, not a mansion. Leave space at the **[position]** for the campaign message. Format it as 4:5.

Emergency callout concept

Create a photorealistic image conveying a household emergency being brought under control: [scenario, such as a technician arriving at a doorstep in the evening with a toolbag, hallway light glowing]. The mood should feel reassuring rather than alarming: help has arrived. Use warm evening light and a cinematic but believable style. Avoid dramatic water damage, flames or destruction. Leave negative space for the emergency contact number. Format it as 9:16 for Stories.

Local neighbourhood trust image

Create a photorealistic image of a welcoming residential street in a [neighbourhood type, such as leafy suburban, coastal or small-town] setting, with a subtle suggestion of a service visit, such as a clean unbranded work van parked outside a tidy home. Use bright morning light and a warm editorial style. The image should feel like the area we serve:

[brief description of service area character] . Do not include readable street signs, house numbers, licence plates or brand logos. Format as 4:5.

Workspace or studio ambience

Create a photorealistic interior image of a clean, inviting [workspace, such as a salon station, barber chair, treatment room, workshop bench or consultant's meeting space]. Show **[styling details]** with soft, flattering light and a calm, premium mood. The space should look real and cared for, not showroom-sterile. Leave the **[position]** clear for text. Format as **[aspect ratio]** . Do not include recognisable products, brand logos or generated text.

Maintenance-tip visual

Create a clean, simple photorealistic image to accompany a maintenance tip about [topic, such as checking a water heater, aerating a lawn or cleaning a range hood filter]. Show the relevant object or area clearly from a **[camera angle]** so the subject of the tip is unmistakable. Use bright, even lighting and an instructional but attractive style. Leave space at the top for the tip headline. Format as 4:5.

Quote and booking campaign background

Create a background image for a quote-request campaign: [subject, such as a sunlit garden awaiting landscaping, a bathroom ready for renovation or a calendar and coffee on a desk]. Keep the composition simple and uncluttered with low contrast, so bold text remains readable across the image. The mood should feel like a fresh start. Format as 9:16 for Stories and 4:5 for feed. Do not include text or logos.

SERVICE BUSINESS IMAGE-GENERATION TIPS

- Use generated images for campaigns, education and concepts. Never present a generated image as your real project, premises, van or team.
- Before-and-after imagery is the exception to everything: it must always be real photos of real work, never generated, and never exaggerated.
- Ask for "authentic documentary style" to avoid the glossy stock-photo look that customers scroll past.
- Small trust signals matter: drop cloths, tidy tools, safety gear and clean workwear say more than any slogan.
- Exclude readable text, logos, licence plates and house numbers from generated scenes.
- Leave negative space so your real phone number and offer can be added afterwards with correct spelling.
- Match the homes and gardens in your imagery to the ones you actually serve, so local viewers recognise themselves.

3. Posters, Carousels and Infographics

What to include in a design prompt

A strong design prompt should include:

Design format + objective + platform + exact required text + slide count and sequence + information hierarchy + visual style + BrandKit reference + call to action

Reusable carousel formula

Create a **[number]** -slide carousel for **[platform]** about **[topic]** .

The target audience is **[customer type]** in **[service area]** .

Slide 1: **[hook, under 12 words]** .

Slides 2 to **[number]** : **[content sequence, one idea per slide]** .

The final slide should include the call to action "**[exact CTA]** " and our contact details: **[exact details]** .

Use **[visual style]** with my colours, fonts and logo from BrandKit.

Keep each slide under **[word limit]** words and readable on a phone screen.

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a poster about our landscaping services.

