



webSURGE
**ELECTRICIAN
MARKETING**

I GOT 99 PROBLEMS... BUT A PROMPT AIN'T 1 99 POWER PROMPTS

- 01 HR / Legal Prompts
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- 03 Systems, Scripts, and
Sales Prompts
- 04 Marketing Prompts



99 Prompts for
Electrical Contractors



Hi there,

I'm Scott Coullard, VP of Operations at webSURGE Electrician Marketing.

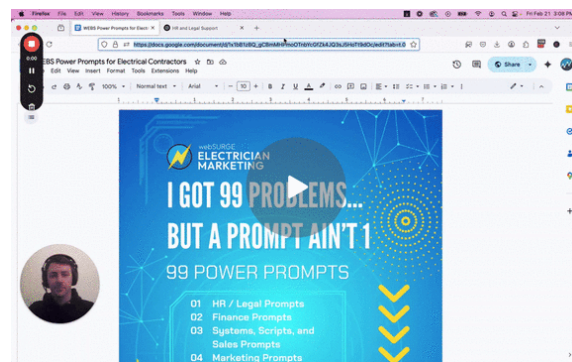
At webSURGE Electrician Marketing, we specialize in helping electrical contractors grow their business with digital marketing strategies that really work. (wselectricianmarketing.com)

I understand the challenges you face in running a successful electrical business, and I want to help you solve some of the time-consuming problems you encounter every day. That's why I've put together a guide with 99 proven prompts you can use with ChatGPT to make your business more efficient, productive, and effective. These prompts will save you time and help you streamline many of your daily tasks.

To get started, just sign up for a free account at <https://chat.openai.com/> and begin using these prompts to tackle everything from HR / Legal tasks to content creation and marketing.

Time is precious, especially in a busy electrical business. Let's make the most of it and get back to what really matters.

Best,
Scott Coullard
VP of Operations, webSURGE Electrician Marketing



How to Use This Resource (5-Steps)

1. Go to chatgpt.com (it's completely free).
2. Browse the list of prompts below and select one you need. Ask yourself: "What problem am I trying to solve?"
3. Copy the **relevant Training Prompt highlighted in blue**, replace [PLACEHOLDERS], and paste to ChatGPT.
4. Copy the prompt you found in Step 2, replace [PLACEHOLDERS] with detailed info, then paste to ChatGPT.
5. Refine the generated output by providing additional guidance with prompts such as:
"Make it more simple and straightforward." - or - *"How can I adapt this marketing strategy for commercial?"*

Anything we can improve? Feel free to reach out at support@websurgenow.com.

Category	Prompt
HR / Legal Training Prompt	Act as a World-Class HR Representative and Lawyer for an Electrical Contractor in [CITY, STATE]. Acknowledge and wait for further instructions.
HR / Legal: Employee Handbook	<p>Write an employee handbook outline for our electrical contractor business.</p> <p>Ensure each section is comprehensive, easy to understand, and compliant with state and local laws.</p> <p>Start the handbook with a table of contents.</p>
HR / Legal: Finding Candidates	<p>Provide a list of actionable strategies we can implement to find quality [JOB TITLE, e.g., licensed electricians, apprentice electricians] candidates at volume for our electrical contractor business.</p> <p>Include both online and offline strategies. Ensure the strategies are simple, impactful, and cost-effective.</p>
HR / Legal: Skills Test	<p>Develop a skills assessment to confirm the skills of a potential candidate interviewing for our [JOB TITLE, e.g., Journeyman Electrician, Apprentice Electrician] position.</p> <p>Use the job description as a reference. This assessment should help verify both hard and soft KPIs relevant to the role. If software is required for the assessment, include free or low-cost recommendations.</p> <p>Job Description: [JOB DESCRIPTION]</p>
HR / Legal: Job Description	<p>Create a job description template for a [JOB TITLE, e.g., Journeyman Electrician, Apprentice Electrician], detailing: daily, weekly, and monthly responsibilities, required qualifications, and preferred skills.</p> <p>Ensure the template is clear and concise, suitable for use in job postings and internal documentation.</p>
HR / Legal: Employment Contract	<p>Draft an employee contract template for new hires in an electrical contractor business.</p> <p>The template should include details about compensation, workplace responsibilities, confidentiality agreements, and references to the team handbook and job descriptions.</p> <p>Ensure the contract is clear, legally sound according to state and local laws, and covers all necessary terms and conditions.</p>
HR / Legal: Subcontractor Non-Solicitation	<p>Draft a non-solicitation agreement for subcontractors to sign during onboarding with an electrical contractor business.</p> <p>The document should prohibit subcontractors from soliciting clients, employees, or other subcontractors of the company for their own business purposes.</p>

