DIGITAL BLISS MARKETING SOLUTIONS LLC FREE GUIDE

COPY AND PASTE CARD

The AI Setup Card

Fill this in once. Paste it into ChatGPT, Claude, or Gemini (free AI chat apps) before you ask for anything.

Takes	Works in	For	From
About 10 minutes, one time	ChatGPT, Claude, or Gemini	Home service companies and contractors	Isabelle Marie, Digital Bliss Marketing Solutions

> You don't have to use AI for your marketing. But if you're short on time and not ready to hand it off, use it the right way. AI doesn't know your business. Ask it for a post with no background, and you get the same post it gives everybody else. So tell it four things first: where you work, what you've done lately, how you talk, and what makes you different.

STEP 1

Fill in the blanks

Copy this whole block. Fill in every bracket. Save it in the Notes app on your phone.

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Here is my business. Use this for everything I ask you in this chat.

1. WHERE I WORK
Business name: [your business name]
My trade: [HVAC, plumbing, electrical, roofing, fencing, concrete, remodeling, or yours]
Towns I work in: [list every town]
Towns I want more work in: [list 1 to 3]

2. THREE REAL JOBS FROM THIS MONTH
Job 1: [what the job was, what town, what the problem was, what we did]
Job 2: [same]
Job 3: [same]

3. HOW I TALK
Here is a real text I sent a customer: "[paste it here, name removed]"
Words I would never say: [for example: synergy, solutions, elevate]
Write the way I talk. Short sentences. Plain words. No hype.

4. WHAT MAKES US DIFFERENT
[2 or 3 true things. For example: the owner is on every job. We answer the phone. We text a photo when the job is done.
Same town for 20 years.]

RULES
- Only use facts I gave you. If you need a fact you don't have, ask me. Do not make one up.
- No prices unless I give them to you.
- Do not promise results.
- Keep it short enough to read on a phone.
- If anything is unclear, ask me up to three questions before you write.
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> **Before you paste: take out customer names, addresses, phone numbers, and anything a customer wouldn't want shared.** "A homeowner in Midland" is plenty.

STEP 2

Paste it, then ask

Open a new chat. Paste your filled-in card. Then copy one of these asks.

Ask 1: a Google profile post (a post on your free Google Business Profile, the listing that shows on Google Search and Maps)

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Write a Google Business Profile post about Job 1. Use 3 or 4 sentences. Say what the problem was, what we did, and the town. End with one plain next step, like "Send us a message." No hashtags. Give me two versions.
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Ask 2: a review request text

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Write a text asking the customer from Job 2 for a Google review. Keep it under 40 words. Sound like me. Ask them to mention the job and the town. Leave a spot for the link, like this: [review link]. Do not offer anything in return.
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Ask 3: a reply to a review

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Here is a review we got: "[paste the review, name removed]". Write a reply under 50 words. Thank them and mention the job. Sound like me. If the review is unhappy, stay calm, don't argue, don't share details about the job, and invite them to call me.
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Why "do not offer anything in return": Google doesn't allow businesses to offer payment, discounts, or free goods or services in exchange for reviews.

Step 3. Check it before you post (30 seconds)

- Is every fact true? AI can sound sure and still be wrong.
- Does it sound like you? If not, tell it: "Too polished. Say it like I'd say it to a neighbor."
- Any names, addresses, or phone numbers that shouldn't be there?
- Read every word out loud. If you wouldn't say it to a customer, don't post it. AI is a tool, not your voice.

Keep it fresh

Swap in three new jobs at the start of every month. That one habit keeps AI from writing the same post twice.

Not sure people can find you in the first place?
Take the 2-minute visibility check (11 quick questions on how customers find you)

Want me to look at it with you?
Book your free lead audit (a free one-on-one call about your marketing)

Isabelle Marie, Digital Bliss Marketing Solutions

Source for the review line (read Nov 13, 2026): Google Maps User Generated Content Policy, "Prohibited & restricted content," support.google.com/contributionpolicy/answer/7400114