IMPROVED PROMPT

Create a six-slide Instagram carousel for Fernleaf Landscaping titled "5 Signs Your Lawn Needs Help Before Summer." Slide 1: the title as a bold hook over a lawn photo background. Slides 2 to 6: one sign per slide, covering bare patches that keep returning, water pooling after rain, weeds outcompeting grass, spongy thatch underfoot, and colour fading despite watering. Each slide needs a short heading and one plain-language supporting line under 20 words. Slide 6 should also include the exact call to action "Book a free lawn assessment" and the phone number **[phone number]**. Use our BrandKit colours and fonts with clean leaf-motif icons. Format every slide as 4:5 and keep all text readable on a phone.

Ready-to-use design prompts

Services overview poster

Create a services poster for **[platform]** presenting what we offer. Use this exact list of services, without adding, removing or renaming any: **[exact service list]**. Headline: "**[exact headline]**." Include our service area "**[service area]**" and contact details "**[exact details]**." Use my BrandKit colours, fonts and logo, with a clear hierarchy so the services scan in under five seconds on mobile. Format as 4:5 with a 9:16 Story version.

Before-and-after showcase design

Create a before-and-after design using the two supplied real photos of our **[job type]** in **[suburb]**. Place the photos side by side (or top and bottom for 9:16) with small "Before" and "After" labels. Add only this verified project description: "**[exact one-line description]**." Do not crop, filter, retouch or enhance either photo in a way that exaggerates the difference between them. Include our logo and the call to action "**[exact CTA]**." Format as 4:5.

Seasonal checklist infographic

Create a **[season]** home-maintenance checklist infographic titled "**[exact title]**." Include exactly these checklist items in this order: **[list items]**. Mark which items are safe DIY tasks and which need a qualified **[trade]**, using two simple icon styles. Use a clean, friendly infographic style with my BrandKit colours. Add a footer with our contact details "**[exact details]**." Format as 4:5 for feed and A4 portrait for printing.

Booking process carousel

Create a five-slide carousel for **[platform]** titled "What Happens When You Book With Us." Slide 1: the title as a reassuring hook. Slides 2 to 5: one step per slide, using exactly these steps: **[step one]**, **[step two]**, **[step three]**, **[step four]**. Keep each slide under 25 words and use simple numbered icons. The final slide should include "**[exact CTA]**" and our booking details "**[exact details]**." Format every slide as 4:5.

Customer review graphic

Create a quote graphic featuring this exact customer review: " **[exact review text]** " from **[first name and suburb, as the customer agreed to be credited]** . Do not paraphrase, shorten or embellish the review. Set the review in large readable type with a five-star row only if the customer actually gave five stars: **[confirmed rating]** . Use my BrandKit and a subtle background. Format as 1:1.

Emergency contact poster

Create a bold, simple emergency-service poster. Include this exact text:

" **[Emergency service name]** "

" **[Verified availability, such as the actual hours we answer]** "

"Call **[exact phone number]** "

"Serving **[service area]** "

Make the phone number the largest element. Use high contrast, minimal decoration and my BrandKit colours. The design must be readable at a glance by someone stressed and in a hurry. Format as 9:16 for Stories and 1:1 for feed.

Service package comparison graphic

Create a comparison graphic presenting our **[number]** service packages side by side. Use only this supplied information for names, inclusions and prices, reproduced exactly: **[exact package details]** . Do not add, reword or invent any inclusion, and do not label any package "most popular" unless I confirm it: **[confirmation]** . Keep the layout scannable on mobile in under ten seconds. Format as 4:5.

Areas-served graphic

Create a clean, map-inspired graphic showing the areas we serve. List exactly these areas: **[suburbs, towns or postcodes]** . Use a stylised local-map background rather than an accurate street map, with our logo and the headline " **[exact headline, such as Proudly Serving the Ridgefield Area]** ." Include " **[exact CTA]** " and contact details in the footer. Format as 1:1 for feed and 16:9 for a Facebook cover.

Maintenance-tips infographic

Create an infographic titled "[exact title, such as How to Make Your Hot Water System Last Longer]." Present exactly these tips in order: **[insert tips]** . Use one icon per tip, short plain-language wording and my BrandKit styling. Add a clearly separated final section: "When to call a professional," using this supplied wording exactly: **[wording]** . Format as 4:5 with an A4 printable version.