	<p>Ensure the agreement is compliant with all state and local laws and written in clear, enforceable language.</p>
HR / Legal: Team Member Onboarding	<p>Create a checklist for new employee orientation in an electrical contractor business.</p> <p>The checklist should cover essential training topics, company policies, and safety procedures.</p> <p>Ensure it is thorough, easy to follow, and includes all necessary information for a smooth onboarding process, from initial paperwork to hands-on training.</p>
HR / Legal: Position Training	<p>Create a checklist for training a new [JOB TITLE, e.g., Journeyman Electrician, Apprentice Electrician] team member in an electrical contractor business.</p> <p>The checklist should be thorough, easy to follow, and include all necessary steps to ensure a smooth onboarding process, covering technical skills, safety protocols, company procedures, and job-specific responsibilities.</p>
HR / Legal: Performance Improvement Plan	<p>Design a performance improvement plan template for underperforming team members in an electrical contractor business.</p> <p>The plan should outline specific areas for improvement, clear performance expectations, measurable goals, timelines for progress, and support resources.</p> <p>Ensure the template adheres to state and local laws and includes documentation to mitigate risks associated with terminating W2 employees if necessary.</p>
HR / Legal: Employee Growth Plan	<p>Create an employee growth plan for [JOB TITLE, e.g., Apprentice Electrician, Journeyman Electrician, Master Electrician] within an electrical contractor business.</p> <p>The plan should outline a clear and concise path for career progression, including required skills, certifications, experience, and milestones necessary to achieve the role.</p> <p>Ensure the growth plan is structured to motivate employees while providing actionable steps for advancement.</p>
HR / Legal: Employee Performance Incentives	<p>Create a standard operating procedure (SOP) for tracking and rewarding employee performance in an electrical contractor business.</p> <p>The SOP should detail how to measure performance metrics, such as productivity, quality of work, adherence to safety protocols, and customer feedback.</p> <p>Include various ideas for rewards, such as bonus structures, raises, promotions, public recognition, and non-monetary incentives like extra time off or professional development opportunities.</p> <p>Ensure the procedure is fair, transparent, and aligned with company goals.</p>

HR / Legal: Quarterly Performance Reviews	<p>Create a quarterly review meeting script for providing feedback on a team member's performance in an electrical contractor business.</p> <p>The script should include a structure for delivering both positive and constructive feedback, incorporating actionable steps to address performance gaps.</p> <p>Tie feedback directly to the expectations outlined in their job description.</p> <p>Positive work feedback: [LIST OF POSITIVES]</p> <p>Areas for improvement: [LIST ISSUES]</p> <p>Job Description: [JOB DESCRIPTION]</p>
HR / Legal: Workplace Accidents	<p>Develop a process for reporting, investigating, and documenting workplace accidents. Include steps for reporting, investigation, and required documentation.</p> <p>Ensure it complies with state and local laws, including OSHA regulations.</p>
HR / Legal: Employee Wellness Program	<p>Develop a wellness program for encouraging healthy habits and regular exercise.</p> <p>Include rewards and incentives tied to specific KPIs, such as participation rates or fitness milestones.</p> <p>Ensure the program complies with state and local laws.</p>
HR / Legal: Leadership Training	<p>Create a list of monthly and quarterly training and continuous education ideas to elevate the leadership team in an electrical contractor business.</p> <p>Include online training, books, resources, and courses for ongoing skill development in areas such as management, communication, and industry advancements.</p>
Finance Training Prompt	<p>Act like the CFO of an Electrical Contractor. Acknowledge and wait for further instructions.</p>
Finance: New Hire Calculation	<p>I have one full-time worker who makes [INSERT SALARY] per year, another who makes [INSERT SALARY] per year, and one part-time worker who works [INSERT # OF HOURS] hours per week at [INSERT HOURLY RATE] per hour.</p> <p>How much revenue would my business need to generate for payroll to be [TARGET PERCENTAGE]% of our total gross revenue?</p>

Finance: Set Rate/Close Rate	Calculate the required set rate (leads to estimates) and close rate (estimates to sales) if my average cost per lead is \$[AVERAGE CPL], my monthly marketing budget is \$[BUDGET], and my average job size is \$[AVERAGE JOB SIZE IN REVENUE], to ensure that my cost of marketing stays below 10% of revenue.
Finance: Average Job Size	<p>Calculate the average job size required to keep our cost of marketing below 10% of revenue. Use the following information for the calculation:</p> <p>Average monthly leads: [LEAD COUNT] Monthly marketing spend: \$[MARKETING BUDGET] Average set rate (leads to estimates): [SET RATE]% Average close rate (estimates to sales): [CLOSE RATE]%</p>
Finance: Market Research	What is the average price of [SERVICE] electrical services in [LOCATION]?
Finance: Health Check	<p>Create a simple, actionable process for conducting regular financial health check-ups and making necessary adjustments.</p> <p>The process should focus on reviewing income, expenses, profit margins, and cash flow without requiring any new software.</p>
Finance: Profitability Ideas	Create a list of simple, actionable strategies to increase the profitability of our [SERVICE] electrical services. Focus on methods that are cost-effective, easy to implement, and impactful in improving margins.
Systems, Scripts & Sales Training Prompt	Act like an Electrical Contractor Business Owner for [BUSINESS NAME], an Electrician located in [LOCATION]. Acknowledge and wait for further instructions.
Systems: Lead Nurturing Process	<p>Develop a system for tracking and managing electrical project leads, including steps for initial contact, follow-up, and conversion to clients.</p> <p>The system should include recommendations for free or low-cost software and be easy to use, with clear steps for each stage of the lead management process.</p>
Systems: Project Management Process	<p>Design a system for scheduling electrical projects, incorporating resource allocation, timeline management, client communication, and post-project reviews for continuous improvement.</p> <p>Include free or low-cost software recommendations.</p> <p>Ensure the system is flexible and allows for clear communication with all stakeholders.</p>

