# AI TOOLKIT FOR HOME SERVICE PROS & SMS

## WHAT'S INSIDE?

This free toolkit includes beginner-friendly, proven AI tools to help local businesses like contractors, roofers, plumbers, and window installers save time and drive more leads — with zero tech skills required.

# TOOLKIT CONTENTS

## 1. ✍️ AI BLOG & CONTENT GENERATOR (FOR SEO)

### TOOL: CHATGPT OR CLAUDE AI

#### WHAT IT DOES:

- Write keyword-rich blog posts in minutes

- Generate service descriptions for your website

- Suggest content ideas based on customer FAQs

### HOW TO USE:

Copy/paste prompt templates into ChatGPT or Claude AI and refine for your local audience.

### Example Prompt:

"Write a 1000-word blog post for a roofing company in Austin about how to prepare your roof for storm season."

＋ ≡ Tools

## 2. 📢 AI AD GENERATOR (GOOGLE & FACEBOOK)

### TOOL: ADCREATIVE.AI OR COPY.AI

#### WHAT IT DOES:

- Write high-converting ad copy

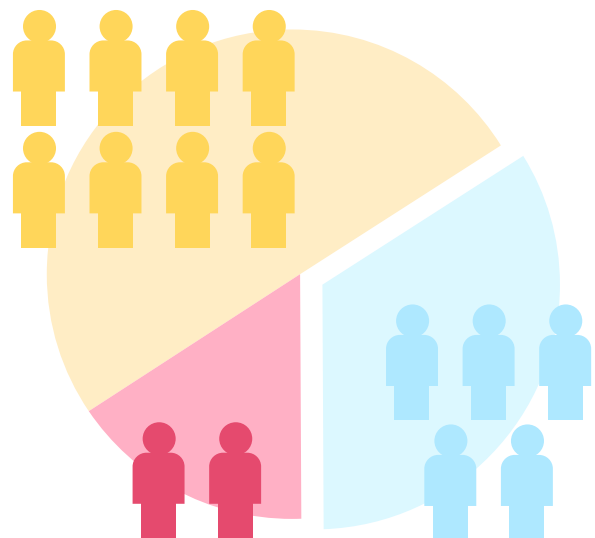- Suggest images and headlines based on your service

#### BONUS

Includes headline formulas for Local Service Ads

## 3. 💬 AI CHATBOT FOR LEAD CAPTURE

### TOOL: TIDIO, CHATBASE, OR MANYCHAT

#### WHAT IT DOES:

- Greet website visitors 24/7

- Answer FAQs

- Capture lead info & auto-send it to your CRM or email

## 4. 📊 AI CALL TRANSCRIPTION + LEAD TRACKING

### TOOL: CALLRAIL OR OPENPHONE + WHISPER AI

#### WHAT IT DOES:

- Transcribe phone calls for review

- Identify missed sales opportunities

- Train your team using real conversations

## 5. 🎯 BONUS: 3 PRE-BUILT PROMPTS FOR LOCAL PROS

Just copy, paste, and go — even if you've never used AI before.

### PROMPT 1: AI BLOG & CONTENT GENERATOR (SEO) — FOR CLAUDE.AI

### TOOL: CHATGPT OR CLAUDE AI

**Purpose:** Generate a blog post to drive local search traffic

### Prompt:

"Write a 600-word SEO-optimized blog post for a [type of business] in [City, State]. The topic is: "[Insert topic idea here]".

**+** ☰ **Tools**                                    🎤

## MAKE SURE TO:

- Mention the city name throughout naturally

- Use simple, helpful language a homeowner would understand

- Include a call to action to call or request a quote

**BUSINESS TYPE:** ROOFING COMPANY
**CITY:** DENVER, CO
**TOPIC:** 5 THINGS TO CHECK ON YOUR ROOF BEFORE WINTER

WRITE IN A FRIENDLY, PROFESSIONAL TONE.

### WORKS FOR:

Roofing, HVAC, Windows, Plumbing, General Contracting, and more.

### PRO TIP:

Change city + topic to match your seasonal services.

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## PROMPT 2: HIGH-CONVERTING AI AD GENERATOR — FOR GOOGLE/FACEBOOK ADS

### TOOL: COPY.AI, JASPER, OR CLAUDE AI

**Purpose:** Write ad copy that gets clicks and phone calls

### Prompt:

Create 3 short and persuasive ad headlines and 3 descriptions for a Google or Facebook ad campaign.

**+** ☰ Tools 🎤

**BUSINESS TYPE:** WINDOW REPLACEMENT COMPANY
**CITY:** SACRAMENTO, CA
**TOPIC:** $500 OFF FULL-HOME WINDOW REPLACEMENT
**AUDIENCE:** HOMEOWNERS AGE 35–65 IN THE SACRAMENTO AREA

# GOALS

- Highlight trust, speed, energy savings

- Include a clear CTA like "Get a Free Estimate" or "Book Today"

- Keep each headline under 30 characters and each description under 90 characters

## WORKS FOR:

Paid ads, flyers, landing pages

## PRO TIP:

Rotate offers seasonally (e.g., "Storm Prep Discount" in fall)

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## PROMPT 3: AI CHATBOT FOR LEAD CAPTURE — FOR TIDIO, CHATBASE, OR MANYCHAT

## TOOL: ANY CHATBOT BUILDER WITH GPT INTEGRATION

**Purpose:** Create a script to greet visitors & qualify leads on your website

### Prompt:

> Create a simple lead-qualifying chatbot flow for a residential plumber in Phoenix, AZ.

**+** ≡ Tools 🎤

## GOALS:

- Greet the visitor warmly

- Ask what service they need (choose from: leak repair, water heater, drain cleaning)

- Ask when they need the service (today, this week, just getting quotes)

- Ask for name, phone, and zip code

- End with a thank you and promise of a fast follow-up

**TONE:** FRIENDLY, PROFESSIONAL, HELPFUL
KEEP MESSAGES SHORT (1–2 SENTENCES MAX PER INTERACTION).

### WORKS FOR:

Any local home service lead form

### PRO TIP:

Sync responses to your email/CRM for instant notifications

# WHO THIS TOOLKIT IS FOR:

- General contractors
- Plumbers
- Roofers & solar installers
- HVAC companies
- Siding, window & door specialists
- Other local home service pros looking to save time & scale smart

# HOW TO USE THIS TOOLKIT

No coding or marketing background needed. Just go to the links — most tools have a free version to start.

# WANT US TO SET THIS UP FOR YOU?

Bliss Drive offers AI-powered marketing systems tailored to your business. Let us automate it for you — so you can focus on the work that matters.

## BOOK YOUR FREE AI STRATEGY CALL HERE

[Book a free strategy call](#)