SERVICE BUSINESS DESIGN TIPS

- Supply exact wording for every price, package inclusion, availability window, phone number and address, and instruct Chirpy to use it verbatim.
- Before-and-after designs must present both photos honestly: same framing where possible, no flattering filter on the "after" only.
- Reviews go into designs word for word, with the customer's permission, or not at all.
- Emergency posters have one job: make the number readable in two seconds by someone under stress.
- Checklists and FAQ carousels get saved and shared, which keeps your name in local feeds long after promotional posts fade.
- One idea per slide. A crowded slide on a phone screen is an unread slide.
- Print-friendly versions (A4) of checklists and service posters extend social content into letterbox drops and counter displays.

4. Image Editing

What to include in an editing prompt

A strong editing prompt should identify:

What to preserve + what to change + where the change is needed + how it must match the original + what must not be altered

Reusable formula

Edit the supplied image while preserving [protected elements, especially the real work, premises and people].

Change [specific item] by [requested modification] .

The change should appear in [location] .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic and honest to the real scene.

Do not alter [elements that must remain unchanged, especially the condition and quality of the actual work].

WEAK PROMPT

Make this job photo look better.

IMPROVED PROMPT

Edit the supplied photo of Fernleaf Landscaping's completed garden project. Preserve the garden itself exactly: the lawn, planting, edging, paving and overall condition of the work must not be changed, improved or enhanced in any way. Remove the wheelbarrow, empty soil bags and the tarpaulin visible in the bottom-left corner, and reconstruct the lawn beneath them naturally. Correct the exposure and white balance so the photo reflects how the garden looked in person, without oversaturating the greens. Match the original lighting and shadows. Do not alter the neighbouring properties or sky dramatically.

Ready-to-use image-editing prompts

Job-site photo cleanup

Edit the supplied photo of our completed **[job type]**. Preserve the finished work exactly as it appears, including its true condition, colours and finish. Remove [temporary items, such as tools, buckets, cables, bags or bins] and reconstruct the surfaces beneath them naturally. Match the original lighting, perspective and shadows. Do not improve, repair or enhance the work itself in any way.

Honest before-and-after preparation

Prepare the supplied before photo and after photo of our **[job type]** for publishing as a pair. Apply identical, neutral corrections to both: matching exposure, white balance and straightening only. Crop both to the same framing where possible. Do not apply any adjustment to one photo that is not applied equally to the other, and do not enhance the after photo's colours, condition or finish. The pair must honestly represent the real difference our work made.

Brighten a dark work photo

Correct the supplied photo taken in [dark conditions, such as under a sink, in a roof space, in a plant room or in evening light]. Brighten the exposure, recover shadow detail and correct the colour cast so the subject is clearly visible. Preserve the true state of everything in the frame; do not clean up, repair or beautify the actual scene. Keep noise reduction natural so textures remain believable.

Vehicle photo cleanup

Edit the supplied photo of our work vehicle. Preserve the vehicle, its signage, lettering and phone number exactly; do not regenerate or retouch any text on the vehicle. Remove **[distracting background elements]** and tidy the setting. Blur or remove the licence plate. Match lighting and reflections naturally. The vehicle must remain accurate to real life.

Team photo retouching

Retouch the supplied team photo. Preserve each person's genuine appearance, features, workwear and any visible safety equipment. Correct exposure and white balance, remove temporary blemishes and stray hairs only. Do not slim bodies, change faces, alter ages or make anyone look materially different from real life. Apply a consistent treatment if editing several photos in a set: **[background or style instruction]**.

Remove private details

Edit the supplied job photo to remove or blur all personally identifying details: house numbers, street signs, licence plates, visible mail, family photos, names and anything identifying the customer's address. Preserve the work, the space and everything else exactly. Reconstruct the edited areas naturally so the photo remains believable.