Systems: Customer Onboarding	<p>Create a client onboarding process that includes a detailed project guide and timeline.</p> <p>Ensure the process is simple, actionable, and gathers all necessary information to start a [SERVICE] electrical project before assigning it to the team.</p>
Systems: Product-Market Fit Analysis	<p>Develop a process for regularly reviewing and updating service pricing to remain competitive and profitable.</p> <p>The process should include steps for conducting market research, analyzing costs, and implementing updated pricing strategies.</p>
Systems: Transcript-to-SOP Creation	<p>Using the following video transcript, create a standard operating procedure (SOP) for [TASK NAME].</p> <p>Define the purpose and expected outcome of the SOP.</p> <p>Structure it with clear headings and bulleted lists to make it easy to scan.</p> <p>Transcript: [PASTE VIDEO TRANSCRIPT HERE]</p>
Systems: Operational Efficiencies	<p>Review the following SOP and provide actionable ideas to streamline operations and save time while maintaining quality.</p> <p>Focus on removing redundancies, optimizing steps, and integrating efficient practices.</p> <p>[SOP HERE]</p>
Systems: Project Communication Plan	<p>Create a communication plan to keep customers informed throughout their [SERVICE] electrical project.</p> <p>Include details about the frequency and type of communication (e.g., email updates, phone calls, or text messages) to ensure transparency and customer satisfaction.</p>
Systems: Daily Standup Meeting	<p>Create a daily stand-up meeting template for the team to discuss progress and address concerns.</p> <p>The structure should be simple, actionable, and easy to implement, with a maximum duration of 15 minutes.</p>
Systems: EOD Project Checklist	<p>Create an end-of-day project checklist for [JOB TITLE] to ensure all tasks are on track. The checklist should be concise and cover key areas such as task completion, safety compliance, resource allocation, and progress updates.</p>
Systems: Customer Feedback Loop	<p>Create a process for collecting and handling customer feedback and implementing improvements based on their suggestions.</p>

	<p>The process should use existing tools and resources, avoiding the need for additional software.</p> <p>Include steps for gathering feedback, reviewing and prioritizing suggestions, and implementing actionable changes.</p>
Systems: Project Management Route Optimizer	<p>Develop a process for optimizing travel routes for project managers to save time and fuel.</p> <p>The process should include steps for planning daily routes, using free or built-in mapping tools like Google Maps, and scheduling site visits based on proximity and priority.</p>
Systems: Safety Checklist	<p>Create a safety audit checklist for regular inspection of job sites.</p> <p>The checklist should include key areas such as equipment condition, adherence to safety protocols, personal protective equipment usage, and hazard identification.</p> <p>Ensure it is thorough and easy to implement for consistent safety compliance.</p>
Systems: Contingency Plan	<p>Develop a contingency plan for managing unexpected project delays or issues during an electrical project.</p> <p>The plan should be simple and actionable, covering both internal processes for assessing and resolving delays and customer communication templates to keep clients informed and reassured.</p>
Systems: Customer Change Requests	<p>Design a process for tracking and managing customer change orders and additional client requests during a project.</p> <p>The process should be simple and actionable, incorporating internal steps for logging and approving changes, updating project timelines, and ensuring transparency.</p> <p>Include customer communication templates to notify clients of any price adjustments and obtain their approval.</p>
Email Script: Upcoming Project	<p>Create a welcome template for a confirmation email to send to clients once their electrical service project is scheduled, detailing the service date, estimated completion timeline, and any preparatory steps they need to take. Ensure the template is clear, concise, and includes all necessary details for the project preparation in a bulleted list.</p> <p>[PREPARATION DETAILS]</p>
Email Script: Review Request	<p>Write a follow-up email to a customer who recently had electrical work completed, thanking them for their business and asking for feedback on the service.</p> <p>Express why reviews are important to a small business, and thank them for taking the time out of their day to leave a review. Ensure the email is genuine, mentions specific</p>