Add logo and branded frame

Add my logo from BrandKit to the **[corner or position]** of the supplied project photo at a small, unobtrusive size, and apply our standard branded frame treatment. Preserve the photo itself without covering the work shown. Add the exact caption strip text "**[exact text, such as suburb and job type]**" in our BrandKit font. Do not place any element over the key details of the work.

Aspect-ratio extension

Extend the supplied **[orientation]** photo of our **[subject, such as a finished patio or salon interior]** into a **[target ratio, such as 9:16]** composition. Preserve the original photo and its central subject exactly. Naturally extend the sky, ground, walls or surrounding environment to fill the new frame. Do not stretch, distort or crop away the work itself.

Salon or beauty result correction

Correct the supplied client result photo (shared with the client's permission). Adjust exposure and white balance so the **[result, such as hair colour, nail finish or skin tone]** appears exactly as it did in person under normal light. Do not shift the colour toward a more flattering tone, smooth skin, or edit the client's features. The photo must show the true result of the service.

SERVICE BUSINESS IMAGE-EDITING TIPS

- The golden rule: edit the mess around the work, never the work itself. Removing a bucket is fine; regenerating a neater pipe run is misrepresentation.
- Apply identical corrections to before-and-after pairs. An enhanced "after" next to an untouched "before" is a quiet lie customers eventually catch.
- Protect all real text in photos: van signage, phone numbers and safety labels are commonly mangled by careless edits.
- Remove customers' private details (house numbers, plates, mail) from every job photo before publishing.
- Get the customer's permission before publishing photos of their home, garden or person, and keep a record of it.
- Retouch people conservatively. Your team should be recognisable when they arrive at the door.
- Keep the original unedited files. They are your evidence that the published photo is honest.

5. AI Video Generation

What to include in a video-generation prompt

A strong video prompt should include:

Objective + platform + duration + aspect ratio + opening hook + scene sequence + subject + camera movement + visual style + lighting + pacing + music + voice-over + text handling + final frame + call to action + exclusions

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** promoting **[service, campaign or message]** .

Scene 1: **[opening hook visual]** .

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame]** , leaving clear space for " **[exact CTA]** " and our contact details to be added as text overlays.

Use **[camera movement]** , a **[visual style]** style and **[pacing]** .

Include **[music direction]** and **[voice-over instruction]** .

Do not generate readable text, prices or phone numbers within the footage.

Do not include **[unwanted elements]** , and do not present the footage as our real work, premises or staff.

WEAK PROMPT

Make a video ad for a plumber.

IMPROVED PROMPT

Create a 15-second 9:16 Instagram Reel for Brightwater Plumbing promoting our winter hot water service checks. Scene 1: a close shot of frost on a window at dawn, steam rising from a mug beside it. Scene 2: a cold showerhead sputtering, a hand pulling back, the universal bad-morning moment. Scene 3: a professional plumber in clean workwear checking a hot water system with a torch, calm and methodical. End on a warm, softly lit bathroom with steam on the glass, leaving clear space in the lower third for the text "Book your winter hot water check" and our phone number, added afterwards as exact overlays. Use handheld-style but steady camera movement, warm natural lighting against the cold opening, and a relaxed pace. Add gentle acoustic music, no voice-over. Do not generate readable text or phone numbers in the footage, and do not present this as footage of our real team.

Ready-to-use video-generation prompts

Service explainer animation

Create a **[duration]** animated **[aspect ratio]** video for **[platform]** explaining how our **[service]** works in **[number]** steps: **[step one]** , **[step two]** , **[step three]** , **[step four]** . Use clean modern motion graphics in tones that complement my BrandKit colours, one step per scene with simple visual metaphors. Leave space in each scene for the exact step wording to be added afterwards as text overlays. Use a friendly pace and light background music, with space for a voice-over.

Emergency response concept video

Create a **[duration]** 9:16 concept video conveying our **[emergency service]** . Scene 1: a household moment gone wrong, suggested rather than dramatic: **[scenario, such as a ceiling drip into a saucepan at night]** . Scene 2: a phone call being made, relief beginning. Scene 3: a professional arriving at the door with a toolbag, porch light on. End on a calm, restored home, leaving space for the exact availability wording and phone number as overlays. Use warm lighting, reassuring pacing and gentle music. Do not generate readable text, and do not exaggerate the emergency.

Seasonal campaign video

Create a **[duration]** **[aspect ratio]** video for our **[season]** **[service]** campaign. Open with **[seasonal hook visual]** , move through **[scene sequence connecting the season to the service need]** , and end with **[resolution visual]** and clear space for the campaign offer "**[exact offer]** " and "**[exact CTA]** " as text overlays. Use **[visual style]** , **[lighting matched to the season]** and **[pacing]** . Add **[music direction]** . Do not generate prices, dates or text within the footage.

Day-in-the-life concept

Create a **[duration]** 9:16 video in a day-in-the-life style for a local **[trade]** business. Scenes: loading the van at sunrise, driving through a **[neighbourhood type]** area, working carefully on **[task]**, a friendly doorstep goodbye, sunset drive home. Use candid documentary-style camera movement, natural light and an unhurried pace. The mood should feel honest, local and proud. This is concept footage and must not be presented as our real team. End with space for our logo and " **[exact CTA]** ."

Booking process explainer

Create a **[duration]** **[aspect ratio]** animated video showing how easy it is to book with us, in **[number]** steps: **[step one, such as send a photo of the problem]**, **[step two, such as receive a quote]**, **[step three, such as we arrive at the agreed time]**. Use simple, warm motion graphics with a character or icon style consistent across scenes. Leave space for exact step text and our contact details as overlays. Use optimistic music and a light pace.

Local brand-awareness video

Create a **[duration]** **[aspect ratio]** brand video for a **[trade]** business serving **[service area]**. Show a sequence of [three to five scenes reflecting the area and the craft, such as local streets at golden hour, careful hands at work, a tidy finished job, a wave from the doorstep]. Use warm editorial style, natural light and unhurried pacing. No voice-over; let the visuals and **[music style]** carry the feeling of a dependable local business. End with space for our logo and the line " **[exact positioning line]** ."

Maintenance-tip video

Create a **[duration]** 9:16 video presenting one maintenance tip: **[tip topic]**. Scene 1: the common problem appearing. Scene 2: the simple preventive action, shown clearly and safely. Scene 3: the problem avoided, everything working. Leave space in each scene for exact instructional text overlays. Use bright, clear lighting and an instructional but friendly style. Add a final frame with space for "Need a hand? **[exact CTA]** ." Do not show any action that would be unsafe for a non-professional to copy.

Quote request ad concept

Create a **[duration]** 9:16 advertisement encouraging **[customer type]** to request a quote for **[job type]**. Scene 1: the familiar frustration, **[problem moment]**. Scene 2: the easy action, a person photographing the problem on their phone. Scene 3: the professional at work, problem being solved. End with a clean frame and space for "Free quotes in **[service area]** " and " **[exact CTA]** " as overlays, using only verified claims: confirm quotes are actually free: **[confirmation]**. Keep the tone low-pressure and neighbourly.

Project showcase concept video

Create a **[duration]** **[aspect ratio]** concept video visualising a **[job type]** transformation, such as [example, such as a tired backyard becoming an entertaining space]. Show the stages: assessment, work in progress, reveal. Use satisfying, smooth camera movement and warm lighting. This is a stylised concept: it must be labelled as illustrative in the caption and must never be presented as our real project or used as a before-and-after claim. End with space for " **[exact CTA]** ."