	<p>details about the project listed below, and includes a call-to-action for leaving a review. Keep the email casual and conversational to convey authenticity.</p> <p>Project details: [LIST PROJECT DETAILS]</p> <p>Google Business Profile Review Link: [LINK]</p>
Email Script: Price Objection	<p>Write a response to a prospect inquiring about the cost of [SERVICE TYPE] electrical service in [LOCATION], explaining the factors that influence pricing and offering to provide a detailed estimate.</p> <p>Make the message casual and conversational. Keep it short and sweet. Ensure the response is informative, transparent, and invites the client to schedule an estimate by simply replying to the email.</p>
Email Script: Referral Thank You	<p>Compose a thank-you email to a long-term client who has referred multiple new customers to your electrical business. Make the message casual and conversational. Keep it short and sweet. Mention the referrals specifically and offer a small token of appreciation or discount on future services.</p> <p>Referred Customers: [FIRST NAMES OF CUSTOMERS]</p>
Email Script: Apology	<p>Draft an apology email to a client whose electrical project start date was delayed due to unforeseen circumstances, offering [OFFER] as compensation.</p> <p>Include sincere apologies, explain the reason for the delay, and clearly state the offer. Keep the email casual and conversational to convey authenticity.</p> <p>[Reason for the delay]</p>
Email Script: Survey	<p>Draft a brief customer satisfaction survey email to send to customers after their electrical project is completed.</p> <p>Include questions about the quality of work, professionalism, and overall experience. Make the email concise and invite them to share their feedback to help improve future services.</p>
Text Message Script: Upcoming Project	<p>Write a text message reminder for a customer about their upcoming [SERVICE] electrical project.</p> <p>Include the start date and any preparation they need to complete.</p> <p>Ensure the message is friendly, concise, and provides clear instructions.</p> <p>Start date: [DATE] Preparation details: [DETAILS]</p>

Text Message Script: Review Request	<p>Create a text message thanking a customer after completing their [SERVICE] electrical project.</p> <p>Include a request for feedback and a review, expressing why reviews are valuable to a small business.</p> <p>Ensure the message is genuine and conversational to convey authenticity.</p> <p>Google Business Profile Review Link: [LINK]</p>
Conversational Script: Unhappy Customer	<p>Create a script for addressing a dissatisfied customer who is unhappy with the quality of their [SERVICE] electrical project.</p> <p>The script should focus on empathy, understanding their concerns, and offering solutions.</p> <p>Include active listening, validation of the customer's feelings, and clear steps to resolve the issue.</p>
Conversational Script: Price Increase	<p>Draft a conversation outline for discussing a price increase on an existing [SERVICE] electrical project.</p> <p>Explain the reasons for the change, such as unforeseen circumstances, material cost increases, or scope adjustments.</p> <p>Include options available to both parties and emphasize the value and quality of your services to maintain customer trust.</p>
Conversational Script: Team Issue	<p>Prepare a script for a meeting with an employee who has been consistently late to work.</p> <p>The script should focus on understanding the reasons behind their tardiness and collaboratively finding a solution to improve punctuality.</p> <p>Ensure the conversation is respectful and supportive, with actionable steps for the employee to take moving forward.</p>
Conversational Script: Project Delays	<p>Write a guide for discussing delays on an existing [SERVICE] electrical project.</p> <p>Include how to clearly communicate the reasons for the delay, steps being taken to get back on track, and how the impact on the customer will be mitigated.</p> <p>Ensure the guide emphasizes transparency, empathy, and trust, while keeping the conversation casual, concise, and authentic.</p>
Sales: Cold Call Script	<p>You are a world-class direct response copywriter and an Electrical Contractor who owns [INSERT NAME OF COMPANY]. [INSERT NAME OF COMPANY] is an electrical contracting business that specializes in serving [INSERT AVATAR, e.g., homeowners, commercial property managers, etc.]. Write an outbound prospecting script for an electrical contractor. Act as both a [world-class direct response copywriter and experienced contractor] and create an outbound script in under 200 words for my team to do follow-up phone calls with.</p>