SERVICE BUSINESS VIDEO-GENERATION TIPS

- Generated video is for concepts, explainers and campaigns. Real project showcases and all before-and-after claims must use real footage of your real work.
- Keep every exact detail (phone numbers, prices, availability, service areas) out of generated footage. Add them afterwards as text overlays you control.
- Open with the customer's problem, not your logo. The first two seconds decide whether a local homeowner keeps watching.
- Reassure, do not alarm. Emergency content that manufactures panic damages trust with the exact people you want to help.
- 9:16 for Reels, TikTok and Stories, 4:5 or 1:1 for feeds, 16:9 for YouTube and your website.
- Never show DIY steps that would be unsafe or that require a licensed professional in your region.
- Label concept footage honestly. One caption reading "illustration" costs nothing; a customer discovering staged footage costs a reputation.

6. Video Editing

What to include in a video-editing prompt

A strong video-editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + call to action + export formats

Reusable formula

Edit the supplied footage into a **[duration]** video for **[platform]** .

Open with **[strongest hook moment]** .

Keep **[important footage]** .

Remove [unwanted footage, including anything showing customers' private details without permission].

Arrange the clips in this order: **[sequence]** .

Use **[pacing and transition style]** .

Add **[captions, music, logo or overlays from BrandKit]** .

End with " **[exact CTA]** " and our contact details exactly as supplied: **[details]** .

Export as **[aspect ratio and versions needed]** .

WEAK PROMPT

Turn my job videos into something for Instagram.

IMPROVED PROMPT

Edit the supplied phone footage from Fernleaf Landscaping's backyard renovation in Maplewood into a 30-second Instagram Reel. Open with the best shot of the finished garden as a two-second hook, then cut back to the starting condition and move chronologically: clearing, levelling, planting, turf, final reveal. Remove shaky clips, footage where the homeowners are identifiable (they asked not to appear) and any shots showing their house number. Use quick, satisfying cuts matched to upbeat acoustic music. Add short captions naming each stage in our BrandKit font, and correct the colour so the before and after footage are treated identically, with no extra saturation on the reveal. End with our logo and the exact text "Free garden consultations in Maplewood. Link in bio." Export in 9:16, plus a 1:1 version for the feed.

Ready-to-use video-editing prompts

Job footage to project showcase

Edit the supplied footage from our **[job type]** into a **[duration]** vertical video for **[platform]**. Open with the most impressive finished shot as a hook, then show the job in order: **[sequence of stages]**. Remove shaky, dark or repetitive clips and anything showing the customer's private details without permission. Use satisfying, well-paced cuts and add stage-name captions in my BrandKit font. End with " **[exact CTA]** " and our contact details. Export in 9:16.

Honest before-and-after edit

Edit the supplied before and after footage of our **[job type]** into a **[duration]** transformation video. Match camera angles between before and after shots wherever possible. Apply identical colour treatment to both; do not grade the after footage to look brighter, greener or cleaner than reality. Clearly show the genuine starting condition followed by the genuine finished result. Use a clean transition between the two. End with the exact project description " **[one-line verified description]** " and " **[exact CTA]** ."

Customer testimonial edit

Edit the supplied customer testimonial footage into a **[duration]** video. Preserve the customer's exact words and natural tone. Remove pauses and repetition only; do not rearrange words into sentences the customer did not say, and do not add claims or results they did not mention. Open with their strongest sentence, add accurate captions, and use supporting shots of the actual job from the supplied footage where they match what is said. End with our logo and a soft " **[exact CTA]** ."

Owner or expert talking-head edit

Edit the supplied talking-head footage of **[name, role]** explaining **[topic, such as why drains block in winter]** into a **[duration]** video for **[platform]**. Open with the strongest or most surprising statement. Remove filler words, pauses and repeated takes without changing the meaning of anything said. Add accurate burned-in captions, subtle punch-in cuts for rhythm and low background music. End with **[name]** 's name, role and "**[exact CTA]**".