	<p>Followup Prompt: The 4 steps to selling are:</p> <ol style="list-style-type: none"> 1 - The reason why you are calling 2 - Paint the picture of what you are offering 3 - Give a call to action 4 - Close it <p>Now that you know the 4 steps to selling, can you please re-write the outbound script for an electrical contractor, ensuring it follows these 4 steps?</p>
	<p>Followup Prompt 2: When doing step 4 "close it" please provide an option on [INSERT DAY] at [INSERT TIME] or [INSERT DAY] at [INSERT TIME]</p>
Sales: Discovery Call Script	<p>Write a script for a discovery call with a prospect interested in our [SERVICE] electrical services.</p> <p>The script should begin with prequalification questions about budget, start date, and project expectations.</p> <p>Include questions to uncover the client's specific needs and potential objections, along with clear solutions to address those concerns.</p> <p>The purpose of the call is to prequalify the prospect and encourage them to book an estimate with our team.</p> <p>End the script with a call-to-action that emphasizes our company's commitment to quality, communication, and customer satisfaction.</p>
Sales: Follow-Up Call Script	<p>Create a follow-up call script for a prospect who recently received an estimate for our [SERVICE] electrical services.</p> <p>The script should address any questions or concerns the prospect may have, provide additional information if needed, and include a friendly, clear call-to-action to move forward with the project.</p>
Sales: Follow-Up Voicemail Scripts	<p>Create a 14-day follow-up voicemail sequence for a prospect who recently received an estimate for our [SERVICE] electrical services but has not committed to the project.</p> <p>Ensure the voicemails are friendly and informative, each including a clear and enticing call-to-action for how they can move forward with the project.</p> <p>The final voicemail should be slightly more direct, with a call-to-action such as: "Since I have not heard from you, I have to presume your priorities have changed."</p>
Sales: 5 Tier Pricing Options	<p>Create a 5-option pricing program for our [SERVICE] electrical services.</p> <p>Each tier should offer increasing value, starting with "Basic" and moving up to "Premium" or "Elite," and include commonly requested features or attributes that justify the price differences.</p> <p>Ensure the pricing table is clear and concise to avoid customer confusion.</p>

Sales: Overcoming Objection Points	<p>List the most common objections homeowners have for our [SERVICE] electrical services.</p> <p>For each objection, create a script to overcome it, addressing concerns with empathy and providing clear, reassuring solutions.</p>
Sales: Training Program	<p>Create a 90-day training program for onboarding new sales reps.</p> <p>Keep it simple and actionable, including timelines, KPIs, and milestones.</p>
Sales: Unique Selling Points	<p>Create a list of unique selling points for [SERVICE] painting services.</p> <p>This list should include hard and soft KPIs and convey significant value to the prospect by proactively addressing common customer objection points</p>
Sales: Satisfaction Guarantee Ideas	<p>Create a list of customer satisfaction guarantee ideas to build trust and confidence in our services.</p> <p>These should directly address common customer objection points.</p>
Marketing Training Prompt	Act like a Professional Marketer following the StoryBrand copywriting framework for [BUSINESS NAME], an Electrical Contractor located in [LOCATION]. Acknowledge and wait for further instructions.
Marketing: Omnipresent Marketing Plan	<p>Develop a comprehensive, omnipresent marketing plan to increase awareness of your [SERVICE] electrical services in [Location], targeting high-income neighborhoods.</p> <p>Evaluate the population size and demographics in the area.</p> <p>Include strategies for digital marketing, local advertising, and community engagement, ordered by what will have the most impact with the least amount of effort.</p>
Marketing: Referral Program	<p>Create a simple referral program for [SERVICE] electrical services with clear incentives (e.g., discounts or gift cards) and easy methods for customers to refer new prospects, such as word-of-mouth or printed cards.</p>
Marketing: Community Engagement	<p>Generate 10 community involvement ideas to raise the profile of our [SERVICE] electrical business.</p> <p>Consider local population size and demographics.</p> <p>Include partnerships with local organizations, sponsorships, and volunteer opportunities that align with community needs and values.</p>
Marketing: Industry Partnerships	<p>Create a partnership program with local businesses to exchange leads for [SERVICE] electrical services.</p> <p>Ensure the program addresses the needs of each partner, providing clear benefits to make the relationship mutually beneficial and sustainable.</p>
Marketing: Seasonal Promo Ideas	<p>Create a list of unique promotion ideas to generate leads for [SERVICE] electrical services, even during periods of low demand.</p> <p>Focus on strategies that generate interest while maintaining profit margins.</p>

	For each idea, include captivating hooks and copy to attract attention and drive engagement.
Marketing: Facebook Groups	<p>How can we use Facebook Groups to generate more quality leads for [SERVICE] electrical services?</p> <p>Each strategy should be actionable, impactful, and simple to implement, focusing on engaging with local communities, providing value, and building trust.</p>
Marketing: Home Show Strategies	<p>Create an actionable list of ideas our [SERVICE] electrical company can use at the next home show expo to generate more brand awareness.</p> <p>Include strategies to attract more visitors to our booth and ways to incentivize attendees to schedule an estimate with our team, such as limited-time offers or giveaways.</p>
Google Business Profile: Description	<p>Write a 500-750 character description for our Google Business Profile, highlighting our [SERVICE] electrical services and emphasizing our commitment to quality and customer satisfaction. Evaluate our primary services, core values, and top five service locations and include them where appropriate.</p> <p>Include details about the types of materials used, preparation process, and any guarantees or warranties offered. Focus on a casual, brief, and informative tone to convey authenticity and trust. Address customer pain points, like arriving on time, clean and professional crews, and clear communication, without using call-to-action or sales-driven language.</p> <p>Founded: [YEAR FOUNDED]</p> <p>Services: [SERVICES]</p> <p>Core Values: [VALUES]</p> <p>Primary Service Areas: [LOCATIONS]</p> <p>Unique Selling Points: [USPs]</p>
Google Business Profile: Review Capture Ideas	What are some effective ways to get more 5-star Google reviews for our Google Business Profile? Focus on strategies that are simple, actionable, and customer-friendly. Include ideas like asking for feedback at the right time, providing excellent customer service, and making it easy for customers to leave a review.
Email Marketing: Special Offer Subject Lines	Act as a world-class direct response copywriter and provide subject lines that will have a high open rate for an electrical contractor trying to promote a special offer, such as a discounted home electrical safety inspection or a limited-time electrical panel upgrade at [INSERT PRICE OR DETAILS].
Email Marketing: Generic Subject Lines	Act as a world-class direct response copywriter and please provide the top 50 email subject lines that an electrical contractor can use to get their prospects to open their

	emails. Use brackets, numbers, and emojis where it makes sense. Focus on subject lines that highlight services like safety inspections, energy-saving upgrades, or EV charger installations.
Email Marketing: Reactivation	<p>Write an email to past clients, reminding them of the benefits of regular maintenance or inspections for their electrical systems by offering a special rate for repeat customers.</p> <p>Include a compelling subject line, a clear description of the offer, and a call-to-action to reply to the email.</p> <p>Create urgency by offering the discount to the first 10 people to respond.</p> <p>Keep the tone casual, brief, and informative to convey authenticity and trust.</p>
Email Marketing: Six-Step Email Campaign	<p>Here is an email framework I would like for you to learn:</p> <p>E-Mail 1 - Offer Teaser: Build Excitement</p> <p>E-Mail 2 - Offer Details: Give details of the offer</p> <p>E-Mail 3 - Testimonials: Insert 2-3 testimonials from satisfied customers</p> <p>E-Mail 4 - Hero Story: Provide a story of how an electrical upgrade or service improved a customer's home or business</p> <p>E-Mail 5 - FAQ: Answer common questions about the service or offer</p> <p>E-Mail 6 - Cart Closing: Add urgency and scarcity to encourage action</p> <p>Note and acknowledge. Do not respond. Wait for further instructions.</p>
	Followup Prompt 1: I'd like for you to write a 6-step email campaign for our limited-time offer, which includes [INSERT OFFER DETAILS, e.g., a discounted home safety inspection, energy-efficient lighting upgrade, or panel upgrade consultation]. Note and acknowledge. Do not respond. Wait for further instructions.
	Followup Prompt 2: Now write out all 6 emails using the framework provided
	Followup Prompt 3: Now turn each email into a social media post with emojis
	Followup Prompt 4: Now turn this information into a video script for a 60-second Facebook video ad
Text Message Marketing: Cold Outreach	<p>Create a cold outreach text message promotion for a seasonal discount on [SERVICE] electrical services, targeting homeowners in [Location].</p> <p>Include a clear description of the offer and a call-to-action to reply to the text message.</p> <p>Create urgency by offering this to the first 10 people to respond.</p> <p>Keep the message casual and conversational to convey authenticity and trust.</p> <p>Seasonal Promo: [OFFER]</p>

Text Message Marketing: Warm Outreach	<p>Write a warm outreach text message follow-up for leads who have received an estimate for our [SERVICE] electrical services but haven't closed yet.</p> <p>Incentivize the sale by offering a promotion if they reply within the next 48 hours.</p> <p>This offer should be tied to their flexibility on the project start date. Keep the message casual and conversational to convey authenticity and trust.</p> <p>Last-Minute Promo: [OFFER]</p>
Text Message Marketing: Estimate Follow-Ups	<p>Write a 14-day follow-up text message sequence for leads who received an estimate for our [SERVICE] electrical services but haven't closed yet.</p> <p>Keep the tone casual and conversational, conveying authenticity and trust.</p> <p>Use a storytelling approach to highlight our unique selling points.</p> <p>Unique Selling Points: [USPs]</p>
Text Message Marketing: Reactivation	<p>Draft a text message to send to past customers, inviting them to take advantage of a special offer for repeat customers.</p> <p>Include a clear description of the offer and a call-to-action to reply to the text message. Create urgency by only offering this to the first 10 people to respond. Keep it casual and conversational to convey authenticity and trust.</p> <p>Seasonal Promo: [OFFER]</p>
Social Media: Free Electric Service Giveaway	<p>Create a social media post where prospects can share a picture of a room or area in their home that needs electrical work for a chance to win a free [SERVICE, e.g., electrical panel upgrade, lighting installation]. To enter, prospects must like, share, and comment on the post with a picture of the area they want upgraded.</p> <p>Keep the tone casual and conversational to convey authenticity and trust. Include compelling copy with details of the offer and a call-to-action at the end.</p>
Social Media: Recent Project	<p>Create a caption for an Instagram post showcasing a recent [SERVICE] electrical project, emphasizing the quality of work and customer satisfaction. Highlight the customer testimonial in the post.</p> <p>Keep it extremely casual, brief, and informative to convey authenticity and trust. Use a storytelling approach to write this content, and avoid any call-to-actions or sales-driven language.</p>