Long walkthrough to short clips

Review the supplied long walkthrough footage of **[job or topic]** and create **[number]** short vertical clips of **[duration]** each. Each clip should make one complete point, such as [example points: one common problem, one process stage, one tip]. Give each clip its own two-second hook, accurate captions and the end card "**[exact CTA]**". Do not cut speech in ways that change its meaning. Export all clips in 9:16 with a one-line description of each.

Tip and FAQ clip set

Edit the supplied footage of **[name]** answering common customer questions into **[number]** separate clips, one question per clip, each **[duration]** long. Open each clip with the question as an on-screen caption, exactly as supplied: **[list questions]**. Keep each answer intact and accurate; trim only pauses and filler. Add captions throughout, our logo watermark and the end card "**[exact CTA]**". Export in 9:16.

Emergency service promo edit

Edit the supplied footage into a **[duration]** video promoting our **[emergency service]**. Keep the tone calm and capable: select clips showing preparedness and professionalism rather than dramatic damage. Add the exact availability wording and phone number I supply, displayed clearly and long enough to read: **[exact details]**. Do not add sirens, alarm sound effects or urgency the footage does not support. Export in 9:16 and 1:1.

Multi-platform adaptation

Adapt the supplied master video into three versions: a 9:16 Reel, a 1:1 feed video and a 16:9 version for YouTube and our website. Reframe each shot so the work being shown stays fully visible and no captions, logos or contact details fall outside each platform's safe area. Preserve the message, the exact contact details and the end card in every version.

SERVICE BUSINESS VIDEO-EDITING TIPS

- Cut the wait, keep the work. Viewers love watching skilled hands; they skip setup, walking and small talk.
- Grade before and after footage identically. The edit must never manufacture a bigger transformation than the job delivered.
- Check every frame for customers' private details: house numbers, plates, faces of neighbours, mail on the counter.
- Get filming permission on the job, in writing, before the customer's property appears in your marketing.
- Always add captions. Most local viewers scroll with sound off, often on a work break.
- Show the phone number long enough to actually dial. Three seconds on screen is a graphic; six seconds is a lead.
- Keep raw footage archived. It backs up every claim your published edits make.

Service Business Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The objective (quote requests, bookings, calls, local awareness or education)
- ✓ The customer type you want to reach
- ✓ The service, job or problem the content is about
- ✓ The **[service area]**, suburb or neighbourhood
- ✓ Verified facts only: real qualifications, licences, insurance status, availability, prices and package details, written exactly
- ✓ The publishing platform
- ✓ The tone (helpful, straight-talking, calm for emergencies)
- ✓ The format and aspect ratio
- ✓ The call to action, word for word where it matters
- ✓ Any required copy such as phone numbers, booking links and hours, supplied exactly
- ✓ Restrictions: customer privacy, filming permissions and anything under warranty or dispute
- ✓ What Chirpy must never invent or change: certifications, guarantees, licences, prices, reviews, project results, and the true condition of any before-and-after work

Suggested Chirpy Interface

Each Service Businesses template in the Prompt Academy should have:

Prompt title

Example: Before-and-After Project Post

Best for

Facebook, Instagram, Google Business Profile and TikTok

Editable fields

- Trade or service type
- Service or job
- Service area
- Customer type
- Verified details (qualifications, availability, package details)
- Customer problem
- Tone
- Platform
- Call to action
- Contact details
- Restrictions (privacy, permissions, what must not be invented)

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video
- Save to BrandKit
- Add to content calendar

Example interactive template

Create a **[platform]** post for my **[trade]** business about **[service or job]** in **[service area]**. The target audience is **[customer type]** dealing with **[customer problem]**. Include these verified details exactly: **[details]**. Use a **[tone]** tone. End by asking readers to **[call to action]** using **[contact details]**. Do not invent certifications, guarantees, prices, reviews or results. Keep it under **[word count]** words.