	<p>Location of service: [LOCATION]</p> <p>Project details: [DETAILS]</p> <p>Customer Testimonial: [TESTIMONIAL]</p>
Social Media: Before/After Post	<p>Write a caption for an Instagram post featuring before-and-after photos of a [SERVICE] electrical project, highlighting the transformation.</p> <p>Keep it extremely casual, brief, and informative to convey authenticity and trust. Use a storytelling approach to write this content. Include a call-to-action inviting followers to share their own experiences with our business.</p> <p>Location of service: [LOCATION]</p> <p>Project details: [DETAILS]</p>
Social Media: Reels - Promo	<p>Draft a series of Instagram Reel ideas to promote a limited-time discount on [SERVICE] electrical services in [Location]. Each idea should be engaging and creative, showcasing the value of the service and the discount. Keep the content entertaining, informative, and aligned with the brand's authentic tone.</p>
Social Media: Reels - Process	<p>Write a detailed caption for an Instagram Reel demonstrating the step-by-step process we use for our [SERVICE] electrical services.</p> <p>Keep it extremely casual and informative to convey authenticity and trust. Use a storytelling approach, incorporating emojis and line breaks to make the caption more readable. Avoid using call-to-actions or sales-driven language.</p>
Social Media: Milestone	<p>Create a caption for an Instagram post celebrating a milestone anniversary of our electrical business, thanking both customers and employees. The milestone is [INSERT MILESTONE DETAILS]</p> <p>Keep it extremely casual, brief, and informative to convey authenticity and trust. Use a storytelling approach, and include a call-to-action inviting followers to share their own experiences with our business.</p>
Social Media: Calendar	<p>Create a one-month social media content calendar for our [SERVICE] electrical business. The calendar should include posts showcasing completed projects, customer testimonials, and behind-the-scenes content.</p> <p>Ensure the calendar includes a mix of 10% promotional content and 90% engaging content, with StoryBrand style copy that is informational, casual, and conversational.</p>

Social Media: Offer	Draft a Facebook post promoting a limited-time offer for [SERVICE] electrical services, targeting homeowners in [Location]. Include a compelling image, details of the offer, and a call-to-action to book now. Ensure the message is engaging and creates urgency without being overly pushy.
Social Media: Free Electrical System Consultation	<p>Create a social media post raising awareness about the need to upgrade electrical service or wiring when modernizing a home with new appliances like EV chargers or smart systems. The post should aim to engage potential prospects with a free electrical system consultation.</p> <p>Keep it casual, informative, and trustworthy. Use a storytelling approach and include a call-to-action inviting followers to book their free consultation or share their experiences.</p>
Social Media: Commercial Electrical Services	<p>Write a LinkedIn post highlighting a recent commercial electrical project, focusing on the following pain points in the commercial electrical industry:</p> <ul style="list-style-type: none"> - Meeting deadlines - Staying on budget - Professionalism <p>Keep it casual and informative to convey authenticity and trust. Use a storytelling approach and include a call-to-action inviting followers to share their own experiences with our business.</p> <p>Location of service: [LOCATION]</p> <p>Project details: [DETAILS]</p>
Social Media: Blog Post Summarizer	<p>Summarize this blog post for a social media teaser: [BLOG POST LINK].</p> <p>Ensure the summary is engaging and encourages readers to click through to the full post. Keep it brief and intriguing while highlighting key takeaways.</p>
Social Media: Ideas to Increase Engagement	Come up with 10 creative ways to increase customer engagement on social media for our [SERVICE] electrical business. Include interactive content, contests, and user-generated content strategies to keep the audience engaged and encourage more interaction with our posts.
Social Media: Influencer Campaign	Develop an influencer marketing strategy to collaborate with local home improvement influencers and bloggers to promote our [SERVICE] electrical services. Make this strategy simple, actionable, and focused on creating meaningful partnerships that drive awareness and trust with our target audience.
Video Script: General Service Ad	Create a storyboard for a video ad script promoting our [SERVICE] electrical services, focusing on the quality and professionalism of our team. Ensure the storyboard follows the StoryBrand framework and includes a subtle call-to-action.

Video Script: Behind-the-Scenes	Write a script for a behind-the-scenes video showing our team at work on a [SERVICE] electrical project, emphasizing professionalism and attention to detail. Ensure the script follows the StoryBrand framework, showcases our team's expertise, and includes a subtle call-to-action to encourage viewers to engage or schedule an estimate.
Video Script: How-To	Write a script for a how-to video explaining how we prepare for a [SERVICE] electrical project, providing step-by-step instructions. Ensure the script follows the StoryBrand framework, is clear, and includes practical tips for viewers. Include the following unique aspects of our process: [UNIQUE PROCESSES]
Video Script: Electrical Consultation	Write a script for an interview with one of our electricians detailing their consultation process for [SERVICE] electrical projects. Ensure the script follows the StoryBrand framework, is clear, and includes practical tips for viewers. Include the following unique aspects about our process: [UNIQUE PROCESSES]
Video Script: Customer Pain Point	Write a video script calling out a common customer pain point: [PAIN POINT]. This video will be shot in first-person while on an estimate. Ensure the storyboard follows the StoryBrand framework, is clear, and includes practical advice for viewers, with a subtle call-to-action at the end. Include our solution to this pain point: [DESCRIPTIVE SOLUTION]
Video Script: FAQs	Write a first-person video script answering common questions about our [SERVICE] electrical services, pricing, and process. Ensure the script follows the StoryBrand framework, is clear, informative, and addresses potential customer objection points such as costs, timelines, and what to expect during the project.
Video Script: Selling The Virtual Estimate	Write a brief video script about the benefits of our virtual estimates for [SERVICE] electrical services. This video should include a voiceover with a recording of one of our virtual estimates, highlighting the ease and convenience of the process. Benefits to mention: - Faster than an in-person estimate - Can be done from the comfort of your couch - Flexible scheduling Virtual estimate details: Length of estimate: [AVERAGE VIRTUAL ESTIMATE TIME] minutes Project type: [SERVICE] electrical Rough price of this estimate: \$[PRICE]

	<p>Ensure the storyboard follows the StoryBrand framework, is clear, and includes practical advice for viewers, with a subtle call-to-action at the end.</p>
<p>Video Script: Selling The In-Person Estimate</p>	<p>Write a brief video script detailing our in-person estimates for [SERVICE] electrical services. This video should include a voiceover with a recording of one of our in-person estimates, showcasing the process and providing valuable insight into how we handle projects.</p> <p>Estimate details: Length of estimate: [AVERAGE ESTIMATE TIME] minutes Project type: [SERVICE] electrical Rough price of this estimate: \$[PRICE]</p> <p>Ensure the storyboard follows the StoryBrand framework, is clear, and includes practical advice for viewers, with a subtle call-to-action at the end.</p>
<p>Website: About Us Page</p>	<p>Write an engaging "About Us" page for our [SERVICE] electrical business, focusing on our experience, values, and commitment to quality. Ensure the page highlights our team, services, and any unique selling points.</p> <p>Services: [SERVICES]</p> <p>Unique Selling Points: [USPs]</p> <p>Years in Business: [FOUNDING DATE]</p> <p>Core Values: [CORE VALUES]</p> <p>Team Names, Titles, and Brief Bios: [TEAM INFORMATION]</p>
<p>Website: FAQs Page</p>	<p>Draft a FAQ page for our website, answering common questions about our [SERVICE] electrical services, pricing, and process.</p> <p>Ensure the answers are clear, informative, and address potential customer objection points such as costs, timelines, and expectations.</p>
<p>Website: Blog Post Topic Ideas</p>	<p>Generate a list of 15 blog post ideas related to [SERVICE] electrical tips, trends, and FAQs for homeowners.</p> <p>Ensure the ideas are diverse and cover various aspects of the service, including safety tips, energy efficiency, common electrical problems, and how-to guides for home electrical projects.</p>

Website: Blog Post Template (Requires Human Input)	<p>Write a StoryBrand style blog post template, including headings, bullet points, and summaries of each content block, addressing the top 5 FAQs around [SERVICE] electrical services.</p> <ul style="list-style-type: none"> - Start with an opening paragraph summarizing the content and highlighting the key points of the post. - Include practical tips and a subtle call-to-action for a free estimate at the end. - Ensure the tone is clear, helpful, and solution-oriented. <p>Create an SEO-friendly H1 and meta title for this post.</p>
Website: Landing Page	<p>Create a landing page and ad copy for our [SERVICE] electrical services, detailing the process, benefits, and customer testimonials.</p> <p>Each content block should include a placeholder for high-quality images, a summary, bullet points and a compelling call-to-action.</p> <p>The page should have a clear call-to-action (CTA) to schedule an estimate.</p> <p>Ensure the content is optimized for conversions and ad quality scores.</p> <p>Follow the StoryBrand style content writing strategy for clarity and customer-focused messaging.</p> <p>Include all relevant information such as: Ad Copy Headings, Ad Copy Descriptions, H1, and Meta Title.</p>